



TO: TRANSPAC

FROM: Lynn Overcashier, 511 Contra Costa Program Manager

DATE: September 13, 2012

RE: FY 2011/12 TFCA Final Report to CCTA and the BAAQMD

Attached is the Central/East County 511 Contra Costa Program Final Report which is due to CCTA prior to final submittal to the BAAQMD.

It may be noted that the final cost effectiveness results demonstrate more favorable cost effectiveness results from the program than was projected for the upcoming 2012/13 Central/East County 511 Contra Costa Program. The cost effectiveness for the FY 2011/12 program was \$29,646/ton of emissions reduced, whereas the conservative cost effectiveness for FY 2012/13 is projected to be \$44,700/ton. Programs are not to exceed \$90,000/ton of emissions reduced.

The more conservative cost effectiveness calculations are being assigned/projected for FY 2012/13 due to the need to survey participants. Based on the difficulty in getting all participants to return participation surveys, the more conservative methodology is being implemented. It is expected however, that the upcoming year's program will be as effective in reducing single occupant vehicle trips/emissions as last year. Even assigning the lower BAAQMD default estimate, the program is well below the allowable threshold (\$44,700/ton of emissions reduced, versus up to \$90,000/ton allowed).

Date: September 2012

FINAL REPORT FORM 1 - RIDESHARING
(Formerly titled "Project Monitoring Form 1 - Ridesharing")

**For Ridesharing; Shuttle/Vanpool; Carpool/Transit Information;
Rail-Bus Integration; and Smart Growth Projects**

TFCA Project # <u>11CC04</u>	Initial TFCA \$ Awarded: \$ <u>713,668</u>
Total TFCA Funds Expended by Program Manager: \$ <u>713,668</u>	
Total Project Cost: \$ <u>984,668</u>	
Project Sponsor: <u>TRANSPAC/City of Pleasant Hill</u>	
Project Title: <u>Central/East County Ridematching/Trip Reduction Program</u>	
Contact: <u>Lynn Overcashier</u>	
Phone: <u>925-671-5277</u>	e-mail: <u>Lynn@511contracosta.org</u>
Initial Project Start Date: <u>July 2011</u>	Project Completion Date: <u>August 2012</u>
Final Cost-Effectiveness Value: <u>\$29,646/ton (weighted)</u>	

1. Project Description:**Trip Reduction Programs, Promotions & Campaigns****COMMUTER OUTREACH**

- An online promotion at 511contracosta.org was developed for residents and commuters in Contra Costa County who pledged to participate in at least three emission reduction strategies. These included walking, carpooling, bicycling, vanpooling and taking transit to work, teleworking, signing up for Guaranteed Ride Home, staying at the worksite for lunch instead of driving, vehicle maintenance/tire pressure, trip-linking errands and signing up for Spare the Air alerts. All 373 online pledge participants were entered into a monthly prize drawing of \$50. Four winners were chosen at random, one from each of the four regions of the County.

TRANSIT PROMOTIONS

- Buy-One-Get-One-Free offers were provided in cooperation with the following transit agencies: Tri Delta Transit's Route 300 Express and Delta Express bus services. (It should be noted however, the Delta Express service was discontinued in February 2012); 31-day passes on WestCAT's Lynx express bus service to San Francisco; Rio Vista Delta Breeze Express Route 52 monthly pass; County Connection's Commuter Cards that began in February 2012.
- Partnered with Tri Delta Transit to promote bus services to East Contra Costa commuters through the Commuter Pass Special and Try Transit Challenge.
- Partnered with Fairfield and Suisun Transit (FAST) to promote Route 40 to interested residents and commuters with a free 10-ride pass valid from February 27 through March

2, 2012. Staff worked with FAST to market the promotion through employers in Central and East Contra Costa County.

- 511 Contra Costa provided \$10 discounts to 194 families in East Contra Costa who purchased Tri Delta Transit's Summer Youth Pass wristband (usually \$50 each) that provided unlimited rides to children from June 1 through August 31, 2012.

