

MEMORANDUM

DATE: March, 2009
TO: TRANSPAC and TRANSPLAN Committees
FROM: Lynn Osborn Overcashier, 511 Contra Costa and
TRANSPAC/TRANSPLAN TDM Program Manager
RE: 511 Contra Costa/TRANSPAC-TRANSPLAN TDM Program Status
Report

Employer Outreach

Staff has worked on the following program elements of the 511 Contra Costa program to promote VMT reduction and GHG emission reductions:

- With the Northern California Chapter of the Association for Commuter Transportation, coordinated a conference with MTC on SB 375 and AB 32.
- Currently developing GHG emissions reports for each jurisdiction in the TRANSPAC and TRANSPLAN regions. These include the 2005 baseline calculations as well as 2008 reports showing the emissions reduction totals based on the demonstrated results of the 511 Contra Costa TDM programs. These programs are conducted on behalf of the ten eastern and central Contra Costa jurisdictions. This information may be included in the Climate Action Plans being developed under AB 32 and for future Sustainable Communities Strategies under SB 375.
- Researching the possibilities of partnering with local jurisdictions to place electric vehicle charging stations at key locations available to the public.
- Met with the Walnut Creek Downtown Business Association to brainstorm ideas on ridesharing programs for the merchants located in the downtown business area.
- Attended the State of the City luncheon for the City of Concord. 511 Contra Costa Green Ride reusable market bags were provided to each attendee.
- Coordinating a bicycle safety training course with the City of Antioch Park and Recreation for the summer/fall schedule.
- Preparing invitations to jurisdictions and employers for a free lunchtime seminar on how to formulate a telework program and compressed work schedules.

Comprehensive Incentive Program

- The Carpool and Transit Incentive Programs continue to be well utilized by the public. The program is being streamlined to provide incentives for multiple modes.
- Follow-up surveys for the 2007/08 incentive programs are being tabulated and final reports written for submittal to CCTA and the BAAQMD.
- Final edits to the Transportation Resource Guide are being made and plans are to publish the updated booklet this Spring.

Bike to Work Day

- The TRANSPAC/TRANSPLAN TDM office is coordinating the Bike-To-Work Day efforts for Contra Costa County. Bike-to-Work Day is May 14, 2009. This year Kaiser Permanente is the event sponsor. At this time volunteers have signed up to host Energizer Stations in Antioch, Brentwood, Concord, Martinez, Pittsburg, Walnut Creek

LMC, DVC, Pleasant Hill BART, Walnut Creek BART, and various locations on the Canal and Iron Horse Trail.

www.511contracosta.org

- The website has been updated and was launched with a new “green” look to it late last month. Social networking programs such as Twitter and blogging are being used to maximize the traffic to the site. There will be new information posted and transportation news, a blog and other important GHG emissions and trip reduction information added. Publications, including the Transportation Resource Guide will also be posted as they are available.

Staff distributed grant information from the Department of Energy, Community Planning Grants and State Safe Routes to Schools information to the TRANSPAC and TRANSPLAN TAC members with an offer to pay for grant writing on behalf of the jurisdictions, and the possibility of providing matching funds for grants requiring a match. Several inquiries have been made and staff is assisting in determining whether projects are viable candidates.