CONTRA COSTA TRANSPORTATION AUTHORITY

Transportation Demand Management and Youth Programs

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Agenda

- Funding Overview - CCTA
- TDM – Advanced Mobility Group (Countywide/TRANSPAC/TRANSPLAN)
- TDM – City of San Ramon (SWAT)
- TDM – WCCTC (WCCTAC)
- Youth Programs - Advanced Mobility Group (Countywide/TRANSPAC/TRANSPLAN)
- Youth Programs – City of San Ramon (SWAT)
- Youth Programs – WCCTC (WCCTAC)

Funding of TDM and Student Programs is complex.

Local ½ Cent Sales Tax Measure J

Allocated to the four Subregions according to the Jobs-Housing formula for local projects / programs within the regions: WCCTAC | SWAT | TRANSPLAN | TRANSPAC

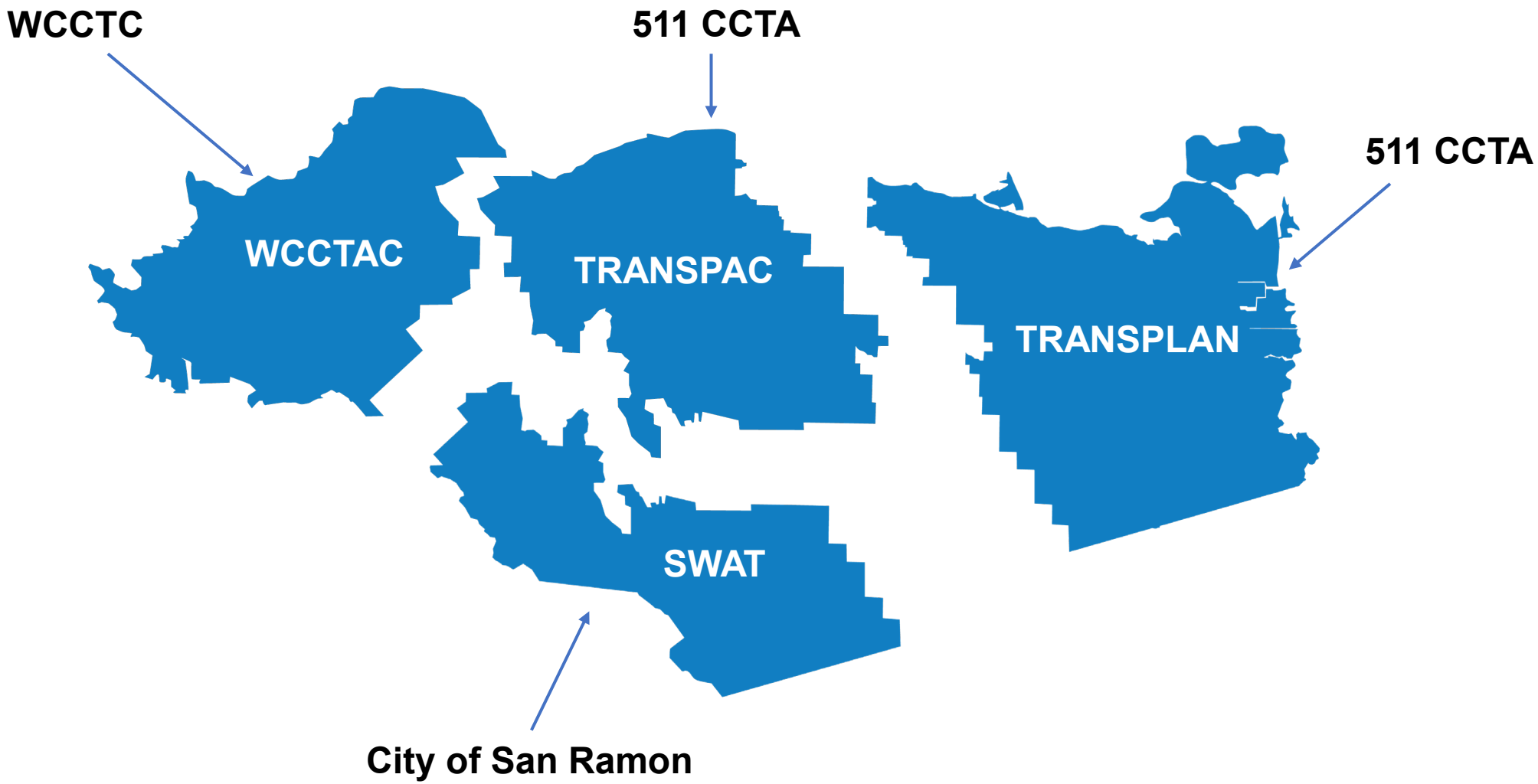
Bay Area Air District: Transportation Fund for Clean Air (TFCA)

