

TO: TRANSPAC
FROM: LYNN OVERCASHIER, 511 CONTRA COSTA PROGRAM
MANAGER
DATE: APRIL 2012
RE: STATUS OF 511 CONTRA COSTA PROGRAMS AND PROJECTS
IN CENTRAL COUNTY

This is an update on workplan activities conducted by the TDM staff of the TRANSPAC /TRANSPLAN 511 Contra Costa Program in Central County over the last year to reduce vehicle miles traveled (VMT) and greenhouse gas emissions (GHG).

Action Plan and SCS Support for Central County Jurisdictions and Agencies

Measure J Compliance Checklist/TDM Ordinance Support

511 Contra Costa provides details of all TDM activities conducted on behalf of Central County jurisdictions by completing the TDM section (Goal #8) in the Measure J biennial Compliance Checklist. Each jurisdiction submits its Compliance Checklist to CCTA in order to receive local Return to Source Funds for local street and road maintenance. The most recent 2010-2011 TDM section update was completed in February 2012 and distributed to all TAC members.

Sustainable Community Strategies/Climate Action Plan Support

Staff is developing key trip reduction and emissions reduction strategies for implementation as the Sustainable Communities Strategies (SB 375) development process continues. Staff will work with local jurisdictions and CCTA to develop plans to maximize trip reduction and TSM options both locally and among the RTPCs.

Staff produced baseline emissions reduction calculations based on the 511 Contra Costa program participation rates for both the baseline year 2005 and 2007. Ongoing emissions calculations will be provided for 511 Contra Costa deliverables and program elements which can be used by Central County jurisdictions in support of emissions reductions in Municipal Climate Action Plans, Community Climate Action Plans and Sustainable Community Strategies.

Electric Infrastructure/Vehicles

511 Contra Costa provided electric plug-in vehicle charging stations for the cities of Walnut Creek, Pleasant Hill, Martinez, Pittsburg and Hercules to demonstrate the new technology and spur the interest in electric vehicles among consumers. Partnering with the Contra Costa Centre funding was provided for the installation of charging stations at several locations in the Pleasant Hill BART station area.

Working with CCTA and the Contra Costa Centre, 511 Contra Costa has provided additional funding needed for lease of an electric vehicle for CCTA staff to use for work-related meetings. In only a few months of use, over 600 zero-emission miles have been logged by CCTA staff.

It is anticipated that 511CC will be able to provide additional electric plug-in vehicle charging stations and/or lease vehicles to partner agencies in 2012/2013.

School-Based Programs

SchoolPool

Outreach to school staff for the fall 2012 SchoolPool transit tickets and carpool ridematching program is underway. Almost 900 County Connection bus passes were distributed in Fall 2011 to encourage students to take transit to school instead of parents driving. In addition, schools are being offered skateboard, bike, and scooter racks to promote other alternatives too.

Peace on the Streets –Ride On! (Week-long Bicycle/Pedestrian Pilot Program)

Using Measure J Commute Alternative Funds and Central County Safe Transportation For Children funds approved by TRANSPAC, 511 Contra Costa sponsored this week-long bicycle and pedestrian pilot safety/ education program at Diablo View Middle School, Pleasant Hill Middle School, Walnut Creek Intermediate and Martinez Junior High School in 2011. The program increased awareness of bicycle and pedestrian safety, and overall safety in drop off zones among the student body and parents. Program partners included: local city police and city staff; parents; teachers; principals; local bicycle shops; retailers; Clayton Bikes BMX Stunt Team; and the League of American Bicyclists.

Due to the success of these school events, the expanded SR2S program is being

implemented in Central and East County over the next three years with Federal CMAQ SR2S funds approved by TRANSPAC and TRANSPLAN in 2011. The new brand will be:



In addition to safety education programs, Measure J 21a Central County fund will be used for small site-specific school infrastructure projects (e.g. signage, striping, bike/scooter/skateboard racks, etc.) and other school safety program elements.

