

TO: TRANSPAC

FROM: Lynn Overcashier

DATE: November 10, 2010

SUBJECT: Request Authorization for the 511 Contra Costa - TRANSPAC/TRANSPLAN TDM Program Manager to Submit Grant Applications to: CCTA for FY 2011/2012 Measure J Commute Alternative Funds; to the Bay Area Air Quality Management District for FY 2011/2012 TFCA Funds; to MTC for CMAQ (Employer Outreach Funds); to Execute the Required Grant Contracts; and to Enter into Cooperative Agreements with the Respective Funding Agencies

With legislation (AB 32 and SB 375) requiring greenhouse gas emissions (GHG) reductions, the 511 Contra Costa programs have a proven success record with the Bay Area Air Quality Management District and the Transportation Authority in reducing vehicle miles traveled (VMT) and GHG emission reductions. The Program includes elements annually which promote all types of commute alternatives to residents, students and commuters traveling to and from 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 (BAAQMD), the Metropolitan Transportation Commission (MTC), and CCTA.

In 2008 the BAAQMD gave the TRANSPAC/TRANSPLAN TDM program a three year reprieve from having to conduct follow-up surveys of its programs, due to proven cost-effectiveness and consistent results from programs for many years. The 2011/12 year will once again be a year to provide comprehensive follow-up analysis of trips reduced and emission reductions.

The 511 Contra Costa Program for Central and East County in the new workplan will focus more on municipal, employer and community services and will rely less upon direct incentives to participants to promote VMT and GHG emission reductions.

In order to allow for the most flexibility in programming the funds, one large application of program elements is being recommended for 2011/12. 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.
- Employer Outreach – These services assist employers in Central and East County in ways to help retain businesses and promote economic development. Services include elements which reduce SOV commuting to worksites, including: distribution and analysis of transportation surveys; promoting telework; promoting car-sharing programs; encouraging and seeking funding for clean fuel infrastructure at worksites; staffing transportation/health fairs; customized ridematch assistance; tax benefit

information distribution; bicycle parking infrastructure and wayfinding signage.

- **SCHOOL-BASED PROGRAMS** – Staff will work with local jurisdictions, school, parents, PTAs and others to expand the current school-based SchoolPool program to include school site assessments to determine infrastructure and access issues with participating schools. Potential program components for schools will include bicycle and pedestrian education and safety training, bicycle/ped infrastructure, carpool ridematching and other Safe Routes to School programs which are currently being implemented in the 2010/11 TDM Program. Additional emphasis may include better signage for safer ingress/egress near schools.
- **Electric Charging Program** provides funds to jurisdictions for electric charging stations, lease of electric plug-in vehicles and bicycles to promote the use of this technology and to continue to expand the network of charging stations in Contra Costa County.
- **Comprehensive Trip Reduction Program** will include fewer incentives for carpoolers or transit riders, and more pledges with overall prizes. Staff will continue to work with transit agencies on special promotions, however there will be less emphasis on the value of the incentive and more focus on encouragement of mode change through worksite visits and one-on-one meetings.
- **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 events 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** - 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.
- **WEBSITE DEVELOPMENT AND MAINTENANCE** - The 511CC 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.
- **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. The new web application of Bike Mapper will be developed for a smart phone application.

- 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.

