



## ALAMEDA COUNTY TECHNICAL ADVISORY COMMITTEE (ACTAC) MEETING NOTICE

**Tuesday, January 3, 2012, 1:30 P.M.**  
1333 Broadway, Suite 300,  
Oakland, California 94612  
(see map on last page of agenda)

**Chairperson:** Art Dao  
**Staff Liaison:** Matt Todd  
**Secretary:** Claudia Leyva

### AGENDA

*Copies of Individual Agenda Items are Available on the:  
Alameda CTC Website -- [www.AlamedaCTC.org](http://www.AlamedaCTC.org)*

#### **1 INTRODUCTIONS**

#### **2 PUBLIC COMMENT**

Members of the public may address the Committee during “Public Comment” on any item not on the agenda. Public comment on an agenda item will be heard when that item is before the Committee. Anyone wishing to comment should make his or her desire known to the Chair.

#### **3 CONSENT CALENDAR**

- 3A Minutes of December 6, 2011 – **Page 1** **A**
- 3B Review CTC Meeting Summary– **Page 9**

#### **4 ACTION ITEMS**

- 4A Approval of Third Cycle Lifeline Program Structure – **Page 11** **A**
- 4B Approval of Advance Programming of \$45,000 of Lifeline Cycle 3 Funding for the Neighborhood Bike Centers Program – **Page 39** **A**
- 4C Approval of Transportation Fund of Clean Air Program Manager Funding for a Goods Movement Emission Reduction Program (Engine MY 2004 Port Truck Replacement Program) – **Page 55** **A**
- 4D Approval of STIP Award Deadline Time Extension Request for the Union City Intermodal Station Project, Phase II – **Page 79** **A**

#### **5 NON ACTION ITEMS**

- 5A Review of Congestion Management Program: Quarterly Update of the Land Use Analysis Program Element (1<sup>st</sup> and 2<sup>nd</sup> Quarter) FY 2011/12 – **Page 89** **D/I**
- 5B Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan and Update on Development of a Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP) –**Page 95** **D/I**

5C Review Evaluation of Bike to Work Day and Ride into Life/Get Rolling Campaigns – **I**  
**Page 107**

5D Review of MTC OneBayAreaGrant Program\* **I**

## **6 LEGISLATIVE PROGRAM UPDATE**

6A Approval of 2012 Alameda CTC Legislative Program – Page 197 **A**

## **7 STAFF AND COMMITTEE MEMBER REPORTS**

7A Review of Delivery Schedule for 2011/12 Federal Program \* **I**

## **8 ADJOURNMENT AND NEXT MEETING: February 7, 2012**

**Key: A- Action Item; I – Information Item; \*Material will be provided at meeting.**

(#) All items on the agenda are subject to action and/or change by the Committee.

*PLEASE DO NOT WEAR SCENTED PRODUCTS SO INDIVIDUALS WITH  
ENVIRONMENTAL SENSITIVITIES MAY ATTEND*

*Alameda County Transportation Commission  
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## **Alameda County Technical Advisory Committee (ACTAC)**

### **Member Agency Roster** **Fiscal Year 2010/11**

#### **Chair, ACTC**

City of Alameda  
City of Albany  
City of Berkeley  
City of Dublin  
City of Emeryville  
City of Fremont  
City of Hayward  
City of Livermore  
City of Newark  
City of Oakland  
City of Piedmont  
City of Pleasanton  
City of San Leandro  
City of Union City  
County of Alameda  
ACE  
AC Transit  
BAAQMD  
BART  
Caltrans  
LAVTA  
MTC  
Union City Transit  
WETA

## Glossary of Acronyms

<b>ABAG</b>	Association of Bay Area Governments	<b>MTC</b>	Metropolitan Transportation Commission
<b>ACCMA</b>	Alameda County Congestion Management Agency	<b>MTS</b>	Metropolitan Transportation System
<b>ACE</b>	Altamont Commuter Express	<b>NEPA</b>	National Environmental Policy Act
<b>ACTA</b>	Alameda County Transportation Authority (1986 Measure B authority)	<b>NOP</b>	Notice of Preparation
<b>ACTAC</b>	Alameda County Technical Advisory Committee	<b>PCI</b>	Pavement Condition Index
<b>ACTC</b>	Alameda County Transportation Commission	<b>PSR</b>	Project Study Report
<b>ACTIA</b>	Alameda County Transportation Improvement Authority (2000 Measure B authority)	<b>RM 2</b>	Regional Measure 2 (Bridge toll)
<b>ADA</b>	Americans with Disabilities Act	<b>RTIP</b>	Regional Transportation Improvement Program
<b>BAAQMD</b>	Bay Area Air Quality Management District	<b>RTP</b>	Regional Transportation Plan (MTC's Transportation 2035)
<b>BART</b>	Bay Area Rapid Transit District	<b>SAFETEA-LU</b>	Safe, Accountable, Flexible, Efficient Transportation Equity Act
<b>BRT</b>	Bus Rapid Transit	<b>SCS</b>	Sustainable Community Strategy
<b>Caltrans</b>	California Department of Transportation	<b>SR</b>	State Route
<b>CEQA</b>	California Environmental Quality Act	<b>SRS</b>	Safe Routes to Schools
<b>CIP</b>	Capital Investment Program	<b>STA</b>	State Transit Assistance
<b>CMAQ</b>	Federal Congestion Mitigation and Air Quality	<b>STIP</b>	State Transportation Improvement Program
<b>CMP</b>	Congestion Management Program	<b>STP</b>	Federal Surface Transportation Program
<b>CTC</b>	California Transportation Commission	<b>TCM</b>	Transportation Control Measures
<b>CWTP</b>	Countywide Transportation Plan	<b>TCRP</b>	Transportation Congestion Relief Program
<b>EIR</b>	Environmental Impact Report	<b>TDA</b>	Transportation Development Act
<b>FHWA</b>	Federal Highway Administration	<b>TDM</b>	Travel-Demand Management
<b>FTA</b>	Federal Transit Administration	<b>TEP</b>	Transportation Expenditure Plan
<b>GHG</b>	Greenhouse Gas	<b>TFCA</b>	Transportation Fund for Clean Air
<b>HOT</b>	High occupancy toll	<b>TIP</b>	Federal Transportation Improvement Program
<b>HOV</b>	High occupancy vehicle	<b>TLC</b>	Transportation for Livable Communities
<b>ITIP</b>	State Interregional Transportation Improvement Program	<b>TMP</b>	Traffic Management Plan
<b>LATIP</b>	Local Area Transportation Improvement Program	<b>TMS</b>	Transportation Management System
<b>LAVTA</b>	Livermore-Amador Valley Transportation Authority	<b>TOD</b>	Transit-Oriented Development
<b>LOS</b>	Level of service	<b>TOS</b>	Transportation Operations Systems
		<b>TVTC</b>	Tri Valley Transportation Committee
		<b>VHD</b>	Vehicle Hours of Delay
		<b>VMT</b>	Vehicle miles traveled



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**Directions to the Offices of the Alameda County Transportation Commission:**

**1333 Broadway, Suite 220  
Oakland, CA 94612**

### **Public Transportation Access:**

**BART:** City Center / 12<sup>th</sup> Street Station

### **AC Transit:**

Lines 1,1R, 11, 12, 13, 14, 15, 18, 40, 51, 63, 72, 72M, 72R, 314, 800, 801, 802, 805, 840

### **Auto Access:**

- Traveling South: Take 11<sup>th</sup> Street exit from I-980 to 11<sup>th</sup> Street
- Traveling North: Take 11<sup>th</sup> Street/Convention Center Exit from I-980 to 11<sup>th</sup> Street
- Parking: City Center Garage – Underground Parking, (Parking entrances located on 11<sup>th</sup> or 14<sup>th</sup> Street)

**Alameda County  
Transportation Commission  
1333 Broadway, Suite 220  
Oakland, CA 94612**



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ALAMEDA COUNTY TECHNICAL ADVISORY COMMITTEE  
**MINUTES OF DECEMBER 6, 2011**

**1 INTRODUCTIONS**

**2 PUBLIC COMMENT**

**3 CONSENT CALENDAR**

3A Minutes of November 1, 2011

3B Review CTC Meeting Summary

3C Review Funding Opportunities

2012 FHWA Solicitation for 12 Discretionary Programs

A motion was made by Frascinella (Hayward) to approve the consent calendar; Odumade (Fremont) made a second. The motion passed unanimously.

**4 ACTION ITEMS**

4A Approval of Draft Master Programs Funding Agreements and Implementation Guidelines for Measure B and Vehicle Registration Fee Funds Disbursement

Lengyel requested ACTAC to make a recommendation to approve the draft Master Programs Funding Agreement and Implementation Guidelines which will serve as the contract documents to distribute funds from the current Measure B Pass-Through Programs and the new Vehicle Registration Fee (VRF) Programs. Lengyel informed ACTAC that she will be incorporating the clarifications into the Master Funding Agreements and will show all the changes in redline format. Lengyel also stated that items that are still not defined in the Agreements include the Timelines for the Policies on Complete Streets and the Bicycle and Pedestrian Plans which need to be coordinated with the OBAG efforts and will be incorporated after input from MTC is received. Lengyel also stated that she will ensure the maximum amount of time is allowed to meet the requirements. ACTAC members had several comments including: the language in the PUC that was sent does not match the language that is in the draft agreement and should match; issues regarding direct costs; the requirement to update the Pedestrian Plan every 5 years; a definition for administrative staff; the formula for distribution of funds based on road miles; and questioned if they will have to compete for the funds for the operation element that has been apportioned to each jurisdiction. A motion was made by Frascinella (Hayward) to recommend the Commission approve the Draft Master Programs Funding Agreements and Implementation Guidelines for Measure B and Vehicle Registration Fee Funds Disbursement with the provision that staff consider modified language regarding the definition of local funds. Cook (San Leandro) made a second. The motion passed unanimously.

## 5 NON ACTIONS ITEMS

### 5A Review of Alameda County Jurisdiction Survey Responses to the One Bay Area Grant Draft Proposed Criteria

Walukas reviewed with ACTAC the Alameda County Survey Responses to the One Bay Area Grant Draft Proposed Criteria. ACTAC members had several comments including: the definition of on street - off street; how has the state law changed. This item was presented for information only.

### 5B Review Transportation Fund for Clean Air County Program Manager Funds

#### Model Year 2004 Drayage Truck Replacement Program

Todd reviewed the Transportation Fund for Clean Air County Program Manager Funds Model Year 2004 Drayage Truck Replacement Program. Todd requested ACTAC provided comments and input on this item. ACTAC members had several comments including: will a formula be applied to drayage trucks to find out what the reduction is on a truck by truck basis; and a request to consider CMAQ funding as a grant under OBAG. Damian Breen of BAAQMD briefed ACTAC members on the projects and answered questions from ACTAC members regarding the program. An item will be brought to the Commission in January for their consideration. This item was presented for information only.

### 5C Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan and Update on Development of a Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP)

Walukas reviewed the Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan and Update on Development of a Sustainable Community Strategy (SCS) Regional Transportation (RTP). Staff informed ACTAC that there is an ADHOC Committee that has been formed with the following Commissioners: Olsen, Green, Haggerty, Miley, Worthington and Kaplan. This item was presented for information only.

### 5D Review Lifeline Cycle 3 Information and Proposed Schedule

Taylor reviewed the Lifeline Cycle 3 Information and Proposed Schedule. This item was presented for information only.

## 6 LEGISLATIVE PROGRAM UPDATE

### 6A Review Legislative Program Update

Lengyel provided a brief update on several Legislation items which included an update on the state and federal budgets, appropriations and triggers. This item was presented for information only.

## 7 STAFF AND COMMITTEE MEMBER REPORTS

### 7A Review of Local Streets and Roads Working Group (LSRWG) Update

Taylor gave ACTAC a brief update regarding archiving projects from the TIP. She also informed ACTAC that she has received the final STP/CMAQ obligation plan for FY 11/12 and final comments are due on December 19, 2011. Additional information regarding these items to be distributed by e-mail from staff. This item was presented for information only.

## 8 ADJOURNMENT AND NEXT MEETING: DECEMBER 6, 2011

**NEXT MEETING:** January 3, 2012.

Location: Alameda CTC Offices, 1333 Broadway, Suite 300,



Oakland, CA 94612.

Attest by:

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Claudia D. Leyva, Secretary

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ALAMEDA COUNTY TECHNICAL ADVISORY COMMITTEE  
DECEMBER 6, 2011  
ROSTER OF MEETING ATTENDANCE  
ACTC OFFICE, 3<sup>rd</sup> FLOOR, OAKLAND, CALIFORNIA

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4.	KATE MILLER	AZ TRANSIT	510/891-4859	kcmiller@aztransit.org
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7.	BOB ROSEVEAR	CALTRANS	510.286.5544	ROBERT-ROSEVEAR@DOT.CA.GOV.
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28. Rochelle Wheeler Consultant to Alameda CTC 510 208-7471 rwheeler@alamedactc.org
29. James O'Brien Alameda CTC Project Manager (510) 208-7464 james@alamedactc.org
30. DAMIAN BREEN BAAQMD (415) 743-5041 dbreen@BAAQMD.GOV

31. Keith R. Cooke San Leandro #125773439 Kcooke@sanleandro.org

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**Metropolitan Transportation Commission  
Programming and Allocations Committee**

January 11, 2012

Item Number 6

**California Transportation Commission Update**

**Subject:** Update on the December 2011 California Transportation Commission Meeting

**Background:** The California Transportation Commission is responsible for the programming and allocation of funds for the construction of highway, passenger rail, and transit improvements throughout California. The CTC consists of eleven voting members and two non-voting ex-officio members. The San Francisco Bay Area has three (3) CTC members in its geographic area: Bob Alvarado, Jim Ghielmetti, and Carl Guardino.

December CTC Meeting (December 14-15, Riverside, California)

The Commission met and discussed the following issues of significance to the Bay Area:

**Proposition 1B Corridor Mobility Improvement Account (CMIA) Update**

The CTC requested Proposition 1B CMIA sponsors of projects with challenges or slower delivery to give an update on the status of their projects. The projects included highway improvements on I-580 and I-880 in Alameda County, US-101 and I-280 in Santa Clara County, I-80 in Solano County, and US-101 in Sonoma County.

As a reminder, the CMIA program has a statutory deadline of December 2012 to begin construction. CTC is aiming to have all projects allocated by May 2012 in order to make this deadline. The early deadline is to account for uncertainty in bond sales beyond the current project year. With the exception of the I-80/680/12 Interchange project in Solano County, all projects would be able to meet the May/June 2012 allocation deadline set by CTC. For more discussion on the Solano Interchange project, refer to item 5b on today's agenda.

**Financial Allocations and Amendment for SMART**

The Sonoma-Marin Area Rapid Transit District (SMART) received a number of approvals from CTC related to funding of the SMART Initial Operating Segment project. This included allocation of \$4.9 million in Proposition 1B State-Local Partnership Program (SLPP) funds, and re-distribution of \$23 million of Proposition 116 funds from pre-construction to the construction phase.

**Issues:** None

**Recommendation:** Information. No action required.

**Attachments:** None

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## Memorandum

**DATE:** December 27, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Jacki Taylor, Program Analyst

**SUBJECT:** Approval of Third Cycle Lifeline Program Structure

### Recommendation

It is recommended the Commission:

1. Approve the project evaluation criteria and weighting to be used for the project selection process of the Third Cycle Lifeline Transportation Program (Cycle 3), and
2. Approve the programming of Cycle 3 funding for updating Community-Based Transportation Plans (CBTPs).

### Summary

MTC released the Third Cycle Lifeline Transportation Program Guidelines on December 21<sup>st</sup>. As with the Cycle 2 Lifeline program the Alameda CTC, as the Congestion Management Agency, has been designated as the county-level Lifeline Program Administrator. The MTC Guidelines allow for additional evaluation criteria and weighting to be added to MTC's standard evaluation criteria. Changes from the Cycle 2 program are proposed and include the addition of STP funds which allow for CBTP updates. A proposed schedule for Cycle 3 programming is attached (Attachment B). The call for projects is scheduled to be released in late January and adopted county programs are due to MTC in May 2012.

### Background

MTC established the Lifeline Transportation Program in 2006 to address the mobility needs of low-income residents of the San Francisco Bay Area. The Lifeline Program is intended to support community-based transportation projects that:

- Are developed through a collaborative and inclusive planning process that includes broad partnerships among a variety of stakeholders.
- Address transportation gaps and/or barriers identified through a Community-Based Transportation Plan (CBTP) or are otherwise based on a documented assessment of needs within the designated communities of concern.
- Expand the range of transportation choices by adding a variety of new or expanded services.

Two Lifeline funding cycles have been completed to date, providing \$74 million for 125 projects regionwide. Projects are selected at the county level and are tailored to meet a broad range of locally identified needs, including fixed-route transit, transit stop improvements, pedestrian and bicycle

access improvements, senior and children's transportation, community shuttles, auto loan programs, and mobility management activities.

### Third Cycle Program

MTC's Third Cycle Lifeline Transportation Program Guidelines are attached (Attachment A). Cycle 3 proposes \$87 million in funding for the region from the following mix of state and federal funds:

- Proposition 1B Transit,
- State Transportation Assistance (STA),
- Job Access and Reverse Commute (JARC), and
- Surface Transportation Program (STP).

Of this amount, \$9.5 million is estimated for Alameda County from the STA, JARC, and STP sources, with the Proposition 1B funds programmed directly to transit operators in the county (See MTC Guidelines, Tables B and C). Appendix 1 of the MTC Guidelines provides detailed information by fund source, including sponsor and project eligibility, local match, timing of funds, and reporting requirements. Changes from the Cycle 2 Lifeline program include the following:

- Proposition 1B Transit funds to be distributed directly to transit operators, approximately \$46 million, (with Alameda CTC concurrence required). This revised process streamlines program administration by recognizing Proposition 1B funding eligibility limitations.
- Low-income population factors to be updated with 2010 Census Data.
- Three year funding cycle (note the amount of funds anticipated for the 3<sup>rd</sup> year, FY 12/13, is uncertain).
- Expands the list of acceptable plans from which Lifeline projects must be derived. CBTPs or "other substantive local planning efforts" are accepted.
- Includes a mobility management solicitation. MTC will solicit 1 or 2 mobility management projects toward development of Consolidated Transportation Agencies (CTSAs) using approximately \$0.7 million in available JARC funds.
- Applicants with multi-county projects will apply to all affected counties. Lifeline Program Administrators will work together to score and if selected, determine appropriate funding.
- \$1 million of program to be set aside for the development /implementation of a regional means-based fare discount program.
- For MTC grant administration, transit operators will be required to apply for and maintain their own FTA grants. MTC will apply for and maintain FTA grants for non-transit operators.
- Added project delivery requirements. MTC may reprogram funds if project sponsors fail to obligate funds within 12 months of program approval. Sponsors have three years to complete their projects.

An estimated \$2.1 million of STP funds is included in the overall \$9.5 million available, and should provide a flexible funding mix for the program including allowing for Community-Based Transportation Plan (CBTP) updates. Staff proposes to use a portion of the available STP to update the previously completed CBTPs in Alameda County. MTC requires a county-led process involving multiple stakeholders to establish a way to prioritize the updates (e.g., oldest first, largest populations, highest percentage of implemented projects). Staff proposes use up to 5% of the total Cycle 3 Lifeline

Program funds (about \$475,000 of STP) to update CBTPs. Staff proposes to prioritize CBTPs completed prior to 2008. Additional information on the status and requirements to update these plans will be available at the meeting. Because MTC has limited the expenditure period for Cycle3 funds to three years, the number of CBTP updates proposed for Cycle 3 may be limited.

#### Project Selection Process

Attachment B is the Alameda CTC's proposed programming schedule for the Lifeline Cycle 3 program. The Call for Projects is scheduled for release by the end of January. Proposition 1B applications will be due mid-February with applications for all other fund sources due at the end of February. In light of the complex mix of funding sources and eligibility requirements, the Alameda CTC plans to hold an application workshop in February 2012. Received applications will be evaluated by a review panel as per the MTC Guidelines.

MTC has established standard evaluation criteria to be used to assess and select projects. The six criteria include (1) project need/goals and objectives, (2) community-identified priority, (3) implementation plan and project management capacity, (4) coordination and program outreach, (5) cost-effectiveness and performance indicators, and (6) project budget/sustainability. Lifeline Program Administrators may establish the weight to be assigned for each criterion in the assessment process. Additional criteria may be added to a county program but should not replace or supplant the regional criteria. MTC staff will review the proposed county program criteria to ensure consistency and to facilitate coordination among county programs.

Attachment C is the evaluation criteria and weighting used for the Cycle 2 Lifeline Program and the proposed criteria for Cycle 3. ACTAC is requested to recommend approval of the project evaluation criteria and weighting to be used for the project selection process of the Cycle 3 Lifeline Transportation Program.

#### **Attachments**

Attachment A: MTC Third Cycle Lifeline Transportation Program Guidelines

Attachment B: Alameda CTC Proposed Programming Schedule for Lifeline Cycle 3 Program

Attachment C: Lifeline Cycle 2 Evaluation Criteria and Weighting

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Date: December 21, 2011

W.I.: 1311

Referred by: PAC

**ABSTRACT**

Resolution No. 4033

This Resolution adopts the Third Cycle Lifeline Transportation Program Guidelines and Fund Estimate.

The following attachment is provided with this Resolution:

Attachment A — Third Cycle Lifeline Transportation Program Guidelines and Funding  
FY2010-11 through FY2012-13

Further discussion of the Lifeline Program Guidelines is provided in the Programming and Allocations Committee Summary dated December 14, 2011.

Date: December 21, 2011

W.I.: 1311

Referred by: PAC

RE: Third Cycle Lifeline Transportation Program Guidelines and Fund Estimate

METROPOLITAN TRANSPORTATION COMMISSION  
RESOLUTION NO. 4033

WHEREAS, the Metropolitan Transportation Commission (MTC) is the regional transportation agency for the San Francisco Bay Area pursuant to Government Code Section 66500 *et seq.*; and

WHEREAS, MTC adopted Resolution 3814, which directed Proposition 1B funds to the Lifeline Transportation Program; and

WHEREAS, MTC adopted Resolution 3837, which established a consolidated policy for State Transit Assistance (STA) – population-based funds, including a set percentage to the Lifeline Transportation Program; and

WHEREAS, MTC is the designated recipient for federal Job Access Reverse Commute (JARC) funds and has incorporated these funds into the Lifeline Transportation Program; and

WHEREAS, MTC is the designated recipient for regional Surface Transportation Program (STP) and Congestion Mitigation and Air Quality Improvement (CMAQ) funds for the San Francisco Bay Area and has incorporated or will incorporate certain STP and/or CMAQ funds into the Lifeline Transportation Program; and

WHEREAS, MTC has conducted a program evaluation of the Lifeline Transportation Program and has made revisions to the program based on evaluation results; and

WHEREAS, MTC will use the process and criteria set forth in Attachment A of this Resolution to fund a program of projects for the third-cycle of the Lifeline Transportation Program; now, therefore be it

RESOLVED, that MTC approves the program guidelines to be used in the administration and selection of the Third Cycle of Lifeline Transportation projects, as set forth in Attachment A of this Resolution; and be it further

RESOLVED, that the Executive Director of MTC is authorized and directed to modify the programming targets in Attachment A if the final Lifeline funding apportionments differ from the estimated amounts; and be it further

RESOLVED, that the Executive Director of MTC shall forward a copy of this Resolution, and such other information as may be required, to such other agencies as may be appropriate.

METROPOLITAN TRANSPORTATION COMMISSION

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Adrienne J. Tissier, Chair

The above Resolution was entered into by the  
Metropolitan Transportation Commission  
at a regular meeting of the Commission held in  
Oakland, California on December 21, 2011.