511 Contra Costa Employer/Community Outreach Activities

Staff works with community organizations, employers and local jurisdictions in support of community activities to increase the use of commute alternatives. Outreach this year has included:

Supported Bank of America's "Bring Your Child to Work Day" in Concord. Tote bags, emissions-reductions activity wheels, SchoolPool id tags, coloring page and crayons, bike maps, transit schedules and Guaranteed Ride Home brochures were among the items provided.

Conducted a shuttle passenger survey in cooperation with California State University East Bay to promote the service provided by CSUEB. Attended the CSUEB Concord *Al Fresco Fair* to promote the new shuttle.

Conducted seven relocation- education sessions for Wells Fargo employees who were being relocated from the Antioch office to offices in Concord. Ridematch assistance, transit information, and promotional items were provided.

Distributed Travel Greener brochures to Rossmoor through the Golden Rain Foundation to promote alternatives among employees.

Assisted Fairfield Suisun Transit with promotion and distribution of marketing materials of Route 40 to employers located near the Pleasant Hill and Walnut Creek BART stations. The promotion was necessary to help Fairfield Suisun Transit demonstrate to MTC that marketing efforts were being conducted in order to maintain the RM2 funding.

Coordinated outreach events with the Bay Area Air Quality Management District's (BAAQMD) Contra Costa Spare the Air Resource Team.

Promoted the Contra Costa Green Business Program and refined partnership roles and responsibilities with regard to certification checklist procedures.

Attended Kaiser Permanente Facility Fair in the Shadelands Business Park to promote commute alternatives and provided incentives along with Travel Greener brochure, ridematch forms, transit schedules and the GRH Brochure.

Responded to a referral by Contra Costa planning staff and provided trip reduction commuter materials to the developer of the new Hillside Estates for distribution to new residents in the Martinez-area development. This is an effective way for local jurisdictions to assist 511 Contra Costa in fulfilling TDM Ordinance requirements.

Distributed copies of the 4th edition of the 511CC Transportation Resource Guide to Martinez Amtrak station and to local jurisdictions.

Met with the City of Walnut Creek's Economic Development Director to brainstorm Shadelands Business Park access issues. Staff also met with the Shadelands Executive Business Park property manager regarding several topics including: installation of secure bicycle storage and the Shadelands Transportation Fair which is a campus-wide approach to commute alternative solutions.

Hosted a Commuter Information Fair at Mechanics Bank headquarters in Walnut Creek. Vendors included the EBRPD, BART and County Connection.

Collaborated with City of Pleasant Hill and Contra Costa Centre (CCC) to provide incentives and marketing for a successful holiday shuttle between the CCC and downtown Pleasant Hill to promote local businesses and reduce drive-alones.

Bicycle Parking Infrastructure

Over the last few years, 511 Contra Costa has provided funding for bicycle infrastructure at the following Central County locations:

Clayton Pocket Parks	Bike Racks
Bank of America, Concord	Lockers
CSAA Concord	Bike Rack
Concord Hilton Hotel	Bike Rack
County Connection	Bus Bike Racks

De La Salle High School	Bike Rack
Glenbrook Middle School	Skateboard Rack & Bike Rack
John Muir Hospital- Concord	Bike Rack
Century 16 Theatre & Crescent Plaza - Pleasant Hill	Bike Racks at 6 locations
City of Martinez City Facilities	Lockers
Contra Costa County- Arnold Drive	Bike Rack
Contra Costa County- Center Avenue	Lockers
Contra Costa County- Douglas Drive	Bike Rack
Contra Costa County- Glacier Drive	Lockers
Contra Costa County- Pine Street	Lockers
Martinez Junior High School	Bike Rack
DVC	Bike Rack & Locker
Pleasant Hill City Hall	Bike Lockers
The Terraces	Bike Rack
Pleasant Hill BART	eLockers
California Plaza, Walnut Creek	Lockers
City of Walnut Creek	Bike Racks
Contra Costa Centre	Bike Racks & Lockers
Fresenius Medical Care Walnut Creek	Lockers
Northgate High School	Bike Rack & Skateboard Rack
Walnut Creek City Hall	eLockers
Walnut Creek Intermediate	Expansion of Bike Cage and Additional Bike Racks
Whole Foods Market, Walnut Creek	Bike Rack

