

MEMORANDUM

DATE: May, 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

Staff has worked on the following program elements of the 511 Contra Costa program to promote VMT reduction and GHG emission reductions during the month of April 2009:

Employer Outreach

- Held a free Telework/Compressed Work Week workshop on April 22, 2009 for local employers and jurisdictions.
- Attended Chamber of Commerce functions: Pittsburg Chamber of Commerce "Taking your Business Green" luncheon and the Antioch Chamber of Commerce "Global Climate" breakfast. Provided 511 Contra Costa "Take a Green Ride" tote bags for all attendees.
- Staff hosted a table at the John Muir Birthday / Earth Day Celebration in Martinez, and the Farmers Markets in Martinez and Concord.

Comprehensive Incentive Program

- 511 Contra Costa incentive brochures were distributed at the Whole Foods Market Earth Day event in Walnut Creek.
-
- Developing a web-based incentive form application and on-line travel diary.
- Created an on-line promotion for the month of May for bike commuters who also take transit.
- Finalizing details of the Summer Youth Pass promotion with County Connection.
- Staff is developing a one-month special for Tri Delta Transit Route 300 and Delta Express route in time for new schedules and fare increases. Tri Delta Summer Youth pass promotion has been implemented.
- Working with UC Davis to promote the carpool and transit incentive programs to students and staff traveling to the campus from Contra Costa County.
- Researching the use of a transportation benefit company to streamline the distribution of carpool and transit incentives in the form of a transportation benefit check.
- A new incentive programs brochure was produced and distributed at all events in April.
- For the SchoolPool program staff is researching on-line SchoolPool carpool ridematching, and investigating Walk and Roll and Bike to School promotions.

Bike to Work Day May 14, 2009

- Bike-To-Work Day coordination efforts continue for Contra Costa County. The 2009 Contra Costa Bike-to-Work Day Bicycle Commuter of the Year is Jeff Kent of Lafayette. Mr. Kent has been bicycling to work for 30 years and travels 42 miles round

trip to his worksite in Pleasanton. To date there are 36 Bike-to-Work Day Energizer Stations (rest stops) in Contra Costa County.

www.511contracosta.org website

- The website continues to be updated with Tweets (Twitter), blogging, customized Google maps, and updated content.

Other:

The 511 Contra Costa program received recognition for being a Certified Green Business at the Contra Costa County Board of Supervisors Meeting held on April 21. Staff attended the Transit Alliance Meeting, RM2 meeting, and the 511 Contra Costa Program Managers Meeting.