Date: December 21, 2011

W.I.: 1311

Referred by: PAC

Attachment A

MTC Resolution No. 4033

Page 1 of 16

### **Third Cycle Lifeline Transportation Program Guidelines and Funding FY 2011 through FY 2013**

Program Goals: The Lifeline Transportation Program is intended to fund projects that result in improved mobility for low-income residents of the nine San Francisco Bay Area counties, and are expected to carry out the following regional Lifeline Program goals:

The Lifeline Program supports community-based transportation projects that:

- Are developed through a collaborative and inclusive planning process that includes broad partnerships among a variety of stakeholders such as public agencies, transit operators, community-based organizations and other community stakeholders, and outreach to underrepresented stakeholders.
- Improve a range of transportation choices by adding a variety of new or expanded services including but not limited to: enhanced fixed route transit services, shuttles, children's programs, taxi voucher programs, improved access to autos, and capital improvement projects.
- Address transportation gaps and/or barriers identified in Community-Based Transportation Plans (CBTP) or other substantive local planning efforts involving focused outreach to low-income populations. While preference will be given to community-based plan priorities, strategies emerging from countywide or regional welfare-to-work transportation plans, the Coordinated Public Transit-Human Services Transportation Plan or other documented assessment of need within the designated communities of concern will also be considered. Findings emerging from one or more CBTPs or other relevant planning efforts may also be applied to other low-income areas, or otherwise be directed to serve low-income constituencies within the county, as applicable.
- Transportation needs specific to elderly and disabled residents of low-income communities may also be considered when funding projects. Existing transportation services may also be eligible for funding.

Program Administration: The Lifeline Program will be administered by county congestion management agencies (CMAs) or other designated county-wide agencies as follows:



County	Lifeline Program Administrator
Alameda	Alameda County Transportation Commission
Contra Costa	Contra Costa Transportation Authority
Marin	Transportation Authority of Marin
Napa	Napa County Transportation Planning Agency
San Francisco	San Francisco County Transportation Authority
San Mateo	City/County Association of Governments
Santa Clara	Santa Clara Valley Transportation Authority and Santa Clara County
Solano	Solano Transportation Authority
Sonoma	Sonoma County Transportation Authority

Lifeline Program Administrators are responsible for soliciting applications for the Lifeline Program. This requires a full commitment to a broad, inclusive public involvement process and using multiple methods of public outreach. Methods of public outreach include, but are not limited to highlighting the program and application solicitation on the CMA website; sending targeted postcards and e-mails to local community-based organizations, city departments, and non-profit organizations (particularly those that have previously participated in local planning processes); and contacting local elected officials and their staffs. Further guidance for public involvement is contained in MTC's Public Participation Plan.

For the selection of projects involving federal funds, Lifeline Program Administrators must also consider fair and equitable solicitation and selection of project candidates in accordance with federal Title VI requirements, i.e. funds must be distributed without regard to race, color, and national origin.

**Fund Availability:** Fund sources for the Third Cycle Lifeline Program (FY2010-2011 to FY2012-2013) include State Transit Assistance (STA), Proposition 1B - Transit funds, Job Access and Reverse Commute (JARC), and Surface Transportation Program (STP), as shown in Table A. Note that MTC may apply Congestion Mitigation and Air Quality Improvement (CMAQ) funds instead of STP to CMAQ-eligible projects, and references throughout these guidelines to "STP" should be considered as "STP or CMAQ". Funding for STA, JARC<sup>1</sup>, and STP will be assigned to counties by each fund source, based on the county's share of the regional poverty population consistent with the estimated distribution outlined in Table B. Note that the county shares were updated using 2010 census data which resulted in some shifts compared to previous Lifeline cycles. Lifeline Program Administrators will assign funds to eligible projects in their counties based on a competitive process to be conducted by the Lifeline Program Administrators in each county. Proposition 1B funding will be assigned by MTC directly to transit operators and counties based on a formula that distributes half of the funds according to the transit operators' share of the regional low-income ridership and half of the funds according to the transit operators' share of the regional low-income population. The formula distribution is shown in Table C. All funded projects must meet the eligibility requirements of the respective funding source. See Appendix 1 for detailed eligibility requirements by fund source.

<sup>1</sup> Consistent with federal JARC guidance, MTC may set aside up to five percent of the region's FY11, FY12 and FY13 JARC apportionments to fund administration, planning and technical assistance.

MTC will set aside up to \$1 million in STA funds toward the development and implementation of a regional means-based discount. In Phase 1 of the means-based discount project, MTC will develop the regional concept, including identifying who is eligible, costs, funding, relationship to other discounts, etc. MTC will convene a regional Technical Advisory Committee to assist with scope development and project oversight. Depending on the results of Phase 1, any remaining funds from the \$1 million set-aside will be used for implementation activities.

Multi-Year Programming: The Third Cycle Lifeline Transportation Program will cover a three-year programming cycle, FY2010-2011 to FY2012-2013.

Competitive Process: Projects must be selected through an open, competitive process with the following exceptions:

(1) In an effort to address the sustainability of fixed-route transit operations, Lifeline Program Administrators may elect to allocate some or all of their STA funds directly to transit operators for Lifeline transit operations within the county. Projects must be identified as Lifeline projects before transit operators can claim funds, and will be subject to Lifeline Program reporting requirements.

(2) In most cases, Proposition 1B Transit funds will be allocated directly to transit operators by MTC, due to the limited eligibility and uses of this fund source. Upon concurrence from the applicable governing board of the CMA, transit operators may program funds to any capital project that is consistent with the Lifeline Program and goals, and is eligible for this fund source. Transit operators are encouraged to consider needs throughout their service area. Projects must be identified as Lifeline projects before transit operators can claim funds, and, at the discretion of the Lifeline Program Administrators, may be subject to Lifeline Program reporting requirements. For Solano and Sonoma counties, Proposition 1B funds are being directed to the CMA, who should include these funds in the overall Lifeline programming effort (keeping in mind the limited sponsor and project eligibility of Proposition 1B funds).

Other exceptions may be considered by MTC on a case-by-case basis but must meet the guidelines/restrictions of the applicable fund sources. LPAs should contact MTC staff as early as possible for any exception requests.

Grant Application: To ensure a streamlined application process for project sponsors, a universal application form (or standard format and content for project proposals) will be used, but, with review and approval from MTC, may be modified as appropriate by the Lifeline Program Administrator for inclusion of county-specific grant requirements.

Applicants with multi-county projects must notify the relevant Lifeline Program Administrators and MTC about their intent to submit a multi-county project, and submit copies of their application to all of the relevant counties. If the counties have different application forms, the applicant can submit the same form to all counties, but should contact the Lifeline Program Administrators to determine the appropriate form. If the counties have different application deadlines, the applicant should adhere to the earliest deadline. The Lifeline Program Administrators will work together to score and rank the multi-county projects, and, if selected, to

determine appropriate funding. (Note: Multi-county operators with projects that are located in a single county need only apply to the county where the project is located.)

Program Match: The Lifeline Program requires a minimum local match of 20% of the total project cost; new Lifeline Transportation Program funds may cover a maximum of 80% of the total project cost.

There are two exceptions to the 20% match requirement:

(1) JARC operating projects require a 50% match. However, consistent with MTC's approach in previous funding cycles, Lifeline Program Administrators may use STA funds to cover the 30% difference for projects that are eligible for **both** JARC and STA funds.

(2) All auto-related projects require a 50% match.

Project sponsors may use certain federal or local funding sources (Transportation Development Act, operator controlled State Transit Assistance, local sales tax revenue, etc.) to meet the match requirement. The match may include a non-cash component such as donations, volunteer services, or in-kind contributions as long as the value of each is documented and supported, represents a cost that would otherwise be eligible under the program, and is included in the net project costs in the project budget.

For JARC projects, the local match can be *non*-Department of Transportation (DOT) federal funds. Eligible sources of non-DOT federal funds include: Temporary Assistance to Needy Families (TANF), Community Services Block Grants (CSBG) and Social Services Block Grants (SSBG) administered by the US Department of Health and Human Services or Community Development Block grants (CDBG) and HOPE VI grants administered by the US Department of Housing and Urban Development (HUD). Grant funds from private foundations may also be used to meet the match requirement.

Eligible Projects: Per the requirements set forth in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), projects selected for funding under the JARC program must be "derived from a locally developed, coordinated public transit-human services transportation plan", and the plan must be "developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public." A locally developed, coordinated, public transit-human services transportation plan ("coordinated plan") identified the transportation needs of individuals with disabilities, older adults, and people with low incomes, and provides strategies for meeting those local needs. The Bay Area's Coordinated Plan was adopted in December 2007 and is available at <http://www.mtc.ca.gov/planning/pths/>. The plan includes a low-income component and an elderly and disabled component.

Eligible operating projects, consistent with requirements of funding sources, may include (but are not limited to) new or enhanced fixed route transit services, restoration of lifeline-related transit services eliminated due to budget shortfalls, shuttles, children's transportation programs,

taxi voucher programs, improved access to autos, etc. See Appendix 1 for additional details about eligibility by funding source.

Eligible capital projects, consistent with requirements of funding sources, include (but are not limited to) purchase of vehicles; bus stop enhancements, including the provision of bus shelters, benches, lighting or sidewalk improvements at or near transit stops; rehabilitation, safety or modernization improvements; or other enhancements to improve transportation access for residents of low-income communities. See Appendix 1 for additional details about eligibility by funding source.

Eligible planning projects, consistent with requirements of funding sources, include (but are not limited to) planning assistance for updating Community-Based Transportation Plans (CBTP), consolidated transportation services planning, and bicycle and pedestrian planning projects. CBTP updates are eligible for STP funding provided the following conditions are met: 1) All of the previously identified CBTPs in the county have been completed<sup>2</sup>; 2) The county has identified a lead agency to update the status of existing plans, needs, and projects, and to track implementation of projects over time; 3) A county-led process involving multiple stakeholders has established a way to set priorities for plan updates within the county (e.g., oldest first, largest populations, highest percentage of implemented projects); 4) Communities getting plan updates must be identified as Communities of Concern (CoCs) as part of the Plan Bay Area process to have priority, but countywide updates will be considered in counties with either no CoCs or with more than two-thirds of the county low-income population residing outside designated CoCs. Counties may decide whether and/or how to prioritize CBTP updates over other eligible uses such as bicycle and pedestrian projects. See Appendix 1 for additional details about eligibility by funding source.

Transportation needs specific to elderly and disabled residents of low-income communities may also be considered when funding Lifeline projects.

Project Selection/Draft Program of Projects: MTC is the designated recipient for the Bay Area's large Urbanized Area (UA) funding apportionment of JARC funds. Caltrans is the designated recipient for California's small and non-UA funding apportionment of JARC funds. As the designated recipient, MTC is responsible for ensuring a competitive selection process to determine which projects should receive funding. For the large UA apportionment, the competitive selection is conducted on a county-wide basis. For the small and non-UA apportionment, the competitive selection is conducted by Caltrans.

For the MTC process, standard evaluation criteria will be used to assess and select projects. The six criteria include (1) project need/goals and objectives, (2) community-identified priority, (3) implementation plan and project management capacity, (4) coordination and program outreach, (5) cost-effectiveness and performance indicators, and (6) project budget/sustainability.<sup>3</sup> Lifeline

<sup>2</sup> Because funding has been available for completing the region's remaining CBTPs since 2008, counties who have not completed all of their existing plans will not be eligible for any plan update funds. MTC's expectation is that all CBTPs will be complete by the end of this cycle.

<sup>3</sup> For future cycles of the Lifeline Transportation Program, transit operations projects will need to be consistent with recommendations stemming from MTC's Transit Sustainability Project. See <http://www.mtc.ca.gov/planning/tsp/>

Program Administrators may establish the weight to be assigned for each criterion in the assessment process.

Additional criteria may be added to a county program but should not replace or supplant the regional criteria. MTC staff will review the proposed county program criteria to ensure consistency and to facilitate coordination among county programs.

Each county will appoint a local review team of CMA staff, the local low-income or minority representative from MTC's Policy Advisory Council, and representatives of local stakeholders, such as, transit operators, other transportation providers, community-based organizations, social service agencies, and local jurisdictions, to score and select projects. Counties are strongly encouraged to appoint a diverse group of stakeholders for their local review team. Each county will assign local priorities for project selection.

In funding projects, preference will be given to strategies emerging from local CBTP processes or other substantive local planning efforts involving focused outreach to low-income populations. Projects included in countywide regional welfare-to-work transportation plans, the Coordinated Public Transit-Human Services Transportation Plan or other documented assessment of need within the designated communities of concern will also be considered. Findings emerging from one or more CBTPs or other relevant planning efforts may also be applied to other low-income areas, or otherwise be directed to serve low-income constituencies within the county, as applicable. Regional Lifeline funds should not supplant or replace existing sources of funds.

A full program of projects is due to MTC from each Lifeline Program Administrator on May 15, 2012. However, with state and federal funding uncertainties, sponsors with projects selected for FY2013 JARC funds should plan to defer the start of those projects until the funding is appropriated and secured. Lifeline Program Administrators, at their discretion, may opt to prioritize high scoring projects with FY2011 and FY2012 funds. MTC staff will work with Lifeline Program Administrators on this sequencing; more will be known about the FY2013 funds near the end of calendar year 2012.

Project Delivery: All projects funded under the county programs are subject to MTC obligation deadlines and project delivery requirements. STP funds are subject to all of the delivery requirements in MTC Res. 3606. All projects will be subject to a "use it or lose it" policy. Beginning this cycle, MTC is adding a project delivery requirement that project sponsors must expend the Lifeline Transportation funds within three years of the grant award or execution of subrecipient agreement with MTC, whichever is applicable.

Policy Board Adoption: Prior to the programming of funds to any project, MTC requires that the project sponsor adopt and submit a resolution of local support. Projects recommended for STA, JARC and STP funding must be submitted to and approved by the respective governing board of the Lifeline Program Administrator. Projects funded with Proposition 1B Transit funds must have concurrence from the applicable CMA; furthermore, Caltrans requires that Proposition 1B - Transit projects either be consistent with the project sponsor's most recent short-range transit plan (SRTP), as evidenced by attaching the relevant SRTP page to the allocation request, or be accompanied by a certified Board Resolution from the project sponsor's governing board. For all

funds, the appropriate governing board shall resolve that approved projects not only exemplify Lifeline Program goals, but that the local project sponsors understand and agree to meeting all project delivery, funding match and eligibility requirements, and obligation and reporting deadlines and requirements.

Project Oversight: For Lifeline projects funded by STA, JARC, and STP, Lifeline Program Administrators are responsible for programmatic and fiscal oversight, and for ensuring projects meet MTC obligation deadlines and project delivery requirements. In addition, Lifeline Program Administrators will ensure that projects substantially carry out the scope described in the grant applications for the period of performance, and are responsible for approving reimbursement requests, budget changes, and scope of work changes, prior to MTC's authorization. All scope changes must be fully explained and must demonstrate consistency with Lifeline Program goals. Any changes to JARC or STP funded projects must be reported to MTC and reconciled with FTA (or FHWA, as applicable for STP funds).

For projects funded by Proposition 1B, the Lifeline Program Administrators are encouraged to continue coordination efforts with the project sponsors if they feel that it would be beneficial toward meeting the Lifeline goals; however, this may not be necessary or beneficial for all Proposition 1B projects.

See appendix 1 for detailed accountability and reporting requirements by funding source.

As part of the Call for Projects, applicants will be asked to establish project goals, and to identify basic performance indicators to be collected in order to measure the effectiveness of the Lifeline projects. At a minimum, performance measures for service-related projects would include: documentation of new "units" of service provided with the funding (e.g., number of trips, service hours, workshops held, car loans provided), cost per unit of service, and a qualitative summary of service delivery procedures employed for the project. For capital projects, project sponsors are responsible for establishing milestones and reporting on the status of project delivery. For planning projects, project sponsors are responsible for establishing a schedule of deliverables related to the project. Project sponsors are responsible for satisfying all reporting requirements, as referenced in Appendix 1. Lifeline Program Administrators will forward all reports containing performance measures to MTC for review and overall monitoring of the Lifeline Transportation Program.

#### Fund Administration:

*For projects receiving JARC Funds:* MTC will enter all projects into the Transportation Improvement Program (TIP). For projects sponsored by non-Federal Transit Administration (FTA) grantees, e.g., nonprofits or other local government entities, MTC will enter projects into MTC's FTA grant planned to be submitted in fall 2012. Following FTA approval of the grant, MTC will enter into funding agreements with subrecipients. Transit operators who are FTA grantees will act as direct recipients, and will submit grant applications to FTA directly. MTC reserves the right to reprogram funds if direct recipients fail to obligate the funds through grant submittal and FTA approval within 12 months of program approval. See Appendix 2 for federal compliance requirements.

*For projects receiving STA funds:* For transit operators receiving STA funds, MTC will allocate funds directly through the annual STA claims process. For other STA eligible projects administered by sponsors who are not STA eligible recipients, the project sponsor is responsible for identifying a local transit operator who will act as a pass-through for the STA funds, and will likely seek to enter into a funding agreement directly with the project sponsor.

*For projects receiving Proposition 1B Transit Funds:* Project sponsors receiving Proposition 1B funds must submit a Proposition 1B application to MTC for submittal to Caltrans with prior review by MTC. The estimated due date to Caltrans is June 1, 2012. The state will distribute funds directly to the project sponsor. Note that although the Proposition 1B Transit Program is intended to be an advance-payment program, actual disbursement of funds is dependent on the State budget and State bond sales.

*For projects receiving STP funds:* Projects must comply with the provisions of the Cycle 2 STP/CMAQ programming guidelines and program adoption, and project sponsors must submit a Local Resolution of Support (template located on MTC's Website at: <http://www.mtc.ca.gov/funding/STPCMAQ/>) meet all of the delivery requirements in MTC Resolution 3606 (located on MTC's Website at: <http://www.mtc.ca.gov/funding/delivery/>) and STP funds must be obligated by the Federal Highway Administration (FHWA) or transferred to FTA by April 30, 2014. Furthermore, the following provisions apply accordingly:

- Transit operators who are FTA grantees will act as direct recipients, and will enter projects into the TIP, request FHWA transfers through Caltrans and submit grant applications to FTA directly. MTC reserves the right to reprogram funds if direct recipients fail to obligate the funds through grant submittal and FTA approval within 18 months of MTC approval of the project.
- For non-FTA grantees with transit projects, the CMA (or appropriate agency) will enter projects into the TIP, request a transfer of funds from FHWA to FTA, and include the projects into an FTA grant for submittal in spring 2013. Following FTA approval of the grant, the CMA or appropriate agency will execute funding agreements with the implementing entity.
- Local non-transit agencies with non-transit projects (e.g., planning, bicycle, and pedestrian projects) will receive the funding directly, and will enter projects into the TIP and submit obligation/authorization requests through Caltrans to FHWA. (See Appendix 2 for federal compliance requirements.)

Timeline Summary

<b>Program</b>	<b>Action</b>	<b>Date</b>
JARC/STA/STP	MTC issues guidelines to counties	December 21, 2011
Prop 1B	Transit operators submit draft project lists to CMAs	February 15, 2012
Prop 1B	Allocation requests due to MTC (concurrence from the CMA is required)	April 11, 2012
Prop 1B	MTC & transit operators submit TIP amendments	End of April – Deadline TBD
<b>Prop 1B</b>	<b>Commission approval of Prop 1B projects</b>	<b>May 23, 2012</b>
Prop 1B	MTC submits FY11 request to Caltrans	June 1, 2012
JARC/STA/STP	Board-approved programs due to MTC from CMAs	May 15, 2012
JARC/STA/STP	MTC and transit operators submit TIP Amendments	June/July 2012 – Deadline TBD
<b>JARC/STA/STP</b>	<b>Commission approval of Program of Projects</b>	<b>June 27, 2012</b>
STA	Operators can file claims for FY12 and FY13	After Commission Approval
JARC	MTC and transit operators submit FTA grants with FY11 and FY12 JARC projects	November/December 2012 (following TIP approval)
JARC	FY11 and FY12 JARC-funded project sponsors enter into funding agreements	January/February 2013 (following FTA grant approval)
JARC/STP	MTC confirms availability of FY13 funds; MTC and transit operators submit TIP Amendments for FY13 projects	Winter/Spring 2013 (est.)
JARC/STP	MTC and transit operators submit FTA grant or FHWA obligation request with FY13 projects	Spring/Summer 2013 (following TIP approval)
JARC/STP	FY13 project sponsors enter into funding agreements (if applicable)	Summer/Fall 2013 (following FTA grant approval)
STP	Deadline for STP funds to be obligated or transferred to FTA	April 30, 2014



**Table A – Lifeline Transportation Program  
Third Cycle Funding  
FY2010-11 through FY2012-13**

<b>Fund Source</b>	<b>FY2011 Actual</b>	<b>FY2012 Estimate</b>	<b>FY2013 Estimate</b>	<b>Total</b>
STA <sup>1</sup>	(Programmed in Cycle 2)	\$ 11,673,561	\$ 11,907,032	\$ 23,580,593
Prop 1B <sup>2</sup>	\$ 46,519,967	-	-	\$ 46,519,967
JARC <sup>3</sup>	\$ 2,562,648	\$ 2,562,648	\$ 2,562,648	\$ 7,687,944
STP <sup>4</sup>	\$ -	\$ -	\$ 8,971,587	\$ 8,971,587
<b>Total</b>	<b>\$ 49,082,615</b>	<b>\$ 14,236,209</b>	<b>\$ 23,441,267</b>	<b>\$ 86,760,091</b>

**Notes:**

- (1) FY2011 STA Funds were programmed in Cycle 2. The FY2011-12 STA Estimates reflect the \$413.2 million in the FY2011-12 State Budget. The FY2012-13 STA estimates assume 2% growth.
- (2) FY2011 Prop 1B appropriations represent three years of funding.
- (3) Consistent with federal JARC guidance, MTC may set aside five percent of the region's FY11, FY12 and FY13 apportionment to fund administration, planning and technical assistance. Amounts shown here are prior to any MTC set-aside.
- (4) STP funds are available to the Lifeline Program starting in FY13, as part of MTC's "Resolution 3814 payback" being implemented in the 2nd cycle STP/CMAQ program (proposed One Bay Area Grants). Note that MTC may apply Congestion Mitigation and Air Quality Improvement (CMAQ) funds instead of STP to CMAQ-eligible projects, and references to "STP" should be considered as "STP or CMAQ."

**Table B – Estimated Funding Target by Fund Source per County**

County & Share of Regional Low Income Population	FY2011		FY2012		FY2013		Total
	STA <sup>1</sup>	JARC <sup>2</sup>	STA	JARC <sup>2</sup>	STA	JARC <sup>2</sup>	
Alameda	23.7%	685,806	2,653,456	685,806	2,708,899	685,806	9,550,312
Contra Costa	13.4%	387,331	1,498,625	387,331	1,529,939	387,331	5,393,849
Marin	2.6%	75,235	291,094	75,235	297,176	75,235	1,047,704
Napa	2.2%	-	245,095	-	250,216	-	692,105
San Francisco	13.1%	378,258	1,463,520	378,258	1,494,100	378,258	5,267,499
San Mateo	7.6%	218,838	846,709	218,838	864,401	218,838	3,047,472
Santa Clara	23.7%	561,175	2,650,265	561,175	2,705,643	561,175	9,167,409
Solano	5.8%	-	649,332	-	662,900	-	1,833,601
Sonoma	7.8%	127,873	875,465	127,873	893,757	127,873	2,855,777
MTC - Means-Based Discount Project		-	500,000	-	500,000	-	1,000,000
MTC - Admin, Planning, Technical Assistance <sup>2</sup>		128,132	-	128,132	-	128,132	384,397
<b>Total</b>	<b>100.0%</b>	<b>2,562,648</b>	<b>11,673,561</b>	<b>2,562,648</b>	<b>11,907,032</b>	<b>2,562,648</b>	<b>40,240,123</b>

(1) FY2011 STA Funds were programmed in Cycle 2

(2) Consistent with federal JARC guidance, MTC will set aside five percent of the region's FY11, FY12 and FY13 apportionment to fund administration, planning and technical assistance

(3) STP funds are available to the Lifeline Program starting in FY13, as part of MTC's "Resolution 3814 payback" being implemented in the 2nd cycle STP/CMAQ program (proposed One Bay Area Grants). Note that MTC may apply Congestion Mitigation and Air Quality Improvement (CMAQ) funds instead of STP to CMAQ-eligible projects, and references to "STP" should be considered as "STP or CMAQ."