Bike to Work Day – Bike to School Week

In 2011, thousands of bicyclists came out in support of Bike to Work Day (BTWD). Working in collaboration with MTC and the Bay Area Bicycle Coalition, each site was provided with canvas bags, a \$50 gift certificate to pay for water, energy bars and refreshments at each station. 511 Contra Costa organized BTWD energizer stations at the following locations in Central County:

Volunteer Energizer Station Host	Location
Whole Foods Market	S. Broadway/Newell
Renaissance Club Sport	N Wiget on the Canal Trail
DVC	Contra Costa Canal Trail/Golf Club Rd
Richard Anderson	Martinez - Capitol Corridor Station
County Connection	Walnut Creek- Iron Horse Trail/Canal Trail Crossing (A.M.)
511 Contra Costa/Renaissance Club Sport	Walnut Creek- Iron Horse Trail/Canal Trail Crossing (P.M.)
City of Walnut Creek BAC/Sports Basement	Walnut Creek BART
REI Concord	Pleasant Hill BART
Genworth	Iron Horse Trail at Ped Bridge nr Pleasant Hill BART
Encina Bicycles	Ygnacio Valley Road
Lindsay Wildlife Museum	First Ave (Lindsay Museum)
Central Contra Costa Sanitary District	4797 Imhoff Pl, Martinez (½ mile off of The north terminus of the Iron Horse Trail)
Contra Costa Transportation Authority	Pleasant Hill / Contra Costa Centre BART Station (near paid area)
Mikes Bikes of Walnut Creek	Walnut Creek BART Station
Kaiser Permanente	Canal Trail at North Wiget

511 CC staff will continue to promote and support Bike to Work Day efforts for the May 2012 event, including a new Bike to School Week promotion.

TO: TRANSPAC
FROM: LYNN OVERCASHIER, 511 CONTRA COSTA PROGRAM MANAGER
DATE: APRIL 2012
RE: DETAILS OF THE TRANSPAC/TRANSPLAN SAFE ROUTES TO
SCHOOLS PROGRAM (To be branded as Street Smarts Diablo Region)

This is an update on the status of the TRANSPAC/TRANSPLAN Safe Routes to School Program, for which TRANSPLAN and TRANSPAC approved an allocation of MTC CMAQ Federalized funds totaling \$725,000 in 2011, as well as required matching funds of 11.47% (Measure J Commute Alternative funds), for a program total of \$818,941.

Along with the program application, staff submitted a detailed workplan and budget to Caltrans in order to receive preliminary approval and environmental clearance (E-76). The environmental clearance notification was received in February 2012 and the funds are now available for implementation of the program on a reimbursement basis.

In consultation with the other regional SR2S implementing agencies in Contra Costa (SWAT and WCCTAC), it has been determined that adopting the brand already being used by SWAT and WCCTAC would provide a consistent countywide program name which would assist in the understanding of the delivery and scope of these bicycle/pedestrian education and safety programs for children. SWAT uses the geographic identifier of Street Smarts San Ramon Valley. The TRANSPAC/TRANSPLAN Program will be branded as Street Smarts Diablo Region. There is a website being developed with the URL of www.streetsmartsdiablo.com and the logo is:



An important component of these program elements is the need to quantify the trip reduction and air quality benefits of the programs. Information will be uploaded to the National Safe Routes to Schools database and MTC will be conducting its own

audit and evaluation of the program. As these funds were earmarked from MTC's Climate Initiative Program funds, determining consistent emissions methodology which can be standardized will be critical to allocation of funds in the future.