Funds countywide and subregional incentive programs

One Bay Area Grant (OBAG 3)

Funds countywide Safe Routes to Schools program: Street Smarts Contra Costa

TDM programs are managed by program managers across Contra Costa County.



Countywide TDM programs are managed by program managers across Contra Costa County.

511 CCTA





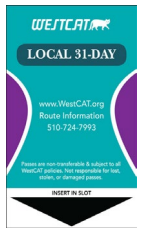
COMMUTE with enterprise



Guaranteed RIDE HOME

Student programs are managed by program managers across Contra Costa County.

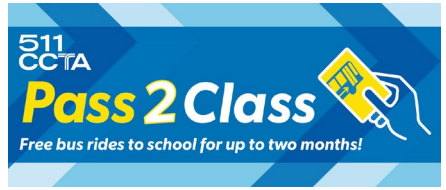
WCCTC & County Health



WALK N ROLL

511 CCTA

BIKE FAMILY FEST 2026 PRESENTED BY CCTA



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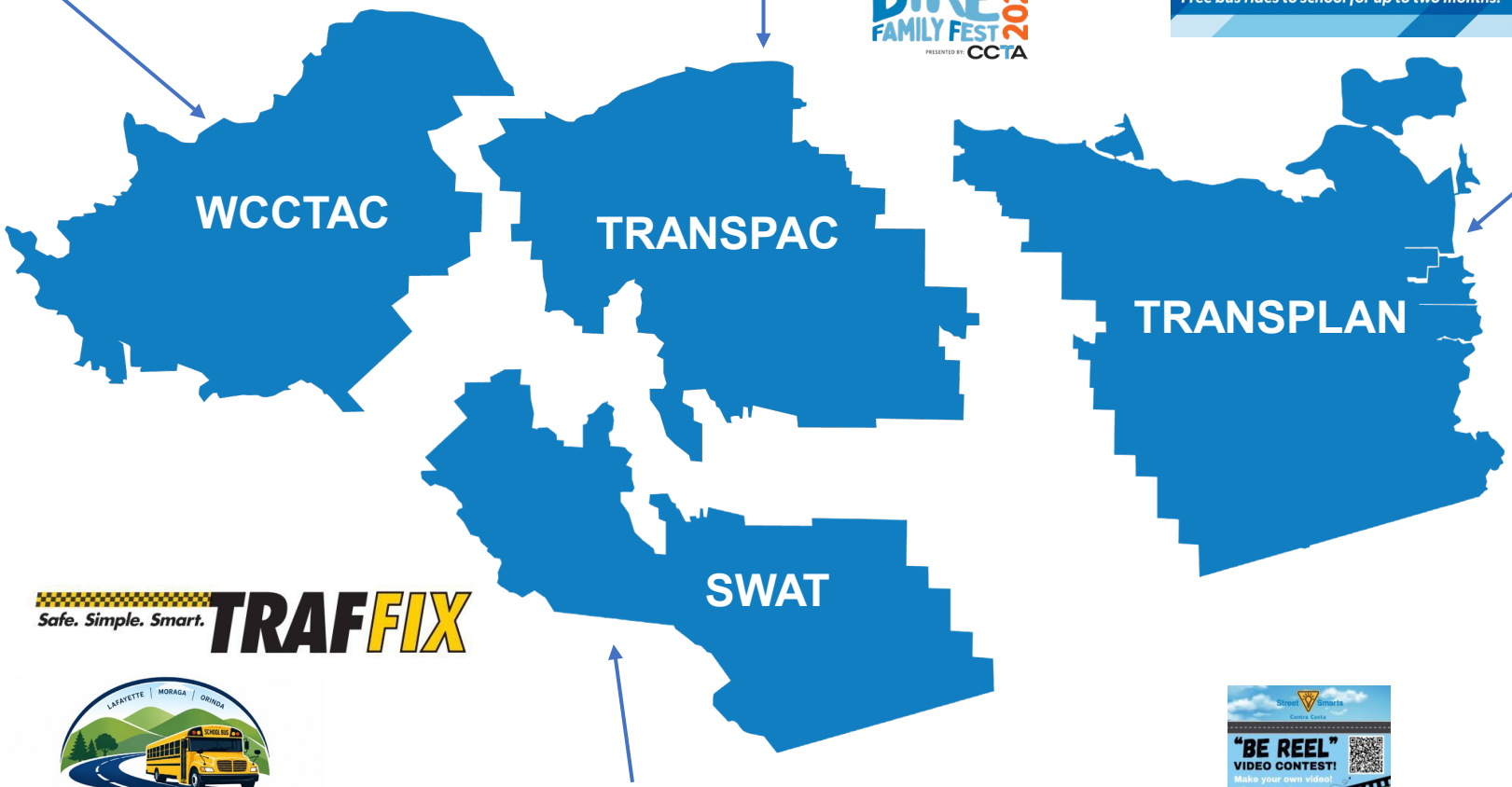


