

8. Reports from 511 Contra Costa and Staff (Attachment – Action[s] as Determined)

a) 511 Contra Costa Report

- **Report on 511 Contra Costa logo change (attachment) - Lynn Overcashier**
- **511 Contra Costa Monthly Report – Corinne Dutra-Roberts**

b) TRANSPAC Report:

New appointee briefing planned for after the September 9 TRANSPAC meeting: If you are a recent appointee to TRANSPAC and would like a briefing (or a refresher) on the background of Contra Costa's transportation sales tax, the Contra Costa Transportation Authority, TRANSPAC and the other Regional Transportation Planning Committees (RTPCs), the Growth Management Plan, etc. please advise Barbara Neustadter.

SR4 Corridor Management Plan (attachment): As established in the TRANSPAC, TRANSPLAN and WCCTAC Action Plans, the respective RTPC managers are working with CCTA Planning staff on a draft scope, consultant selection process as well as establishment of Technical and Policy oversight committees for the SR 4 Corridor Management Plan. To accommodate the schedule for issuance of a Request for Proposal to consultants, the TRANSPAC TAC has reviewed the draft scope of work via e-mail and recommended changes to clarify the intent of the study as established in the Central County Action Plan. Any additional changes or unresolved issues may be discussed and actions proposed at this meeting.

MEMORANDUM

TO: PETER ENGEL

CC: LISA BOBADILLA, DARLENE AMARAL, CORINNE DUTRA-ROBERTS,
BARBARA NEUSTADTER

FROM: LYNN OVERCASHIER, 511 CONTRA COSTA PROGRAM MANAGER

RE: 511 CONTRA COSTA LOGO CHANGE

DATE: JUNE 16, 2010

ISSUE: MTC has changed its policy regarding the use of its 511 logo. After five years of the 511 Contra Costa program being required to use the same logo, font, color and format as MTC's 511 logo, 511 CC staff have been instructed to cease using the MTC graphic/logo as soon as possible.

BACKGROUND: In 2005 the transportation demand management program formerly known as the Contra Costa Commute Alternative Network became 511 Contra Costa, which necessitated a logo change. The decision was made at the time to change names in order to capitalize on the fact that MTC was changing the regional rideshare program to '511 Rideshare' and spending millions of dollars to market 511 as the universal transportation phone number and 511.org website. Once the decision was made to incorporate '511' into a Contra Costa agency name, MTC insisted upon the integration of the MTC 511 logo into that of the 511 Contra Costa, to more closely link the two partner agencies.

Several ideas were originally considered in the development of the new Contra Costa name and logo, (including naming it "Contra Costa 511" and using a blue color in the logo to represent the same color all other 511 systems across the country use, except for MTC). Instructions from MTC however insisted on the use of the MTC toolkit and logo guidelines to ensure that the Contra Costa TDM program use the same PMS color, font, graphic and not be called Contra Costa 511, but 511 Contra Costa instead. They also insisted that the 511 had to precede Contra Costa.

Fast forward five years later, it apparently only recently came to the attention of the MTC Executive Director that the MTC logo was incorporated in other agency logos and that other Bay Area agencies call themselves 511 (there is also a 511 Silicon Valley). 511 Contra Costa Program Manager, Lynn Overcashier was contacted by MTC staff and informed that there are now issues with the use of the MTC trademark logo. This is apparently now seen as objectionable since the use of MTC's brand by other agencies would be out of MTC's control

and would “dilute” the value of the brand. MTC legal staff recommended that MTC “protect” its brand and disallow the use of it by other agencies, including those of us who were instructed to do so.

MTC staff acknowledge that this is a problem brought on by their having insisted originally that the Contra Costa TDM program adhere to their guidelines. It was also suggested that 511 Contra Costa now consider changing its agency name to avoid any confusion between MTC’s 511 and 511 Contra Costa.

As we have spent five years developing the 511 Contra Costa name and brand and have a very high Google ranking, MTC staff was informed that we plan on retaining the 511 Contra Costa name. The use of 511 is not trademarked since it is the national transportation information system being deployed by FHWA across the country, with many states and regions incorporating 511 into website names and nomenclature. As MTC does have its green graphic swirl trademarked, we agreed to change the graphic on the 511 Contra Costa logo and phase out the use of materials over time, that have the MTC swirl graphic on them. This may take months or even longer, which was explained to MTC staff, due to the investment in business cards, letterhead, brochures, resource guides, etc. among the three 511 CC offices.

