



CONTRA COSTA  
transportation  
authority

# People-Centered Mobility

FEBRUARY 2023

Presented by

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Contra Costa Transportation Authority



# Outline

- The Partnership
- People Centered Mobility
- TDM 2.0



# Measure J Local Sales Tax Funds Background

Approved in November 2004 with a 71% vote

**\$2.5B**

Invested through  
2034

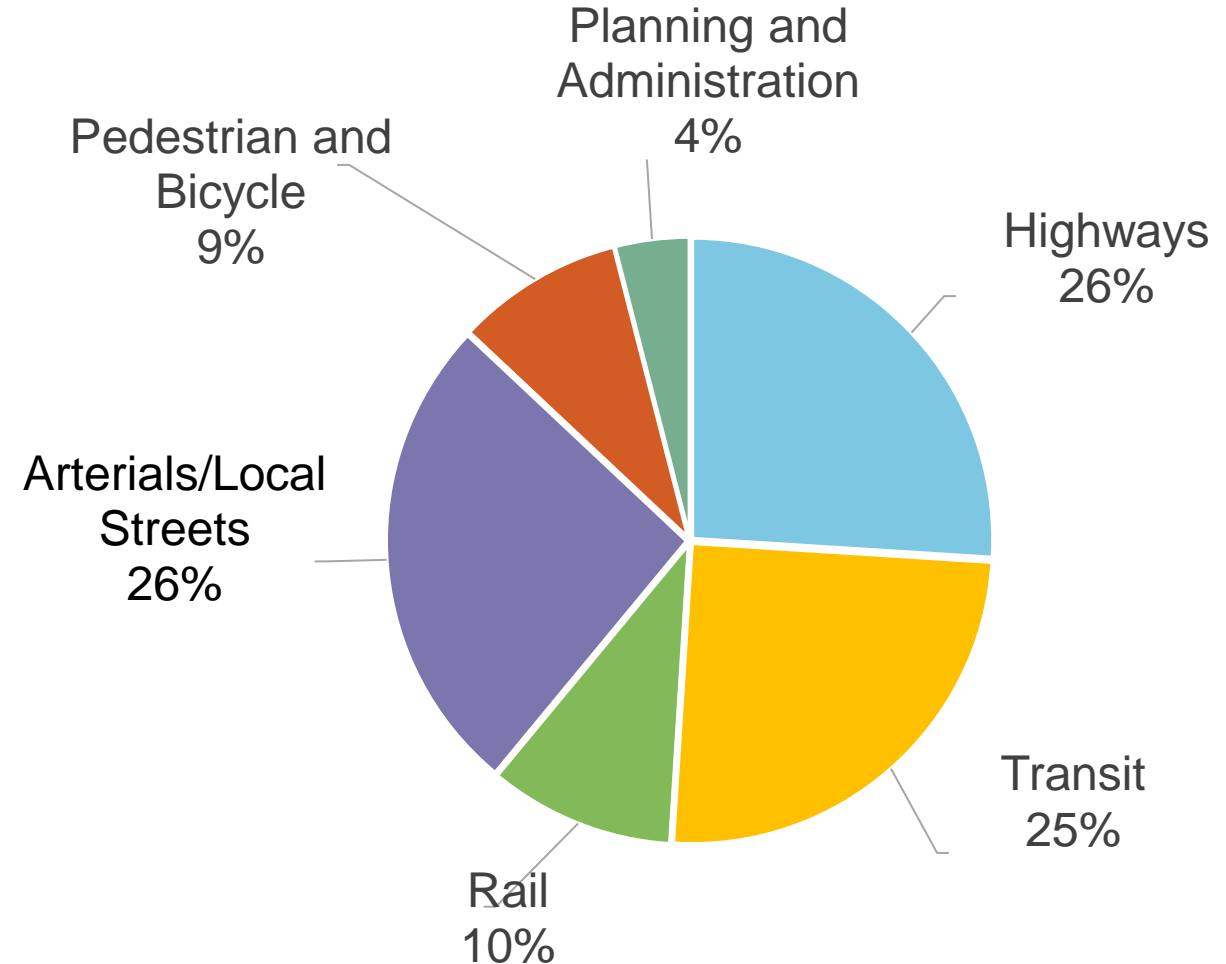
**58%**

Funding to  
Transportation  
Programs

**42%**

Funding to  
Transportation  
Capital Projects

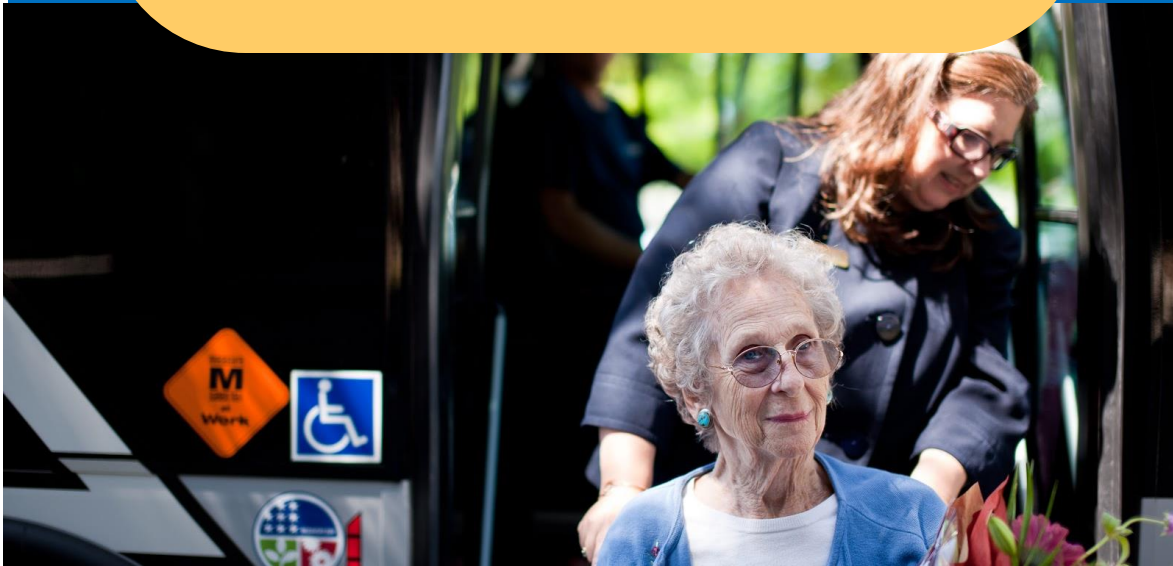
## Measure J Investments



58%

## Transportation Programs

Priority to Encourage Mode Shift



- **Transit:** Bus services, express buses, paratransit, ferry service, and safe transportation for children
- **Pedestrian, Bicycle & Trail Facilities and Transportation for Livable Communities**
- **Commute Alternatives**
- **Local streets maintenance and improvements**