**Table C – Estimated Funding Target for Proposition 1B Transit Funds per Transit Operator and County**

Transit Operator & Hybrid Formula (Share of Regional Low Income Ridership & Share of Regional Low Income Population) <sup>2</sup>	Prop 1B <sup>1</sup>		Total
	FY2011	FY2012	
AC Transit	18.1%	8,403,487	8,403,487
BART	17.6%	8,173,010	8,173,010
County Connection (CCCTA)	1.0%	484,534	484,534
Golden Gate Transit/Marin Transit	3.2%	1,477,729	1,477,729
Wheels (LAVTA)	0.5%	240,910	240,910
Muni (SFMTA)	25.2%	11,723,430	11,723,430
SamTrans	4.9%	2,272,697	2,272,697
Tri Delta Transit (ECCTA)	0.7%	327,019	327,019
VINE (NCTPA)	1.3%	597,647	597,647
VTA	19.7%	9,186,049	9,186,049
WestCat (WCCTA)	0.3%	147,335	147,335
Solano County Operators	3.3%	1,547,328	1,547,328
Sonoma County Operators	4.2%	1,938,791	1,938,791
<b>Total</b>	<b>100.0%</b>	<b>46,519,967</b>	<b>46,519,967</b>

(1) FY2011 Prop 1B appropriations represent three years of funding.

(2) Only transit operators who have previously received Proposition 1B Lifeline funds are included in the formula distribution

## Appendix 1 Lifeline Transportation Program Third Cycle Funding

### Funding Source Information

	State Transit Assistance (STA)	Proposition 1B – Transit	Job Access and Reverse Commute (JARC)	Surface Transportation Program (STP)
<b>Purpose of Fund Source</b>	To improve existing public transportation services and encourage regional transportation coordination	To help advance the State's goals of providing mobility choices for all residents, reducing congestion, and protecting the environment	To improve access to transportation services to employment and related activities for welfare recipients and eligible low-income individuals	To fund highway improvements, including projects on eligible public roads, transit capital projects, and intracity/ intercity bus terminals and facilities.
<b>Detailed Guidelines</b>	<a href="http://www.dot.ca.gov/hq/MassTrans/Docs-Pdfs/TDA2007Work.pdf">http://www.dot.ca.gov/hq/MassTrans/Docs-Pdfs/TDA2007Work.pdf</a>	<a href="http://www.mtc.ca.gov/funding/infrastructure/PTMISEA_12-05-07.PDF">www.mtc.ca.gov/funding/infrastructure/PTMISEA_12-05-07.PDF</a>	<a href="http://www.fta.dot.gov/documents/FTA_C_9050_1_JARC.pdf">www.fta.dot.gov/documents/FTA_C_9050_1_JARC.pdf</a>	<a href="http://www.fhwa.dot.gov/programadmin/13005.cfm">http://www.fhwa.dot.gov/programadmin/13005.cfm</a>
<b>Use of Funds</b>	For public transportation purposes including community transit services	For public transportation purposes	For transportation services that meet the transportation needs of low-income persons	For public transportation purposes
<b>Eligible Recipients</b>	<ul style="list-style-type: none"> <li>Transit operators</li> <li>Cities and Counties if eligible to claim TDA</li> <li>MTC for regional coordination</li> <li>Other entities, under an agreement with an eligible recipient</li> </ul>	Transit operators or local agencies that are eligible to receive STA funds, as listed by State Controller's Office	<ul style="list-style-type: none"> <li>Operators of public transportation services, including private operators of public transportation services</li> <li>Private non-profit organizations</li> <li>State or local governmental authority</li> </ul>	<ul style="list-style-type: none"> <li>Operators of public transportation services.</li> <li>State or local governmental authority</li> </ul>
<b>Eligible Projects</b>	<p>Transit Capital and Operations, including:</p> <ul style="list-style-type: none"> <li>New, continued or expanded fixed-route service</li> <li>Purchase of vehicles</li> <li>Shuttle service if available for use by the general public</li> <li>Purchase of technology (i.e. GPS, other ITS applications)</li> <li>Capital projects such as bus stop improvements, including bus benches, shelters, etc.</li> <li>Various elements of mobility management, if consistent with STA program purpose and allowable use. These may include planning, coordinating, capital or operating activities.</li> </ul>	<p>Transit Capital (including a minimum operable segment of a project) for:</p> <ul style="list-style-type: none"> <li>Rehab, safety, or modernization improvements</li> <li>Capital service enhancements or expansions</li> <li>New capital projects</li> <li>Bus rapid transit improvements</li> <li>Rolling stock procurement, rehab, or replacements</li> </ul> <p>Projects must be consistent with most recently adopted short-range transit plan or other publicly adopted plan that includes transit capital improvements.</p>	<p>Capital and Operating projects including:</p> <ul style="list-style-type: none"> <li>Services (e.g. late-night &amp; weekend, shuttles)</li> <li>Ridesharing and carpooling</li> <li>Transit-related aspects of bicycling</li> <li>Local car loan programs</li> <li>Marketing</li> <li>Certain pedestrian and bicycle projects</li> <li>Administration and expenses for voucher programs</li> <li>ITS, AVL, etc. for improving scheduling and dispatch</li> <li>Mobility management</li> </ul> <p>Projects must be derived from the regionally-adopted Coordinated Public Transit-Human Services Transportation Plan.</p>	<p>Capital and Planning projects including:</p> <ul style="list-style-type: none"> <li>Public transit capital improvements</li> <li>Rehab, safety, or modernization improvements</li> <li>Pedestrian and bicycle facilities</li> <li>Transportation planning activities</li> <li>Community-Based Transportation Plan updates</li> <li>Consolidated transportation services planning</li> </ul>

	State Transit Assistance (STA)	Proposition 1B – Transit	Job Access and Reverse Commute (JARC)	Surface Transportation Program (STP)
<b>Lifeline Program Local Match</b>	20%	20%	<ul style="list-style-type: none"> <li>50% for operating projects (may use STA funds to cover up to 30% if project is eligible for <b>both</b> JARC and STA)</li> <li>50% for auto projects</li> <li>20% for capital projects</li> </ul>	20%
<b>Estimated timing for availability of funds to project sponsor</b>	<ul style="list-style-type: none"> <li>Transit operators and eligible cities and counties can initiate claims for FY12 and FY13 funds immediately following MTC approval of program of projects for current fiscal year funds.</li> <li>For “other entities”, the eligible recipient acting as fiscal agent will initiate a funding agreement following MTC approval of program of projects. Funds will be available on a reimbursement basis after execution of the agreement.</li> </ul>	Project sponsors must submit a Proposition 1B application to MTC for submittal to Caltrans by April 11, 2012. Disbursement timing depends on bond sales.	<p>For FY11 and FY12 funds, following MTC approval of the program of projects, there will be a 3-6 month process of entering projects in the TIP, applying for the FTA grant, FTA review and award. Following FTA award, there will be an additional 3 month process of entering into funding agreements with the non-FTA recipient project sponsors. Funds will be available on a reimbursement basis after execution of agreements. For FY13 funds, the 6-9 month process of entering projects in the TIP, applying for the FTA grant, and entering into funding agreements will start as soon as the funds are appropriated and secured (approximately Spring 2013).</p>	<p><b>For transit projects:</b> After approval by the Commission, the sponsor will enter projects in the TIP, apply to FHWA for a funds transfer to FTA, apply for the FTA grant, FTA review and award. Following FTA award, there will be an additional process of entering into funding agreements with the non-FTA recipient project sponsors. Funds will be available on a reimbursement basis after execution of agreements.</p> <p><b>For local agencies with non-transit projects (e.g., bicycle and pedestrian facilities):</b> After project approval by the MTC Commission, the sponsor will enter projects in the TIP, followed by submitting the obligation requests to FHWA. Project sponsors cannot spend STP funds until after they receive FHWA authorization.</p>
<b>Accountability &amp; Reporting Requirements</b>	<ul style="list-style-type: none"> <li>Transit operators and eligible cities and counties must submit annual performance (i.e., ridership) statistics for the project, first to Lifeline Program Administrators for review, and then to MTC along with annual claim.</li> <li>Depending on the arrangement with the pass-through agency, “other entities” will likely submit quarterly performance reports with invoices, first to the pass-through agency for reimbursement, and then to Lifeline Program Administrators for review.</li> </ul>	<p>Using designated Caltrans forms, project sponsors are required to submit project activities and progress reports to the state every six months, as well as a project close-out form. Caltrans will track and publicize progress via their website.</p> <p>Project sponsor will not be required to submit progress reports to the Lifeline Program Administrator unless the LPA believes that county-level project monitoring would be beneficial.</p>	<p>Non-FTA recipient sponsors will submit quarterly performance reports with invoices, first to Lifeline Program Administrators for review, and then to MTC for reimbursement. Non-FTA recipient sponsors will also submit FTA Certifications and Assurances and Title VI reports annually to MTC, and are subject to Title VI monitoring. FTA recipients are responsible for following all applicable federal requirements for preparing and maintaining their JARC grants. All project sponsors will submit annual JARC reporting information to MTC.</p>	<p>Non-FTA recipient sponsors will submit quarterly performance reports with invoices, first to Lifeline Program Administrators for review, and then to MTC for reimbursement. Non-FTA recipient sponsors will also submit FTA Certifications and Assurances and Title VI reports annually to MTC, and are subject to Title VI monitoring. FTA recipients are responsible for following all applicable federal requirements for preparing and maintaining their STP grants. All project sponsors will submit annual STP reporting information to MTC.</p>

**Note:** Information on this chart is accurate as of December 2011. MTC will strive to make Lifeline Program Administrators aware of any changes to fund source guidelines that may be enacted by the appropriating agencies (i.e. State of California, Federal Transit Administration).

## Appendix 2

### Lifeline Transportation Program Third Cycle Funding

#### Compliance with Federal Requirements for Job Access and Reverse Commute (JARC) and Surface Transportation Program (STP) Funds

Applicants should be prepared to abide by all applicable federal requirements as specified in 49 U.S.C. Section 5316, FTA Circulars C 9050.1 and 4702.1A, the most current FTA Master Agreement MA(13), and the most current Certifications and Assurances for FTA Assistance Programs.

MTC includes language regarding these federal requirements in its funding agreements with subrecipients and requires each subrecipient to execute a certification of compliance with the relevant federal requirements. Subrecipient certifications are required of the subrecipient prior to the execution of a funding agreement by MTC and annually thereafter when FTA publishes the annual list of certifications and assurances.

Direct recipients are responsible for adhering to FTA requirements through their agreements and grants with FTA directly.

#### Title VI of the Civil Rights Act

In connection with MTC's Title VI monitoring obligations, as outlined in FTA Circular 4702.1A (Title VI and Title VI-Dependent Guidelines for Federal Transit Administration Recipients), applicants will be required to provide the following information in the grant application:

- a. The organization's policy regarding Civil Rights (based on Title VI of the Civil Rights Act) and for ensuring that benefits of the project are distributed equitably among low-income and minority population groups in the project's service area.
- b. Information on whether the project will provide assistance to predominately minority and low-income populations. (Projects are classified as providing service to predominately minority and low-income populations if the proportion of minority and low-income people in the project's service area exceeds the regional average minority and low-income population.)

In order to document that federal funds are passed through without regard to race, color or national origin, and to document that minority populations are not being denied the benefits of or excluded from participation in the Lifeline Transportation Program, MTC will keep a record of applications submitted for Lifeline funding. MTC's records will identify those applicants that would use grant program funds to provide assistance to predominately minority and low-income populations and indicate whether those applicants were accepted or rejected for funding.

MTC requires that all JARC and STP subrecipients submit all appropriate FTA certifications and assurances to MTC prior to funding agreement execution and annually thereafter when FTA publishes the annual list of certifications and assurances. MTC will not execute any funding agreements prior to having received these items from the selected subrecipients. MTC, within its administration, planning, and technical assistance capacity, also will comply with all appropriate certifications and assurances for FTA assistance programs and will submit this information to the FTA as required.

The certifications and assurances pertaining to civil rights include:

1. Nondiscrimination Assurances in Accordance with the Civil Rights Act
2. Documentation Pertaining to Civil Rights Lawsuits and Complaints

Nondiscrimination assurances included above involve the prohibition of discrimination on the basis of race, color, creed, national origin, sex, or age, and prohibit discrimination in employment or business opportunity, as specified by 49 U.S.C. 5332 (otherwise known as Title VI of the Civil Rights Act of 1964O, as amended (42 U.S.C. 2000d et seq.) and U.S. DOT regulations, *Nondiscrimination in Federally-Assisted Programs of the*

*Department of Transportation-Effectuation of Title VI of the Civil Rights Act*, 49 C.F.R. Part 21. By complying with the Civil Rights Act, no person, on the basis of race, color, national origin, creed, sex, or age, will be excluded from participation in, be denied the benefits of any program for which the subrecipient receives federal funding via MTC.

As a condition of receiving JARC and STP funds, subrecipients must comply with the requirements of the US Department of Transportation's Title VI regulations. The purpose of Title VI is to ensure that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Subrecipients are also responsible for ensuring compliance of each third party contractor at any tier of the project.

Subrecipients must develop procedures for investigating and tracking Title Vi complaints filed against them and make their procedures for filing a complaint available to members of the public upon request. In order to reduce the administrative burden associated with this requirement, subrecipients may adopt the Title VI complaint investigation and tracking procedures developed by MTC.

Subrecipients must prepare and maintain a list of any active investigations conducted by entities other than FTA, lawsuits, or complaints naming the subrecipient that allege discrimination on the basis of race, color, or national origin. This list shall include the date, summary of allegations, current status, and actions taken by the subrecipient in response to the investigation, lawsuit, or complaint.

Subrecipients must provide information to the public regarding their Title VI obligations and apprise members of the public of the protections against discrimination afforded to them by Title VI. Subrecipients that provide transit service shall disseminate this information to the public through measures that can include but shall not be limited to a posting on the agency's Web site.

All successful subrecipients must submit compliance reports to MTC. The following contents will be required with the submission of the standard agreement and annually thereafter with the submission of the annual FTA certifications and assurances:

1. A summary of public outreach and involvement activities undertaken and a description of steps taken to ensure that minority and low-income people had meaningful access to these activities.
2. A copy of the subrecipient's plan for providing language assistance for persons with limited English proficiency (LEP) that was based on the DOT LEP Guidance or a copy of the agency's alternative framework for providing language assistance.
3. A copy of the subrecipient procedures for tracking and investigating Title VI complaints.
4. A list of any Title VI investigations, complaints, or lawsuits filed with the subrecipient. This list should include only those investigations, complaints, or lawsuits that pertain to the subrecipient submitting the report, not necessarily the larger agency or department of which the entity is a part.
5. A copy of the subrecipient's notice to the public that it complies with Title VI and instructions to the public on how to file a discrimination complaint.

The first compliance report, submitted with the standard agreement, must contain all of the contents listed above. If, prior to the deadline for subsequent compliance reports, the subrecipient has not altered items 2, 3 and 5 above (its language assistance policies, procedures for tracking and investigating a Title VI complaint, or its notice to the public that it complies with Title VI and instructions to the public on how to file a Title VI complaint), the

subrecipient should submit a statement to this effect in lieu of copies of the original documents. The annual compliance report should include an update on items 1 and 4.

Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS)

JARC and STP recipients/subrecipients will be required to have a Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number and provide it during the application process.<sup>4</sup> A DUNS number may be obtained from D&B by telephone (866-705-5711) or the Internet (<http://fedgov.dnb.com/webform>).

Role of Recipients/Subrecipients: JARC and STP recipients/subrecipients' responsibilities include:

- For direct recipients (transit operators who are FTA grantees), submitting a grant application to FTA and carrying out the terms of the grant;
- Meeting program requirements and grant/funding agreements requirements including, but not limited to, Title VI reporting requirements;
- Making best efforts to execute selected projects; and
- Complying with other applicable local, state, and federal requirements.

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<sup>4</sup> A Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number is a unique, non-indicative 9-digit identifier issued and maintained by D&B that verifies the existence of a business entity. The DUNS number is a universal identifier required for Federal financial assistance applicants, as well as recipients and their direct subrecipients.

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**Alameda CTC Proposed Programming Schedule for Lifeline Cycle 3**

<b>Programming Activities</b>	<b>Date</b>
Draft fund estimate and schedule to ACTAC	December 6, 2011
MTC to release guidelines	December 21, 2011
Alameda CTC review/approve process	January 2012
Alameda CTC to release Call for Projects (CFP)	January 31, 2012
Alameda CTC to hold application workshop	February 2012
Applications due to Alameda CTC for Transit Operator Prop. 1B requests	Mid-February 2012
Applications due to Alameda CTC for other (STA/JARC/STP) funding sources requests	End of February 2012
Alameda CTC to approve Transit Operator Prop. 1 B proposed projects	March/April 2011
Draft program of projects to Alameda CTC Committees and Board	April 2012
Alameda CTC approved Transit Operator Prop. 1B requests due to MTC	April 11, 2012
Final program to Alameda CTC Committees and Board	May 2012
Alameda CTC approved program due to MTC	May 15, 2012
MTC approval of program	June 27, 2012
Operators can file STA claims for FYs 11/12 and 12/13	Following MTC approval
Sponsors of FYs 10/11 and 11/12 JARC/STP funded projects enter into funding agreements with MTC	Jan/Feb 2013

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Index	Lifeline Cycle 2		Lifeline Cycle 3	
	MTC Standard Criteria:	ACCMA Cycle 2 Weight	MTC Standard Criteria:	Alameda CTC-Proposed Weight
1	Project Need/Stated Goals and Objectives	30%	Project need/goals and objectives,	30%
2	Project is a CBTP <sup>1</sup> Priority Project	10%	Project is a CBTP <sup>1</sup> Priority Project Priority projects from other local planning efforts will be considered on a case-by-case basis <sup>2</sup>	10%
3	Implementation Plan	10%	Implementation plan and project management capacity	10%
4	Project Budget/Sustainability	10%	Project budget/sustainability	10%
5	Coordination and Program Outreach	5%	Coordination and program outreach,	5%
6	Cost-effectiveness and Performance	10%	Cost-effectiveness and performance indicators	10%
	<b>ACCMA Additional Criteria:</b>		<b>Alameda CTC-Proposed Additional Criteria:</b>	
7	Demand	10%	Demand	10%
8	Funding	5%	Matching funds above minimum required	5%
9	Project Readiness	10%	Project Readiness	10%
		100%		100%

Notes:

- 1) Community-Based Transportation Plan
- 2) MTC standard criteria is community-Due to the age of the Alameda County CBTPs, it is recommended that priority projects from other local planning efforts also be considered for the 10% weighting on a case-by-case basis.

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## Memorandum

**DATE:** December 22, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Jacki Taylor, Program Analyst

**SUBJECT:** **Approval of Advance Programming of \$45,000 of Lifeline Cycle 3 Funding for the Neighborhood Bike Centers Program**

### Recommendation

It is recommended the Commission approve the advance programming of \$45,000 of federal Job Access and Reverse Commute (JARC) funding from the Third Cycle Lifeline Transportation Program (Cycle 3) to the Neighborhood Bike Centers program.

### Summary

The Neighborhood Bike Centers, operated by Cycles of Change, was initially funded for two years through the Cycle 2 Lifeline program. In MTC's evaluation of the Cycle 2 Program, the Neighborhood Bike Centers program was highlighted as an example of best practices. Cycles of Change has managed to stretch the original Lifeline funding to last an additional 6 months, to December 2011, but operations will cease after the end of the year if additional funding is not identified. Cycles of Change intends to apply for Lifeline Cycle 3 funding to continue the program, but the Cycle 3 JARC funds are not anticipated to be available until January 2013. An advance will allow this program to apply for future funding through Cycle 3.

### Background

As detailed in Attachment A, the Neighborhood Bike Centers (Bike-Go-Round) Program, operated by the non-profit, Cycles of Change, recovers, restores, and distributes bicycles for use by eligible low-income residents of targeted communities of concern. Individuals are invited to take part in the program based on their commitment to use bicycling and transit as their primary transportation in getting to work, school, shopping, and other daily needs. In addition to receiving a bicycle lock and helmet, program participants complete an urban cycling training course from certified instructors and are given personal transportation consultation which enables them to plan and conduct their daily activities using bicycles and transit. Neighborhood Bike Centers currently operate at the following two locations: (1) West Oakland, based at MOHR 1 Community Center at 741 Filbert St. serving residents within a two-mile radius of the West Oakland BART station, and (2) Central/East Oakland, based at the Bikery, Cycles of Change Community Bicycle shop, at 2289 International Blvd, serving residents within two miles of the 12th St., 19th St., Fruitvale, and Coliseum BART stations.

Lifeline is a funding program that addresses the mobility needs of low-income residents and is intended to support community-based transportation projects that address transportation gaps and/or barriers within designated communities of concern and expand the range of transportation choices by adding a variety of new or expanded services. In 2009, the Alameda County Congestion Management

Agency Board (a predecessor agency to the Alameda CTC) approved Cycle 2 Lifeline funding for the Neighborhood Bike Centers. The program has provided a total of 1,450 adults and youth with on-road safety training and distributing 325 bicycles to youth for the purpose of attending school and to 440 adults for the purpose of commuting to employment. In MTC's recent evaluation report of the Cycle 2 Lifeline program, the Neighborhood Bike Centers was a project highlighted as an example of best practices. Attachment B provides an overview of the first year of the Neighborhood Bike Centers program (2010).

The Cycle 2 Lifeline grant provided \$314,000 of federal JARC funds for two years of program operations, ending June 30, 2011. The JARC funds required a 50% match. Through cost savings and reduced program operations, Cycles for Change has been able to stretch the original 2-year budget to last an additional 6 months, through December 31, 2011, but they have not been successful in securing additional funds to continue the program beyond this date. A call for projects for the Cycle 3 Lifeline program is scheduled to be released in early 2012, but the funding will not be available to the approved projects until early 2013. Cycles of Change intends to apply for Cycle 3 funding of Lifeline funding, but even if successful, because Cycle 3 funds are not anticipated to be available until January 2013, it is faced with a one-year funding gap for 2012 and has indicated that program operations will cease December 31, 2011 unless additional funding can be secured.

Working with MTC, Cycles of Change, East Bay Bicycle Coalition and other Lifeline program partners, staff propose to advance \$45,000 of Cycle 3 Lifeline JARC funding to the Neighborhood Bike Centers program. This scenario is dependent upon securing the 50% local match required for the proposed JARC funds. Cycles of Change has prepared a budget (Attachment C) showing two program options: (1) continuation of the current program (that allows for two classes per month) with a \$161,600 annual cost and (2) a scaled-back program of approximately 50% of current operations (allowing for one class per month) with a \$95,000 annual cost. Given that the scenario requires the advancing of Cycle 3 Lifeline funding, staff proposes to fund operations at the \$95,000 level for 2012, limiting the federal funding requested to \$45,000. Staff also proposes to secure the required local match from the Measure B Bicycle and Pedestrian Countywide Discretionary Fund. At its December 15<sup>th</sup> meeting, the Alameda County Bicycle and Pedestrian Advisory Committee (BPAC) recommended Board approval of the \$50,000 request for Measure B for the Neighborhood Bike Centers.

This funding proposal, comprising \$45,000 JARC and \$50,000 Measure B, will provide funding for the Neighborhood Bike Centers program for calendar year 2012, allowing Cycles of Change to apply for additional Lifeline funds through the regular Cycle 3 programming process.

#### Next Steps.

The ACTAC and BPAC recommendations will be brought to the PPC and Alameda CTC Board in January 2012. Concurrently, MTC will be considering the same request for the advance of the Cycle 3 funding. If the advance and related actions are approved by both Alameda CTC and MTC in January, MTC will enter into a funding agreement with Cycles of Change for the JARC funds which will allow for program costs incurred as of January 1, 2012 to be eligible for reimbursement.

#### **Attachments**

Attachment A: Neighborhood Bike Centers program - 2012 Scope

Attachment B: Neighborhood Bike Centers program - 2012 Project Budget

Attachment C: Neighborhood Bicycle Transportation Centers program – Year One Overview

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**Lifeline Transportation Program: Cycles of Change Neighborhood Bicycle Centers**

**2-YEAR PROGRAM OUTCOMES**

Number of adults and youth provided on-road safety training: 1,450

Youth that received bicycle for purpose of attending educational institution: 325

Adults that received bicycle for purpose of attending employment/other: 440

**AMENDED SCOPE OF WORK (for Lifeline funding agreement)**

Proposed outcomes for 3<sup>rd</sup> year (2012) with modified schedule (scaled back by one half):

Number of adults and youth provided on-road safety training: 600

Youth receiving bicycle for purpose of attending educational institution: 100

Adults receiving bicycle for purpose of attending employment/other: 120

RECIPIENT shall use Lifeline funds to continue its Neighborhood Bicycle Transportation Centers bicycle distribution and education program at two neighborhood-based centers of social services:

1. West Oakland, based at MOHR 1 Community Center at 741 Filbert St. serving residents within a two-mile radius of the BART station.
2. Central/East Oakland, based at the Bikery, Cycles of Change Community Bicycle shop at 2289 International Blvd, serving residents within two miles of the 12th St. and 19th St. Oakland BART stations, Fruitvale, and Coliseum BART station.