Safe. Simple. Smart. TRAFFIX

LSBTA
LAMORINDA SCHOOL BUS
TRANSPORTATION AGENCY
Connecting Students. Reducing Traffic.

City of San Ramon and City of Lafayette

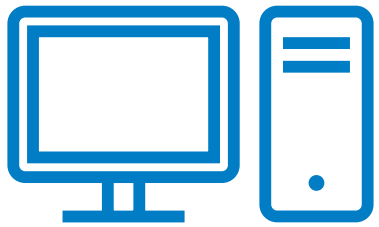


POWERED BY CCTA

Street Smarts
CONTRA COSTA

511 CCTA Brand & Communications

Delivery of the 511 CCTA website, social media, monthly newsletter and customer service functions on behalf of all programs.







511 CCTA - By the Numbers

Website

- 11,000 monthly visitors
- 15,300 average monthly page views
- 300 unique daily visitors

Social Media

- 5 Social Media Platforms
- 7K + Followers

Newsletter

- 37,000 subscribers
- 42% average open rate
- 3.5% average click rate

Customer Service

- Host email and phone services for countywide program
- Respond to customer inquires through main line numbers and website

Funded by: TFCA **Fiscal Year Budget: $228,205**

Commute Coach, Employer Services, Bike Racks & Community Events

Personalized trip planning for individuals, employer transportation support and resources, community events



By the Numbers

Commute Coaching

- Personalized trip planning for new residents, those starting new jobs or making the switch from driving
- Trip plans, cost comparisons, and eligible incentives

Employer Support

- On-site employer fairs
- Custom commute surveys
- Commuter Benefits Program guidance
- Green Business Program

Community Events

- Average in-person community events per year
  - TRANSPAC: 12
  - TRANSPLAN: 8
  - WCCTC: 6
  - SWAT: 10
- Promotion of seasonal programs, 511 CCTA countywide programs, and CCTA initiatives

Funded by: TFCA & MJ17

• Fiscal Year Budget: $74,600

Big Win on Transit

Weekly $511 winners for
logging verified transit trips



Big Win on Transit - By the Numbers | 2025/2026

Participants & Trips

- 1,830+ registered riders
- 40,000 verified transit trips logged

Spare the Air

- On Spare the Air Days, gift card prizes for the first 100 riders who upload a verified trip
- 500+ unique riders have won gift cards

Winners

- 90 weekly $511 winners with verified transit trips
- 8 Spare the Air Days with up to 100 gift card winners each day

Survey Results

- 62% are using transit for more of their commute days
- 30% cite using transit more on weekends or for errands and appointments
- 90% are more likely to ride on a Spare the Air Day

Funded by: TFCA **Fiscal Year Budget: $163,066**

E-Bike Rebates

Post-purchase rebates of $150 or $300 for e-bikes



E-bike Rebate Program







E-Bike Rebates By the Numbers

Rebate Values

- $150 standard rebate
- $300 income-qualified rebate

Rebates Issued

- 2025: 421
- Overall, **2,700+** rebates have been issued
- Every rebate is vetted by a team member with photo and receipt to ensure the bicycle qualifies