42%

## Capital Projects

Accelerated  
project delivery



- **Mega Capital Projects such as:**
  - Caldecott Tunnel
  - Highway 4 widening
  - Bay Area Rapid Transit (BART) extension to Antioch
  - Interstate 680 (I-680)/State Route 4 (SR4) Interchange Improvements
- **Almost all major Measure J capital projects under construction or completed**
- **93% of Measure J funds (capital projects) expended**



# Measure J Project Delivery – Central Co.



- 8002 CCTA, I-680 SB Carpool Lane Extension (restripe), 2011
- 8009 CCTA, I-680 SB Carpool Lane Completion, 2021
- 24004 CC County - Kirker Pass Road Truck Lanes, 2021
- 24006 Pleasant Hill - Buskirk Ave Widening – Phase 2, 2014
- 24007 Pleasant Hill/WC - Geary Rd Reconst. – Ph 3, 2013
- 24012 Concord - Farm Bureau Rd Safe Route to Schools, 2019
- 24013 Concord - Salvio St Complete Streets – Sidewalk, 2017
- 24026 Pleasant Hill - Contra Costa Blvd Improvements, 2014
- 24027 Concord - Ygnacio Valley Rd Restoration – Ph 2, 2015
- 24028 Concord - Clayton Rd/Treat Blvd/Denkinger Rd Intersection Capacity Improvements, 2018
- 24029 Clayton - Old Marsh Creek Rd Overlay, 2010
- 24031 Martinez - Alhambra Creek Bridge and Ferry St Enhancements, 2021
- 24036 Pleasant Hill - Pleasant Hill Rd Improvements (Taylor Blvd. to Gregory Lane), 2021
- 10001-03 BART - Comprehensive Wayfinding System for Central Contra Costa BART Stations, 2020
- 10001-05 BART - Concord BART Plaza Redesign, 2019
- 10001-06 CCTA - Shared Autonomous Vehicle Pilot Program, 2020
- 10001-07 BART - Pleasant Hill Parking Structure Elevator Renovation, 2019



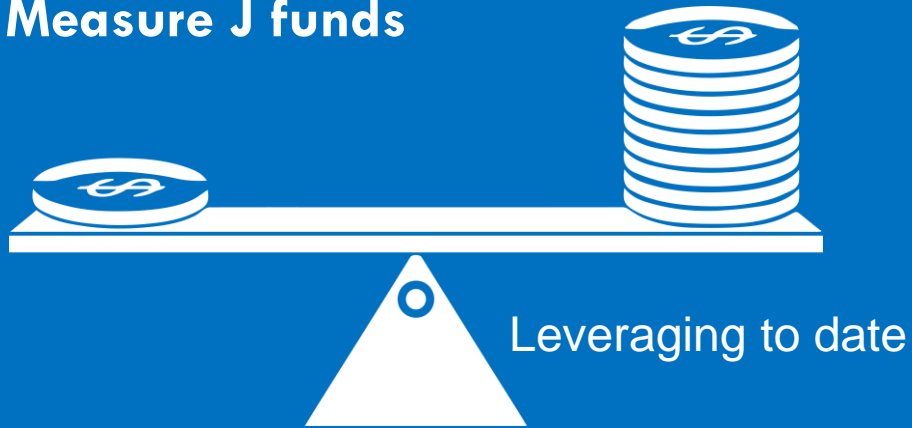


# BENEFITS OF MEASURE J

## Benefits of Measure J

**\$700 M**  
Measure J funds

**\$1.7B**  
federal, state,  
and other funds



- Improved travel time, safety, and access
- Mode shift
- Improved transit service

**Value of Time Savings:  
\$59 million annually**



# Leverage Local Funding

# 3:1

LEVERAGING  
RATIO



# Benefits of Measure J

**\$313M**

Invested by end  
of FY 2021



## Funding toward **local streets**:

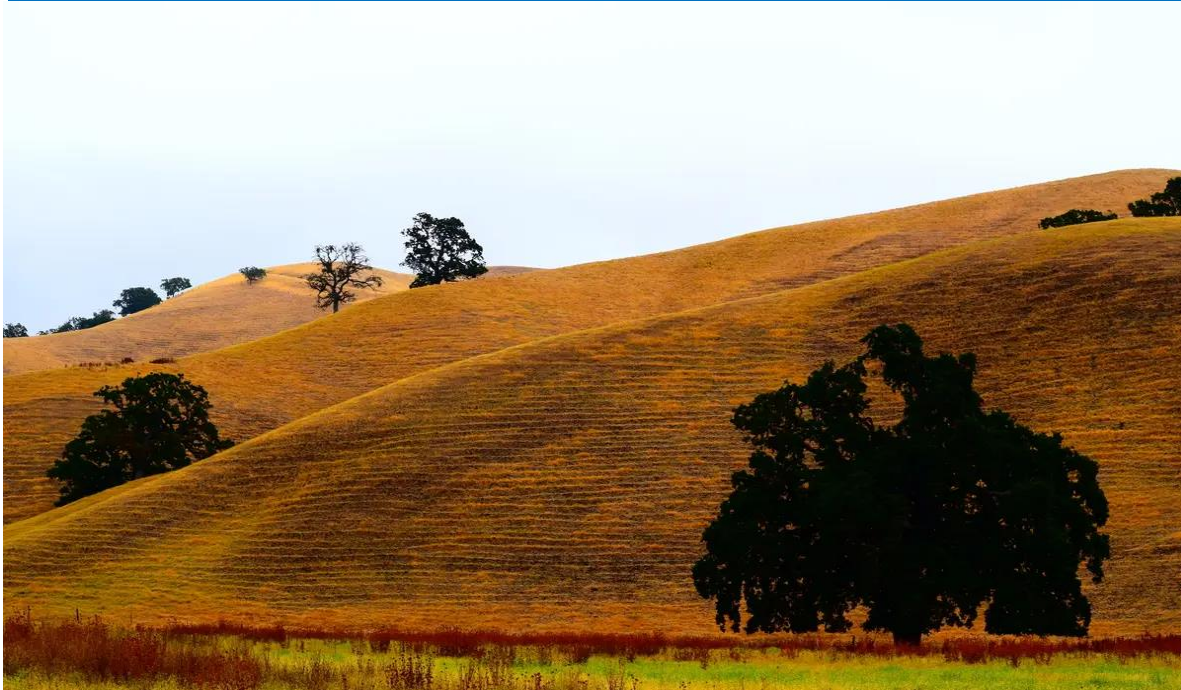
- \$200 million invested to improve Pavement Condition Index (PCI)
- \$60 million invested to improve safety and smooth traffic flow
- \$53 million invested to complete 85 pedestrian and bicycle projects