RECIPIENT shall continue to work with existing partnerships to recover, restore, and distribute bicycles for use by eligible low-income residents of targeted communities of concern. Individuals shall be invited to take part in the program based on their commitment to use the bicycle and transit as their primary transportation in getting to work, school, shopping, and other daily needs. In addition to receiving a bicycle lock and helmet, program participants shall complete an urban cycling training course from certified instructors. Finally, program participants shall be given personal transportation consultation which shall enable them to plan and conduct all their weekly activities using bicycles and transit.

Over the next year, RECIPIENT's bicycle distribution and education programs shall enable 600 low-income residents of the targeted areas to successfully use their bicycle and transit system to satisfy their daily transportation needs. Participants will be able to reach jobs over a wide geographic range that involve working off-hours, or are away from major bus lines. In addition, bicycles and training received will allow easier access to far more choices for basic necessities, services, and community resources. Having an

efficient, reliable, zero-cost, flexible, safe transportation system will open up a wide array of economic possibilities for participants while easing one of the major stresses of their lives.

Cycles of Change currently operates bicycle education and distribution programs at schools and community centers in low-income communities around the East Bay. The neighborhood-based service centers would continue to overcome basic barriers by:

- Making commuter-outfitted bicycles (helmet, rack, lock) available at no cost;
- Educating participants how to ride safely in traffic;
- Teaching participants how to maintain and fix their bicycles; and
- Creating a personalized bicycle-based transportation plan using routes that are safe from traffic and other hazards, and making connections to BART and main bus lines.

RECIPIENT shall select individuals who are interested in the program based on their commitment to use the bicycle as a main form of transportation (50% of trips), including to get to work or school. As part of the selection process, each participant shall be asked to attend a workshop to introduce them to the basics of how to use the bike to get around their area, including safe riding practices, route-planning, and basic maintenance. At the end of each workshop, program staff shall give individual consultation to each participant, walking them through their daily transportation needs and advising them on how to meet them using bicycles and transit-based travel.

A month after receiving the bicycle (along with helmet, lock, and bicycle map), program staff shall do a follow-up evaluation with each participant that tracks how they are using the bicycle to meet their daily transportation needs. Through these follow-up evaluations, along with initial surveys, staff will be able to determine the effect to which the program is achieving desired program goals of providing low-income persons with low-cost, efficient transportation to work, school, and basic needs. The program coordinator shall record operating data in a spreadsheet and monitor program expenses using existing processes that track financial and operating information.

**Cycles of Change Neighborhood Bike Centers (Bike-Go-Round) Program**

**PROGRAM BUDGET - January 1 through December 31, 2012**

	Current Program		Reduced Program		Description
	Hours	Amount	Hours	Amount	
	<i>Two classes per month, serving 250 new bicycle commuters</i>		<i>One class per month, serving 120 new bicycle commuters</i>		
<b>Costs</b>					
Project Administrator	156.00	3,946.80	78.00	1,973.40	Schedule classes, reporting & evaluation
Coordinators	1,040.00	26,312.00	520.00	13,156.00	participants
Educators	1,040.00	26,312.00	520.00	13,156.00	Prepare and teach classes
Mechanics	1,560.00	34,086.00	780.00	17,043.00	Rehab bikes and support participants
<b>TOTAL PERSONNEL</b>	<b>3,640.00</b>	<b>86,710.00</b>	<b>1,820.00</b>	<b>43,355.00</b>	
Bicycles		5,000.00		0.00	Purchased bicycles
Facilities		24,000.00		24,000.00	Rent
Tools/Supplies		7,000.00		4,000.00	For bike rehab
Helmets, locks, racks, & panniers		15,000.00		7,500.00	Accessories for participants
Hauling		3,000.00		1,500.00	For donation pickups & deliveries
<b>TOTAL NON-PERSONNEL</b>		<b>54,000.00</b>		<b>37,000.00</b>	
<b>TOTAL DIRECT EXPENSE</b>		<b>140,710.00</b>		<b>80,355.00</b>	
OVERHEAD		21,885.20		14,642.60	Insurance, accounting, telephone, postage
<b>TOTAL EXPENSE</b>		<b>162,595.20</b>		<b>94,997.60</b>	

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# CYCLES OF CHANGE



## Bike-Go-Round Adult Commuter Program Year One Program Overview

January 20, 2010

<b><u>SECTION</u></b>	<b><u>Page #</u></b>
1. Accomplishments	2
2. Partners	3
3. Year Two Targets	4
4. Project Recognition	5
Appendix	6

Cover Photo: Adult participants practice signaling while test-riding their refurbished bicycles.

## 1. Accomplishments

### *Background:*

Since 1998, Cycles of Change has operated bicycle distribution and bicycle education programs in low-income areas around the east bay. Working in close partnership with public schools, community centers, and social service providers we have assisted over 13,500 youth and adults in using bikes and public transit systems as their main transportation.

Lifeline funds for 2009-2011 has enabled Cycles to expand this work through our existing and newly forged partnerships. Our objective of recovering, restoring, and distributing bicycles for use by eligible low-income adult residents, has met with great success in our targeted communities.

### *B-G-R*

As stated by our plan, our intention was to present a class in urban bike commuting safety and give the participants a restored mountain or commuter bike, equipped with a cargo rack, safety lights, a U-lock, and a helmet. The four hour training we provide to participants includes on-road training, basic traffic laws and basic bike maintenance. Upon completion of this one-day session, the new Bike Go Round (BGR) member is ready to hit the streets with their new transportation options. Six weeks after this training, participants return for a follow-up survey and consultation to let us know how often they ride and any outstanding concerns.

Our plan to operate from existing neighborhood bicycle centers in our target communities has been successful and contributed to our expanding the level of services provided in those neighborhoods. Our most developed Neighborhood Bicycle Center to date is the East Oakland site, the Cycles of Change bike repair shop, The Bikery.

Located at 2289 International Blvd., a half mile away from Cycles of Change first school program at Roosevelt Middle School (founded in 1998), the Bikery facility opened in the Summer of 2009. Since that time, Lifeline funding has expanded our hours of operation and supports salaries for bike mechanic staff that restore donated bicycles to recycle back out to the community through the Bike Go Round Program.

Our initial plan identified three target communities in the greater east bay where we wanted to be viable. These areas are West Oakland (2-mile radius of West Oakland BART station), East Oakland (2-mile radius of Fruitvale and Coliseum BART stations), and West Alameda (West of Webster Street and Naval Base). [see APENDIX i, page 6]

Our first class and bike give-away in West Oakland was held Sunday, March 7, 2010. Fifteen adult participants were present for the class, and they all received bikes and the accompanying gear. To date, we have given five classes, and given away thirty-eight bikes in West Oakland.

The first class in West Alameda was held on Sunday, March 21, 2010. This class consisted of eleven adults, and each received bicycles and gear. To date, two classes have been held in this community, and seventeen bikes have been distributed.

Our final target area of East Oakland had it's first class at the Cycles of Change Bikery in the densely populated community called The Fruitvale. The class was held on Sunday, April 25, 2010, with eight people in attendance. All participants received bikes and the accompanying gear. To date this site has held ten classes, and distributed 130 bikes.

## 2. Partners

Our initial application for the Lifeline Funding was submitted to the MTC in Summer of 2008. At the time, three service areas, connected to community service organizations to be known as Partners, were designated. However, by the time we were awarded the funds in late 2009, changes within those organizations initially contacted required us to adjust, recruit and establish new partnerships.

### A. Original Regions\* and Partner Organizations: (\*see appendix i.)

West Oakland - **Oakland Housing Authority/Science Discovery Center**-Serving residents within a two mile radius of the BART Station. 950 Union St., Oakland, CA

Central/East Oakland - **Day Laborers' Center** - Serving residents within two miles of the Fruitvale BART Station, and within two miles of the Coliseum BART Station.

West Alameda- **Alameda Point Collaborative (APC)** - Serving residents within two miles of the decommissioned Naval Base.

An example of Cycles of Change's experience with the need to be flexible in terms of partnerships can be seen in the following instance. To serve low-income citizens residing in the Downtown area of Oakland, an additional partnership with the **St. Vincent de Paul Organization** (SVDP) had been discussed. Their long valued work amongst the homeless men and women of this region led us to regard this potential partnership as a particularly promising relationship.

However, after many efforts to schedule a class, we were only successful in holding one class at the site. Eight bikes were distributed to the receptive group. Follow-up discussions with the SVDP staff revealed that in the time between our initial discussions and the current year, they had begun donating bicycles to a similar program for youth and were not interested in steering any of those resources towards their adult clients, which precluded a working relationship with us.

As far as the Oakland Housing Authority, we have had initial meetings and pitched the program to them, but as of yet, they haven't followed up to coordinate next steps.

The Day Labor Center ceased operation and closed after our initial grant proposal was filled.

### B. New Partners

The Bike Go Round Program's expansion is due to our success with the groups that have heard of our work, largely by word of mouth, and referral from happy bike recipients. We are also involved in ongoing active recruitment on a person to person, as well as organizational basis. As a result of this, the growing list of our new partners is noted below:

West Oakland	<b>MOHR I Apartments</b> - 741 Filbert St., Oakland, CA <b>Prescott Elementary School</b> - 920 Campbell Street, Oakland CA <b>Bikes 4 Life Bike Shop</b> -1600 7th Street, Oakland CA
East Oakland	<b>International Rescue Committee (IRC)</b> -1305 Franklin St. Oakland, CA <b>Crossroads Shelter</b> - 7515 International Blvd., Oakland, CA <b>Black Organizing Project (BOP)</b> -1218 East 21st St. Oakland, CA <b>Cycles of Change/The Bikery</b> - 2289 International Blvd., Oakland, CA
Alameda	<b>Playa del Alameda</b> - 148 Crolls Garden Court, Alameda, CA <b>Changing Gears Bike Shop (Formerly APC)</b> - 677 Ranger Alameda, CA

### 3. Year Two Targets

Our year two implementations will expand to reach development goals laid out in the initial proposal of this project. The first of these is job training for local residents. To accomplish this, we will be training high school youth in bicycle maintenance through paid internships. Youth will learn mechanical skills, as well as organizational and teaching skills.

The second new implementation will be to create opportunities for bike recipients themselves to learn more advanced mechanical skills that will make bike commuting more sustainable as a reliant mode of everyday transportation. To accomplish this we will offer mechanics classes to former BGR participants out of our Neighborhood Bicycle Center, the Bikery, situated in the community where most of the participants to date live.

We will also ally with existing Neighborhood Bicycle Centers such as Bikes 4 Life in West Oakland and Changing Gears in Alameda to provide follow-up support for program participants, as many of them may not have the time or ability to learn bicycle mechanics.

Finally we will coordinate group rides and other social activities for participants geared towards making riders more safe and competent on the road, which will also serve as a visible reflection of our support for participants as a growing bicycle community centered here in Oakland, CA.



## 4. Project Recognition

### Press for B-G-R:

- Ticket to Ride? Get a Bike – and training – through new Oakland program  
[http://www.mtc.ca.gov/news/info/cycles\\_of\\_change.htm](http://www.mtc.ca.gov/news/info/cycles_of_change.htm) (originally from [oaklandlocal.com](http://oaklandlocal.com))

### Press for THE BIKERY:

- Eugene Kang & Cycles of Change  
<http://oaklandlocal.com/article/eugene-kang-cycles-change>

### Awards for Cycles of Change:

- MTC Biennial Transportation Award  
[http://www.mtc.ca.gov/about\\_mtc/awards/index.htm](http://www.mtc.ca.gov/about_mtc/awards/index.htm)

*MTC's Transportation Awards recognize people and organizations who have made extraordinary contributions to the way people get around in the Bay Area each day. For nearly three decades, MTC has recognized day-to-day and long-term efforts that are improving transportation in the region.*

### Awards for The Bikery:

- Oaklandish Innovator Award  
<http://www.oaklandish.org/COMMUNITY/community.html>

*This award was created in the spirit of those Oakland legends who have had a direct influence on global culture; Architect Julia Morgan, Martial Artist Bruce Lee, Musician Larry Graham, Dancer Isadora Duncan, Aviator Joe Fong Guey, Artist Mike "Dream" Francisco, and Director Russ Myer, among many many others.*

### Testimony from BGR Members (Bike Recipients)

“It helped me loose 10 pounds and get to the store and park without driving.”

**-Shavonne Scott 4/20/10**

“This is better than Christmas!”

**-Jack Johnson 4/25/10**

“I am learning to be free of a car and saving money. It is a challenge to ride my bike long distance... Nevertheless it is a good daily exercise and I have noticed some persons ask me with a tone of surprise about my bike as a way of transportation. “

**-Rosa Sanson 9/14/10**

“Being able to ride has allowed me to slow down and appreciate life in a different sense. This is such a bike friendly city and I appreciate being able to be a better steward of the planet.”

**- Nacole Predom 9/29/10**

## Appendix

### i. Target Areas: (Includes all or part of zip codes listed)

**WEST ALAMEDA: 94501**

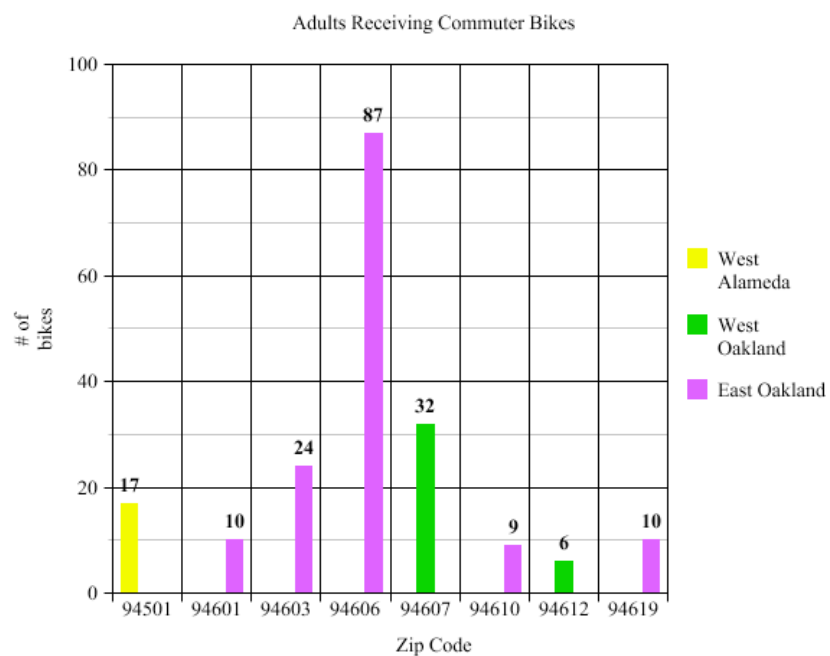
**EAST OAKLAND: 94606, 94601, 94602**

**WEST OAKLAND: 94607, 94625, 94612**

**EAST OAKLAND: 94603, 94619, 94621**



### ii. Adult Bike Distribution by Region



iii. Photos



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## **Memorandum**

**DATE:** December 28, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Matt Todd, Manager of Programming

**SUBJECT:** **Approval of Transportation Fund for Clean Air Program Manager Funding for a Goods Movement Emission Reduction Program (Engine MY 2004 Port Truck Replacement Program)**

### **Recommendation**

It is recommended the Commission consider providing Transportation Fund for Clean Air (TFCA) Program Manager funding for a Goods Movement Emission Reduction Program (Engine MY 2004 Port Truck Replacement Program).

### **Summary**

The California Air Resources Board (ARB) Statewide Drayage Truck Regulation and the resulting December 31, 2011 milestone requirement that model year (MY) 2004 Port drayage trucks meet certain emission standards was raised at the September 22, 2011 Alameda CTC Board meeting with the request for additional information to be presented at a future meeting. In response, additional information was provided at the October 27, 2011 Alameda CTC Board meeting. Based on ACTAC and Commission discussion, staff is proposing options to consider for participation in the BAAQMD-proposed MY 2004 Drayage Truck Replacement Program that offers assistance to Alameda County truck owners in meeting the December 31, 2011 regulation requirement.

### **Background**

In December 2007, the ARB approved a new regulation to reduce emissions from drayage trucks. Drayage trucks are defined as those that access ports and intermodal rail yards. The first phase of the regulation went into effect on December 31, 2009, beginning a series of milestones that culminate in requirements to MY 2005 and 2006 engines by December 31, 2012. The next milestone requires MY 2004 engines to meet certain emission standards by December 31, 2011. Phase 2 of the regulation requires all drayage trucks to meet 2007 engine emission standards by December 31, 2013.



**Table 1: ARB Drayage truck regulation compliance schedule**

Phase	Date	Engine Model Years (MY)	Regulation requirement
<b>Phase 1</b>	12/31/09	1993 and older	Prohibited from operation as a drayage truck
		1994 – 2003	Install a Level 3 retrofit device
	12/31/11	2004	Install a Level 3 retrofit device
	12/31/12	2005 and 2006	Install a Level 3 retrofit device
<b>Phase 2</b>	12/31/13	1994 – 2006	Meet 2007 * engine emissions standards

\* Trucks with 2007-2009 model year engines are compliant through 2022. Trucks with 2010 and newer engines are fully compliant

The Bay Area Air Quality Management District (BAAQMD) has offered financial assistance in the past to assist owners of trucks in meeting the regulation requirements for drayage trucks. Approximately \$26 million was used to assist over 1,500 trucks operating at the Port of Oakland to meet the ARB regulations. Those funds have been exhausted.

**Table 2: Drayage truck population as of July 2011**

Engine Model Year (MY)	Compliant until	# of Drayage trucks in Northern CA*	# of trucks that received grant funds	Grant funds expended **
MY 1994-2003 (w/ retrofits)	12/31/13	1,700	1,319	\$15,586,534
MY 2004	12/31/11	700	0	\$0
MY 2005 & 2006	12/31/12	2,150	0	\$0
MY 2007 – 2009	2022	1,350	203	\$10,150,000
MY 2010 +	Fully compliant	400		
<b>Total</b>		<b>6,300</b>	<b>1,522</b>	<b>\$25,736,534</b>

\* Number of trucks registered in the ARB Drayage Truck Registry (DTR) with zip codes North of Fresno.

\*\* Funding sources for the BAAQMD's Year 1 port truck funding program: TFCA (\$5 million), Port (\$5 million), ARB Prop 1B (\$13,835,133), and DERA (~\$2 million)

Approximately 700 MY 2004 trucks are identified in the ARB Drayage Truck Registry (DTR) with zip codes North of Fresno. Based on further analysis of the ARB DTR by BAAQMD staff:

- Of the 700 vehicles, 247 trucks (35%) are registered to a Bay Area addresses
- Of the 247 trucks with Bay Area addresses, 143 trucks are registered to addresses in Alameda County to 74 companies
- Of the 143 trucks located in Alameda County
  - About 50 are in fleets of 4 trucks or more
  - About 90 trucks are in fleets of three or fewer (most likely owned by single owner/operators)

- Information regarding truck registration by city is included in Attachment A

For a drayage truck with a MY 2004 engine to continue to access the Port of Oakland after December 31, 2011, the truck must:

- Have a level 3 retrofit device installed (provides reduction of particulate matter (PM))
  - Will provide compliance with Port Drayage Truck Regulations through December 31, 2013 (2 years)

OR

- Upgrade to a MY 2007 or newer engine (provides reduction of PM and NOx)
  - Will provide compliance with Port Drayage Truck Regulations through at least 2022

#### Funding Assistance Opportunities

Currently, the ARB will offer a 15% loan guarantee (15% of the cost of a truck) to a financial institution which is a member of the CalCap program. The CalCap program is a form of loan portfolio insurance provided by the State through the California Pollution Control Financing Authority which may provide a certain percentage of coverage on loan defaults and would benefit truck owners who may not ordinarily qualify for loans. Loan guarantees are not restricted to truck owners with poor credit and are available to all owners of MY 2004 vehicles.

Information on the ARBs program is available at:

<http://www.arb.ca.gov/msprog/truckstop/truckstop.htm>.

#### BAAQMD Goods Movement Emission Reduction Program (Engine MY 2004 Port Truck Replacement Program)

The BAAQMD has developed a proposal for a regional MY 2004 Drayage Truck Replacement Program (Program) that will assist truck owners in meeting the December 31, 2011 regulation requirement. Grant funding will provide approximately \$10,000 for each eligible Bay Area truck owner towards the cost of a truck with a compliant MY 2007 engine. The program allows the engine MY 2004 truck owner to trade their current vehicle in for its worth. The BAAQMD has procured a contractor program administrator that guarantees that the trade-in and replacement is done in such a manner that the engine MY 2004 trucks surrendered do not return to service in California for 10 years.

The BAAQMD program includes:

- Replacement truck costs cannot exceed \$60,000.
- A trade-in value of between \$8,000 and \$15,000 on the engine MY 2004 truck being traded in (dependent on condition).
- Use of a "CalCap" qualified lender
- Assistance to truckers in availing themselves of the program and to meet all Air District administrative requirements.

Additional information is included in Attachment B

#### County TFCA Program Manager Funds

TFCA is generated by a \$4.00 vehicle registration fee and collected by the BAAQMD. As the TFCA Program Manager for Alameda County, the Alameda CTC is responsible for

programming 40 percent of the four dollar vehicle registration fee that is collected in Alameda County for this program. Per the Alameda CTC TFCA Guidelines, 70 percent of the available funds are allocated to the cities/county based on population, with a minimum of \$10,000 to each jurisdiction. The remaining 30 percent of the funds are allocated to transit-related projects on a discretionary basis. All available TFCA funds are required to be completely programmed annually. Projects proposed for TFCA funding are required to meet the eligibility and cost-effectiveness requirements of the TFCA Program. This program generates approximately \$1.8 million annually and is administered in accordance with the BAAQMD approved TFCA Program Manager Guidelines.

#### Funding Options

The BAAQMD has requested the Alameda CTC to contribute (program) \$1.43 million of TFCA County Program Manager funds (based on 143 Alameda County trucks x \$10,000/truck). The BAAQMD has also requested funding from partner agencies such as Bay Area CMAs and the Port of Oakland to provide additional funds for the program (see Attachment C). The BAAQMD has programmed \$1.04 million in TFCA Regional Fund monies to support the Program. The \$1.04 million would provide funding for 104 drayage trucks, or 42% of the 247 total MY 2004 drayage trucks registered in the Bay Area.

There was considerable discussion on the question of funding the Engine MY 2004 Port Truck Replacement Program at the December ACTAC meeting. The air quality aspect of the project would make it seem federal Congestion Mitigation and Air Quality (CMAQ) funds may be an appropriate fund source, but the contribution of funds to individual truck owners as well as the timing of the program implementation already being underway make the use of CMAQ infeasible.

The BAAQMD has indicated that TFCA County Program Manager funds are eligible to fund the Engine MY 2004 Port Truck Replacement Program. The next TFCA Program Manager funds would be available for FY 2012/13. The BAAQMD staff have indicated that the Alameda CTC could program the 2012/13 funds in January 2012 and the funds would be eligible to fund the proposed MY 2004 Drayage Truck Replacement Program. The 2012/13 TFCA Program Manager funds are projected to be about \$1.8 million. \$1.43 million is about 80% of the annual projected revenue.

Through the discussion at the December ACTAC, many issues and concerns were discussed including:

- Concern that the Port of Oakland has not contributed financially,
- Concern regarding the use of “local” TFCA funds for a regional program,
- Concern regarding the precedent of assisting in the regional program for one year’s milestone, with additional milestones and additional vehicles being impacted over the next two years,
- Concern costs of program are localized with the benefit of the Port extending across the region, state and nation,
- Concern regarding precedent of using TFCA funds for the benefit of privately owned vehicles, and



- Concern on effect of certain projects/programs that have received TFCA funds for ongoing operations.

The East Bay Bicycle Coalition has also submitted a letter in opposition to the use of Alameda TFCA Program Manager funds for the Engine MY 2004 Port Truck Replacement Program (Attachement D).