Survey Results

- 80% of participants who rarely/never rode a bike are riding an e-bike at least once a week
- 55% of e-bike rides are for destination-based transportation rather than recreational or exercise

Funded by: MJ17

Fiscal Year Budget: $85,000

Winter Walk Challenge

Popular 10-week program that encourages walking to replace short vehicle trips



Winter Walk Challenge - By the Numbers



2025/26 Participation

- 1,596 individual participants
- 3,259 photos received during the weekly photo challenges

Survey Results

- 87% walked 3 or more times per week
- 69% replaced vehicle trips with walk trips
- 99% will participate again next year



Funded by: TFCA

Fiscal Year Budget: $29,400

Summer Bike Challenge

Encourages biking for local trips through gamification and rewards



Summer Bike Challenge - By the Numbers

2026 Participation

- 1,984 families registered, 2,670 total participants
- All Contra Costa cities represented
- Highest participation cities: Walnut Creek, San Ramon, Concord, and Brentwood

Trips Increased

- 33% reported taking 1-3 trips per week by bike BEFORE the SBC
- 48% reported taking 1-3 trips per week DURING the SBC
- 67% reported biking instead of driving to a regular destination

Family Registration	
Year	Summer Bike Challenge
2015	200
2016	430
2017	609
2018	1,039
2019	1,369
2020	1,001
2021	1,427
2022	1,354
2023	1,334
2024	1,158
2025	1,138
2026	1,984

Funded by: TFCA

Fiscal Year Budget: $35,900

Bike to Wherever Days

Annual promotion and celebration of National Bike Month







Bike to Wherever Days - By the Numbers

Energizer Stations

- 56 stations countywide
- 8 stations in TRANSPLAN
- 27 stations in TRANSPAC
- 5 stations in SWAT
- 16 stations in WCCTC
- Stations shared biking resources, snacks, swag, and celebrated the cycling community

Riders

- 1,588 cyclist visited a station in Central or East County
- More than 13,000 visited a station in the Bay Area

Promotions

- Bike to a Station, Win a Vacation. Prize drawing for a $511 airline gift card
- Bike Safety Quiz to refresh bicyclist and driver safety messaging. 175 people took the quiz