# Benefits of Measure J

**384**  
Sq. Miles  
protected through  
urban limit line

**\$338M**  
in Developer  
Fees



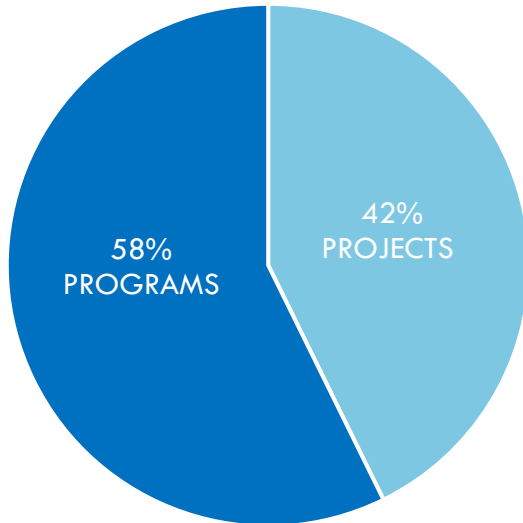
## Growth Management Program

- Protects agricultural land/open space
- Helps ensure developments are paying their fare share



# Measure J Programs

**\$1.4B**



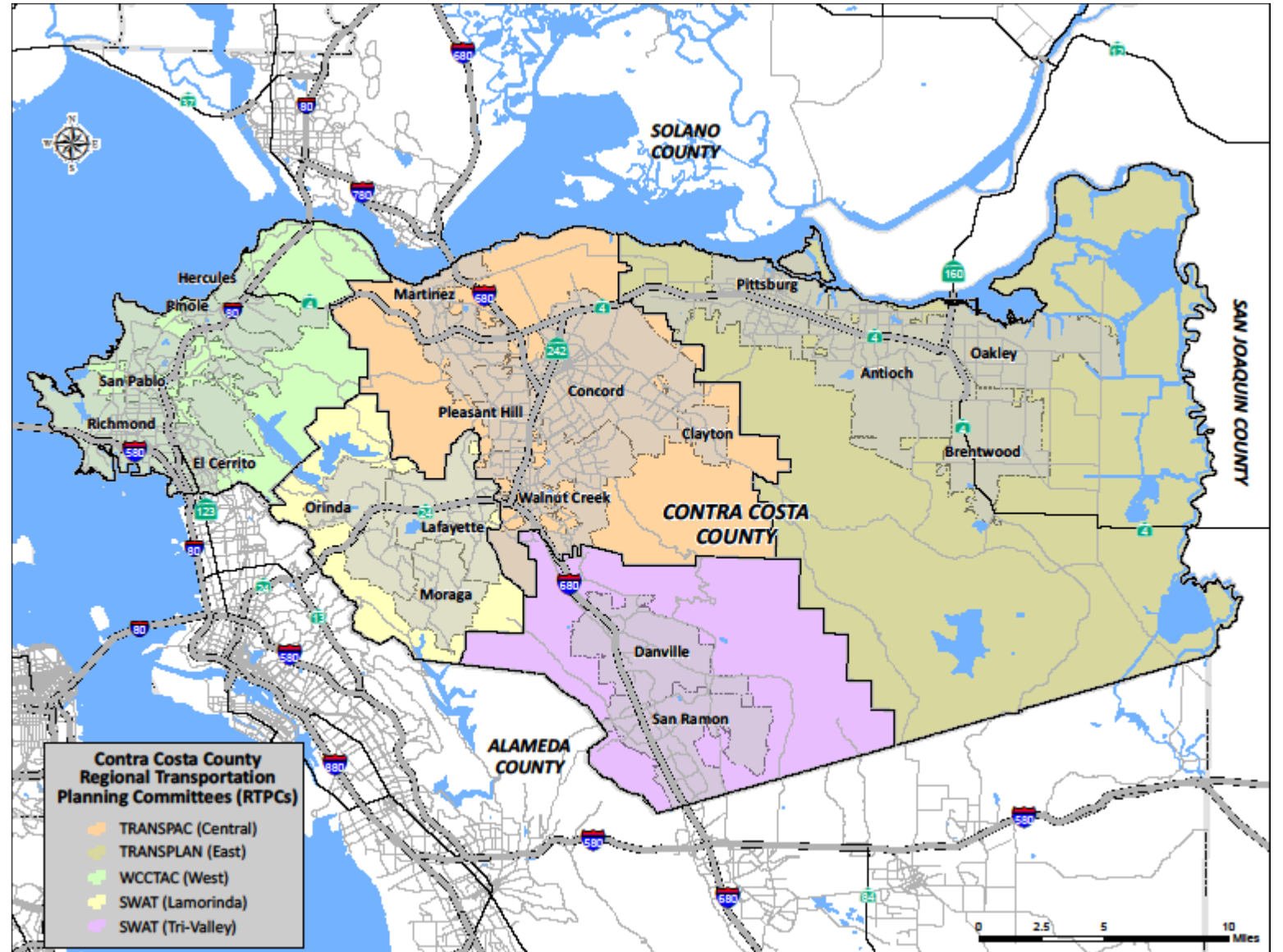
<b>Measure J</b>	<b>Allocated as of June 30, 2021 (x1,000)</b>	<b>Projected Total Funding thru end of Measure J (x1,000)</b>	<b>% allocated</b>
Local Streets Maintenance and Improvements	\$ 200,162	\$ 519,926	38.5%
Bus Service	\$ 81,907	\$ 216,330	42.5%
Transportation for Seniors & People w/ Disabilities	\$ 50,651	\$ 159,155	31.8%
Express Bus	\$ 41,717	\$ 111,284	37.4%
Safe Transportation for Children	\$ 39,682	\$ 117,624	33.7%
Ferry Service	\$ 7,315	\$ 58,229	12.5%
Commute Alternatives	\$ 9,343	\$ 25,880	36.1%
Subregional Transportation Needs	\$ 11,440	\$ 34,808	32.9%
Transportation for Livable Communities*	\$ 23,888	\$ 102,448	23.3%
Pedestrian, Bicycle and Trail Facilities*	\$ 9,456	\$ 39,855	23.7%
	<b>\$475,560</b>	<b>\$ 1,385,544</b>	<b>34.3%</b>

