



CONTRA COSTA  
transportation  
authority

# TDM 2.0 TFCA Policy

REGIONAL TRANSPORTATION PLANNING COMMITTEE  
January and February 2024



# 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.

# Current TDM Program

# 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;
- CCTA is the oversight agency funding the TDM program;
- Three sub-regional 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 sub-regional **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





# 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

# Funding Sources for 511 Contra Costa

	Measure J Program 17	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)	~\$1.5M (FY23-24)

- 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 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 sub-regional 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 Vehicles Miles Traveled (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
  - Consider verified v. self-reported trips, equity prioritization, return on investment, and quality of data
  - The most cost effective TDM activities will continue to be funded by TFCA 40% funds
- Stronger countywide program presence
- 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
- Explore collaborative opportunities to capitalize on existing regional TDM efforts such as Spare the Air Days
- 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 1b: New TFCA Policy

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

## **Goal and Objectives:**

- Reduce Vehicle Miles Travelled (VMT)
- Reduce air pollution and GHG emissions

## **Priority Project Types** (consistent with Air District project categories):

- **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
  - Priorities: the project types are not listed in prioritized order. Other projects eligible under the Guidance can be considered if there are available TFCA funds.
  - Program Diversity: The use of the Priority Project Types will encourage the diversity of project types that serve multiple constituencies. This diversity could contribute significantly to public acceptance of, and support for, the TFCA program.
  - Annual Review: the Priority Project Types will be reviewed annually to align with Air District Guidance and the Authority Board's direction. The Authority Board may periodically adjust the Priority Project Types to align with its strategic direction.

# Step 1 b: New TFCA Policy (continued)

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

**Eligible project sponsors:** Cities, County, transit agencies, RTPCs, and CCTA. Other public agencies and non-public entities may work directly with the eligible project sponsors to submit projects.

## **Project Prioritization Process:**

- Beginning in FY 24/25, open call-for-projects process
- Project prioritization: collaboration between CCTA and project sponsors
- CCTA staff's roles: technical assistance, consultation, and balance of needs
- Technical Coordinating Committee evaluates and recommends project list
- Final project list: approved by the Authority Board

## **Other Considerations:**

- Projects with regional significance or that support regional goals
- Benefits to equity priority communities
- Matching funds
- Project readiness and timely use of funds
- Performance measures and reporting requirements

# 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)	\$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)	\$600k to countywide TDM
Santa Clara	Call for projects with scoring criteria	All types	GRH \$116k (2 years) No other TDM

## TFCA Eligible Project Types

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

# Step 1b: New TFCA Policy & Project Selection Process

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

Early	Late	Action
Feb	Mar	TCC considers and recommends Policy
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, releases Call for Projects
<b>June 19</b>		<b>Authority Board approves Air District/CCTA agreement</b>
Mar	May	CCTA staff assists with CE calculations, project readiness/ delivery scheduling
May	June	Project sponsors submit project documents and CE calculations
Jun	July	TCC evaluates projects and recommends project list
July	Oct	Authority Board approves final project list
<b>Nov. 15</b>		<b>CCTA submits all project documents to Air District</b>
Aug	Nov	CCTA/project sponsor funding agreements executed

*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 project prioritization process.



QUESTIONS?