Per the Alameda CTC TFCA Guidelines (70 percent to the cities-county based on population / 30 percent transit-related projects), options can be considered how to provide funding within the Alameda County program formula. Options to provide funding to the Engine MY 2004 Port Truck Replacement Program include:

- Oakland/County First– Use 100 percent of the Oakland and County available balance, with the remainder of the required funds split by population percentage across the remaining cities. Based on credits from prior year programming, Oakland and the County would be contributing about \$.661 million (about 46% of request). This option would allow the remaining funds to be focused on certain ongoing operational projects (attachment E, option 1).
- Cities/County First – Assign the \$1.43 million of funds split by TFCA population percentage across the cities/county. This option would allow the remaining funds to be focused on certain ongoing operational projects (Attachment E, option 2)
- Off the Top - \$1.43 million off the top, and distribute the remainder of the funds by the 70 / 30 percent distribution formula (attachment E, option 3).

Using of \$1.43 million of TFCA Program Manager funds would preclude the use of the funds for other TFCA eligible projects. Funding would not be available to fund traditional TFCA projects such as bike projects and the “Free B” Broadway shuttle in Oakland and City of Alameda shuttle programs and arterial management projects. It should be noted that all available TFCA funds are required to be completely programmed annually, so any remaining funds not programmed to a drayage truck program will still need to be programmed to an eligible project(s).

Additional issues that also need to be addressed prior to approving Alameda TFCA Program Manager funds include:

- How would grant costs be split between Regional TFCA/Alameda TFCA/Other partners funds?
  - Include stipulation that Regional funds be used first, and Alameda funds last.
- What if funds remain unused?
  - Funds not required, based on the initial applications received through January 13, 2012 should be returned.
- Alameda CTC TFCA administrative formula, using the total annual TFCA revenue, must be honored.
- This is a one time contribution to assist with the December 31, 2011 milestone, the Alameda CTC will not participate in programs to meet future ARB drayage truck milestones.

At the December ACTAC meeting, BAAQMD staff was also requested to consider an option of the TFCA County Program Manager funds being “loaned” to the regional program. Staff is working with BAAQMD staff to follow up on this concept.

ACTAC is requested to recommend to the Commission an option for providing TFCA County Program Manager Funding for a Goods Movement Emission Reduction Program (Engine MY 2004 Port Truck Replacement Program).

#### Next Steps

The BAAQMD has initiated the Engine MY 2004 Port Truck Replacement Program in December 2011 with the release of a call for projects. Applications for the Program are due January 13, 2012. The BAAQMD will be able to fund approximately 104 trucks with the funding currently allocated to the program. Additional funding would allow for the Program to provide assistance for additional truck purchases.

Alameda CTC will defer the release of the call for projects for 2012/13 TFCA County Program Manager funds from the end of December 2011 to the end of January 2012 to allow the consideration of Alameda CTC to contribute TFCA funds to the Engine MY 2004 Port Truck Replacement Program.

#### **Attachments**

- Attachment A: Analysis of Trucks Registered by City in Alameda County
- Attachment B: Engine MY 2004 Port Truck Replacement Program Fact Sheet
- Attachment C: Copy of Letter from BAAQMD to Port of Oakland
- Attachment D: East Bay Bicycle Coalition Letter
- Attachment E: TFCA Program Manager Proposed Funding Scenarios Options
- Attachment F: Overview of Statewide Drayage Truck Regulation

## Alameda County Trucks

City	Number of Companies	Number of Trucks	% of Trucks
Alameda	1	3	2%
Berkeley	1	1	1%
Dublin	1	1	1%
Emeryville	1	4	3%
Fremont	2	4	3%
Hayward	1	23	16%
Livermore	1	3	2%
Newark	1	5	3%
Oakland	1	70	49%
San Leandro	3	23	16%
San Lorenzo	1	1	1%
Union City	1	5	3%
<b>Totals</b>	<b>14</b>	<b>143</b>	<b>100%</b>

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## Bay Area Air Quality Management District Engine MY2004 Port Truck Replacement Program Fact Sheet

### When can I apply?

Between **December 14, 2011 and January 13, 2012**, the Bay Area Air Quality Management District (District) will accept applications for Class 8 (GVWR 33,001+ lbs) drayage trucks with engines manufactured in 2004 that operate primarily in Bay Area maritime and rail ports and are registered in California Air Resources Board (CARB) Drayage Truck Registry (DTR) at an address within the nine-county Bay Area jurisdiction. The District anticipates contracting for selected projects within the first two months of 2012.

### How much funding is available for 2004 truck replacement projects?

At least \$1.04 million is available for funding eligible projects. If additional funding becomes available, it will be assigned to trucks in this same Program. Each project is anticipated to receive a \$10,000 grant towards the purchase of a replacement truck with an engine certified to 2007 emissions standard or cleaner. These trucks are expected to cost between \$59,000 and \$69,400 depending on their mileage. The District has contracted with Cascade Sierra Solutions (CSS) to ensure trade-in values for old/existing trucks that further offset the purchase price. Grantees are responsible for paying the balance, including taxes, fees, and warranties.

### Which trucks are eligible for replacement through this Program?

Class 8 (GVWR 33,001lbs or greater) drayage trucks with engines manufactured in 2004, travel an average of 20,000 miles per year, are registered at addresses within the Bay Area air basin\*, currently entered into the CARB DTR, and are primarily used to transport bulk or containerized cargo to or from Bay Area maritime or rail ports.

(\*Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, S. Sonoma Co., S. Solano Co.)

### How will projects be selected?

Funds will be awarded to eligible projects on a first-come, first-served basis. All applications will be screened to ensure Program requirements are met. Trucks applied for will be pre-inspected soon after the application is received. Submitting an application for the Program is **not** a guarantee of funding but will be used to determine the potential emission reduction benefits of the proposed project. Any equipment purchased before the full execution of a Grant Agreement signed with the District for this Program will not be considered for funding.

### How can I apply?

Project applications are available at OT411 (Maritime Ave/Alaska Rd, Port of Oakland) or may be printed from the District's website: [www.baaqmd.gov/goods](http://www.baaqmd.gov/goods). Only complete applications will be accepted. Paper application and all required supplemental materials must be hand-delivered to Program staff at OT411 (Mon-Fri 11am-4pm). No mailed, faxed or emailed applications will be accepted. Applications must be completed and **submitted no later than Friday, January 13, 2012, at 5:00pm PST**.

### What paperwork do I need to submit with my application?

Submit a photocopy of your current DMV registration card, current proof of insurance and mileage documentation (see below) with your application form. At the time of pre-inspection, your photo identification will be photographed: for driver/owners this will be a TWIC card, if truck owner does not have a TWIC card, substitute CA Driver's License. If the owner of a truck is a company, a photocopy of the TWIC or Driver's License of the company's contract-signing-authority should be submitted.

Preferred mileage documentation is any type of maintenance/repair, operational, tax or inspection records that show a *clear odometer reading with date* for the specific truck applied for. Two (2) odometer records are required: one from approximately 24 months ago and one from approximately 12 months ago. The District requests as few documents as possible to show odometer or miles driven. If no records of odometer readings are available, examples of alternate materials that may be submitted are:

- Daily manifest, driver log, safety booklet, electronic tracking record or similar records showing daily miles driven. If this option is used, discuss which records to submit in advance with Program staff. Excessive photocopies will not be accepted without staff permission.
- Any records such as GPS, fuel tax reports, gas card tracking, etc. that allow Program staff to calculate average miles driven for two 12 month periods during the past 2 years.
- Part IV or Part V of U.S. Federal Tax form Schedule C (Business Profit & Loss) showing claimed mileage or deducted annual diesel expenses of each separate truck (not for a fleet);
- If odometer is broken or no records are available, discuss documentation options with Program staff

**Where can I get answers to my questions, and help with my application?**

- Visit OT411 Trucker Information Center – Maritime Ave/Alaska Rd, Port of Oakland, Mon-Fri 11:00 am-4:00 pm
- Contact the District (general questions): 415/749-4994 (option 1), Email [grants@baaqmd.gov](mailto:grants@baaqmd.gov), Website: [www.baaqmd.gov/goods](http://www.baaqmd.gov/goods), or
- Contact Cascade Sierra Solutions (application & loan info): 541/246-2344

**Can I choose whom to purchase the replacement truck from?**

The District has contracted with Cascade Sierra Solutions to assist with program administration and to provide replacement trucks for this Program. All truck purchases must be processed through Cascade Sierra Solutions to ensure compliance with the Program requirements.

**How do I arrange financing for the replacement truck?**

CSS can assist applicants with financing. Alternately, an applicant may arrange financing on their own but must work with CSS to ensure that financing arrangements comply with Program requirements.

**What happens to my old truck?**

All existing trucks funded by the Program must be turned in to CSS for resale overseas or outside California. CSS will be able to offer up to \$15,000 of trade-in value for existing trucks based on condition. DMV title for the old truck must be clear, meaning all leases or loans paid and title signed off by lessor/lender. Existing (old) trucks are required to remain out of California for a minimum of 10 years.

**When will I get the grant funding to replace my truck?**

The District will enter into a Grant Agreement (contract) for each truck funded as part of this Program. The grant will be paid after the new truck has been delivered and inspected, and the old truck has been removed from service.

**Will I be able to continue entering ports with my existing truck until I receive my new vehicle?**

Participation in this Program does not allow waiver or extension of any CA truck regulations. Grant recipients will continue to be subject to the CARB Drayage Truck Regulation. The CARB Drayage Truck Regulation requires trucks with 2004 model year engine to have a retrofit installed to enter a California port or railyard after December 31, 2011. The Regulation is a state rule and any modifications to the compliance schedule can only be made by CARB.

11



December 14, 2011

Ms. Patricia Calloway  
President, Board of Commissioners  
**Port of Oakland**  
530 Water Street,  
Oakland, CA 94607

DEC 16 2011

**BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT**

**Re: Upcoming California Air Resources Board Drayage Truck Regulation  
Compliance Deadlines**

Dear Ms. Calloway,

On behalf of the Bay Area Air Quality Management District (Air District) Board of Directors (Board), I am writing this letter to strongly encourage you and your colleagues on the Board of Port Commissioners (Commission) to take additional actions to build upon our past successes in working together to reduce air pollutant emissions and health impacts from operations at the Port of Oakland (Port). Specifically, the Board encourages the Commission to work with us to take additional actions to clean up emissions from drayage trucks operating at, in and around your facilities in West Oakland.

This letter is also intended to emphasize comments offered to the Port's Executive Director in a letter dated November 16, 2011, and in testimony to the Commission on November 17, 2011, by the Air District's Executive Officer/APCO, Jack P. Broadbent.

As you may know, the Port and the surrounding West Oakland community was identified in a 2008 Health Risk Assessment, conducted by the California Air Resources Board (ARB), as having a cancer risk from toxic air contaminants of 2 to 3 times the Bay Area average. This cancer risk is primarily caused by diesel particulate material (DPM) emissions. Both the Port's MAQIP and the Air District's Community Air Risk Evaluation (CARE) Program have identified controlling DPM emissions from drayage trucks as being an important component of reducing this risk. A more recent study conducted by the Air District indicates that drayage truck DPM may contribute more to the overall health risk at the Port than was indicated in the 2008 Health Risk Assessment.

While the \$5 million contribution made by the Port to the Air District's \$26 million drayage truck upgrade program in 2009/10 significantly assisted in the retrofit and replacement of 1,522 vehicles (1,319 truck retrofits and 203 truck replacements), this funding only assisted truckers in meeting the first in a series of compliance deadlines that will require additional action. These additional compliance deadlines (see attachment 1) and corresponding bans on noncompliant trucks were included in an amendment to the Port's tariff that the Commission adopted on November 17, 2011.

While the Board commends the Commission for taking the step to ban noncompliant drayage trucks from Port entry, additional actions are still needed to

**ALAMEDA COUNTY**  
Tom Bates  
(Chairperson)  
Scott Haggerty  
Jennifer Hosterman  
Nate Miley

**CONTRA COSTA COUNTY**  
John Giola  
(Vice-Chair)  
David Hudson  
Mark Ross  
Gayle B. Uilkema

**MARIN COUNTY**  
Harold C. Brown, Jr.

**NAPA COUNTY**  
Brad Wagenknecht

**SAN FRANCISCO COUNTY**  
John Avalos  
Edwin M. Lee  
Eric Mar

**SAN MATEO COUNTY**  
Carole Groom  
Carol Klatt

**SANTA CLARA COUNTY**  
Susan Garner  
Ash Kalra  
(Secretary)  
Liz Kniss  
Ken Yeager

**SOLANO COUNTY**  
James Sperling

**SONOMA COUNTY**  
Susan Gorin  
Shirlee Zane

Jack P. Broadbent  
EXECUTIVE OFFICER/APCO

ensure that the harmful DPM emissions from drayage truck operations at the Port continue to be reduced in the coming years.

Attachment 1, also provides an analysis of the number of vehicles affected by upcoming compliance deadlines in northern California. The Air District believes that the majority of these trucks are in service at the Port and in order to assist the owners of these trucks to come into compliance ahead of ARB requirements, the Board is requesting the Commission direct Port staff to explore the following actions:

- **Explore options to provide funding support to drayage truckers to upgrade equipment.** The Air District believes that the success of our joint 2009/10 program has provided the Port with an abundance of compliant drayage trucks that have allowed the flow of goods and services at your facilities to continue uninterrupted. In analyzing the upcoming ARB drayage truck rule deadlines, the Air District believes as many as 4,550 vehicles will need to be replaced with engine model year (MY) 2007 trucks in order to remain in compliance. While current economic studies show that the Port may not need all of these trucks, the fact remains that a large portion of these trucks will still be required to serve the Port.

Based on our experiences in 2009/10, the Air District believes that the Port needs to be a financial partner in solving the drayage truck upgrade issue. The Board is therefore requesting that the Commission direct Port staff to investigate all mechanisms available to provide funding support for drayage truck owners to upgrade their equipment to the required MY 2007 standards, including additional grant funding, revolving loan fund and/or credit and financing programs that will assist drayage truck owners to make the necessary upgrades. The Air District plans to complement this effort by seeking additional funding from ARB to match local funding from Air District grant programs and Federal funding from the United States Environmental Protection Agency (USEPA) to perform additional drayage truck upgrades at Bay Area ports.

- **Assist with providing accurate and timely compliance information to drayage truckers.** Based on the experiences from the 2009/10 truck upgrades, the Air District believes it is crucial that accurate and timely information be distributed to drayage truckers regarding upcoming compliance deadlines and assistance opportunities. The Air District believes that the Port and its staff have good credibility with and access to the drayage trucking community. The Port has many communication tools, including mobile billboards, warfingers, terminal owners and motor carriers, and its own drayage truck information system to inform the drayage community of all upcoming regulatory deadlines and compliance assistance opportunities.



Therefore, the Board urges the Commission to direct Port staff to perform sufficient outreach to ensure that drivers are aware of upcoming compliance requirements, any available funding or assistance available for truck upgrades, and any updates to Port or terminal procedures related to enforcement of compliance deadlines.

- **Leverage the Port's relationship with the City of Oakland (City) to provide additional financial, outreach and retraining support to drayage truck owners.** The Board also urges the Commission to direct Port staff to investigate leveraging their relationship with the City to provide any additional financial, outreach or retraining support available to drayage truck owners. Based on the Air District's experiences in 2009/10, support from the City in terms of providing links for truckers to financial packages, outreach to minority communities and outreach on retraining opportunities was helpful in assisting the drayage trucking community to understand and meet that compliance deadline. Bringing those resources to the table will round out a comprehensive support, outreach and financial mechanism to assist drayage truck drivers.
- **Conduct a comprehensive analysis of methods employed at Southern California Ports to address drayage truck compliance and implement applicable mechanisms to upgrade equipment.** The Board urges the Commission to direct Port staff to analyze, consider and implement applicable methods employed by the Southern California ports of Los Angeles and Long Beach to reduce the health risks from their drayage trucks. Both of these ports have managed to implement systems whereby their drayage truck fleets were replaced with lower emitting vehicles prior to ARB regulatory deadlines.

This turnover was achieved primarily through the implementation of container fees and concession models for the drayage trucking industry. Additionally, these models were supported by the beneficial cargo owners (BCO), railway companies and shippers at those ports. The Board also suggests that the Commission direct Port staff to engage the railway companies, shippers and BCO in the discussion regarding the upcoming compliance dates. It may also be possible to seek voluntary financial support from the BCO, railway companies and shippers to assist in the upgrade of the drayage truck fleet.

The Air District acknowledges that the business models in Oakland and Southern California ports differ. However, without engaging these entities and exploring and implementing what has been successful at other ports a

comprehensive solution to the upcoming drayage truck compliance issue cannot be achieved.

In conclusion, the Board encourages the Commission to take quick, deliberate and coordinated action to assist Port drayage truckers in complying with upcoming ARB regulations. We recognize that these are difficult economic times and that the Port is in the process of making a large investment into compliance with the ARB shore-power regulation. However, in order to ensure that necessary air quality improvements and health risk reductions occur in West Oakland, and that the Port continues to be economically vital we must act together.

I encourage the Commission to take the actions listed in this letter in partnership with the Air District. I would welcome the opportunity to discuss these issues with you in greater detail.

Sincerely,



Tom Bates  
Chairperson  
Bay Area Air Quality Management District

CC: Air District Board of Directors  
Board of Port Commissioners  
California Air Resources Board: Mary Nichols, Cynthia Marvin, James Goldstene  
ACTA: Art Dao

## Attachment 1-Upcoming ARB Regulatory Compliance Dates and Northern California Drayage Truck Analysis

**Table 1: ARB Drayage Truck Regulation Compliance Schedule**

Phase	Date	Engine Model Years (MY)	Regulation requirement
<b>Phase 1</b>	12/31/09	1993 and older	Prohibited from operation as a drayage truck
		1994 – 2003	Install a Level 3 retrofit device
	12/31/11	2004	Install a Level 3 retrofit device
	12/31/12	2005 and 2006	Install a Level 3 retrofit device
<b>Phase 2</b>	12/31/13	1994 – 2006	Meet 2007 * engine emissions standards

\* Trucks with 2007-2009 model year engines are compliant through 2022. Trucks with 2010 and newer engines are fully compliant

**Table 2: Drayage Truck Population in Northern California as of July 2011**

Engine MY	Compliant until	# of Drayage trucks in Northern CA*	# of trucks that received grant funds	Grant funds expended **
MY 1994-2003 (w/ retrofits)	12/31/13	1,700	1,319	\$15,586,534
MY 2004	12/31/11	700	0	\$0
MY 2005 & 2006	12/31/12	2,150	0	\$0
MY 2007 – 2009	2022	1,350	203	\$10,150,000
MY 2010 +	Fully compliant	400		
<b>Total</b>		<b>6,300</b>	<b>1,522</b>	<b>\$25,736,534</b>

\* Number of trucks registered in the ARB Drayage Truck Registry (DTR) with zip codes North of Fresno.

\*\* Funding sources for the Air District's Year 1 port truck funding program: TFCA (\$5 million), Port (\$5 million), ARB Prop 1B (\$13,835,133), and DERA (~\$2 million)

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# EAST BAY BICYCLE COALITION

*Working for safe, convenient and enjoyable bicycling for all people in the East Bay*

December 19, 2011

Matt Todd,  
Manager of Programming  
Alameda County Transportation Commission  
1333 Broadway, Suite 200  
Oakland CA 94612

Re: Transportation Fund for Clean Air County Program Manager Funds Model Year 2004  
Drayage Truck Replacement Program

Dear Mr. Todd:

The East Bay Bicycle Coalition strongly opposes any proposal to use TFCA funds in Alameda County for the purchase of new trucks and new truck engines for Drayage trucks at the Port of Oakland. TFCA funds are used in our County to fund many important bikeway projects and the staff proposal to redirect \$1.43 million in TFCA 2012/2013 fund year would decimate this program for that year.

We support efforts to clean the technology of vehicles and we know that the community of West Oakland is unfairly impacted by dirty diesel trucks entering and leaving the Port of Oakland. We also support the development of a truck parking facility in West Oakland away from neighborhoods. However, the Port of Oakland, and its clients, should pay for the replacement trucks/engines of Drayage trucks. Taxpayers should have to shoulder these costs. Before any additional staff proposals are brought forward, we also request to the Alameda CTC consider the following information:

1. How much money the Port of Oakland is contributing to this proposal and how much money they should be contributing as a matter of good public policy?
2. What bikeway projects would cities in Alameda County use this \$1.43 million to fund?

This additional information is necessary before an informed discussion and decision can be made about how best to address the issue of polluting diesel trucks at the Port of Oakland. Until this information is available, we are adamantly opposed to this proposal.

For context, the recent Countywide Transportation Plan call for projects resulted in \$4.5 billion is bike/ped projects submitted for funding. This was the 2nd highest category of need in the County (behind transit operations). To our knowledge, the Port of Oakland did not even submit this proposal as a project. Regardless, there is simply too much demand for bikeway projects in Alameda County for this proposal to be considered sound transportation planning. Please develop an alternative planning scenario, such as additional Prop 1B money, or state or federal funding sources.

Thank you for your consideration of our position on this matter.

Sincerely,

Dave Campbell  
Program Director  
Email: [dave.campbell@ebbc.org](mailto:dave.campbell@ebbc.org)

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TFCA FY 2012/13 Draft Fund Estimate - Drayage Truck Funding: Option 1

Agency	Population (Estimate)	% Population	Total % of Funding	TFCA Funds Available This FY	FY 11/12 Rollover Debits/ Credits	TFCA Balance & Rollover	Current Program Balance	Option 1 \$ to Drayage Trucks	Option 1 Available to Program
Alameda	74,081	4.87%	4.86%	\$ 59,154	\$ (488,271)	\$ (429,117)	\$ -	\$ 57,789	
Alameda County	141,898	9.33%	9.30%	\$ 113,306	\$ 18,290	\$ 131,596	\$ 131,596	\$ 131,596	
Albany	18,622	1.22%	1.22%	\$ 14,870	\$ (44,755)	\$ (29,885)	\$ -	\$ 14,527	
Berkeley	114,046	7.50%	7.48%	\$ 91,066	\$ 129,078	\$ 220,144	\$ 220,144	\$ 88,964	
Dublin	46,743	3.07%	3.06%	\$ 37,324	\$ 121,059	\$ 158,383	\$ 158,383	\$ 36,463	
Emeryville	10,125	0.67%	0.82%	\$ 10,000	\$ 19,075	\$ 29,075	\$ 29,075	\$ 7,898	
Fremont	215,711	14.18%	14.14%	\$ 172,246	\$ 59,960	\$ 232,206	\$ 232,206	\$ 168,271	
Hayward	145,839	9.59%	9.56%	\$ 116,453	\$ (646,919)	\$ (530,466)	\$ -	\$ 113,765	
Livermore	81,687	5.37%	5.36%	\$ 65,227	\$ 250,397	\$ 315,624	\$ 315,624	\$ 63,722	
Newark	42,764	2.81%	2.80%	\$ 34,147	\$ 198,279	\$ 232,426	\$ 232,426	\$ 33,359	
Oakland	392,932	25.83%	25.76%	\$ 313,758	\$ 215,238	\$ 528,996	\$ 528,996	\$ 528,996	
Piedmont	10,726	0.71%	0.82%	\$ 10,000	\$ 36,409	\$ 46,409	\$ 46,409	\$ 8,367	
Pleasanton	70,643	4.64%	4.63%	\$ 56,409	\$ (19,980)	\$ 36,429	\$ 36,429	\$ 55,107	
San Leandro	85,490	5.62%	5.60%	\$ 68,264	\$ 36,113	\$ 104,377	\$ 104,377	\$ 66,689	
Union City	69,850	4.59%	4.58%	\$ 55,775	\$ 105,414	\$ 161,189	\$ 161,189	\$ 54,488	
<b>TOTAL:</b>	<b>1,521,157</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 1,218,000</b>	<b>\$ (10,613)</b>	<b>\$ 1,207,387</b>		<b>\$ 1,430,000</b>	<b>\$ -</b>

FY 12/13 TFCA Funds (estimated)	\$ 1,800,000
10/11 Interest Earned	\$ 30,000
Programming Capacity	\$ 1,830,000
Less 5% for Program Administration	\$ 90,000
<b>Total Estimated Programming Capacity</b>	<b>\$ 1,740,000</b>
Amount of City/County Balance to Drayage Trucks	\$ 1,430,000
Remaining Programming Capacity	\$ 310,000

Notes:

- Option 1 funds the \$1.43 million drayage truck request by first utilizing Oakland and Alameda County current balances totaling \$660,592. The \$769,408 remainder is split by population among the remaining cities.
- Population estimates as of 1/01/11 from Dept. of Finance (www.dof.ca.gov).

