

MEMORANDUM

DATE: July, 2009
TO: TRANSPAC and TRANSPLAN Committees
FROM: Lynn Overcashier, 511 Contra Costa and TRANSPAC/TRANSPLAN TDM Program Manager
RE: 511 Contra Costa/TRANSPAC/TRANSPLAN TDM Program Status Report

Staff has worked on the following program elements of the 511 Contra Costa program to promote VMT reduction and GHG emission reductions during the month of June 2009:

Employer Outreach

- Met with Pleasant Hill Chamber of Commerce Green Committee.
- Attended relocation transportation fair for AAA in San Francisco.
- Met with Brown and Caldwell of Walnut Creek.
- Consulted with Concord Airport Plaza Building Mgmt. to plan a transportation fair.
- Provided 511 Contra Costa Green Ride canvas bags to Pacific Coast Farmers Market for their Brentwood "Bike to Farms" event.
- Attended East County Green Business Program Workshop in Antioch.
- Twenty nine employers were contacted and added to the employer data base.
- 511 Contra Costa sponsored GreenFest, a 5k walk at Heather Farms in Walnut Creek to promote energy efficiency.
- Conducted Bike to Work Day brainstorming meeting with Energizer Station volunteers.
- Sent Bay Nature's Transit to Trails maps to the City of Antioch.
- Attended Plug-in Electric Vehicle Charging Station unveiling at the City of Walnut Creek. 511 Contra Costa funded three chargers.
- Staff is currently working with the City of Pleasant Hill and is in preliminary discussions with Martinez in the placement of electric charging stations in those cities.
- Finalized coordination efforts to provide four eLockers to the City of Walnut Creek.

Comprehensive Incentive Program

SchoolPool

- Mailed 4,000 SchoolPool flyers to Brentwood Unified School District.
- Mailed 13,000 SchoolPool flyers to Antioch Unified School District.
- Created on-line SchoolPool application.
- Working on a SchoolPool program postcard that will be sent to 24,000 families in the Mt. Diablo Unified School District in July.
- Walnut Creek Unified School District included a link to SchoolPool.org on the District website and the Superintendent sent an email containing the SchoolPool flyer pdf to all Principals.

Walk and Roll

- Working with the Principal of Dallas Ranch Middle School in Antioch to develop a Walk and Roll pilot program at the school.

Transit

- Participated with Tri Delta Transit employees to flyer the vehicles parked at the Pittsburg/Bay Point BART Station and the Antioch and Brentwood Park & Ride Lots. The flyer promoted Tri Delta Transit's Route 300 and Delta Express Route special transit pass offers in time for new schedules and fare increases.
- Discussed Route 25 with Mary Burdick of County Connection for possible marketing opportunities.
- Launched the *Take Me out to the Ballgame* promotion on the 511 Contra Costa website as a Program of the Week. The promotion offers Contra Costa residents two \$10 BART tickets to access the ball park instead of driving.
- Staff is developing a promotional campaign called *Do Your Two*, which encourages motorists to use a commute alternative just two days a week.

Carpool

- Discussed coordination of a carpool and vanpool incentive promotions as an alternative to BART in preparation for a possible BART strike.
- Met with TranBen, a transportation benefit company to discuss ways 511 Contra Costa can streamline the mailing of incentives.

Website - www.511contracosta.org

- The website continues to attract more Twitter Followers. Tweets and news blogs are posted daily about road works, transportation news, public meetings, related information on other websites, promotions, etc.
- Programmers are scraping the BAAQMD air quality forecasts in order to provide an XML feed on the 511 Contra Costa website which is automatically updated every 10 minutes. The XML feed will be available on the 511 Contra Costa website for download by other website developers.
- A simple questionnaire about electric vehicle ownership has been on the website for two months. To date 74 people have taken the survey. Of them 9% currently own an electric or hybrid vehicle; 58 percent say their next car will be an electric car.

Miscellaneous

- Lynn Overcashier was elected to the Transportation Demand Management Institute (TDMI) Board of Directors as its new Vice President. TDMI is a non-profit organization dedicated to research and education of Transportation Demand Management elements. She currently has one year remaining as the Association for Commuter Transportation's Vice President also.
- Staff is working with MTC staff to provide up to the minute information and alternatives in the event of a BART strike. MTC has posted 511 Contra Costa's carpool program information to encourage carpooling in the event of a strike since local transit agencies will not have funds to provide service to replace BART routes.