The TRANSPAC/TRANSPLAN Street Smarts Program is a three pronged comprehensive approach which will have safety and education elements for elementary, middle and high schools in Central and East County. This includes 79 elementary schools, 28 middle schools and 16 high schools, for a total of 123 schools where these programs will be offered. The Street Smarts Diablo Region Program includes:

Elementary School Bicycle/Pedestrian Safety Assemblies

- Educate students about pedestrian safety, helmet safety, and bicycle safety
- Encourage walking and bicycling to school
- International Walk to School Day (each October)- a challenge day to increase bicycling and walking

Middle School 3-Day Bike/Pedestrian Safety Program

- Bike/Pedestrian Safety Rodeos during school hours for all students
- Parent Education Meetings (including local police departments, city/county officials and staff, PTAs, school administrators, etc.)
- Challenge Days – before and after tallies conducted to determine effectiveness of training and encouragement
- Bike to School Week (each May) – a challenge day to increase bicycling and walking in conjunction with Bike To Work Day

High School Rules of the Road Training & Safety Education Video Production

- Students will produce safety videos after receiving video and bicycle safety training
- Purpose is to reinforce the rights and responsibilities of cyclists, pedestrians, and motorists
- Selected videos will be available to all interested high schools for outreach to teens

After having met with most of the school superintendents, it has been requested that the video program component be considered for implementation at some middle schools too. Although this is outside the funding scope of this grant, other funds could be allocated, should they be requested. In addition, small site-specific infrastructure improvements will be offered using Measure J #21a Safe Transportation for Children funds (e.g. including signage, striping, bicycle/scooter/skateboard racks, etc.).

The following budget reflects the general work scope activities and budget for the three year SR2S TRANSPAC/TRANSPLAN Street Smarts Diablo Region program.

Street Smarts (Diablo Region)	SR2S 2012-2015 Budget	Amount
1 Assembly Contractor		\$ 86,400
2 Elementary Curriculum Graphics Contractor		\$ 5,000
3 Middle School Bike/Ped Safety Trainer		\$ 97,200
4 Middle School Curriculum Graphics		\$ 8,000
5 Videographer Contractor		\$ 8,100
6 High School Rules of the Road Bike/Ped Safety Trainer Contractor		\$ 32,400
7 Website Contractor		\$ 34,040
Subtotal Contract Items Total:		\$ 271,140
Agency/State Furnished Materials (supplies)		
elementary school curricula printing		\$ 97,500
banners for Intl Walk to School Day		\$ 10,428
pencils		\$ 12,927
stickers for Intl Walk to School Day		\$ 10,000
tally sheets for elementary school		\$ 2,550
bike/ped road cones, chalk, tape, signs		\$ 500
middle school curricula printing		\$ 92,250
stickers for middle school challenge day		\$ 1,147
stickers for bike to school week		\$ 2,247
banners for bike to school week		\$ 11,440
tally sheets for middle school		\$ 1,050
DVD video duplication		\$ 1,480
Contract Total (Contractors and Supplies)		\$ 519,160
Staff costs for 3 years (Program Administration includes mileage to schools)		\$ 299,781
TOTAL COST		\$ 818,941

Meetings Scheduled with Superintendents of School Districts in Central/East County to Discuss SR2S/Street Smarts:

District	Superintendent	Date
Acalanes Union High	Dr. John Nickerson	None (size of district)
Antioch Unified	Dr. Donald Gill & Stephanie Anello (Asst Sup.)	3/13/12
Brentwood Union	Jan Steed- Director of Student Services	3/19/12
Byron Union	Ken Jacopetti	4/2/12
Knightsen Elementary	Theresa Estrada	4/2/12
Liberty Union High	Eric Volta	3/19/12
Martinez Unified	Rami Muth	check back in early April
Mountain House Elementary	Board of Trustees	None (size of district)
Mt. Diablo Unified	Dr. Steven Lawrence	3/1/12
Oakley Union Elementary	Dr. Richard Rogers	3/26/12
Pittsburg Unified	Linda Rondeau	4/9/12
Walnut Creek	Dr. Patricia Wool	4/18/12





Weeklong Middle School Bicycle/Pedestrian Safety Program- Event Highlights

**Martinez Junior High School, Martinez
October 10 – October 14, 2011**

Monday: Bike Rodeo / Road Simulations in PE classes

- All 875 Martinez Junior High School (MJHS) students participated in mandatory road simulations taught by Certified Bicycle Safety Instructors from the League of American Bicyclists
- Road simulations focused on general safety concepts, bike maintenance education, Martinez-specific traffic laws and specific MJHS traffic safety issues: intersection of Court Street/Pine Street, appropriate pedestrian behavior in surrounding neighborhoods and educating students about traffic signage