EMPLOYER AND COMMUNITY-BASED OUTREACH

511 Contra Costa staff attended local community and employer events/fairs to promote trip reduction programs and activities among residents and commuters within Central and East Contra Costa. These included:

- An employer-based commute alternative pledge promotion was developed to encourage employees located at worksites in Contra Costa County to try a commute alternative. The promotion offered a \$20 incentive to employees who pledged to try a commute alternative to 191 employees.
- Promoted youth-oriented clean air transportation activities at the Bank of America Bring Your Child to Work Day in Concord.
- Publicized the Great Race for Clean Air Program to Contra Costa Centre Association and Contra Costa County employees.
- Provided Travel Greener brochures to Contra Costa Centre Association.
- Conducted three tabling events at the California State University East Bay Concord quad area to promote the shuttle to students and faculty during the first week of the shuttle launch in Fall 2011. Collaborated with CSUEB Concord staff for various shuttle promotions throughout the school year, including a shuttle survey.
- Conducted seven worksite relocation sessions for Wells Fargo employees moving from Antioch to Concord.
- Provided Travel Greener brochures to employees of the Golden Rain Foundation (Rossmoor residential community) for promoting the 511CC incentive programs.
- Attended Contra Costa County Spare the Air Resource Team Meetings.
- Provided Travel Greener brochures to the Contra Costa Green Business Program to send to all green businesses with their newsletter in January 2012.
- Attended the Green Business Program Partnership Meetings. The Partnership consists of Contra Costa Hazardous Materials, Contra Costa Clean Water Program, Central Contra Costa Sanitary District, Delta Diablo Sanitation District,

Mt. View Sanitary District, West County Wastewater District, Richmond Wastewater, San Ramon Valley Fire, West Contra Costa Integrated Waste Management Authority, Central Contra Costa Solid Waste Authority, Cities of Antioch, Brentwood, Concord, Danville, El Cerrito, Martinez, Pittsburg, San Ramon & Walnut Creek; Contra Costa County Watershed Program, Contra Costa Water District, East Bay Municipal Utilities District, PG&E, 511 Contra Costa, and Bay Area Air Quality Management District. The emissions reductions component of the Green Business Program Certification Checklist was updated by 511CC staff.

- Attended Kaiser Permanente Facility Fair at 501 Lennon Lane in the Shadelands Business Park, Walnut Creek.
- Attended MTC's 511 Rideshare Outreach Employer and Marketing Meetings.
- Provided 511CC materials as part of County's TDM ordinance requirement for a new development off Blum Road in Martinez.
- Developed and distributed an electronic trip reduction newsletter to employers.
- Sent Commuter Resource Guides to the Martinez Amtrak Station and to the City of Rio Vista for the public to use.
- Collaborated with City of Walnut Creek Economic Director on ways to increase alternative transportation use among Shadelands Business Park workers.
- Gave a public transportation educational presentation to the public at the Pittsburg Library.
- Hosted the Commuter Information Fair at Mechanics Bank in Walnut Creek. Other fair attendees included, BART, County Connection, and the East Bay Regional Park District.
- Attended the Diablo Valley College Earth Day event.
- 511CC staff hosted a booth at the the John Muir Earth Day/Birthday community event in Martinez.
- Attended PG&E employee transportation fair in San Ramon.
- Hosted Shadelands Transportation Fair in Walnut Creek. Coordinated with 12 other transportation, sustainability and environmental organizations to attend the event and made available free bike inspections for invitees.

- Attended Whole Foods Market community fair in Walnut Creek and San Ramon to promote commute alternatives.
- Participated in development of the Contra Costa County's Spare the Air Resource Team's Idle-Free promotion at Schools.
- Attended the Bay Area Air Quality Management District's Spare the Air Employer Breakfast "Clean Air 101" in San Francisco.
- Provided 511Contra Costa materials to Martinez Chamber of Commerce for inclusion in New Chamber member packets.
- Attended the Spare the Air Telecommute Webinar produced by the BAAQMD on June 7, 2012.
- The City of Pittsburg's Green Footprint Festival
- USS POSCO Health & Safety Fair in Pittsburg
- Contra Costa Water District Health & Safety Fair in Concord

Bicycle Infrastructure Installations & Promotions



Installed five Bike Lids at the Shadelands Executive Park in Walnut Creek. Each Bike Lid holds two bicycles.

Installed 2 skateboard/scooter racks at Westwood Elementary School; one 7 loop rack and one 14 loop rack (for a total parking capacity of 21)



The TRANSPAC/TRANSPLAN TDM office coordinated the Bike to Work Day energizer stations for Central and East Contra Costa County. Staff contacted employers to inform them of energizer station locations and to promote the Employer Team Challenge. Staff organized giveaways and provided supplies to the 25 energizer station locations within Central and East County. In addition, the TRANSPAC/TRANSPLAN TDM staff co-hosted both morning and evening Energizer Stations.

Staff began coordination efforts with City of Walnut Creek staff on the installation of bicycle lids for the Shadelands Executive Park. The program is still under development.