Funded by: TFCA, MJ17

Fiscal Year Budget: $36,000

SWAT Implemented

Countywide Vanpool Program



Average Ridership Per Vanpool

5.65 Passengers

Average One Way Milage

58.4 Miles

Average Number of Daily Vanpools

19 Vanpools

Average Daily Riders

92 Riders Daily in 19 vans

Incentives

$45,600 Est. Vanpool Contract Cost FY2026

511 CCTA

COMMUTE with enterprise

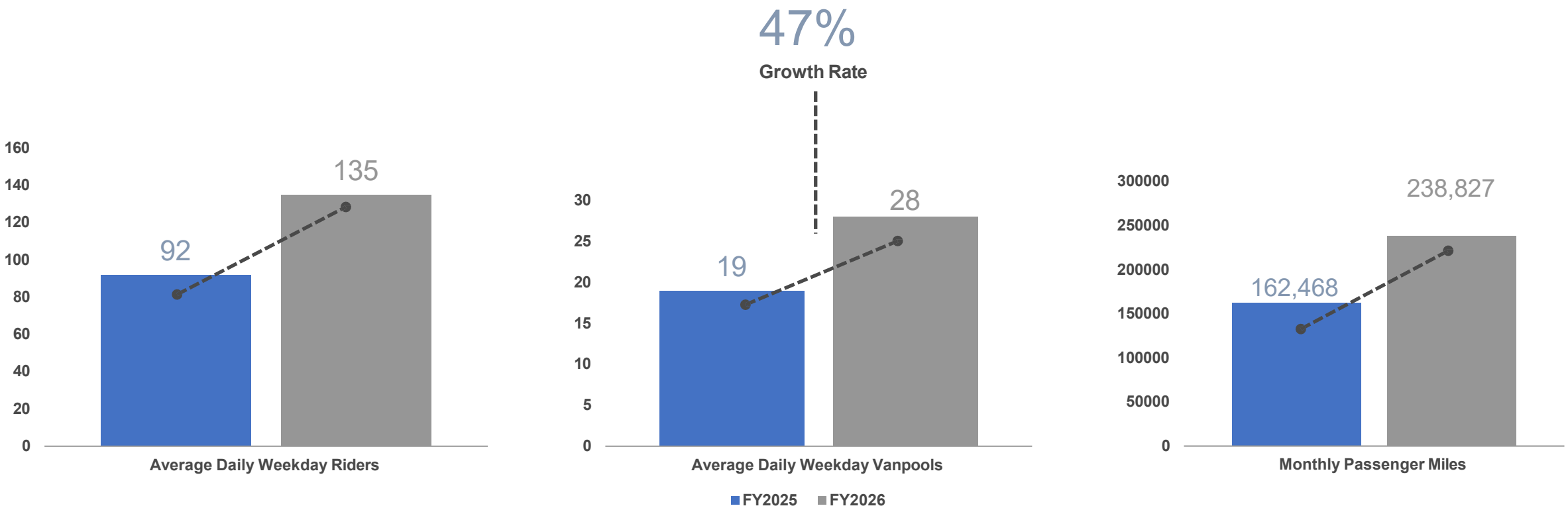
San Ramon CALIFORNIA

SOUTHWEST AREA TRANSPORTATION COMMITTEE

SWAT

Danville • Lafayette • Moraga • Orinda • San Ramon & the County of Contra Costa

Vanpool Growth Trends - July 2026



Funded By TFCA

25/26 Fiscal Year Budget: $229,878
26/27 (2% Increase): $234,172

Disclaimer: Projected Growth Rate is for discussion purposes only. The actual rate of growth may vary.

WCCTC Implemented
Commuter Incentive Programs

Guaranteed Ride Home



FREE

Free emergency rides home, up to 6 times a year — no cost to join.

Try Transit



$35 VALUE

Pledge to leave the car home and get a $35 Clipper credit, on us.

Take 10
(West County)



10 FREE RIDES

Ten free one-way trips on the route longer commutes

Secure Your Cycle
(West County)



$20 VALUE

Bike to work and get $20 toward a secure BikeLink locker.

Countywide Guaranteed Ride Home



- Up to 6 emergency rides home annually
- Uber, Lyft, taxi
- Venmo, PayPal, check reimbursement
- Part of a larger Bay Area network of GRH programs
- Anyone who works (1004), goes to college (290), or both (31) in Contra Costa is eligible
- Registration is encouraged but not necessary
- $42 average reimbursement cost
- 63 reimbursements, ~$3000 FY26
- 74% say GRH is major influence in taking a green/alternate commute

Funded by: TFCA & MJ17

Fiscal Year Budget: $78,000

Try Transit



Employees/Commuters

- Live or work in Contra Costa
- 18+
- Pledge to Take Transit
- 2000 commuters countywide last year

College Students

- Any Contra Costa college
- 9 or more units
- ~500 students last year

Two options

- Clipper Card or digital

Funded by: TFCA, MJ17

Fiscal Year Budget: $60-70,000

West County Incentive
Take 10

- Aimed at longer, cross county commutes
- 10 trips (1 week)
- AC Transit Transbay
- WestCAT Lynx
- SolTrans Out of County
- Richmond-SF Ferry
- ~500 recipients last year



Funded by: TFCA **Fiscal Year Budget: $30-35,000**



West County Incentive
Secure Your Cycle

- $20 in BikeLink locker credit
- Smaller program
- Looking to revamp this year

Youth Programs





Street Smarts Contra Costa

Countywide Safe Routes to School Program offers bicycle and pedestrian safety education and encouragement programs

POWERED BY CCTA

Street Smarts CONTRA COSTA



POWERED BY CCTA

Street Smarts CONTRA COSTA

- Safety Assemblies
- Video Contests
- Teen Driving Safety
- Blender Bike Events
- Walk/Bike to School Day Events
- Online Resources
- Helmet Program









Funded by: OBAG 3

Walk N Roll

A weekly vehicle trip reduction and active transportation program to encourage the whole school community to bike, walk, or carpool to school



Walk N Roll - By the Numbers

2025/26 Participation

- 17 Schools in TRANSPAC
- 6,000+ students participated
- Equivalent to 2.9 million VMT reduced across the school year