\* Shows amount spent (not allocated)



# REGIONAL TRANSPORTATION PLANNING COMMITTEES

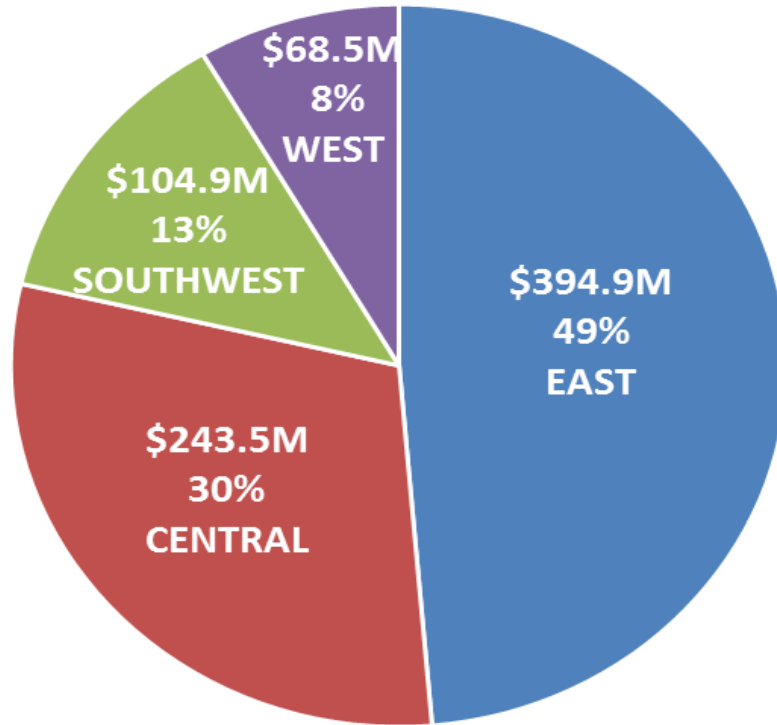
- Measure C (1988) required all jurisdictions to participate in a cooperative multi-jurisdictional planning process, requires jurisdictions to jointly determine the appropriate measures and programs for mitigation of regional traffic impacts, and implement an Action Plan for Routes of Regional Significance.



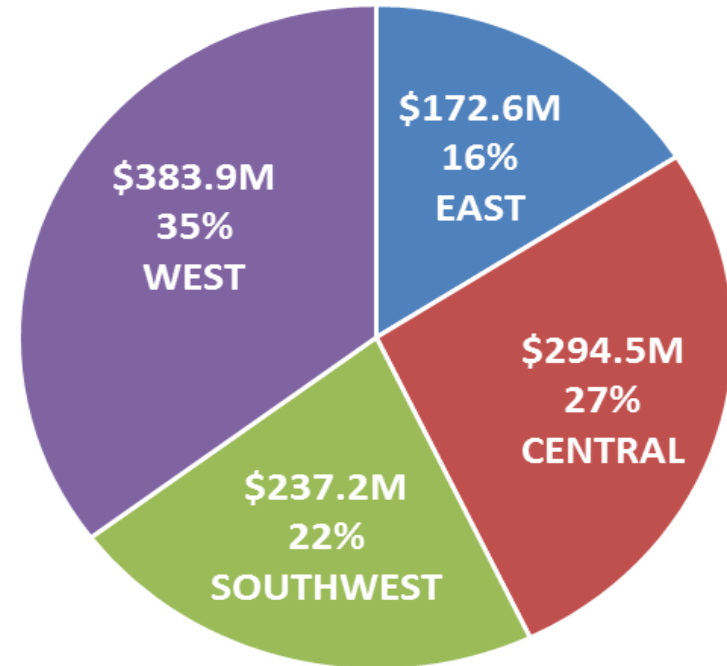


# Building the Foundation Together

**Capital Projects in Measure J  
Expenditure Plan  
by Subregion**



**Programs in Measure J  
Expenditure Plan  
by Subregion**

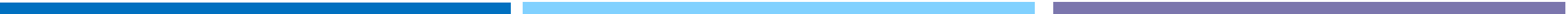


# RTPCs Appointments

- CCTA Board - Two representatives by each RTPC
- Technical Coordinating Committee - Three representative by each RTPC
- Countywide Bicycle and Pedestrian Advisory Committee



## ❑ Roles related to specific Measure J categories

- **Review and approve** – BART Category (Program 10) and PBTF Category (Program 13) - EBRPD only maintenance projects
  - **Identify and recommend projects** – Subregional Needs (Program 28), TLC (Program 12), Commute Alternatives (Program 17), Additional Bus Service Enhancement (Program 19), Safe Transportation for Children (Program 21), Additional PBTF – West County (Program 26b), Additional Funding for Livable Communities – West County (Program 25b)
  - **Establish subregional guidelines** for Additional Bus Service Enhancement (Program 19) and Additional Transportation Services for Seniors and People with Disabilities (Program 20) and determine if uses meet guidelines
- 



# Supporting the Growth and Planning of Contra Costa

- **Adopt a Growth Management Program** - The Authority will refine its model Growth Management Element and administrative procedures **in consultation with the RTPCs** to reflect the revised GMP.
- **Adopt a Development Mitigation Program** - **Each RTPC shall develop** the regional development mitigation program for its region taking account of planned and forecast growth and the Multimodal Transportation Service Objectives and actions to achieve them established in the Action Plans for Routes of Regional Significance.
- **Participate in an Ongoing Cooperative, Multi Jurisdictional Planning Process** – Each jurisdiction shall participate in an ongoing process and other jurisdictions and agencies, **the RTPCs** and the Authority to create a balanced, safe, and efficient transportation system and manage the impacts of growth.



