

MEMORANDUM

DATE: October, 2009
TO: TRANSPAC
FROM: Lynn Osborn Overcashier, 511 Contra Costa Program Manager
RE: 511 Contra Costa Status Report

511 Contra Costa staff implements programs and projects which fulfill local jurisdictions' Growth Management and Congestion Management requirements in addition to TRANSPAC Action Plan strategies which provide quantifiable VMT and GHG emissions reductions. Highlights include:

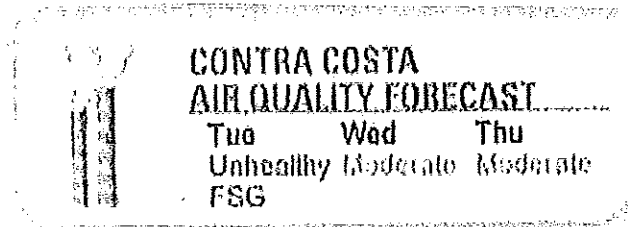
1. www.511contracosta.org website

- Website Blog Feature

A member of the public wrote a comment on the blog section of the 511CC website about the parking rules at the new Hercules Park and Ride Lot. His questions had to do mostly with handicapped parking and how to use the lot on the same day if you don't have a computer to print your parking permit. 511CC staff forwarded the comments on to BART staff who forwarded them on to Hercules City staff who answered the questions. The answers were posted on the blog and sent directly to the commenter who was grateful for the response.

- Spare the Air Alerts

The Spare the Air alerts on the home page of the 511 Contra Costa website are automatically updated using push technology from Air District data feed.



- Blogged, Tweeted and posted information on the Spare the Air alerts.

2. SchoolPool

To date roughly 2,000 families have received free County Connection or Tri Delta tickets to encourage student bus ridership this Fall.

3. Walk and Ride 2 School

Staff is working with Dallas Ranch Middle School with an event planned for October 7th to coincide with International Walk and Bike to School Day. The Walk and Roll program will promote walking and bicycling to school. Shoe I.D. tags and reusable water bottles will be given to students who participate in the program. Parents and staff from the school are leading the related on-campus activities with assistance from 511 Contra Costa.

4. Employer Outreach

- Staff will attend the Concord Airport Plaza transportation fair in September
- Staff will be making an evening presentation on October 14th at the Pleasant Hill Library. Educational tools and tips on simple ways the public can reduce green house gas emissions are being developed which will be available.
- Staff met with City staff from Walnut Creek and Pleasant Hill to finalize the details of the pilot midday holiday shuttles from Contra Costa Centre to downtown Pleasant Hill and to downtown Walnut Creek. The routes are scheduled to begin October 11, 2009 and will run through the end of December for this pilot project.
- Updates to the Transportation Resource Guide are being conducted. Final production is expected in October.
- Staff is assisting Shell Oil with new vanpool formation for three shifts.

5. Commuter Incentive Program

- 511 Contra Costa is working with WestCAT to provide a Buy 1 Get 1 Free 31-day Lynx promotion. The Lynx bus picks up passengers at three locations in Hercules and then travels non-stop along I-80 to the San Francisco Transbay Terminal.
- Over 50 applications were submitted on-line for the BART to Airport promotion which was a featured Program of the Week found on the 511contracosta.org home page. Residents of Contra Costa were encouraged to ride BART to the SFO and Oakland Airports instead of driving.
- Thus far there are over 3,000 carpool and/or transit incentive participants in the CIP program.

6. Electric Charging Stations

Staff is working with local jurisdictions on the placement of electric plug-in charging stations and purchase of electric vehicles and bicycles which will use the charging stations.

Meetings:

- 511 Contra Costa staff attended the Transportation Alliance Meeting held on September 16, 2009.
- Ms. Overcashier presented a paper on 511 Contra Costa's development of the transportation section of the Green Business certification application at the Association for Commuter Transportation conference on September 2, 2009.