Growth for 26/27

- Continue: 17 schools
- Lamorinda: 3 new
- TRANSPLAN: 4 new
- TRANSPAC: 10 new
- San Ramon Valley: 2 new
- West Contra Costa: 2 new

Survey Data

- 90% would recommend Walk N Roll participation to other families
- 92% report being “grateful my school has the Walk N Roll program”





Funded by: TFCA

Fiscal Year 25/26 Budget: $248,294

Bike Family Fest

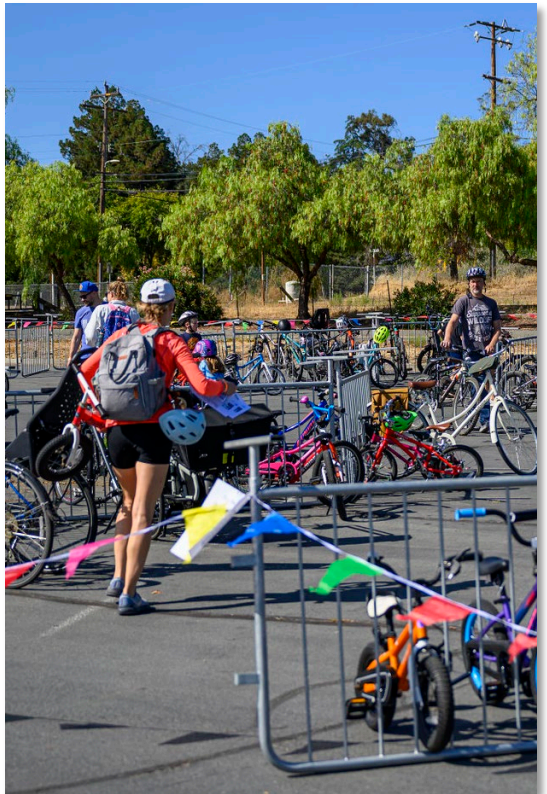


- 2,398 Participants
- 1,113 Students
- 28 vendors and organizations
- 110 Volunteers
- Bike Fun for Everyone









Bike Family Fest - By the Numbers

2026 Student / Family Participation

- 2,398 total participants
- 1,113 students
- 22 schools represented

Vendor Representation

- 10 shops & bike brands represented
- 2 Cities: Pleasant Hill and Martinez
- 3 County Orgs: East Bay Regional Park District, Contra Costa Health, CCTA
- 1 Local Transit Operator: County Connection
- 4 Non-Profit Bicycle Organizations

Community Survey

- 4.4 out of 5 stars

"My kids absolutely loved going on their first group ride to the event itself. This event was put together with kids in mind and it shows. It was an absolute treat to be able to participate and enjoy the festivities"
-Parent surveyed

Funded by: MJ21

Fiscal Year Budget: $67,360

SchoolPool

School trip reduction program encourages student carpools with $250 Target gift card drawings



SchoolPool - By the Numbers

2025 Program

- 255 student carpools registered
- Over four years: 1,100+ student carpools have been formed

2025 Survey Results

- The average number of households in a carpool was 2.4
- 60% of families cited they would have traveled as an SOV without the encouragement of the $250 gift card
- Families reported carpooling an average of 161 of the 180 school days

2026 Program

- SchoolPool remains open through mid October
- Post-program surveys will be sent in December so families can report on their students continued carpooling habits

Funded by: TFCA **Fiscal Year Budget: $6,280**

Pass2Class

Two months of free bus rides for students across Contra Costa at the start of the school year on County Connection, Tri Delta Transit, WestCAT or AC Transit



Pass2Class - By the Numbers

2025 Program

- 3,267 students received free bus passes for the start of 25/26 school year
- Distribution of students:
  - 1,611 County Connection
  - 957 Tri Delta Transit
  - 520 AC Transit
  - 179 WestCAT

2025 Survey Results

- 92% of students continued riding after their pass expired
- Students continued riding the bus an average of 4.2 days per week after their passes expired
- 52% of students lived in an Equity Priority community

2026 Program

- The program closed September 30th
- Post-program surveys will be sent in late October after all passes have expired and families can report on students' continued transit ridership habits