# People-Centered Mobility



# Changing Transportation Landscape: Challenges



**Population Growth  
(25% by 2050)**



**Increased  
Congestion**



**Limited Funding for  
Infrastructure  
Expansion**



**Address climate  
and equity goals**

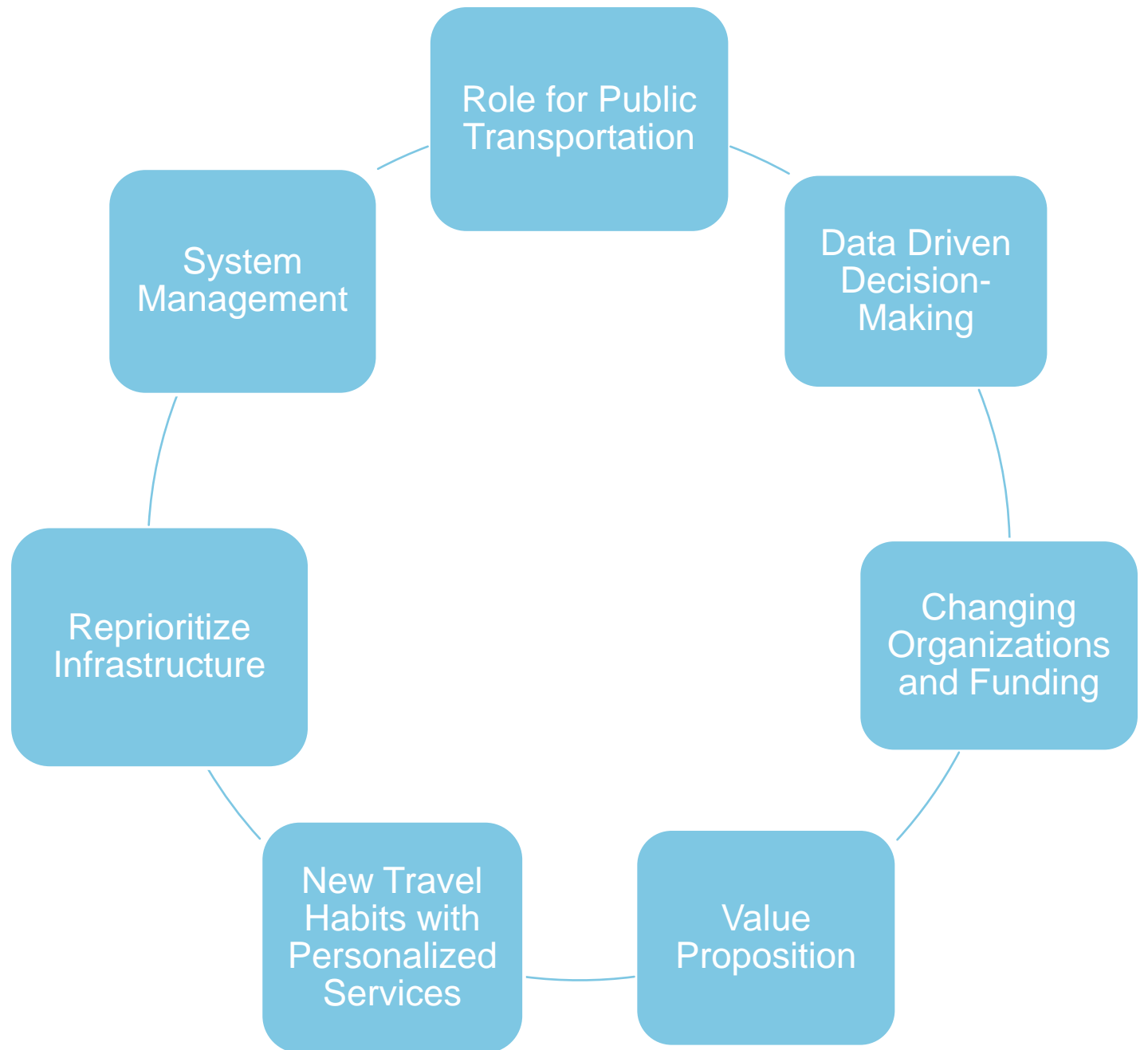


**Additional  
Regulations**



**Transit Fiscal  
Cliff**

# Supporting a New Future





# THE CONCEPT



# Goals, Objectives, Performance Measures

	Goal	Performance Measures
1	<b>Safety</b>	<ul style="list-style-type: none"><li>• Improve collision hot spots</li><li>• Decrease volume and severity of collisions</li><li>• Implement high quality bicycle, pedestrian, and transit facilities</li></ul>
2	<b>Mobility</b>	<ul style="list-style-type: none"><li>• Increase non-SOV mode share</li><li>• Increase in measured active transportation and transit trips</li><li>• Improve transit travel time reliability</li></ul>
3	<b>Economic Vitality</b>	<ul style="list-style-type: none"><li>• Improve freight travel</li><li>• Improve total freight throughput</li><li>• Improve multimodal access to key destinations</li></ul>
4	<b>Social Equity</b>	<ul style="list-style-type: none"><li>• Invest in non-SOV projects that benefit designated disadvantaged communities</li><li>• Invest in projects prioritized using public input</li><li>• Invest in PBA 2050 Priority Development Areas</li></ul>
5	<b>Efficient Land Use</b>	<ul style="list-style-type: none"><li>• Improve active transportation and transit access in higher density employment and population areas, infill development, TPAs, PDAs, and TOD zones</li><li>• Support solutions that reduce parking needs and leverage parking management strategies</li></ul>
6	<b>Efficient Technology Use</b>	<ul style="list-style-type: none"><li>• Support strategies with high project readiness, addressed pre-construction needs, and secured funding</li><li>• Support TDM and noncapital strategies, or leverage design exceptions to pilot new concepts</li></ul>
7	<b>Air Quality, Health, and Sustainability</b>	<ul style="list-style-type: none"><li>• Reduce GHG emissions</li><li>• Improve access and use of alternative energy infrastructure</li><li>• Close gaps in the bicycle and pedestrian networks</li></ul>

# Digital Road Manager

Moving toward digital infrastructure in an evolutionary process

## Principles

Using data and information for safe, smooth, and sustainable mobility for all road users. Covering investments, maintenance and operation of the road network.