**TFCA FY 2012/13 Draft Fund Estimate - Drayage Truck Funding: Option 2**

Agency	Population (Estimate)	% Population	Total % of Funding	TFCA Funds Available This FY	FY 11/12 Rollover Debits/ Credits	TFCA Balance & Rollover	Current Program Balance	Option 2 <sup>1</sup> \$ to Drayage Trucks
Alameda	74,081	4.87%	4.86%	\$ 59,154	\$ (488,271)	\$ (429,117)	\$ -	\$ 69,450
Alameda County	141,898	9.33%	9.30%	\$ 113,306	\$ 18,290	\$ 131,596	\$ 131,596	\$ 133,028
Albany	18,622	1.22%	1.22%	\$ 14,870	\$ (44,755)	\$ (29,885)	\$ -	\$ 17,458
Berkeley	114,046	7.50%	7.48%	\$ 91,066	\$ 129,078	\$ 220,144	\$ 220,144	\$ 106,917
Dublin	46,743	3.07%	3.06%	\$ 37,324	\$ 121,059	\$ 158,383	\$ 158,383	\$ 43,821
Emeryville	10,125	0.67%	0.82%	\$ 10,000	\$ 19,075	\$ 29,075	\$ 29,075	\$ 11,741
Fremont	215,711	14.18%	14.14%	\$ 172,246	\$ 59,960	\$ 232,206	\$ 232,206	\$ 202,226
Hayward	145,839	9.59%	9.56%	\$ 116,453	\$ (646,919)	\$ (530,466)	\$ -	\$ 136,722
Livermore	81,687	5.37%	5.36%	\$ 65,227	\$ 250,397	\$ 315,624	\$ 315,624	\$ 76,581
Newark	42,764	2.81%	2.80%	\$ 34,147	\$ 198,279	\$ 232,426	\$ 232,426	\$ 40,091
Oakland	392,932	25.83%	25.76%	\$ 313,758	\$ 215,238	\$ 528,996	\$ 528,996	\$ 368,369
Piedmont	10,726	0.71%	0.82%	\$ 10,000	\$ 36,409	\$ 46,409	\$ 46,409	\$ 11,741
Pleasanton	70,643	4.64%	4.63%	\$ 56,409	\$ (19,980)	\$ 36,429	\$ 36,429	\$ 66,227
San Leandro	85,490	5.62%	5.60%	\$ 68,264	\$ 36,113	\$ 104,377	\$ 104,377	\$ 80,146
Union City	69,850	4.59%	4.58%	\$ 55,775	\$ 105,414	\$ 161,189	\$ 161,189	\$ 65,484
<b>TOTAL:</b>	<b>1,521,157</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 1,218,000</b>	<b>\$ (10,613)</b>	<b>\$ 1,207,387</b>	<b>\$ 2,196,855</b>	<b>\$ 1,430,000</b>

FY 12/13 TFCA Funds (estimated)	\$ 1,800,000
10/11 Interest Earned	\$ 30,000
Programming Capacity	\$ 1,830,000
Less 5% for Program Administration	\$ 90,000
<b>Total Estimated Programming Capacity</b>	<b>\$ 1,740,000</b>
Amount of City/County Balance to Drayage Trucks	\$ 1,430,000
Remaining Programming Capacity	\$ 310,000

**Notes:**

- Option 2 distributes the \$1.43 million drayage truck request among the Cities and County by the FY 12/13 "Total % of Funding".
- Population estimates as of 1/01/11 from Dept. of Finance (www.dof.ca.gov).



TFCA FY 2012/13 Draft Fund Estimate - Drayage Truck Funding: Option 3

Agency	Population (Estimate)	% Population	Total % of Funding	TFCA Funds Available This FY	FY 11/12 Rollover Debits/ Credits	Option 3 <sup>1</sup> Total \$ to Drayage Trucks	Option 3 Available to Program	TFCA Balance (FY 11/12 Rollover + FY 12/13 Funds)
Alameda	74,081	4.87%	4.86%	\$ 59,154	\$ (488,271)		\$ 10,539	\$ (477,732)
Alameda County	141,898	9.33%	9.30%	\$ 113,306	\$ 18,290		\$ 20,187	\$ 38,477
Albany	18,622	1.22%	1.22%	\$ 14,870	\$ (44,755)		\$ 2,649	\$ (42,106)
Berkeley	114,046	7.50%	7.48%	\$ 91,066	\$ 129,078		\$ 16,224	\$ 145,302
Dublin	46,743	3.07%	3.06%	\$ 37,324	\$ 121,059		\$ 6,650	\$ 127,709
Emeryville	10,125	0.67%	0.82%	\$ 10,000	\$ 19,075		\$ 1,782	\$ 20,857
Fremont	215,711	14.18%	14.14%	\$ 172,246	\$ 59,960		\$ 30,688	\$ 90,648
Hayward	145,839	9.59%	9.56%	\$ 116,453	\$ (646,919)		\$ 20,747	\$ (626,172)
Livermore	81,687	5.37%	5.36%	\$ 65,227	\$ 250,397		\$ 11,621	\$ 262,018
Newark	42,764	2.81%	2.80%	\$ 34,147	\$ 198,279		\$ 6,084	\$ 204,363
Oakland	392,932	25.83%	25.76%	\$ 313,758	\$ 215,238		\$ 55,899	\$ 271,137
Piedmont	10,726	0.71%	0.82%	\$ 10,000	\$ 36,409		\$ 1,782	\$ 38,191
Pleasanton	70,643	4.64%	4.63%	\$ 56,409	\$ (19,980)		\$ 10,050	\$ (9,930)
San Leandro	85,490	5.62%	5.60%	\$ 68,264	\$ 36,113		\$ 12,162	\$ 48,275
Union City	69,850	4.59%	4.58%	\$ 55,775	\$ 105,414		\$ 9,937	\$ 115,351
<b>TOTAL:</b>	<b>1,521,157</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 1,218,000</b>	<b>\$ (10,613)</b>	<b>\$ 1,430,000</b>	<b>\$ 217,000</b>	

FY 12/13 TFCA Funds (estimated)	\$ 1,800,000
10/11 Interest Earned	\$ 30,000
Programming Capacity	\$ 1,830,000
Less 5% for Program Administration	\$ 90,000
<b>Total Estimated Programming Capacity</b>	<b>\$ 1,740,000</b>
FY 12/13 TFCA Funds to Drayage Trucks	\$ 1,430,000
Remaining Programming Capacity	\$ 310,000
70% City/County Share	\$ 217,000
30% Transit Discretionary Share	\$ 93,000

Notes:

- Option 3 starts with \$1.43 million taken off the top of the total amount available to program leaving a \$310K remainder to be divided by the standard TFCA 70% / 30% split.
- Population estimates as of 1/01/11 from Dept. of Finance ([www.dof.ca.gov](http://www.dof.ca.gov)).

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## OVERVIEW OF

## **The Statewide Drayage Truck Regulation**

*Rule to achieve significant emission reductions and protect public health.*

In December 2007, the California Air Resources Board (ARB) approved a new regulation to reduce emissions from drayage trucks at California's ports and intermodal rail yards. Staff subsequently proposed, and the board approved, changes to the regulation at the ARB's December 17th, 2010 hearing. These changes will become law upon Office of Administrative Law approval.

### **Why is this regulation needed?**

Drayage trucks tend to be older vehicles with little or no emission controls. These vehicles tend to congregate near ports and rail yards and emit large amounts of smog forming oxides on nitrogen (NO<sub>x</sub>), and toxic soot (Particulate Matter (PM)). Nearby communities are more heavily impacted by these emissions which contribute to many adverse health effects, including asthma, cancer, and premature deaths. Reducing emissions from these trucks is necessary to meet federally imposed clean air standards and to reduce adverse health effects – especially to nearby communities.

### **What types of vehicles are subject to this regulation?**

The regulation applies to all on-road class-7\* and class 8 (GVWR > 26,000 lbs) diesel-fueled vehicles that visit California's ports and intermodal rail yards regardless of the state or country of origin or visit frequency. The regulation does not apply to certain types of vehicles including emergency vehicles, military tactical support vehicles and dedicated use vehicles.

\*During the December 2010 Board hearing, the Board approved the expansion of the regulation's applicability to include class-7 trucks (GVWR 26,001 to 33,000 lbs) and drayage trucks operating off of port or intermodal rail yard properties. These changes will become effective pending Office of Administrative Law approval.

### **Can I re-certify my truck to lower the GVWR (Gross Vehicle Weight Rating)?**

No. According to Vehicle Code Section 350:

- "Gross Vehicle Weight Rating" (GVWR) means the weight specified by the manufacturer as a loaded weight of the single vehicle.

The GVWR on the certification label can only be assigned by the manufacturer and it is the only valid GVWR for complying with the Drayage Truck Regulation's requirements.

### **Who must comply with the regulation?**

The regulation establishes requirements for drayage truck drivers, drayage truck owners, motor carriers that dispatch drayage trucks, port and marine terminals, intermodal rail yards, and port and rail authorities.

### **What does the regulation require?**

In general, the regulation requires emission reductions from drayage trucks as well as recordkeeping and reporting to help monitor compliance and enforcement efforts. The basic responsibilities for each stakeholder are as follows: truck drivers must provide motor carrier contact information, load destination, and origin to enforcement officers, if requested; truck

owners are required to register their trucks in the State administered Drayage Truck Registry (DTR), ensure their trucks meet emission standards by the appropriate deadline dates (see table below), and ensure that emission control technologies are functioning properly; motor carriers must ensure that dispatched trucks are compliant with the regulation, provide a copy of the regulation to truck owners, and keep dispatch records for five years; and terminals are required to collect information from each noncompliant truck entering their facility and report it to their respective port or rail authority, who then reports this information to the ARB.

#### **When do truck owner requirements take effect?**

The regulation requires truck owners to register their trucks in the State run DTR prior to port or railyard entry. Truck owners are also required to meet emission standards shown in the following table.

#### **Class 8 compliance schedule**

Truck Engine Model Year	Emission Requirements
1993 and Older	Prohibited by December 31, 2009
1994 thru 2003	After December 31, 2009, reduce PM emissions by 85% and After December 31, 2013, meet 2007 engine emission standard
2004	After December 31, 2011, reduce PM emissions by 85% and After December 31, 2013, meet 2007 engine emission standard
2005 and 2006	After December 31, 2012, reduce PM emissions by 85% and After December 31, 2013, meet 2007 engine emission standard
2007-2009	Compliant through 2022
2010 and Newer	Fully compliant

#### **Class 7 compliance schedule**

Truck Engine Model Year	Emission Requirements
1993 and older	Prohibited
1994 thru 2006 while operating in the South Coast Air Basin	After December 31, 2011, reduce PM emissions by 85% and After December 31, 2013, meet 2007 engine emission standard
1994 thru 2006	After December 31, 2013, meet 2007 engine emission standard
2007 thru 2009	Compliant through 2022
2010 and Newer	Fully compliant

#### **What are the benefits of the regulation?**

The regulation is projected to provide significant emission reductions that will have a positive air quality impact in California – especially in and around affected ports and intermodal rail yards. PM emissions are projected to be reduced by about 2.6 tons per day starting in 2010 and NO<sub>x</sub> emissions are projected to be reduced by 34 tons per day starting in 2014. Staff estimates that approximately 580 premature deaths would be avoided by 2014 in addition to 17,000 fewer cases of asthma-related symptoms.

#### **Is incentive money available?**

Incentive funds may be available in many areas of the state. Please see the following ARB website for additional information: [www.arb.ca.gov/ba/fininfo.htm](http://www.arb.ca.gov/ba/fininfo.htm).

#### **For more information**

Contact the ARB Drayage Truck Hotline at 888-247-4821.  
Please visit our website at : [www.arb.ca.gov/drayagetruck](http://www.arb.ca.gov/drayagetruck)

To obtain this document in an alternative format or language please contact the ARB's Helpline at (800) 242-4450 or at [helpline@arb.ca.gov](mailto:helpline@arb.ca.gov). TTY/TDD/ Speech to Speech users may dial 711 for the California Relay Service.



## Memorandum

**DATE:** December 28, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Matt Todd, Manager of Programming

**SUBJECT:** Approval of STIP Award Deadline Time Extension Request for the Union City Intermodal Station Project, Phase II

### Recommendation

It is recommended the Commission approve the request for a six-month time extension to the STIP award deadline for the Union City Intermodal Station, Phase II. Union City is requesting a six-month extension from December 31, 2011 to June 30, 2012.

### Summary

Union City requests a six-month time extension to the STIP award deadline from December 31, 2011 to June 30, 2012 for both \$715,000 of STIP and \$3,000,000 of STIP TE for a total of \$3,715,000, allocated on June 23, 2011, for the Construction phase of the project. The total project cost for Phase 2 is approximately \$20 million. The two extension requests are attached.

### Background

The STIP timely use of funds provisions enacted by SB 45 are intended to encourage local and regional agencies to accurately program, monitor and deliver STIP projects in a timely manner. Per the STIP Guidelines, the CTC may grant a one-time extension to each of the allocation, expenditure, award (which includes FTA transfer), and completion deadlines only if it finds that an unforeseen and extraordinary circumstance beyond the control of the responsible agency has occurred that justifies the extension. The extension will not exceed the period of delay directly attributed to the extraordinary circumstance and will in no event be for more than 20 months.

This Intermodal Station infrastructure project continues to modify and reconfigure the existing Union City BART Station to improve access for all modes - pedestrians, bicyclists, vehicles and transit - which includes the creation of an east side entrance to the Station including installation of fare gates and other automated fare collection equipment; relocation of elevators; expansion of the east platform; improvements to pedestrian circulation in and around the Station and construction of a pedestrian overpass as required by the California PUC.

The City of Union City is partnering with BART to deliver this project. The agencies have executed a cooperative agreement, under which BART will award and administer the construction contract. The funding for the project includes \$715,000 of STIP funding and \$3.0 million in STIP-TE funds which have been requested to be transferred to an FTA grant. At the time of the CTC allocation in June 2011, it was expected that the funds would be transferred to the FTA and a contract awarded within the 6-month timeframe stipulated in the STIP Guidelines.

An extension is requested due to the delay of the FTA transfer. The transfer request was not processed until November 2011 with the delay caused by issues with the transition to the new federal fiscal year (October 1<sup>st</sup> to September 30<sup>th</sup>). This has in turn delayed the contract award as BART policy prohibits advertising the project until all funding agreements are executed. Consequently, project advertisement will not occur prior to January 2012, which is the earliest the FTA transfer is anticipated to be completed. The two agencies have coordinated closely from the project's inception and will continue to work together to expedite awarding the contract.

The extension request for the \$715,000 STIP funding was submitted to Caltrans in November 2011 and may be scheduled for consideration at the January 25, 2012 CTC meeting, while the second extension request for the \$3 million STIP-TE was submitted in December 2011 and will likely be scheduled for consideration at the February 23, 2012 CTC meeting. MTC requires Alameda CTC concurrence for all STIP extension requests.

**Attachments**

Attachment A – STIP Time Extension Request for \$715,000

Attachment B – STIP Time Extension Request for \$3,000,000



34009 ALVARADO-NILES ROAD  
UNION CITY, CALIFORNIA 94587  
(510) 471-3232

## REQUEST FOR TIME EXTENSION LOCAL HIGHWAY PROJECTS

To: Ms. Lisa Carboni, Chief  
District 4 State Transit Grants Branch  
Caltrans, Office of Transit & Community Planning  
111 Grand Avenue  
Oakland, CA 94612

Date: November 21, 2011

PPNO: 2110A  
PROJECT #:   
EA: R738TD  
Union City Intermodal Station Phase II  
Location: Union City  
County: Alameda County  
Assembly District: 18  
Senate District: 10

Dear Ms. Carboni,

The City of Union City requests that the California Transportation Commission approve a request for a time extension for this project. Our Program Supplement number for this project is 04A0074-03.

**A. Project description:**

This Intermodal Station infrastructure project continues to modify and reconfigure the existing Union City BART Station to improve access for all modes – pedestrians, bicyclists, vehicles and transit which includes the creation of an east side entrance to the Station (including installation of fare gates and other automated fare collection equipment); relocation of elevators, expansion of the east platform, and improvements to pedestrian circulation in and around the Station; and construction of a pedestrian overpass as required by the California PUC.

**Programmed STIP PTA Funding Level by Phase (X \$1,000):**

	FY 11/ 12	Total
ENV		-
PS&E		-
R/W		-
CON	715	715
<b>Total</b>	<b>715</b>	<b>715</b>

**B. Project element for which extension requested: (check appropriate box)**

☐ Allocation ☐ Expenditure ☒ Award ☐ Completion  
(contract acceptance)

**C. Phase (component) of project: (check appropriate box or boxes)**

☐ Environmental Studies & Permits ☐ Plans, Specs. & Estimate ☐ Right Way ☒ Construction\*

*City of Union City*  
Time Extension Request

D. Allocation and deadline summary

Allocation Date By Phase (if applicable)	Allocated Amount By Phase (if applicable)	Original Deadline	Number of Months of Extension Requested	Extended Deadline
6/23/11	\$715,000	12/31/2011	6 months	6/30/2012

E. Reason for project delay

The City of Union City is partnering with BART to deliver this project, which will modify and reconfigure the existing BART station. The agencies have executed a cooperative agreement, under which BART will award and administer the construction contract.

The funding for the project includes \$3.0 M in TE funds which were transferred to an FTA grant. The transfer was delayed due to the transition between federal fiscal years and was not processed until November 2011. BART policy prohibits advertising the project until all funding agreements are executed. Consequently, project advertisement will not occur until January 2012 at the earliest.

The two agencies have coordinated closely from the project's inception and will continue to work together to expedite awarding the contract.

F. Status of project milestones/revised project milestones

1) Completion of Environmental Document:

CEQA - Categorical Exemption, March 2002

NEPA - Categorical Exclusion, July 2003 (FTA NEPA Revalidation, January 2006)

2) Right of Way Certification:

Indicate the date right of way was certified (or will be certified) for the project - June 2006

3) Construction:

Indicate the date the project was advertised - January 2012 (estimated)

Indicate the date the project was awarded - May 2012 (estimated)


G. Timely Use of Funds

We request that the Commission approve this request at the January 25, 2012 meeting.

H. Local Agency Certification:

This Request for Time Extension has been prepared in accordance with the *Procedures for Administering Local Grant Projects in the State Transportation Improvement Program (STIP)*. I certify that the information provided in the document is accurate and correct. I understand that if the required information has not been provided this form will be returned and the request may be delayed. Please advise us as soon as the time extension has been approved. You may direct any questions to

Mintze Cheng at (510) 675-5036  
 (name) (phone number)

Signature  Title: Public Works Director Date: November 21, 2011

Agency/Commission: CITY OF UNION CITY



*City of Union City*  
*Time Extension Request*

---

I. Caltrans District State Transit Grants Branch Chief Acceptance:

I have reviewed the information submitted on the Request for Time Extension and agree it is complete and has been prepared in accordance with the *Procedures for Administering Local Grant Projects in the State Transportation Improvement Program*.

Signature: \_\_\_\_\_

Title: Chief, State Grants Branch, D-4 Transportation Planning A

Date: \_\_\_\_\_

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34009 ALVARADO-NILES ROAD  
 UNION CITY, CALIFORNIA 94587  
 (510) 471-3232

## REQUEST FOR TIME EXTENSION LOCAL HIGHWAY PROJECTS

To: Ms. Sylvia Fung, Chief  
 District 4 Local Assistance Engineer  
 Caltrans, Office of Local Assistance  
 111 Grand Avenue  
 Oakland, CA 94612

Date: December 22, 2011

PPNO: 2110A  
 PROJECT #: FTASTPLE-5354(031)  
 EA: R738A  
Union City Intermodal Station Phase II  
 Location: Union City  
 County: Alameda County  
 Assembly District: 18  
 Senate District: 10

Dear Ms. Fung,

The City of Union City requests that the California Transportation Commission approve a request for a post-fact time extension for this project.

**A. Project description:**

This Intermodal Station infrastructure project continues to modify and reconfigure the existing Union City BART Station to improve access for all modes – pedestrians, bicyclists, vehicles and transit which includes the creation of an east side entrance to the Station (including installation of fare gates and other automated fare collection equipment); relocation of elevators, expansion of the east platform, and improvements to pedestrian circulation in and around the Station; and construction of a pedestrian overpass as required by the California PUC.

**Programmed STIP TE Funding Level by Phase (X \$1,000):**

	FY 11/ 12	Total
ENV		-
PS&E		-
R/W		-
CON	3,000	3,000
<b>Total</b>	<b>3,000</b>	<b>3,000</b>

**B. Project element for which extension requested: (check appropriate box)**

☐ Allocation
 ☐ Expenditure
 ☒ Award
 ☐ Completion  
 (contract acceptance)

**C. Phase (component) of project: (check appropriate box or boxes)**

☐ Environmental  
 Studies & Permits
 ☐ Plans, Specs. &  
 Estimate
 ☐ Right  
 Way
 of ☒ Construction\*

*City of Union City*  
*Time Extension Request*

D. Allocation and deadline summary

Allocation Date By Phase (if applicable)	Allocated Amount By Phase (if applicable)	Original Deadline	Number of Months of Extension Requested	Extended Deadline
6/23/11	\$3,000,000	12/31/2011	6 months	6/30/2012

E. Reason for project delay

The City of Union City is partnering with BART to deliver this project, which will modify and reconfigure the existing BART station. The agencies have executed a cooperative agreement, under which BART will award and administer the construction contract.

The funding for the project includes \$3.0 M in TE funds which were to be transferred to an FTA grant. The transfer was delayed due to the transition between federal fiscal years and was not processed until November 2011. FHWA staff advised that the earliest FTA transfer would occur in January 2012. BART policy prohibits advertising the project until all funding agreements are executed. Consequently, project advertisement will not occur until January 2012 at the earliest.

The two agencies have coordinated closely from the project's inception and will continue to work together to expedite awarding the contract.

F. Status of project milestones/revised project milestones

1) Completion of Environmental Document:

CEQA - Categorical Exemption, March 2002

NEPA - Categorical Exclusion, July 2003 (FTA NEPA Revalidation, January 2006)

2) Right of Way Certification:

Indicate the date right of way was certified (or will be certified) for the project - June 2006

3) Construction:

Indicate the date the project was advertised - January 2012 (estimated)

Indicate the date the project was awarded - May 2012 (estimated)

G. Timely Use of Funds

We request that the Commission approve this request at the February 23, 2012 meeting.

H. Local Agency Certification:

This Request for Time Extension has been prepared in accordance with the *Procedures for Administering Local Grant Projects in the State Transportation Improvement Program (STIP)*. I certify that the information provided in the document is accurate and correct. I understand that if the required information has not been provided this form will be returned and the request may be delayed. Please advise us as soon as the time extension has been approved. You may direct any questions to

Mintze Cheng at (510) 675-5036  
 (name) (phone number)

Signature  Title: Public Works Director Date: December 22, 2011

Agency/Commission: CITY OF UNION CITY

City of Union City  
Time Extension Request

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I. Regional Transportation Planning Agency/County Transportation Commission Concurrence:

**Concurred**

Signature \_\_\_\_\_  
Title \_\_\_\_\_

Metropolitan Transportation Commission Date: \_\_\_\_\_  
(Agency/Commission)

J. Caltrans District Local Assistance Engineer Chief Acceptance:

I have reviewed the information submitted on the Request for Time Extension and agree it is complete and has been prepared in accordance with the *Procedures for Administering Local Grant Projects in the State Transportation Improvement Program*.

Signature: \_\_\_\_\_

Title: Chief, Local Assistance Engineer, D-4 Office of Local Assistance

Date: \_\_\_\_\_

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## Memorandum

**Date:** December 22, 2011

**To:** Alameda County Technical Advisory Committee (ACTAC)

**From:** Laurel Poeton, Assistant Transportation Planner

**Subject:** **Review of Congestion Management Program: Quarterly Update of the Land Use Analysis Program Element (1<sup>st</sup> and 2<sup>nd</sup> Quarter) FY 2011/2012**

### Recommendations:

ACTAC is requested to review the attached list of projects and 1) verify all projects are included; 2) inform staff if projects are complete; and 3) confirm that the information presented is accurate. The deadline for responses is January 27, 2012. The list of projects is part of the annual conformity requirements for the Land Use Analysis Program element of the Congestion Management Program (CMP).