Wednesday: Parent Education Meeting

- 35 parents attended the meeting, resulting in a donation to the MJHS PTSA
- School Resource Officer from the Martinez Police Department spoke about the City's efforts to support bicycle/pedestrian safety and presented alternative drop-off sites to combat the single drop-off area
- Injury Prevention Specialist from Contra Costa County Health Services spoke about the health benefits of bicycling/walking to school and road safety tips
- Engineer from the City of Martinez spoke about Martinez-specific traffic laws and site-based safety issues

Thursday: Commute Alternative Challenge Day

- Compared to the school-wide Pre-Program Travel Survey, MJHS students:
 - Formed 197 new carpools
 - Removed 260 cars from the street

MJHS Pre-Program Survey v. Challenge Day Survey							
	Total Present	Walked	Biked	Bussed (Yellow School Bus)	Bussed (Public Bus)	Carpooled	SOV Drop Off
Pre-Program Survey	843	90	10	2	10	240	491
Challenge Day	836	129	19	7	14	437	231
Mode Shift		+39	+9	+5	+4	+197	-260



Weeklong Middle School Bicycle/Pedestrian Safety Program- Event Highlights

Martinez Junior High School, Martinez
October 10 – October 14, 2011

Friday: Clayton Bikes Stunt Team Assembly

- Assembly reinforced bicycle safety education and focused on safety gear and traffic awareness skills
- Vice Mayor Mark Ross presented prizes to the winners of the Commute Alternatives Challenge Day
- Students received the following prizes donated from local businesses:
 - Ms. Sullivan's Advisory Class- **\$5 gift** cards for every student to Ian's Yogurt in Martinez.
 - One 6th, 7th, and 8th grader each won a **\$200** gift certificate to STF BMX in Martinez.

Infrastructure Improvements: July – September 2011

- Installed 3 A-frame traffic barricades to prohibit traffic in drop-off zone
- Repainted parking lots striping to increase visibility and safety
- Painted new directional arrows to decrease confusion and increase safety



Weeklong Middle School Bicycle/Pedestrian Safety Program- Event Highlights

**J. Douglas Adams Middle School, Brentwood
October 31 – November 4, 2011**

Monday: Bike Rodeo / Road Simulations in PE classes

- All 1200+ J. Douglas Adams Middle School (AMS) students participated in mandatory road simulations taught by Certified Bicycle Safety Instructors from the League of American Bicyclists
- Road simulations focused on general safety concepts, bike maintenance education, Brentwood-specific traffic laws and specific safety information about the intersection of American Avenue/Balfour Road

Tuesday: Parent Education Meeting

- 70 parents attended the meeting, resulting in a donation to the AMS Parent’s Club
- Youth Liaison Officer from the Brentwood Police Department spoke about bicycle/pedestrian safety and the Helmet Diversion Program, offering safety gear to families in need
- Traffic Engineering Manager from the City of Brentwood Traffic provided information about a future construction project in Summer 2012 directly affecting the school site

Wednesday: Commute Alternative Challenge Day

- Compared to the school-wide Pre-Program Travel Survey, AMS students:
 - Formed 60 new carpools
 - Removed 222 vehicles from the drop off circle
 - Increased the amount of walkers to 37% from 19%

AMS Pre-Program Survey v. Challenge Day Survey							
	Total Present	Walked	Biked	Bussed (Yellow School Bus)	Bussed (Public Bus)	Carpooled	SOV Drop Off
Pre-Program Survey	951	189	34	78	11	146	493
Challenge Day	957	360	44	73	3	206	271
Mode Shift		171	10	-5	-8	60	-222

Friday: Clayton Bikes Stunt Team Assembly

- Assembly reinforced bicycle safety education and focused on safety gear and traffic awareness skills
- Mayor Robert Taylor presented prizes to the winners of the Commute Alternative Challenge Day
- Students received the following prizes donated from local businesses:
 - Mr. Trop’s 7th grade advisory = \$5 Willy’s Bagels gift cards
 - One 6th, 7th, and 8th grader each won a \$200 gift certificate from Brentwood Bike Co.