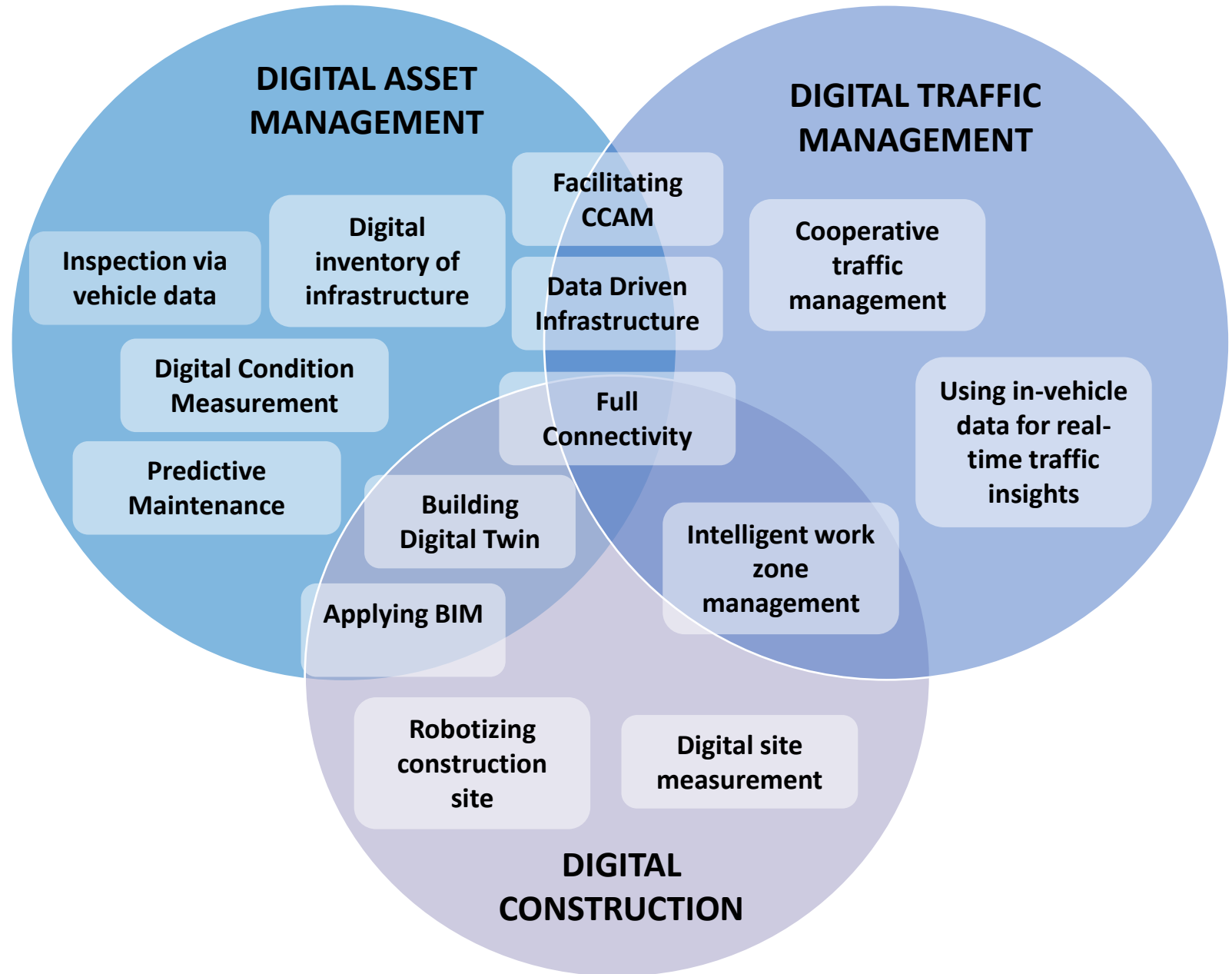
MORE EFFICIENT

ANTICIPATING SOCIETAL + TECHNOLOGICAL TRENDS

RENEW CCTA ROLE + OFFERED SERVICES



# Three Main Domains







CONTRA COSTA  
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# TDM 2.0 TFCA Policy



# What Is Transportation Demand Management (TDM)?



TDM is the application of strategies or initiatives to reduce travel demand, greenhouse gas (GHG) emissions, and Vehicle Miles Travelled (VMT) through the reduction of single-occupancy vehicle use.

TDM is a strategic priority of CCTA.

# 511 Contra Costa

*511 Contra Costa is a countywide TDM program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone.*

- CCTA's TDM programs are currently operated under the 511 Contra Costa brand using both TFCA and Measure J funds
- CCTA is the oversight agency funding the TDM program
- Three subregional offices
  - Central and East County: oversight by CCTA, delivered by AMG under contract
  - West County: Staff and oversight provided by WCCTAC
  - Southwest County: Staff and oversight provided by City of San Ramon and SWAT
- Each office operates both countywide and subregional **incentive programs** and **behavior change campaigns** for residents and the workforce
- 511 Contra Costa presents itself and is viewed by residents as a single countywide brand with seamless access to programs and resources.
- The CCTA office manages and funds the customer-facing and foundational elements of the program including website, social media, newsletter, customer service, e-mail, and phone systems