### Summary:

The Land Use Analysis Program information provided by staff is part of the annual conformity requirements to show that the jurisdictions are conforming with the CMP. At this time Alameda CTC staff is providing a quarterly update of the Land Use Analysis Program for the period from July 1, 2011 to December 31, 2011. Staff is requested to provide information on the Land Use Analysis Program by reviewing and providing any changes to the attached table that shows Notice of Preparations (NOPs), Environmental Impact Reports (EIRs) and General Plan Amendments (GPAs).

### Attachments:

Attachment A: CMP – Land Use Analysis Program for the period  
July 1, 2011 to December 31, 2011

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Attachment 1

CMP - Land Use Analysis Program (for the period between July 1, 2011 - December 31, 2011)							
	Jurisdiction	TIER I Review Category (GPA/NOP/EIR)	Development Title	APPLN NUMBER	STATUS (Exempt/ Tier I)	CMA Response Date	Comments
LAND USE RELATED PROJECTS - ACTIVE							
1	Alameda County	DEIR	Eden Area General Plan	NA	Tier 1	4/27/2010	DEIR Complete.
2	Alameda (City)	NOP	North Park Street Regulating Code	NA	Tier 1	6/23/2011	
3	Berkeley	NOP/DEIR DEIR Completed DEIR	City of Berkeley Draft Southside Plan	NA	Tier 1	12/6/2004 5/12/2008 6/30/2008	
4	Berkeley	NOP/SEIR	West Berkeley Project		Tier 1	11/10/2011	
5	Berkeley	NOP	Acheson Commons Project	NA	Tier 1	11/17/2011	
6	Berkeley	DEIR	Berkeley Iceland Adaptive Reuse Project	State Clearinghouse #2011092011	Tier 1	12/20/2011	NOP/DEIR not received - comments requested to do a further traffic study
7	Dublin	GPA, SPA, DEIR/NOP	Nielsen	PA 07-057	Tier 1	6/11/2008	
8	Dublin	NOP/DEIR DEIR	Downtown Area Specific Plan	NA	Tier 1	03/03/2010 11/3/2010	
9	Fremont	NOP Draft Subsequent Redevelopment Program EIR	Fremont Merged Redevelopment Project Area Plan Amendment	RDA CAP AMENDMENT PLN2009-002002009	Tier 1	2/13/2008 12/2/2009	DEIR Complete.
10	Fremont	NOP/DEIR DEIR GPA	Patterson Ranch Development Plan	PLN2005-00186	Tier 1	11/19/2007 12/14/2009 08/10/2010	DEIR complete
11	Fremont	GPA	Tri Cities Recycling and Disposal Facility Final Re- Use Plan		Exempt	12/7/2011	
12	Oakland	NOP/DEIR DEIR	Fruitvale Transit Village II	ER08-005	Tier 1	2/5/2009 3/1/2010	
13	Oakland	NOP/DEIR DEIR	Alta Bates Summit Medical	ER09-0001	Tier 1	4/3/2009 2/3/2010	
14	Oakland	NOP/DEIR	Safeway Redevelopment Project	ER09-007	Tier 1	7/17/2009	
15	Oakland	NOP/DEIR	College Safeway Redevelopment Project	ER09-006	Tier 1	12/3/2009	

16	Oakland	NOP/DEIR DEIR	Kaiser Center	ER08-0003	Tier 1	6/10/2008 10/07/2010	
17	Oakland	NOP/DEIR	St. John's Episcopal Church Improvements (DEIR) for the Victory Court Ballpark Development	ER08-0001	Tier 1	4/10/2008	
18	Oakland	NOP/DEIR		ER10-0002		12/9/2010	
19	Oakland	SEIR	Broadway/MacArthur/San Pablo Redevelopment Plan	ER11-001 - 99052061	Tier 1	7/18/2011	
20	Oakland	NOP/DEIR DEIR	Emerald Views Residential Development Project	ER-06-0009	Tier 1	12/7/2007 11/21/2011	
21	Oakland	NOP/DSEIR	1800 San Pablo	ER11-0014 APN 008-0642-018	Tier 1	11/17/2011	
22	Oakland	NOP/SEIR	Central Estuary Implementation Guide	ER110016 State Clearhouse #98031116	Tier 1	12/16/2011	
23	Pleasanton	NOP/DEIR DEIR	City of Pleasanton, Housing Element Update	PGPA-17	Tier 1	5/13/2011 11/17/2011	
24	San Leandro	NOP/DEIR	Kaiser	NA	Tier 1	2/14/2008	
25	San Leandro	GPA	Zoning Amendments Pertaining to Miscellaneous Changes to NA-2, SA-2, DA-3, DA-5, IL, IG and IP Zoning Districts related to Assembly Uses, Commercial Recreation, Cultural Institutions and Entertainment Activities		Exempt		
26	UC Berkeley	NOP	Turk Island Landfill	N/A			
27	Union City	NOP/DEIR	Station District Mixed Use Plan	NA	Tier 1	5/9/2008	
28	Hayward	NOP/DEIR/GPA	Mission Boulevard Corridor Specific Plan	NA	Tier 1	05/13/11	
29	Newark	NOP/DEIR/FEIR	Dumbarton Transit Oriented Development Specific Plan	NA	Tier 1	7/1/2011	FEIR received on 07/20/2011

**NOTE**

*Tier 1* refers to GPA and NOP for EIR for projects consistent with the general plan.

*Exempt* refers to the development proposals that do not exceed the threshold of generating 100 p.m. peak-hour trips, or do not

generate more than the adopted general plan land-use designation for GPAs or more than existing uses for projects consistent with the general plan..

*No comments means there were no comments to make or in the case of DEIR or FEIR, previous Alameda CTC comments were addressed.*

CMP - Land Use Analysis Program (for the period between July 1, 2011 - December 31, 2011)							
Index #	Jurisdiction	TIER I Review Category (GPA/NOP/EIR)	Development Title	APPLN NUMBER	STATUS (Exempt/ Tier I)	CMA Response Date	Comments
LAND USE PROJECTS - INACTIVE							
1	Dublin	GPA	Camp Parks RFTA	03-015	Tier 1		Project development in process. No application or project description yet. No CEQA process yet. A Master Developer has been selected.
2	Dublin	GPA, EIR	Dublin Preserve	PLPA-2010-00076			No project description of CEQA process yet
3	Dublin	GPA, SPA,	Jordan Ranch Phs. 2	PLPA-2010-00078			No project description of CEQA process yet
4	Emeryville	NOP	South Bay Front (Site B) Bay Street Development	NA	Tier 1	11/17/2005	EIR on hold pending re-design
5	Emeryville	NOP/DEIR/GPA	General Plan Update	NA	Tier 1	2/9/2006	Adopted 10/13/09.
6	Hayward	NOP/SEIR/GPA	South Hayward BART Form-Based Code	NA	Tier 1	05/31/06	
7	Oakland	NOP/DEIR	19th St. Residential Condominiums	ER06-0009	Tier 1	12/7/2007	NOP issued DEIR 11/09/2007 being prepared
8	Oakland	DEIR	Gateway Community Development Project	ER05-0001		11/3/2010	DEIR published 8/10/07.

*Inactive* - proposal withdrawn or no CEQA document for the past 5 years. These projects will be retained as inactive until the status changes.  
*No comments means there were no comments to make or in the case of DEIR or FEIR, previous Alameda CTC comments were addressed.*

CMP - Land Use Analysis Program (for the period between July 1, 2010 - June 30, 2011)							
Index #	Jurisdiction	TIER I Review Category (GPA/NOP/EIR)	Development Title	APPLN NUMBER	STATUS (Exempt/ Tier I)	CMA Response Date	Comments
TRANSPORTATION IMPROVEMENT PROJECTS - ACTIVE							
1	AC Transit	NOP/EIR/EIS/SDEIR NI/EIS	East Bay BRT	NA	Comments	6/24/2003 3/16/2004 07/03/2007	
2	SCVTA	NOP/EIR/EIS NOP/DEIR/DSEIR		NA	Comments	5/20/2004 8/21/2006	Requested that MTS impacts be evaluated as well as station access and parking impacts at the Alameda County Stations
TRANSPORTATION IMPROVEMENT PROJECTS - COMPLETED							



## Memorandum

**DATE:** December 19, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Beth Walukas, Deputy Director of Planning  
Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation

**SUBJECT:** Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan and Update on Development of a Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP)

### Recommendation

This item is for information only. No action is requested.

### Summary

This item provides information on regional and countywide transportation planning efforts related to the updates of the Countywide Transportation Plan and Sales Tax Transportation Expenditure Plan (CWTP-TEP) as well as the Regional Transportation Plan (RTP) and the development of the Sustainable Community Strategy (SCS).

### Discussion

Ten separate committees receive monthly updates on the progress of the CWTP-TEP and RTP/SCS, including ACTAC, the Planning, Policy and Legislation Committee (PPLC), the Alameda CTC Board, the CWTP-TEP Steering Committee, the Citizen's Watchdog Committee, the Paratransit Advisory and Planning Committee, the Citizen's Advisory Committee, the Bicycle and Pedestrian Advisory Committee, and the Technical and Community Advisory Working Groups. The purpose of this report is to keep various Committee and Working Groups updated on regional and countywide planning activities, alert Committee members about issues and opportunities requiring input in the near term, and provide an opportunity for Committee feedback in a timely manner. CWTP-TEP Committee agendas and related documents are available on the Alameda CTC website. RTP/SCS related documents are available at [www.onebayarea.org](http://www.onebayarea.org).

### January 2012 Update:

This report focuses on the month of January 2012. A summary of countywide and regional planning activities for the next three months is found in Attachment A and a three year schedule for the countywide and the regional processes is found in Attachments B and C, respectively. Highlights at the regional level include release of draft Project Performance and Targets Assessment results, draft Scenario Analysis results and the beginning of the discussion about tradeoffs and investment strategies. At the county level, highlights include the release of the draft Transportation Expenditure Plan for approval by the Alameda CTC Board at its January meeting and submittal of draft CWTP projects and programs to MTC for development of the Preferred SCS and transportation network.

*1) SCS/RTP*

MTC released draft results of the project performance and targets assessment in November 2011 followed by the draft scenario analysis results on December 9, 2011. ABAG continued work on the One Bay Area Alternative Land Use Scenarios. Comment letters are being prepared by Alameda CTC staff and will be distributed to the committees as they are available. MTC and ABAG will use the results of the project performance and targets assessment along with the results of the scenario analysis to begin framing the discussion about tradeoffs and investment strategies that will ultimately result in the selection of a preferred land use and transportation scenario. This scenario will be evaluated February 2012 and results released in March 2012.

*2) CWTP-TEP*

At the December 16, 2011 Commission retreat, staff presented the Administrative Draft CWTP, revised project and program list, draft CWTP evaluation results and second draft Transportation Expenditure Plan. After receiving extensive public comment on the draft Transportation Expenditure Plan, the Commission directed staff to set up a meeting between an ad hoc committee made up of members of the CWTP-TEP Steering Committee and specific advocacy groups to discuss aspects of the expenditure plan. These meetings will be held by mid-January in order to prepare and distribute the Draft Transportation Expenditure Plan for Steering Committee review. At its January meeting, the Steering Committee is anticipated to recommend that the Commission approve the Transportation Expenditure at its meeting the same day. Once approved the Transportation Expenditure Plan will be taken to each city council and the Board of Supervisors for approval by May 2012. Both the Draft Transportation Expenditure Plan and the CWTP will be brought to the Commission in May/June 2012 for approval so that the Board of Supervisors can be requested at their July 2012 to place the Transportation Expenditure Plan on the ballot on November 6, 2012.

*3) Upcoming Meetings Related to Countywide and Regional Planning Efforts:*

<b>Committee</b>	<b>Regular Meeting Date and Time</b>	<b>Next Meeting</b>
CWTP-TEP Steering Committee	Typically the 4 <sup>th</sup> Thursday of the month, noon Location: Alameda CTC offices	January 26, 2012 March 22, 2012 May 24, 2012
CWTP-TEP Technical Advisory Working Group	2 <sup>nd</sup> Thursday of the month, 1:30 p.m. Location: Alameda CTC	January 12, 2012 March 8, 2012 May 10, 2012
CWTP-TEP Community Advisory Working Group	Typically the 1 <sup>st</sup> Thursday of the month, 2:30 p.m. Location: Alameda CTC	January 12, 2012* March 1, 2012 May 3, 2012  Note: The January CAWG meetings will be held jointly with the TAWG and will begin at 1:30.
SCS/RTP Regional Advisory Working Group	1 <sup>st</sup> Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland	<del>January 3, 2012</del> * February 7, 2012 March 7, 2012  *Meeting cancelled
SCS/RTP Equity Working Group	2 <sup>nd</sup> Wednesday of the month, 11:15 a.m. Location: MetroCenter, Oakland	January 11, 2012 February 8, 2012

Committee	Regular Meeting Date and Time	Next Meeting
		March 7, 2012
SCS Housing Methodology Committee	Typically the 4 <sup>th</sup> Thursday of the month, 10 a.m. Location: BCDC, 50 California St., 26 <sup>th</sup> Floor, San Francisco	February 23, 2012
One Bay Area Public Outreach One meeting per County	Time and Location 6:00 PM; City of Dublin Civic Center	January 11, 2012

**Fiscal Impact**

None.

**Attachments**

Attachment A: Summary of Next Quarter Countywide and Regional Planning Activities  
Attachment B: CWTP-TEP-RTP-SCS Development Implementation Schedule  
Attachment C: OneBayArea SCS Planning Process (revised October 2011)

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**Summary of Next Quarter Countywide and Regional Planning Activities  
(January 2012 through March 2012)**

Countywide Planning Efforts (CWTP-TEP)

The three year CWTP-TEP schedule showing countywide and regional planning milestone schedules is found in Attachment B. Major milestone dates are presented at the end of this memo. During the January 2012 through March 2012 time period, the CWTP-TEP Committees will be focusing on:

- Coordinating with ABAG and local jurisdictions to provide comments on the Alternative Land Use Scenarios for the Sustainable Communities Strategy (SCS);
- Preparing and submitting comments to MTC on the project performance and targets assessment and scenario evaluation results;
- Coordinating with the local jurisdictions and ABAG to develop a draft Alameda County Locally Preferred SCS to test with the financially constrained transportation network in Spring 2012;
- Responding to comments on the Administrative Draft and releasing the Draft CWTP;
- Refining the financially constrained list of projects and programs for the Draft CWTP;
- Refining the countywide 28-year revenue projections consistent and concurrent with MTC's 28-year revenue projections;
- Presenting the Draft CWTP and Draft TEP to the Steering Committee and Commission for approval; and
- Seek jurisdiction approvals of the Draft TEP.

Regional Planning Efforts (RTP-SCS)

Staff continues to coordinate the CWTP-TEP with planning efforts at the regional level including the Regional Transportation Plan (MTC), the Sustainable Communities Strategy (ABAG), Climate Change Bay Plan and amendments (San Francisco Bay Conservation and Development Commission (BCDC)) and CEQA Guidelines (Bay Area Air Quality Management District (BAAQMD)).

In the three month period for which this report covers, MTC and ABAG are or will be:

- Framing the tradeoff and investment strategy discussion and developing policy initiatives for consideration;
- Refining draft 28-year revenue projections;
- Finalizing maintenance needs and Regional Programs estimates; and
- Conducting public outreach.

Staff will be coordinating with the regional agencies and providing feedback on these issues, through:

- Participating on the MTC/ABAG Regional Advisory Working Group (RAWG);
- Submitting local transportation network priorities through the CWTP-TEP process; and
- Assisting in public outreach.

Key Dates and Opportunities for Input<sup>1</sup>

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The key dates shown below are indications of where input and comment are desired. The major activities and dates are highlighted below by activity:

*Sustainable Communities Strategy:*

Presentation of SCS information to local jurisdictions: Completed  
Initial Vision Scenario Released: March 11, 2011: Completed  
Draft Alternative Land Use Scenarios Released: Completed (released August 26, 2011)  
Preferred SCS Scenario Released/Approved: March/May 2012

*RHNA*

RHNA Process Begins: January 2011  
Draft RHNA Methodology Adopted: July 2012  
Draft RHNA Plan released: July 2012  
Final RHNA Plan released/Adopted: April/May 2013

*RTP*

Develop Financial Forecasts and Committed Funding Policy: Completed  
Call for RTP Transportation Projects: Completed  
Conduct Performance Assessment: Completed  
Transportation Policy Investment Dialogue: November 2011 – April 2012  
Prepare SCS/RTP Plan: April 2012 – October 2012  
Draft RTP/SCS for Released: November 2012  
Prepare EIR: December 2012 – March 2013  
Adopt SCS/RTP: April 2013

*CWTP-TEP*

Develop Alameda County Locally Preferred SCS Scenario: May 2011 – May 2012  
Call for Projects: Completed  
Administrative Draft CWTP: Completed  
Preliminary TEP Program and Project list: Completed  
Draft TEP Released: January 2012  
Draft CWTP Released: March 2012  
TEP Outreach: January 2011 – June 2012  
Adopt Final CWTP and TEP: May/June 2012  
TEP Submitted for Ballot: July 2012

Calendar Year 2010

Task	2010					FY2010-2011						
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alameda CTC Committee/Public Process												
Steering Committee			Establish Steering Committee	Working meeting to establish roles/responsibilities, community working group	RFP feedback, tech working group	Update on Transportation/ Finance Issues	Approval of Community working group and steering committee next steps	No Meetings		Feedback from Tech, comm. working groups	No Meetings	Expand vision and goals for County ?
Technical Advisory Working Group								No Meetings		Roles, resp. schedule, vision discussion/ feedback	No Meetings	Education, Trans statistics, issues, financials overview
Community Advisory Working Group								No Meetings		Roles, resp. schedule, vision discussion/ feedback	No Meetings	Education: Transportation statistics, issues, financials overview
Public Participation								No Meetings			Stakeholder outreach	
Agency Public Education and Outreach	Information about upcoming CWTP Update and reauthorization											
Alameda CTC Technical Work												
Technical Studies/RFP/Work timelimes: All this work will be done in relation to SCS work at the regional level						Board authorization for release of RFPs	Pre-bid meetings	Proposals reviewed	ALF/ALC approves shortlist and interview, Board approves top ranked, short, to negotiate or NTP	Technical Work		
Polling												
Sustainable Communities Strategy/Regional Transportation Plan												
Regional Sustainable Community Strategy Development Process - Final RTP In April 2013			Local Land Use Update P2009 begins & FDA Assessment begins						Green House Gas Target approved by CARR.	Start Vision Scenario Discussions		
												Adopt methodology for Job/Housing Forecas (Statutory Target)
												Projections 2011 Base Case Adopt Voluntary Performance

Calendar Year 2011

Task	2011					FY2011-2012				2011			
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	
<b>Alameda CTC Committee/Public Process</b>													
<b>Steering Committee</b>	Adopt vision and goals; begin discussion on performance measures, key needs	Performance measures, costs guidelines, call for projects and prioritization process, applying funding scenario discussion	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update (draft list approval), project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects final list to MTC, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes, outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Meeting moved to December due to holiday conflict	Review 2nd draft CWTP; 1st draft TEP	
<b>Technical Advisory Working Group</b>	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes, outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Review 2nd draft CWTP; 1st draft TEP; poll results update	No Meetings	
<b>Community Advisory Working Group</b>	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes, outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Review 2nd draft CWTP; 1st draft TEP; poll results update	No Meetings	
<b>Public Participation</b>	Public Workshops in two areas of County: vision and needs; Central County Transportation Forum	Public Workshops in all areas of County: vision and needs	East County Transportation Forum				South County Transportation Forum	No Meetings		2nd round of public workshops in County; feedback on CWTP; TEP; North County Transportation Forum		No Meetings	
<b>Agency Public Education and Outreach</b>													
<b>Alameda CTC Technical Work</b>													
	Ongoing Education and Outreach through November 2012												
<b>Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level</b>	Feedback on Technical Work, Modified Vision, Preliminary projects lists					Work with feedback on CWTP and financial scenarios							
<b>Polling</b>		Conduct baseline poll											
<b>Sustainable Communities Strategy/Regional Transportation Plan</b>													
<b>Regional Sustainable Community Strategy Development Process - Final RTP In April 2013</b>													
	Discuss Call for Projects		Release Initial Vision Scenario	Detailed SCS Scenario Development			Release Detailed SCS Scenarios; Adoption of Regional Housing Needs Allocation Methodology	Technical Analysis of SCS Scenarios; Adoption of Regional Housing Needs Allocation Methodology	SCS Scenario Results and funding discussions			Release Preferred SCS Scenario	
	Develop Draft 25-year Transportation Financial Forecasts and Committed Transportation Funding Policy		Call for Transportation Projects and Project Performance Assessment		Project Evaluation		Draft Regional Housing Needs Allocation Methodology						

Task		2012					FY2011-2012	July	August	Sept	Oct	November
		January	February	March	April	May						
Alameda CTC Committee/Public Process												
Steering Committee		Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed	Adopt Draft Plans	Adopt Final Plans	Expenditure Plan on Ballot					VOTE: November 6, 2012
		Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed								VOTE: November 6, 2012
		Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed								VOTE: November 6, 2012
Public Participation				Expenditure Plan City Council/BOS Adoption								VOTE: November 6, 2012
	Agency Public Education and Outreach	Ongoing Education and Outreach Through November 2012 on this process and final plans										
Alameda CTC Technical Work												
Polling	Technical Studies/RFP/Work timelimes: All this work will be done in relation to SCS work at the regional level	Finalize Plans										
						Potential Go/No Go Poll for Expenditure Plan						
Sustainable Communities Strategy/Regional Transportation Plan												
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013	Approval of Preferred SCS, Release of Regional Housing Needs Allocation Plan	Begin RTP Technical Analysis & Document Preparation		Prepare SCS RTP Plan					Release Draft SCS RTP for review			

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# Plan Bay Area Planning Process: Phase 2 Detail\*

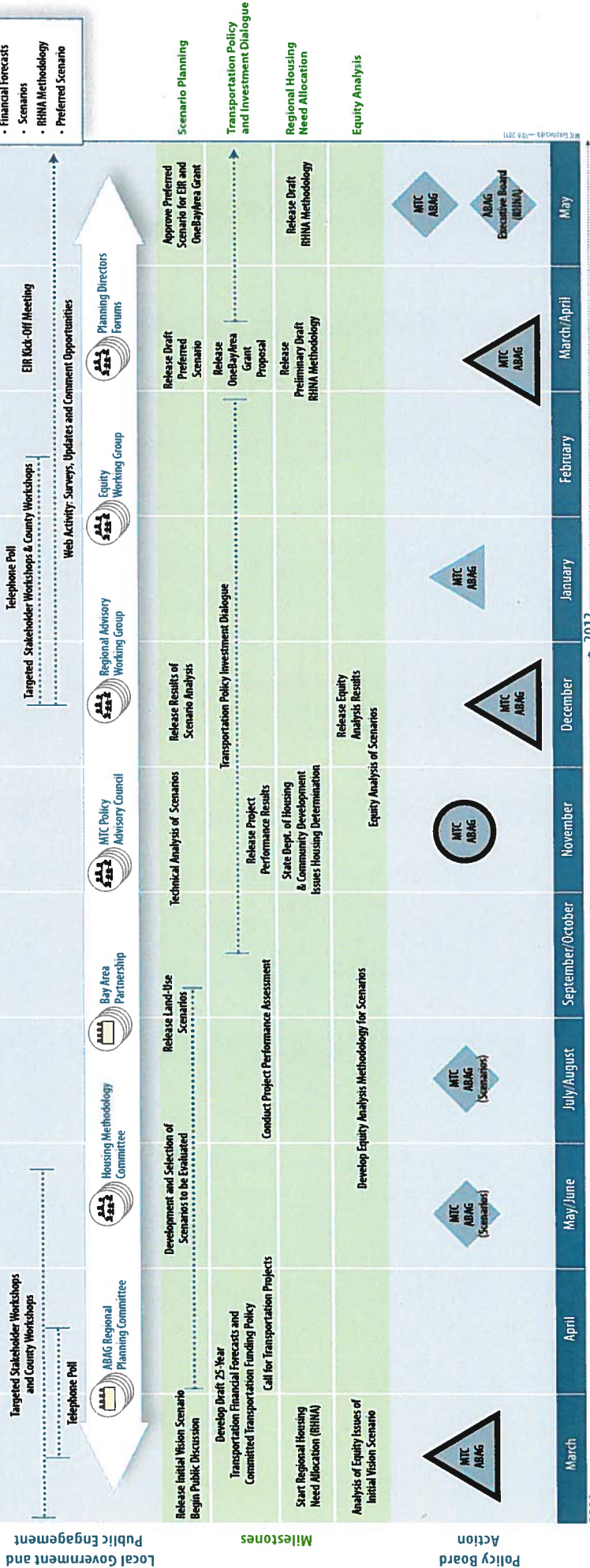
Revised October 2011

Phase 2: Scenario Planning, Transportation Policy and Investment Dialogue

## BayArea Plan

Phase Two  
Actions/Decisions:

- Initial Vision Scenario
- Financial Forecasts
- Scenarios
- RHNA Methodology
- Preferred Scenario



\*Subject to change

Policy Board  
Actions

Meeting for Discussion/  
Public Comment

Decision

Document Release

JOINT document release by  
MTC-ABAG and MTC

ABAG - ABAG Administrative Committee  
MTC-MTC Planning Committee









## MEMORANDUM

**Date:** December 20, 2011

**To:** Alameda County Technical Advisory Committee (ACTAC)

**From:** Diane Stark, Senior Transportation Planner

**Subject:** **Review Evaluation of Bike to Work Day and Ride into Life/Get Rolling Campaigns**

### Recommendations

It is requested that ACTAC review and provide input on the draft Bike to Work Day and *Get Rolling* Advertising Campaign Assessment Report in Attachment A. Comments are due by January 10, 2012.

