

MEMORANDUM

DATE: June, 2009
TO: TRANSPAC and TRANSPLAN Committees
FROM: Lynn 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 May 2009:

Employer Outreach

- Met with Pleasant Hill Chamber of Commerce Green Committee.
- Supplied the Ruth Bancroft Garden in Walnut Creek with 511CC pens, bike maps and County Connection bus route maps.
- New business license lists from local cities will be used for outreach to employers.
- Staff "tabled" at the Walnut Creek, Concord, Martinez and Antioch Farmers Markets and the City of Concord Employee Health Fair. Bags were given out and the public was encouraged to use a commute alternative by making a "pledge" to try an alternate mode once a week. Each bag contained a 511 Contra Costa incentive brochure.
- Supplied canvas "Green Ride" bags for the City of Antioch's State of the City lunch and for Whole Foods Market Employee recognition program.
- The City of Antioch included an announcement about the 511CC employer programs in their business license renewal mailings.

Comprehensive Incentive Program

- A Buy-One-Get-One-Free Promotion for County Connection Summer Youth Pass was launched. This 511 Contra Costa incentive program is valid for first 300 applicants.
- Staff is coordinating with BART and Tri Delta Transit to market the Route 300 service at the Pittsburg/Bay Point BART station which serves select East County Park and Ride lots. The promotion includes a Buy-One-Get-One-Free bus pass and a \$20 BART ticket, valid through July 31st. Another promotion includes a Buy-One-Get-One-Free Delta Express monthly pass offer.
- Staff is developing a direct mailer marketing piece to promote the carpool and transit incentive programs.
- Staff is developing an online application and trip diary to entice commuters to visit the website on a regular basis in order to log miles saved.
- Distributed incentive program brochures at Bike to Work Day Energizer Stations.
- Most school districts in Central and East Contra Costa have agreed to participate in the 09/10 SchoolPool program. Awaiting approval from the Martinez School District. Promotion of the program will be done primarily through school websites and newsletters.

Bike To Work Day

- There were 36 Bike-to-Work Day Energizer Stations (rest stops) in Contra Costa County. Approximately 3,700 cyclists were recorded passing by or stopping at an Energizer Station in Contra Costa which is a 43% increase from last year. Staff hosted two Energizer Stations.

www.511contracosta.org website

- The website continues to be updated with Tweets (Twitter), blogging, customized Google maps, and updated content. A new feature using Flickr invites the public to submit their Bike to Work Day Photos to the 511 Contra Costa Bike to Work Day group. Road works announcements were posted on the news section of the website and on Twitter.

Other:

- 511 Contra Costa staff attended a Netconference titled: *Strategic Marketing: The Truth about Gender and Generational Commuting Trends*.
- A presentation written by Lynn O. about "Integrating Quantifiable TDM Strategies into Green Business Programs" was approved by the Association for Commuter Transportation for its annual conference in August 2009 in Washington D.C. .
- Staff is working on details for a Freedom Grant application in cooperation with County Connection and CCTA. It is expected that CCTA will be the sponsoring agency for the grant with an application deadline of August 7, 2009. This grant will include integrating countywide Contra Costa senior and paratransit transportation information onto a new Contra Costa mobility management website which will be hosted by 511 Contra Costa. A 20% match is required, much of which may be in-kind project development and research. It is not yet known what the grant request will total, however it is expected that the 511 CC program will have adequate funds above and beyond the in-kind work to provide the matching requirement. (Estimates currently range ~\$130,000).