# Funding Sources for 511 Contra Costa

	Measure J Program 17	Transportation Fund for Clean Air (TFCA) 40% Funds
Revenue Source	One percent (1%) of the Measure J annual revenue	40% of the \$4 surcharge on motor vehicles registration fees
Policy/Purpose	Commute Alternatives: Provide and promote alternatives to commuting in single-occupant vehicles, including carpools, vanpools and transit.	<ul style="list-style-type: none"> <li>• GHG and criteria air pollutant reductions from mobile sources</li> <li>• Need to comply with the 40% Fund Expenditure Plan Guidance and Policy</li> </ul>
Funding level	~\$1M (FY23-24)	~\$1.7M (FY24-25)

- CCTA's current TFCA practice is to annually allocate funds by a population and jobs formula to the four RTPCs
  - Central County: CCTA for TRANSPAC
  - East County: CCTA for TRANSPLAN
  - West County: WCCTAC
  - Southwest County: SWAT
- Funds pay for TDM programs along with staff and overhead to operate them



# Existing Program Activities

	Program	Managed By	Funded By	Fund Source
<b>Countywide</b> Managed & Funded by Single Office	511 Contra Costa Brand: website, social media, eNewsletter	CCTA	CCTA	TFCA/MJ17
	Drive Less Incentive	CCTA	CCTA	TFCA
	Winter Walk Challenge	CCTA	CCTA	TFCA
	Discover & Go	CCTA	CCTA	TFCA
	SchoolPool Youth Carpool	CCTA	CCTA	TFCA
	Vanpool Driver & Rider Incentives	SWAT	SWAT	TFCA
	Guaranteed Ride Home: Commuter & College	WCCTAC	WCCTAC	TFCA
	Secure Your Cycle	WCCTAC	WCCTAC	TFCA
	Try Transit: Commuter & College	WCCTAC	WCCTAC	TFCA
<b>Countywide</b> Managed by Single Office & Funded by All	Summer Bike Challenge	CCTA	CCTA/SWAT/WCCTAC	TFCA
	Summer Youth Pass	CCTA	CCTA/SWAT/WCCTAC	TFCA
	Pass2Class Free Student Transit	CCTA	CCTA/SWAT/WCCTAC	TFCA
	E-bike Rebates	CCTA	CCTA/SWAT/WCCTAC	MJ17
	Bike to Work Day	Rotates Annually	CCTA/SWAT/WCCTAC	TFCA
	BOGO/Take 10 Free Transit Rides	CCTA/WCCTAC	CCTA/WCCTAC	TFCA
<b>Sub-Regional</b>	Street Smarts Diablo Youth bike-ped safety	CCTA	CCTA	TFCA/MJ21A
	Lamorinda and TRAFFIX School Bus Program	SWAT	SWAT	TFCA
	Personalized Commute Planning	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA
	Bike Locker and Rack Program	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	MJ17
	Employer Outreach Program & Green Business	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA/MJ17
	Community Outreach Programs	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA/MJ17
	Electric Vehicle Charging Infrastructure	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA/MJ17
	Agency-specific Transit Programs	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA
	Corridor-specific Rideshare Programs	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA

# Background on TFCA 40% Fund

*Generated by a \$4 surcharge on motor vehicles registered within the Bay Area.*

- Assembly Bill (AB) 434, as amended by AB 414, provides for the imposition of an additional registration fee of \$4 per vehicle to be used to reduce air pollution from motor vehicles and for related planning, monitoring, enforcement, and technical studies, as specified in the legislation. The law was first passed in 1991.
- The Air District allocates this revenue through its TFCA program to fund eligible projects and programs with 60% of the revenue to be managed by the Air District.
- Existing law requires that remaining 40% of the fee revenues, referred to as TFCA 40% funds, shall be allocated on a formula basis for projects and programs in each county within the Bay Area.
- The Authority has been designated as the Program Manager (currently known as the Administering Agency) for Contra Costa County and began to administrate the 40% fund program in 1992.

# Peer Comparison: TFCA Policy and Projects

County	Process	Funded Project Types (recent 5 years)	TDM funded by TFCA?
Alameda	30%: Programmed to transit-related projects 70%: Distributed by population	All types (except for EV and telecommuting)	\$350k to countywide TDM (incl. GRH)
Napa	Call for projects	Bicycle and Pedestrian Improvements, EV Charging Stations	No
San Francisco	Priority project types	Bicycle and Pedestrian Improvements, Transit Priority Projects, Traffic Calming, TDM, Shuttle Services, Alternative Fuel Vehicles and Infrastructure	Not currently funded
San Mateo	Collaborative process with SamTrans and Commute.org	All types (except for EV and telecommuting)	\$600k to countywide TDM
Santa Clara	Call for projects with scoring criteria	All types (except for telecommuting)	GRH \$116k (2 years) No other TDM

## Eligible TFCA Project Types:

- Bicycle and Pedestrian projects: infrastructure projects, bike parking, bike share.
- Ridesharing Services: carpool, vanpool, financial incentive for transit or rideshare, and GRH
- First- and Last-Mile Connections
- Vehicle-based projects
- Telecommuting
- Arterial management (signal timing) – not currently eligible

# Existing Program Benefits & Values

- 511 Contra Costa has countywide reach and robust promotion channels, including **28,000+ monthly newsletter subscribers** and 7,000+ social media followers
- 511 Contra Costa's TFCFA funded programs **exceed Air District's cost effectiveness** criteria annually
- Popular, family-friendly programs and events draw thousands of participants
- Countywide, in-person, outreach conducted at 30-40 community and employer events every year
- Programs promote bike-ped safety and build life-long habits
- Participation by diverse audience of commuters, youth, seniors, and businesses
- Employer assistance with Bay Area Commuter Benefit Program compliance
- Provide jurisdictional support:
  - TDM ordinances/Measure J GMP Compliance Checklist
  - Implement TDM measures in subregional Action Plans
  - Fulfill TDM priorities of the RTPCs
  - Support and implementation of TDM elements of Sustainable Communities Strategies