Since there will be a cost associated with changing the logo graphic, it was requested that MTC reimburse 511 Contra Costa for development costs associated with changing the logo. MTC staff denied this request and indicated that perhaps some of the CMAQ funds allocated to 511 Contra Costa for Employer Outreach be expended to develop a new logo graphic.

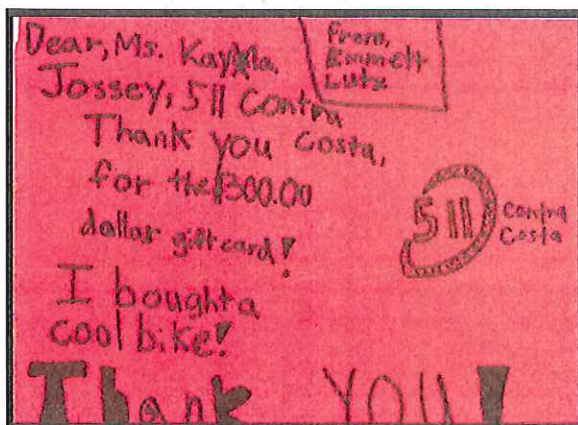
ACTION: The 511 Contra Costa Program Managers met with CCTA staff on June 16 and discussed inexpensive options which could be used to develop a new logo. Central/East County 511 CC staff will investigate options available and report back to CCTA staff (Peter Engel) and the other Program Managers. 511 CC staff will notify all local jurisdictions, CCTA, other agencies, colleagues and partners of this impending change and all will be informed of the new logo upon its development.

MTC's Innovation Grant Letter of Interest. 511 Contra Costa was a partner on three Climate Initiatives Grants sponsored by MTC. They were: CCTA Dynamic School Ridesharing; CCTA/IBM Smarter Transit; and BART's Smart Casual Carpool. CCTA was invited to submit a formal proposal for the Dynamic School Ridesharing project, the other two partner agencies were not.

Bicycle Road Safety Training. 511 Contra Costa offered a two-day "Traffic Skills 101" course to fourteen applicants with a beginner skill level and a willingness to commute by bicycle (and transit) instead of by car. For the month of May, 13 of the 14 participants have commuted via bicycle a total of 1,079 miles to and from work. The participants either work or live in Central County.

BTWD. For BTWD there were 40 volunteers hosting Energizer Stations throughout Contra Costa County. A total of 3,730 bicyclists were recorded as having passed by or stopped at one of the energizer stations. Thanks to the following volunteers in Central Contra Costa: City of Walnut Creek, Whole Foods Market, Encina Bicycles, Sports Basement, Renaissance Club Sport, Grafika Design Studio, Bank of America, Diablo Valley College, Richard Anderson, County Connection, Parkmead Community Association, Central Contra Costa Sanitary District, and REI.

Evening on the Trails. Families with children were encouraged to cycle to four locations along the Iron Horse and Canal Trails on Bike To Work Day for a chance to be entered into a prize drawing for a youth bicycle. The four locations were selected based on a distance of four miles or less from one another. The stops included the Canal Trail at Buena Vista, the Iron Horse/Canal Trail Crossing, the Canal Trail at Heather Farms and the Iron Horse Trail at Civic Park. Thirty-two children participated; eight children made it to three stops, 4 children made it to two, and the rest made it to one. Children filled out raffle tickets to enter a drawing for a new bike. Emmett Lutz of Walnut Creek won the raffle prize.



Electric Plug-In Vehicle Charging Stations. To date electric plug-in vehicle charging stations have been installed at Walnut Creek, Pleasant Hill, Martinez, Pittsburg and Hercules. 511 Contra Costa staff met with the City of Concord economic development department staff to discuss possible installations in the future.

Pleasant Hill Middle School Mini-Earth Day Fair. At the request of the Pleasant Hill Middle School’s Environmental Club, staff attended Pleasant Hill Middle School’s Mini Earth Day event on April 21. An interactive spinning wheel contained questions on local transportation agencies and jargon in order to win a water bottle. The 511CC 31-Day Activity Wheel was provided to students for a chance to win a new bicycle. The winner of the bicycle and the winner of a Jamba Juice gift card are pictured at the right.



