

TO: TRANSPAC

**FROM: Lynn Overcashier, 511 Contra Costa Program Manager and
TRANSPAC/TRANSPLAN TDM Program Manager**

DATE: October 2, 2009

SUBJECT: Request Approval and Recommendation for Authorization to Submit Grant Applications and if Approved, Authorization to Execute Grant Contracts for 2010/11 Transportation Fund for Clean Air (TFCA), CCTA Measure J and MTC CMAQ Funds for the 511 Contra Costa TRANSPAC/TRANSPLAN TDM Programs.

Below is a summary of the proposed FY 2010/11 511 Contra Costa TRANSPAC/TRANSPLAN TDM Programs.

511 Contra Costa is among the agencies responsible for implementing trip reduction actions in the TRANSPAC Action Plan and its programs fulfill TSM/TDM Growth Management Program requirements under Measure J and Congestion Management TSM requirements under Prop. 111.

With legislation (AB 32 and SB 375) requiring GHG emission reductions, the 511 Contra Costa programs have a proven success record in VMT and GHG emission reductions. The Program includes elements which promote all types of commute alternatives to residents, employers, students and commuters traveling to, from and through Contra Costa County. The program elements are refined and changed each year to ensure the maximum cost effectiveness, as determined by the Bay Area Air Quality Management District, MTC, and CCTA.

Due to the documented and demonstrated cost effectiveness of these programs over the last 15 years, the BAAQMD informed staff that follow-up surveys and year-end reports will not be required until 2012 as long as the programs do not change demonstrably from current implementation content. Using Measure J funds, the proposed program elements will include more municipal and community outreach and program development to promote VMT and GHG emission reductions. Program elements include:

- Work with local jurisdictions to integrate VMT/GHG reductions measured as a result of the 511 Contra Costa programs into the development of both municipal and community-based Climate Change Action Plans.
- Electric Charging Program – Electric charging stations and funds toward electric vehicles and bicycles will be made available to jurisdictions to promote the use of this technology and to create a network of charging stations in Contra Costa County.

- Employer Outreach Program offers services to reduce SOV commuting to worksites; distribute and analyze transportation surveys; promote telework; promote car sharing programs; encourage and seek funding for clean fuel infrastructure at worksites; staffing transportation/health fairs; customized ridematch assistance; tax benefit information distribution; bicycle parking infrastructure. Beginning in FY 2005/06, MTC signed a six-year delegation agreement with 511 Contra Costa, through CCTA, for Employer Outreach activities. Staff submits reports to CCTA, MTC and the BAAQMD on all outreach and delegated activities, including media/communications, the number of active employers, maintenance employers, vanpool leads and ridematch database contacts.
- Comprehensive Incentive Program which includes: Countywide Carpool Incentive Program; Countywide Transit Incentive Program; Bicycle Safety and Last Mile Program; SchoolPool (K-12); Los Medanos Class Pass; and bicycle/walking programs. Details about the programs include:
 - COUNTYWIDE TRANSIT INCENTIVE PROGRAM- The program offers transit incentives to reduce drive-alone trips traveling to, through or from Contra Costa County. The incentives are offered to residents, employees, and commuters traveling to, from or through Contra Costa County, including express bus service provided by Tri Delta, County Connection, AC Transit and WestCat.
 - COLLEGE TRANSIT INCENTIVE PROGRAM- Based on the success of the Los Medanos Class Pass program, additional funds will support transit ticket distributions at Los Medanos, Diablo Valley College and Contra Costa College.
 - COUNTYWIDE CARPOOL PROGRAM- Countywide Carpool Program promotes carpooling to commuters who travel to, from, and through Contra Costa County by offering new carpoolers a start-up incentive with subsequent incentives based on recorded travel diaries. With the addition and extension of HOV lanes in the county, commuters are seeing the advantages of carpooling. The Carpool to BART program will be promoted while staff works with BART to improve carpool signage and availability. Staff will work with MTC's Regional Rideshare Program on joint marketing campaigns such as Rideshare Rewards.
 - SCHOOLPOOL- This project provides public bus tickets for children in the County Connection and Tri Delta service areas (Central and East County). Bus ridership is promoted instead of parents creating congestion by driving children to school. Staff will continue to provide a customized map with time schedules and bus stop information for each school by district, in cooperation with CCCTA and ECCTA. With many service and route changes, this updated information is intended to reduce confusion and assist parents in transporting children to school.