# Existing Program Challenges and Future Improvements

- CCTA dedicates all Measure J Program 17 and TFCA funds to one project type  
*May not serve the diverse transportation needs and the goals of each program.*
- No Contra Costa TFCA policy  
*The current practice may be out of sync with the Air District's current guidance and policy.*
- Lack of comprehensive review and reform of the current TDM activities  
*Innovate to keep the program up-to-date to meet the changing travel needs.*
- Some of the current TDM activities are becoming more difficult to qualify for TFCA 40% funds. TFCA funds are restrictive in both their use and timeframe.  
*Review the activities and continue the most effective ones.*
- Current practice heavily relies on self-reporting data on trip and VMT reduction.  
*Introduce new KPIs and tracking process to maximize measurable VMT and emission reductions.*

# Goals & Objectives of TDM 2.0



# TDM 2.0

*A more robust and relevant TDM program - branded as TDM 2.0*

## Goals and Objectives Driving Program Changes

- Countywide implementation
- Program aligns with the Authority's strategic position and incorporates ongoing performance measures for VMT and emission reductions.
- Continue to meet or exceed TFCA cost effectiveness requirements
- Address changes in commute landscape post-Covid
- Incorporate emerging technologies in programs
- Gain operational efficiencies in funding spent
- Focus on equity priority communities
- Data-driven decision making



## Steps to TDM 2.0

- Step 1a – FY 24-25: Existing TDM Program Improvements
- Step 1b – FY 24-25: New Contra Costa TFCA Policy
- Step 2 – FY 25-26: TDM Strategic Plan
- Step 3 – FY 26-27: TDM 2.0 Implementation

# Step 1 a: Existing TDM Program Improvements

- Evaluate and modify existing programs to focus on projects with the best measurable benefits
  - Encourage the use of high-quality verifiable data (verified and empirical data v. self-reported trips)
  - Performance-based evaluation and increase return on investment. The most cost effective TDM activities will continue to be funded with TFCA 40% funds
  - Encourage a focus on benefiting equity communities
- Continue to comply with TDM ordinance with the support from Measure J Program 17 funding
- Maximize public awareness of the TDM program and the Measure J success. Capitalize on 511 Contra Costa's existing and growing public following to communicate CCTA priorities, initiatives, and successes
- Strengthen the connection between TDM and larger capital projects
- Simplify and improve customer experience by consolidating multiple existing single-mode incentive programs into one universal 'Drive Less' incentive



# Step 1 a: Existing TDM Program Improvements (continued)

- Operate two existing programs separately:
  - Street Smarts Diablo youth bike-ped safety program: funded by OBAG grant for four years
  - TRAFFIX and Lamorinda School Bus Programs: continue to be supported by Measure J and potential new sources secured by the sponsor agencies



# Step 1 b: New TFCA Policy

*Board Authority-approved policy for allocating the TFCA 40% Fund*

**Geographic Equity:** all four subregions will continue to receive the same proportional benefits distributed by the job-housing formula

- Countywide programs will be funded from the TFCA county total. Remaining funds will be allocated to subregional projects, maintaining the current distribution by the job-housing formula.
- Project sponsors can implement either countywide or subregional programs and projects.
- Subregional program and project recommendations shall be made by each subregion for consideration and approved by the Authority.
- CCTA will continue to manage and fund the 511 Contra Costa entity and brand. The entity will leverage its existing countywide reach and robust promotional channels to provide marketing support for both Measure J TDM programs and sponsored TFCA projects.

# Step 1 b: New TFCA Policy (continued)

*Board Authority-approved policy for allocating the TFCA 40% Fund starting in FY24/25*

## **Eligible TFCA Project Types** (Transportation Control Measures in Bay Area Clean Air Plan)

- **Bicycle and Pedestrian Projects:** infrastructure projects, bike parking, bike share.
- **Ridesharing Services:** carpool, vanpool, or other rideshare services, financial subsidy/incentive for transit or rideshare, and Guaranteed Ride Home.
- **First- and Last-Mile Connections:** transit services providing short-distance connections between mass transit and commercial hubs or employment centers.
- **Vehicle- and Fuel-based Projects:** alternative fuel vehicles (including trucks and buses), alternative fuel infrastructure.
- **Telecommuting:** Implementation of demonstration projects in telecommuting.

## **Eligible Fund Recipients**

- **Public agencies,** including cities, county, transit agencies, RTPCs and CCTA are eligible to apply for all project categories.
- Other agencies may work directly with the eligible project sponsors to submit projects.

# Examples of Countywide and Subregional Projects

## Countywide Projects

- CCTA: Countywide Mobility on Demand (MOD) app
- CCTA: Tag On for Free Coffee on Spare the Air Days
- WCCTAC: Guaranteed Ride Home program
- SWAT: Vanpool program

## Subregional Projects

- SWAT: TRAFFIX and Lamorinda School Bus Programs
- Ferry ridership initiatives to promote Richmond service. The Initiatives will highlight the many benefits of ferry services, targeting different customers or trip types.
- Tri Delta Transit: expand TriMyRide microtransit and free fare for K-12 students

# Step 1b: New TFCA Policy & Fund Allocation Process (revised)

*Board Authority-approved policy for allocating the TFCA 40% Fund*

Early	Late	Action
Jan	Mar	CCTA staff provides early consultation and technical assistance
<b>Feb. 21</b>		<b>CCTA Authority Board adopts Expenditure Plan (total county fund amount)</b>
Mar	Apr	Authority Board approves Policy
Mar	May	CCTA staff assists with CE calculations, project readiness/ delivery scheduling
<b>June 19</b>		<b>Authority Board approves Air District/CCTA agreement</b>
Apr	July	Project sponsors submit project documents and CE calculations
July	Oct	Authority Board approves final project list
Aug	Nov	CCTA/project sponsor funding agreements executed
<b>Nov. 15</b>		<b>CCTA submits all project documents to Air District</b>

*Dates in bold are mandated by the Air District.*



## Step 2: TDM Strategic Plan

- CCTA will seek a consultant to prepare a TDM Strategic Plan. That plan will:
  - Evaluate existing programs and services, the service delivery model, industry best practices for suburban TDM programs that have proven success, and emerging projects and programs from around the world that reduce VMT.
  - The plan will consider emerging innovative programs that have proven to reduce VMT and determine their applicability to Contra Costa County.

## Step 3: TDM 2.0 Implementation

- CCTA will implement TDM 2.0 as the ongoing Contra Costa program using insights and guidance from the TDM Strategic Plan and the successes and lessons learned from the Call for Projects process.

# Thank you!



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