Electric Plug-In Vehicle Infrastructure

511 Contra Costa provided \$10,000 toward the installation of the three electric charging stations at Contra Costa County locations; Waterbird Way and Pine Street both in Martinez and Stanwell Circle in Concord.

Using Measure J funds 511CC supported a pilot demonstration of a Nissan Leaf (100% electric car) which is a CCTA fleet vehicle. An electric charging station at the Vodaphone multi-tenant building in the Contra Costa Centre Association was also provided to support electric vehicle use.

511 Contra Costa Website, Smart Phone Applications and Social Media

- 511 Contra Costa continued to develop and update the website as a one-stop location for Bay Area transportation and transit information.
- In addition to Twitter and Facebook, Foursquare was added to the list of social networking tools used for the general public to receive information. 511 Contra Costa followers on Twitter, Facebook and Foursquare were entered into a monthly drawing to receive a prize. To follow us on Facebook visit <http://www.facebook.com/511CC>. Find tips left by 511 Contra Costa at Foursquare at www.foursquare.com and search on 511CC. Follow 511 Contra Costa on Twitter @511CC.

- Both the 511 Contra Costa blog and Caldecott blog updated readers of the local, Bay Area and state transportation news and programs; construction projects and progress; upcoming roadway closures; and air quality announcements among many others. The 511 Contra Costa blog also highlighted interesting transportation-related stories from across the country.
- 511 Contra Costa developed the 511 Contra Costa Bike Mapper, an interactive mapping tool for cyclists in Contra Costa County and the Bay Area that can be customized to find three route options based on elevation tolerances of the individuals. Select paper copies of bicycle maps were also available to the public.
- The free iSmog app continued to provide the latest air quality forecasts for the Bay Area to iPhone users.

School Trip Reduction Programs & Outreach

Various programs were implemented to promote and encourage the use of alternative modes of transportation to students and their families in Central and East Contra Costa.

- A total of 2,220 students received County Connection or Tri Delta Transit tickets at the beginning of the 2011 academic school year through the SchoolPool Program to encourage public bus transportation to and from school instead of being driven by parents/guardians.

Bicycle and Pedestrian Safety Education

- Staff partnered with Martinez Junior High School and J. Douglas Adams Middle School in Brentwood to promote biking and walking to school. Through a week-long bicycle and pedestrian safety education and encouragement program, staff worked with the school community, local agencies and the community-at-large to inform the students and parents about the benefits of biking and walking to school and to address any concerns. Site assessments were conducted at each school to identify any infrastructure improvement needs. Three (3) A-frame traffic barricades and painted pavement markings were provided to improve the safety and circulation in the drop off zone at Martinez Junior High School using Safe Transportation for Children funds.
- Staff coordinated with Park Middle and Black Diamond Middle schools in Antioch, and Edna Hill Middle School in Brentwood to promote bicycling during Bike to Work Day for a Bike to School Day in May 2012. No credit is credited in the cost effective worksheet for these trips, due to the difficulty in calculating ongoing reduced trips as a result of the program and infrastructure improvements, however hundreds of trips were reduced at each school as a result of the day promotions.

2. Monitoring Methodology: Describe the methodology used to obtain the data listed below and explain any assumptions made to generate data. If a survey was performed, provide a copy of survey form and summary data.

- See Notes and Assumptions on final cost effective worksheet attached.

3. Project Data: Cost Effectiveness Data is included below for each program element.

B. Transit or Rideshare Incentive Projects:

Project Component	Total # Recipients	Total \$ Value of Incentives Provided	# Trips Reduced Per Day (One Way)	# Days Per Year	Avg. One Way Trip Distance
Employer Ridesharing/Trip Reduction	1,494	\$65,395	2,988	200	22
School Trip Reduction	2,220	\$73,530	6,660	180	3
* Summer Youth Pass	194	\$1,940			
*BART Excursion Trips	449	\$4,490	2	1	22
*Bike Parking at Worksites	10	\$12,042	20	240	3
*Electric Plug-In Vehicle Chargers/vehicle	13	\$36,000			
*Marketing Incentives	10,000	\$35,638			

- No trips are credited with these program elements. These are supportive elements to the program, some of which reduce trips, however trip reduction is difficult to calculate based on current data.

4. Other Requirements: Attach a copy of the Final Cost-Effective Worksheet, including all assumptions used and calculations of input values, and attach any other information required in the Project Information form, Guidance, or Agreement.

- Copy of final cost effective worksheet is attached, with tabs showing additional data.

5. Certification:

I Lynn Overcashier (print name), certify that the information provided is complete and correct.