

**EXHIBIT A
SCOPE OF SERVICES**

MOBILITY OF MILLENNIALS IN SMALL URBAN AND RURAL AREAS

BACKGROUND

The Millennial Generation, American's born between the years of 1983 and 2000, are now the largest generation in the United States. This generation has significantly different lifestyle and transportation trends than previous generations, which is leading to the need for change in transportation policy and planning.

Several recent studies have been conducted in urban areas to identify the lifestyle and transportation trends of Millennials and how these trends affect transportation. These studies show that they 1) more significantly than any previous generation, are driving less, 2) are most likely to live in urban and walkable neighborhoods, and 3) are more open to non-driving forms of transportation. While the recession may play a part in the new travel behavior of this generation, other factors, like the reduced prevalence of licensed drivers of this generation, interest and adoption of other modes of transportation and a high dependence on mobile, internet-connected technologies also have an influence. It was also found that this generation had a "relative propensity for urban lifestyle components (whether they live in cities or in suburbs). Many of these findings support the six livability principles.

While there is now better understanding of Millennial transportation needs and preferences in urban areas, no studies have been done in rural and small urban areas, therefore leaving a gap in understanding if the same preferences and viewpoints exist for Millennials living in these communities.

Conducting a similar study in small urban and rural areas is necessary as significant differences exist between urban and rural/small urban areas. Differences including population density, transportation infrastructure, and technology infrastructure in a rural and small urban area may also affect the Millennial lifestyle and transportation needs and preferences (and certainly affect what is available to them). It will be interesting to see if the "relative propensity for urban lifestyle components" also exists in rural and small urban areas.

WORK PLAN

Task Descriptions

Task 1: Project Management

Task 1 will be used to develop status update reports every other month and manage the financial side of the project. In addition, it will involve a twice monthly internal call between the researchers.

Task 2: Stakeholder Engagement

Task 2 is stakeholder engagement. The project will begin by engaging the stakeholders in a virtual kick-off meeting. The objectives of the project will be presented in addition to the proposed methodology to allow the stakeholders to provide input and recommendations. A Stakeholder Conference Call will be held every other month to update stakeholders on the progress of the research and ask for recommendations and comments. The budget reflects the calls, assuming approximately 14 participants for a time period of 1½ hours.

Task 3: Literature Review

Task 3 is a literature review. This task will entail learning more about the most recent research on Millennials, particularly their preferences with regards to transportation. Searches will be performed using TRIS Online, Google Scholar, Web of Science and others.

Task 4: Survey Development

Task 4 entails survey development. The University will develop a draft of the survey and then send it out to stakeholders to determine if any questions need to be modified for clarity. Questions on the survey will include: age, gender, car ownership (how many cars), ethnicity, income, education, international travel, annual income, Bike Friendliness rating, Public Transportation offerings, presence of a university, economic "rating", foreclosure rate, unemployment rate, convenience questions, time-saving questions, living with roommates, debt, number of children, and freedom on travel options. The total survey will be structured to take an average, but no longer than, 17 minutes.

This task also involves investigating candidate small urban/rural and large urban communities where the survey will be deployed. The communities will be a mix of those with and without university representation and those with strong economic outlooks and those without. The current budget has been created for three states. Three large cities will be surveyed as well as a number of small urban and rural areas in each of the three states. The intent is to have a statistical sample, as well as allow for direct comparisons between large urban vs. small urban/rural communities and Millennials vs. other age groups.

Task 5: Survey Deployment

Task 5 involves survey deployment. The survey will be made available online and distributed using a company similar to uSamp (used in the aforementioned Transit Cooperative Research Program [TCRP's] methodology). Considering that those in the millennial group are tech savvy, with more than 95% using the internet, there is no concern about only administering the survey in this manner.

Task 6: Survey Analysis

Task 6 involves analysis of the collected survey data. The analysis may involve both a simple summary and some statistical analysis, dependent upon the data collected in Task 5.

Task 7: Report and Dissemination

Task 7 will compile the results into a report. In addition, this task will involve a webinar to disseminate the findings of the surveys. The University has extensive experience creating and deploying webinars on findings from research studies.

Task Deliverables

Under this contract, the University will be responsible for delivering the following:

- Bi-Monthly Status Update Reports
- Kick-Off Meeting
- Stakeholder Conference Call
- Literature Review
- Survey Tool
- Report
- Webinar

PROJECT SCHEDULE

Months:	2015									2016									Task Completion Date
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Task 1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	September 30, 2016
Task 2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		August 31, 2016
Task 3	X	X	X	X															July 31, 2015
Task 4			X	X	X	X													September 30, 2015
Task 5						X	X	X	X	X	X								February 28, 2016
Task 6												X	X	X	X				June 30, 2016
Task 7																X	X	X	September 30, 2016

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