Funded by: TFCA **Fiscal Year Budget: $270,215**

San Ramon Valley Youth Program
TRAFFIX School Bus

2025/26 Participation

- Audience: San Ramon Valley School District
- 24 School Buses
- 11 of 37 schools served
- ~1,400 students participate

Oversite

Board of Directors

- City of San Ramon (2)
- Town of Danville (2)
- SRVUSD (2)
- CCC District 3 Supervisor

Program Management

Administrative Coordinator, City of San Ramon

Bus Operations: First Student

Remaining Services: contracted vendors for Website Services, Accounting, Auditing, and Legal Counsel



Safe. Simple. Smart. TRAFFIX

TRAFFIX Funding Overview

- **Measure J – Safe Transportation for Children (Program 21)**
  Approx. $2.4 million

- **Measure J – TDM (Program 17)**
  $50,000

- **TFCA Grant Fund**
  $80,000

- **Parent Contributions**
  Approx. $1.3 million



Funded by: MJ, TFCA, Parents **Fiscal Year 25/26 Budget: $3,830,000**

Lamorinda School Bus

Lamorinda School Bus Transportation Agency (LSBTA) connects students to school across Lafayette, Moraga and Orinda through a coordinated home-to-school transportation program.



SERVING LAMORINDA SINCE 1994
Created through a partnership of local municipalities and school districts to provide student transportation as a regional traffic mitigation strategy

Lamorinda School Bus - By the Numbers

Key Facts

- 19 School Buses
- 10 Schools
- 1,400+ Student Riders, annually
- 2,400 Vehicle Trips Eliminated each school day
- 645,000 Annual Family Vehicle Trips Eliminated

Funding Sources

- MJ | $1.56M
- Parent Contributions | $1.39M
- State Funding | $834K
  California Home-to-School Reimbursement
- TFCA | $104K