- **WEBSITE DEVELOPMENT AND MAINTENANCE** - The 511contracosta.org website is a comprehensive one-stop location for Bay Area transportation information with an emphasis on Contra Costa employer and commuter services. In the fall of 2002, staff developed and began hosting RTPC websites and currently hosts TRANSPAC (www.transpac.us), TRANSPLAN (www.transplan.us), in addition to the www.511contracosta.org site. The TRANSPAC and TRANSPLAN websites provide direct access to the RTPC sites making it easier to offer the agendas, minutes, and other important transportation information directly to the public. 511 Contra Costa sponsors the website hosting and programming services of the TRANSPLAN website.
- **IPHONE APPLICATIONS** – Staff will investigate development of additional appropriate iPhone applications as they relate to 511 CC's goal of reducing VMT and GHG emissions. Applications for Blackberry PDAs will also be investigated.
- **BICYCLE WAYFINDING PROGRAM** – Staff will work with local jurisdictions and the East Bay Regional Park District on directional signage on trails in Central and East County to assist bicyclists using the trails.
- **COMMUNITY OUTREACH PROGRAM** – Staff will be working with local jurisdictions to distribute more “green” transportation information and program elements through city newsletters, libraries and through other city outreach efforts to inform residents of ways to reduce VMT and GHG emissions.
- **ACTION PLAN IMPLEMENTATION** - Both the TRANSPAC and TRANSPLAN Action Plans include actions and programs which are to be developed and implemented by the 511 Contra Costa (TRANSPAC/TRANSPLAN TDM) Program. These include Community-Based Trip Reduction Outreach and expansion of Telework programs and education. Partnering with local agencies, clean fuel vehicle infrastructure funding and installation will be developed (e.g. plug-in locations for hybrid (electric) vehicles in public locations).
- **BICYCLE/SKATEBOARD INFRASTRUCTURE/ GRANT SUBMITTAL ASSISTANCE**- Staff works with the RTPC TACs to develop bicycle/pedestrian projects and assist in project delivery of bicycle/pedestrian gap closure projects. Bicycle lockers and racks will be installed at locations prohibited by the BAAQMD (e.g. some school sites and locations not available to the general public). Skateboard racks will be installed at additional school and public locations, per recommendations by the TRANSPAC/TRANSPLAN TACs and schools.
- **STAFF LIAISON ACTIVITIES**- Staff participates in many local and regional meetings to ensure coordination, promotion and funding for TDM activities through CCTA committees, MTC, BAAQMD, ACT, League of California Cities' Transportation Policy Committee and its Climate Change Task Force, TRB's TDM Committee, TDM Institute, ACT and other organizations and agencies.

- TFCA AND MTC APPLICATION DEVELOPMENT, SUBMITTAL AND FUNDING AGREEMENTS- BAAQMD policy prohibits expenditure of TFCA funds for costs associated with drafting TFCA applications; assisting other agencies with TFCA applications; coordinating the submittals through the RTPC, CCTA and BAAQMD, and other program development activities.

Funding is expected to be lower than previous years due to a decrease in vehicle registration funds (TFCA) and lower sales tax allocations from Measure J. Budget numbers are currently in draft form, pending notification from the BAAQMD and CCTA of actual funds available. The TRANSPAC/TRANSPLAN allocation is estimated to include approximately \$700,000 TFCA, \$39,900 MTC CMAQ, and \$300,000+/- Measure C/J Carpool, Vanpool, Park & Ride Lot funds.