Shadelands Summer Commute Program. In an attempt to reach out to as many businesses as possible located in the Shadelands Business Park, 511 Contra Costa created a Shadelands Summer Commute Program which offers a four-part promotion, providing incentives for a different mode for the four months of June, July, August, September. Outreach was conducted via mailings to employers and posters were hung in the buildings for the employees to see.

THE SHADELANDS
2010 SUMMER COMMUTE PROMOTION

WE’LL PAY YOU TO WALK, BIKE OR CARPOOL TO WORK • PARTICIPATE IN A COMMUTE OPTION FOR ONE MONTH OR ALL FOUR MONTHS

Bicycling to work is easy and fun.
Try bicycling to work a few days in June and receive a check for \$10.00. Our website has great resources to help you plan your bicycle commute to work.

June

Try carpooling at least one day a week.
Carpool to work and each receive a check for \$50.00. Sign up and we’ll guarantee you a ride home in case of emergency.

July

Be part of Car Free Month.
Bike, Walk, BART or Bus to work and receive a check for \$50.00. Try one or all four ways to get to work!

August

Learn about air quality in your community.
Sign up for Contra Costa’s iSmog application and/or Spore the Air day alerts for a chance to win 1 of 10 - \$250.00 gift cards.

September

***WWW.511CC.ORG/SHADELANDS FOR RULES & APPLICATIONS**

THE SHADELANDS SUMMER COMMUTE PROMOTION BEGINS JUNE 1ST. FOR QUESTIONS ABOUT THE PROMOTION, CONTACT MARTI WOOD, MARI@511CC.ORG

511 Contra Costa works in cooperation with the City of Walnut Creek to develop and implement commute alternatives programs. These programs are designed to reduce the number of drive alone commuters, help to ease traffic congestion and improve air quality.

State Route 4

DESCRIPTION State Route 4 is an east-west freeway that runs from East Contra Costa and San Joaquin County to I-80 in West Contra Costa through Central Contra Costa. West of the SR-242 Interchange in Concord, it has four to six lanes; east of the interchange, it has eight to ten lanes, including an HOV lane in each direction. SR-4 provides access to the North Concord/Martinez BART Station, the Martinez Intermodal Facility, and the soon-to-be-constructed Pacheco Transit Hub.

ISSUE STATEMENT¹ By 2030, traffic volumes are projected to increase between 40 and 80 percent, depending on the segment, during the AM and PM peak hours. In addition, congestion at the westbound SR-4/SR-242 Interchange will increase because carpools and buses must transition from the westbound HOV lane to the mixed-flow lanes on both SR-4 and SR-242.

The highest volume segment of SR-4 is on the Willow Pass grade. Traffic at this location is projected to increase by 40 percent with no planned widening at this location. Additionally, SR-4 experiences delay at the I-680/SR-4 Interchange because of short weaving sections.

The cost of the phased reconstruction of the I-680/SR-4 interchange is estimated at more than \$320 million in 2007 dollars. To accelerate the reconstruction, TRANSPAC is working with CCTA to re-phase the project, including the completion of the third travel lanes on SR-4 from Solano Way/Port Chicago Highway on the east to Morello Avenue on the west.

MTSO, ACTIONS & RESPONSIBILITIES

MTSO: 5.0 Delay Index from Cummings Skyway (WCCTAC boundary) to Willow Pass (TRANSPLAN boundary) This MTSO is expected to be revised upon completion and adoption of the Corridor Management Plan by TRANSPAC, TRANSPLAN and WCCTAC (see Action below).

ACTIONS

- Partner with TRANSPLAN and WCCTAC to develop a Corridor Management Plan for SR4 from East County through Central County

¹As of July 2008, the City of Concord is planning for the development at the Concord Naval Weapons Station but has not yet incorporated these plans into its General Plan. As a result, development on that site is not assumed in this Action Plan.

State Route 4

(boundaries to be defined) including connecting and/or supporting arterials. This process will identify an MTSO(s) for SR4, actions, projects and define an approach to managing arterials in the corridor. TRANSPAC, TRANSPAN and WCCTAC jointly will seek funding for the Corridor Management Plan from CCTA and other available sources.

- Support improvements to the I-680/SR-4 interchange

PROPOSED IMPROVEMENTS

- Improvements to the I-680/SR-4 interchange, including construction of a third lane between Solano Way/Port Chicago Highway to Morello Avenue
- Construction of the Pacheco Transit Hub