STUDENT MOBILITY
Connecting students to learning

LESS CONGESTION
Reducing school-area traffic

CLEANER AIR
Fewer individual vehicle trips

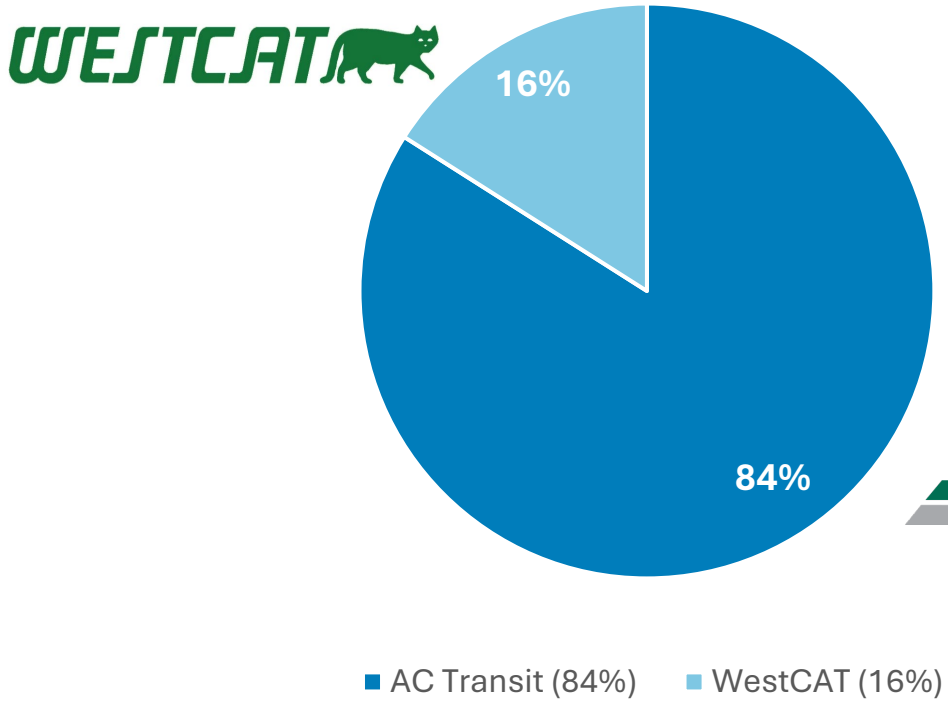
Funded by: MJ, TFCA, State, Parents

Fiscal Year 25/26 Budget: $3,888,000

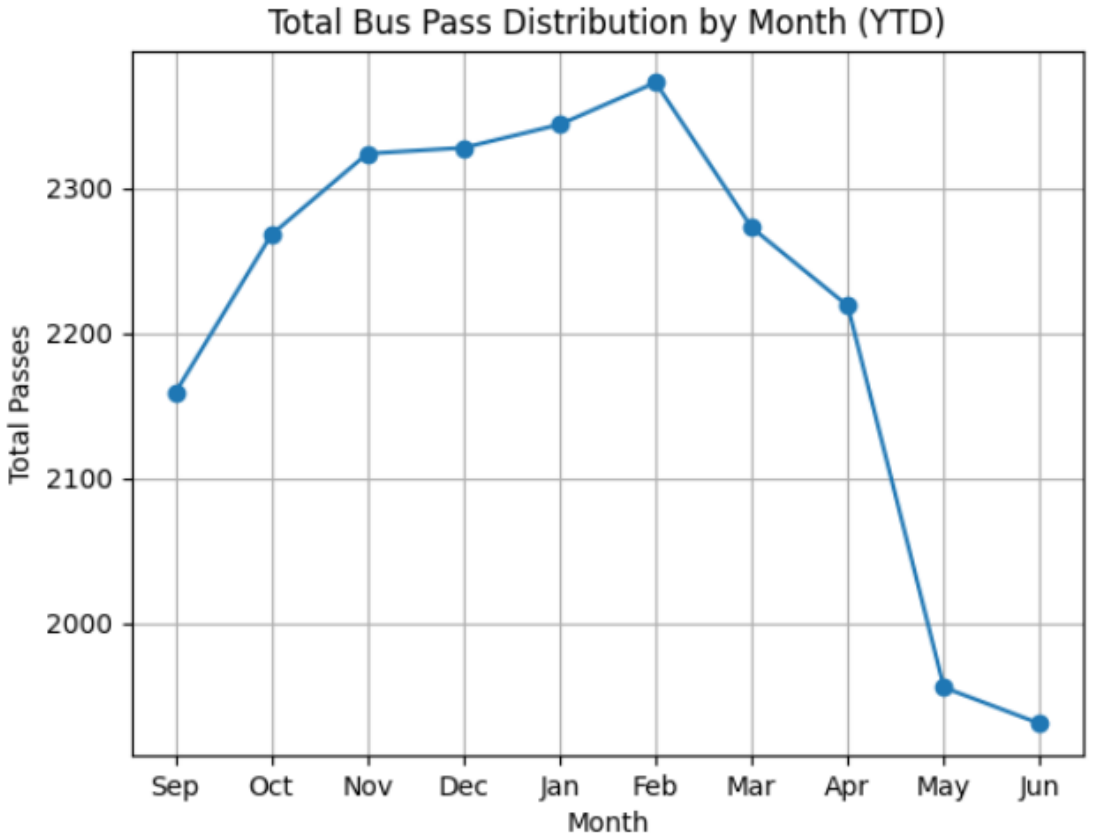
WCCUSD Student Bus Pass Program

Key Facts

- Started in 2009 – free monthly passes all school year long
- WCCUSD program administration; WCCTC oversight
- 2,460 students registered across WCCUSD and charter middle & high schools in FY26
- 2,385 registered so far this school year, FY27



Monthly passes by transit provider



Capacity & Enrollment

- Can serve up to 2,800 students – currently 2,385 enrolled and eligible
- Average 1,300–2,200 passes per month
- 28 schools participate
- Students qualify by household income (185% FPL, 70% of the district)
- Opened to middle and charter schools in 2022

Transit Partners & Costs FY26

1

AC Transit

$505,500

13,480 passes annually

2

WestCAT

$96,385

2605 passes annually

3

WCCUSD Admin

$30-70,000

Annually

4

WCCTC Admin

$17,000

Annually

Funded by: MJ21b

Fiscal Year 26 Budget: $688,000

West County Program

John Swett USD Yellow School Bus Subsidy



- Subsidizes the yellow school bus program
- Started in 2017
- Serves about 120 free and reduced lunch students
- 5% of Measure J Program 21B

Funded by: MJ21b **Fiscal Year Budget: $45,000**

CONTRA COSTA TRANSPORTATION AUTHORITY

Thank you