### Summary

Attachment A, the Draft Bike to Work Day and *Get Rolling* Advertising Campaign Assessment Report, is the result of an assessment of how effective the *Get Rolling/Ride into Life* advertising campaigns and the Bike to Work Day program are in encouraging commuters to travel to work by bicycle and to bicycle more in general. The assessment was conducted per direction of the Alameda CTC Board in October 2009 and was funded through TFCA grant funds. The Board was seeking information to help guide decisions about whether the *Get Rolling* advertising campaign and Bike to Work Day Program should continue to be funded, and at what level, and to identify other ways to encourage commuters to bicycle to work. It is requested that ACTAC review the report and provide input on its recommendations. These findings and recommendations will be used to help guide how funding and resources applied to Bike to Work Day and the advertising campaign in 2012, and beyond.

### Background

In October 2009, the Alameda CTC Board approved Transportation for Clean Air (TFCA) funding to conduct a two year study to assess how effective the *Get Rolling* advertising campaign and the Bike to Work Day program are at encouraging commuters to travel to work by bicycle. The information from the study was intended to provide information to help guide the Board's decisions about whether the Bike to Work Day Program should continue to be funded at the same level and to identify other ways to encourage commuters to bicycle to work, and to bicycle in general. The Board has been supporting the Bike to Work Day effort with funding since 2007. The *Get Rolling* advertising campaign was initiated in 2008, and has been implemented in every year since then. The campaign name was changed to *Ride into Life* in 2011. The Bike to Work Day effort is one of the ways that Alameda CTC encourages Alameda County residents to make trips via other transportation modes besides driving alone in their cars. This is part of Alameda CTC's mission and legislative requirements under the Congestion

Management Program and state clean air legislation (SB 375 and AB 32) to reduce traffic congestion, promote transportation choices and reduce air pollution emissions from cars.

The Draft Assessment Report is based on two years of surveys and a comparison of Alameda CTC's Bike to Work Day program to other Bike to Work Day programs throughout the U.S. The surveys were conducted in November/December 2010 and again in June 2011. In both 2010 and 2011, a telephone survey was conducted to adult residents throughout the county and a web survey was conducted targeting bicyclists in the county. The telephone surveys reached approximately 400 adults residents each year while the web survey reached over 650 bicyclists each year. Bike to Work Day was held May of each year. The surveys were conducted at different intervals after Bike to Work Day and the advertising campaign period occurred, and therefore likely reflect differing recollections about behaviors on Bike to Work Day and memories of seeing the *Get Rolling/Ride into Life* campaign advertisements.

The Draft Assessment Report includes highlights of the findings regarding Bike to Work Day, the *Get Rolling/Ride into Life* campaigns and other ways to encourage commuters and residents to travel by bicycle in Alameda County. It includes recommendations based on these findings for the Bike to Work Day effort and *Get Rolling/Ride into Life* campaigns going forward. The Draft Report describes two methodologies (one for 2010 and one for 2011) for segmenting the county's adult population into groups that are most likely to bicycle, as a way to determine who to effectively target for the Bike to Work Day and advertising campaign efforts. The Draft Report includes detailed findings from the various surveys as well as comparisons to other Bike to Work Day programs throughout the United States.

ACTAC is requested to review the Draft Report and to provide feedback, in particular on the recommendations. These findings and recommendations will be used to help guide how funding and resources applied to Bike to Work Day and the advertising campaign in 2012, and beyond.

The Draft Report was brought to a Working Group of stakeholders for their input on December 13, 2011; and to the Bicycle Pedestrian Advisory Committee (BPAC) meeting on December 15, 2011. It will be presented to the Planning, Policy and Legislation Committee on January 9, 2012 and the full Commission January 26, 2012, for their input and approval. Comments are due by January 10, 2012.

#### **Attachments**

- A. Draft Bike to Work Day and Get Rolling Advertising Campaign Assessment Report



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Bike To Work Day & *Get Rolling* Advertising Campaign Assessment  
Report

Conducted for:

**Alameda County Transportation Commission (ACTC)**

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**DRAFT 12/19/2011**



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## Background

### Alameda County Transportation Commission

The Alameda County Transportation Commission (Alameda CTC) is the public agency in Alameda County charged with planning, funding, and delivering a broad range of transportation projects and programs to provide a range of transportation choices throughout Alameda County. As part of its mission and legislative requirements under the Congestion Management Program and state clean air legislation (SB 375 and AB 32), Alameda CTC supports and encourages transportation choices to help reduce traffic congestion and air pollution emissions from cars. One of the ways it does this is to support Alameda County's Bike to Work Day efforts.

### Bike to Work Day

Bike to Work Day is a San Francisco Bay-Area event designed to promote bicycling for Bay Area commutes. It is held in early to mid-May as a component of National Bike Month, which was started nationally in 1956. Alameda County is one of the nine Bay Area counties that participates in Bike to Work Day-related events and activities throughout the month and especially on Bike to Work Day itself. The event was initiated in Alameda County in 1994, and regionally in 1995.

Starting in 2008, the East Bay Bicycle Coalition (EBBC) and Alameda CTC (formerly Alameda County Transportation Improvement Authority (ACTIA) and Alameda County Congestion Management Agency (ACCMA)) have collaborated on an advertising campaign that is designed to promote bicycling in general. The ads have run in April and May of each year to also support the promotion of Bike to Work Day. For each of the two years studied in this report, 2010 and 2011, Alameda CTC provided \$20,000 in funding, as well as a significant amount of in-kind assistance, to support the advertising campaign to encourage more bicycling in Alameda County.

In Alameda County, the East Bay Bicycle Coalition (EBBC) is the lead agency coordinating Bike to Work Day and Month activities. EBBC receives funding for Bike to Work Day from several sources including the Alameda CTC, the Bay Area Bicycle Coalition, local jurisdictions, sponsoring companies, and bicycle shops,. Bike to Work Day and Month activities have included coordinating and staffing “energizer stations,” where bicyclists stop on their way to work on Bike to Work Day.

The East Bay Bicycle Coalition (EBCC) promotes registration for Bike to Work Day each year for participants. They also organize bicyclist counts at each of their energizer stations. The number of people counted at the same energizer stations in 2010 and 2011 is listed below. These numbers represent a comparison of the change in the number of people at the same stations over two years.

- Bike to Work Day 2010 (May 13, 2010): 9, 799 counted
- Bike to Work Day 2011 (May 12, 2011): 11,083 counted

Additionally, EBBC organizes and staffs the Bike Away From Work Party for bicycle commuters, promotes the Team Bike Challenge, and conducts outreach and promotion for Bike to Work Day events. The Team Bike Challenge is a team competition for teams of two to five people to earn the most points by commuting by bicycle for as many days and as many miles as possible in May. Winning teams are selected from division for county, regional and company bike challenge, in addition to individual performance, with prizes from certificates of recognition to bicycle accessories.

A number of other events to encourage bicycling occur during Bike to Work Month in Alameda County, such as bike-in movies, Bike to School Days, Kids Bike Rodeos, bike safety classes, organized rides, Bike Commuter of the year awards, Bicycle-Friendly Business awards, bicycle-oriented exhibits, and outreach at local festivals and farmer’s markets.

### **2010 Advertising Campaign**

The 2010 advertising campaign was branded *Get Rolling*, and consisted of bicycling lifestyle ads around the county. The ads showcased bicyclists riding to work, school, the market, the movies, and as a family. Ads ran for a four-week period leading up to Bike to Work Day, from April 19 to May 15, 2010.

## 2010 Advertising Summary

- **Total Number of Ads Placed:** 333 (including Contra Costa County, which was not funded by Alameda CTC)

*Get Rolling* advertisements were placed in Alameda County as follows:

- **AC Transit Bus “Tails” (ads on backs of buses):** 150 bus tails on buses traveling from Fremont to Richmond (1 in 7 AC Transit buses);
- **Bus Shelters:** 45 bus shelters from Hayward to Richmond;
- **Street Pole Banners:** 127 street pole banners were installed in Albany/Berkeley (Solano Avenue), Oakland (Telegraph Avenue in the Temescal and MacArthur Boulevard in the Dimond District), San Leandro (San Leandro Boulevard), Hayward (Mission Boulevard), Dublin (all around), Pleasanton (Owens Drive at Dublin/Pleasanton BART), and El Cerrito (San Pablo Avenue);
- **BART Stations:** 10-foot banners were hung at the following BART Stations: North Berkeley, MacArthur, Rockridge, Fruitvale, San Leandro, Fremont, Walnut Creek and Dublin/Pleasanton;
- **Print:** Ads ran in the East Bay Express (May 5 Bike to Work Day Guide) and the Tri-City Voice (week of May 4);
- **Kiosks:** Berkeley downtown BART Station.

## **2011 Advertising Campaign**

The 2011 advertising campaign was branded *Get Rolling/Ride Into Life!*, and consisted of a similar set of bicycling lifestyle advertisements as in 2010, with much of the same imagery and look as in 2010, but different tag lines (*Ride Into Life* was added). Ads ran for a four-week period leading up to Bike to Work Day.

- **Total Number of Ads Placed:** 178 (including Contra Costa County, which was not funded by Alameda CTC)

*“Get Rolling/Ride Into Life!”* ads were placed in Alameda County as follows:

- **LAVTA Bus Tails:** 20 bus tails in the Tri-Valley;
- **Bus Shelters:** 25 bus shelters in the City of Oakland;
- **Street Pole Banners:** 127 street pole banners were installed in Albany/Berkeley (Solano Avenue), Oakland (Telegraph Avenue in the Temescal and MacArthur Blvd in the Dimond District), San Leandro (San Leandro Boulevard), Hayward (Mission Boulevard), Dublin (all around), Pleasanton (Owens Drive at Dublin/Pleasanton BART), and El Cerrito (San Pablo Avenue);



- **Print:** Ads ran in the East Bay Express (May 4 Bike to Work Day Guide);
- **Kiosks:** 4 were placed (Berkeley Bike Station, Old Oakland, Jack London Square, and Fremont central business district).
- **BART Station Banners:** displayed in 2010 only

#### Differences between 2010 and 2011 Ad Campaigns

While the Alameda CTC contributed the same amount of funds to the Bike to Work Day advertising campaign in 2010 and 2011, the 2010 campaign included placing more ads on AC Transit and in BART stations, while the 2011 campaign was focused on re-branding to add the “Ride Into Life” message to the “Get Rolling” message and shifting some of the bus advertising to LAVTA buses in East County.

- **Ads on AC Transit Bus Tails:** 2010 only
- **LAVTA Bus Tails:** 2011 only
- **Print:** Tri-City Voice was used in 2010 only
- **Kiosks:** In 2010, only one kiosk ad was placed; in 2011, 4 were placed
- **Bus Shelters:** 2010 had nearly twice as many placements as 2011, with a wider geographic spread than in 2010

#### Project

In October 2009, the Alameda CTC Board approved Transportation for Clean Air (TFCA) funding to conduct a two year study to assess how effective the *Get Rolling* advertising campaign and the Bike to Work Day program are at encouraging commuters to travel to work by bicycle. The information from the study was intended to provide information to help guide the Board’s decisions about whether the Bike to Work Day Program should continue to be funded at the same level and to identify other ways to encourage commuters to bicycle to work, and to bicycle in general.

Questions addressed as part of this research project follow, along with the section in this report where the responses to the questions are found:

- Should the agency continue to promote BTWD and the *Get Rolling* advertising campaign at current levels? (*See 2, Recommendations*)
- Are there other ways to more effectively encourage commuters to shift to bicycling? (*See 2, Recommendations*)
- What are the perceived barriers to bicycle commuting? (*See 1, Top Research Findings*)

- What can be done to help overcome barriers to bicycle commuting? (*See 2, Recommendations*)
- How many reduced vehicle miles and resulting reduced emissions from eliminated trips can be attributed to BTWD in 2010 and 2011? (*See 5C, Bike to Work Day and Events*)
- How many county residents participate in BTWD? (*See 1, Top Research Findings*)
- Who is the 'next' likely group to participate in BTWD – how large is that group, and what would help encourage their participation? (*See 1, Top Research Findings and 5d, Targeting Future Promotions*)

This report summarizes findings from the two-year project, which consisted of two telephone surveys of county adult residents and two web-based surveys of bicyclists. It also includes a comparative report on Bike to Work Day activities in programs throughout the United States. The report is organized into the following sections (detailed section breakout with page numbers can be found in the table of contents):

1. Top Research Findings
2. Recommendations
3. Methodology
4. Detailed Research Findings
  - a. Bicycling Habits and Perceptions
  - b. Advertising Campaign
  - c. Bike to Work Day/Bike to Work Events
  - d. Targeting Future Promotion
  - e. Sub-County Level Analysis
5. Comparative analysis of Bike to Work Day Programs throughout the United States

## Top Research Findings

### Bicycling in Alameda County

- About half of Alameda County residents (48%) have access to a working bicycle, while 83% have access to a car.
- One in five Alameda County residents (20%) report riding a bicycle at least once a week for any purpose, while another 15% say they ride less frequently (but more than never).
- North County (Oakland, Alameda, Albany, Berkeley, Emeryville and Piedmont) has the highest concentration of cyclists using their bicycles for transportation, while East County residents (Dublin, Pleasanton and Livermore) are most likely to ride for health and recreation.
- More people ride bicycles for health and recreation than for any other purpose, and health benefits are the most compelling reason to ride for both overall residents and cyclists.
  - Environmental benefits, reduced energy usage, air quality improvements, and reduced greenhouse gas emissions are also strong motivators for bicycle riding.
  - Reduction in traffic congestion and avoidance of traffic do not rank as highly as motivators for bicycle riding.
- Approximately one in ten (11%) of working residents in the county say they ride their bicycle for at least part of their trip to work at least once a week.
- One out of four Alameda County residents who drive (or 21% of the county adult population) say it would not be difficult to replace at least one car trip per week with bicycling.
- The safety of riding a bicycle is a top concern for many current and would-be bicyclists, particularly with cars on roadways – 66% are worried about riding with cars on the road, 65% believe there aren't enough bike lanes on their route, 64% are worried about personal safety, and 63% are worried about getting home in an emergency. Trip distance is also a significant barrier for many residents, with 65% saying they go places that are too far away to ride.
  - The top concerns remained consistent over the two-year study period.
- Residents are most likely to ride more often if they have more places where bikes can ride away from cars, like bike paths (56% more likely to ride), followed by safety improvements at major intersections (54% more likely to ride), more secure bike parking (51%), more dedicated bike lanes (49%), and more secure parking at transit stations (47%).

### Bike to Work Day

- Nearly two-thirds (72%) of adult residents of Alameda County have heard of Bike to Work Day (BTWD).
- In the 2011 telephone survey, 9% of adult residents said they have participated in Bike to Work Day at some point, with 2% participating in 2011.
  - These figures are lower than reported in 2010, when 17% said they had participated in Bike to Work Day at some point, and 5% said they participated in that year.
- Three quarters (74%) of 2011 BTWD participants from the bicyclists' web survey rode their bikes the entire distance to work on Bike to Work Day; 20% combined biking and public transit; 2% combined biking and driving a car.
  - Two out of three bicyclists who participated in Bike to Work Day were likely to have ridden their bicycles anyway, but 30% would have driven in a car alone.
- In the two years studied, according to self-reported participation and mileage figures, and understanding that survey data is subject to known and unknown sources of sampling and other margins of error, Alameda County residents drove about one hundred thousand to one hundred fifty thousand miles less on Bike to Work Day.
  - **2010:** 15,210 solo trips replaced x 10.25 average miles traveled by bicycle = 156,358.8 reduced Vehicle Miles Traveled (VMT).
  - **2011:** 7,005 solo trips replaced x 13.17 average miles traveled by bicycle = 92,250 reduced VMT.
- Participants in the 2011 bicyclists' survey heard about Bike to Work day from a variety of sources, including the East Bay Bicycle Coalition (EBBC) website (33%), their employer (32%), a coworker (32%), a poster or billboard (18%), 511.org (16%), a local bicycle organization newsletter (16%), or [www.youcanbikethere.com](http://www.youcanbikethere.com) (the Bay Area BTWD website) (15%).
- Almost all Bike to Work Day participants are likely to participate again. In 2011, 67% of adult residents and 94% of bicyclists who participated in Bike to Work Day say they are very likely to participate in 2012, with most of the remainder saying they are somewhat likely to participate in 2012.
- Twenty-seven percent (27%) of participants from the bicyclists' web survey who participated in BTWD 2011 say they ride their bicycles more often since participating, with 11% of this group saying they ride a lot more often.
- Those residents whose employers generally support bicycling to work report a higher level of participation in BTWD than those who have less supportive employers.

### Team Bike Challenge

- Approximately one in ten adult residents of Alameda County (9%) have heard of the Team Bike Challenge, while approximately three-quarters (73%) of those from the bicyclists' web survey have heard of it.
  - Amongst bicyclists from the web survey, awareness of and participation in the Team Bike Challenges (TBC) is highest in Central County (Hayward, San Leandro, unincorporated Central County including San Lorenzo): 80% are aware of TBC, and 45% participated.
- Nearly half of bicyclists who participated in the Team Bike Challenge did so due to workplace support or peer relationships.
  - Fifteen percent (15%) of past participants who did not participate in TBC in 2011 couldn't find a team/teammates.
- Thirty-five percent (35%) of 2011 Team Bike Challenge participants from the web survey of bicyclists say they ride more after participating in the TBC (with 9% saying a lot more). This is higher than the rate of 27% of all BTWD participants who say they bicycle more after participating in BTWD (with 11% saying they participate a lot more)

### Walk and Roll to School Day

- One in five adult Alameda County residents (21%) have heard of Walk & Roll to School Day, with awareness slightly higher amongst those who took the bicyclist survey (30%).
  - Participation in Walk & Roll to School Day is consistent across surveys as well, as well, with 9% of adult residents in the 2011 telephone survey and 10% of bicyclists in the web survey reporting participation.
  - Participation in Walk and Roll to School Day 2011 by adult residents was highest in East County (17%), followed by South (Union City, Newark and Fremont) (12%) and North (11%). Just 2% of Central County adult residents participated in Walk & Roll to School Day.

### Advertising

- While advertising penetration is low in Alameda County, people that have seen the advertisements find them effective, and the campaign gets the message of riding a bicycle as a regular form of transportation across to those who have seen it.
  - Bicyclists are more likely than the overall population to recall the ads.
  - When they view the ads, most bicyclists believe they are effective in promoting bicycling as a form of transportation.
- Four out of five (81%) of those from the 2011 bicyclists survey who said they had seen *Get Rolling/Ride Into Life* ads thought they had something to do with bicycling.

- Upon viewing a sample of the ads in the 2011 web survey, 60% of bicyclist respondents thought the ads were either very or somewhat effective, while 34% thought they were not very effective, and 5% thought they were not at all effective.
- The image that recalls gas prices and suggests that money could be saved by cycling was cited most often as the most effective component of the ad campaign, with 37% finding that imagery effective in 2011, as compared to 22% in 2010. (The 2011 survey was taken more shortly after Bike to Work Day than the 2010 survey.)

### Segmentation of Bicyclists and Potential Targets

- Nearly the same size target groups of county residents most likely to increase biking resulted from the two “segmentation methods,” discussed below. This shows that there is some widespread receptivity to messaging about cycling as transportation with about one in five adults in Alameda County.
  - To identify and target groups most likely to increase bike ridership, the two adult population surveyed by phone were segmented using two distinct methods:
    - in the 2010 survey, current biking habits and attitudes about barriers to bicycling were used as a segmentation method, and
    - in the 2011 survey, current driving behavior and self-reported ease of replacing a car trip with a bike trip were used as a segmentation method.
- Committed bicyclists who already use a bicycle as transportation with frequency are largely men in North County. Whites (36%) and Hispanics (28%) make up a majority of this group.
- While encouraging bicycling as a means of transportation for all residents and workers in Alameda County is a goal, several potential bicycling groups were identified for future targeting as having the highest potential for increasing bicycle ridership:
  - One of the groups with the highest potential to increase bike ridership is white men in North County who ride bicycles as transportation occasionally, but could be encouraged to ride more. They tend to be solo drivers who are concerned about safety issues and ride logistics (like weather, secure bicycle parking, and showers).
  - Another potential target group to increase bike ridership is those who frequently ride recreationally, but do not use their bicycles as a mode of transportation. Two-thirds of this group are men, with East County residents having the largest share (as compared with the overall population). This group also tends to drive alone most often, with safety and distance to travel ranking high on their list of concerns.
  - A third target group was created from those who drive regularly but say they can replace a car trip with a bike trip with relative ease. Half of this group are women, and they tend to be from North or Central County. This group equally cites safety concerns and difficulty as reasons they don’t ride more often as transportation.

### Summary of Findings from Comparative Bike to Work Day Program Analysis

To learn about other Bike to Work Day programs, Alta Planning + Design conducted a survey of selected existing Bike to Work programs in North America by interviewing program staff. The results of the survey include successes and lessons learned from each of eight programs, as summarized below.

#### **Programs Surveyed**

Based on the jurisdiction size, location, and program elements, as well as the ability to interview program staff, Bike to Work programs from the following locations were included in the survey:

- San Luis Obispo County, California
- Silicon Valley, California
- Boulder, Colorado
- Denver, Colorado
- Chicago, Illinois
- Oregon
- Toronto, Ontario
- Victoria, British Columbia

#### **Program Highlights and Successes**

The following Bike to Work program elements emerged as unique and innovative strategies currently being implemented:

- Mobile applications for trip-tracking (Silicon Valley/Bay Area)
- Executive and celebrity bike commute challenges (San Luis Obispo, Silicon Valley)
- Robust event calendars (Toronto)
- Commuter stations sponsored by local businesses (Chicago)
- Competition among workplaces (Oregon)
- Media event with a bike/auto/transit race (Victoria)

Further, program staff recommended the following strategies as effective Bike to Work program components:

- Online trip-tracking
- Competition between individuals or groups
- Incentives/rewards for participating
- Promotion through workplaces, social media, and word of mouth
- Regional programs and branding (for cohesive messaging and to fully capture all commuters within a given area)

### Lessons Learned

Based on the interviews completed, program coordinators should consider the following options when creating or modifying a Bike to Work program:

- Timeframe: single day vs. week- or month-long programs
- Audience: workplace-based vs. individual- or team-based programs
- Structure: trip-tracking competition vs. informal events
- Incentives: whether or not to use them in the interest of encouraging participation

Based on the eight programs evaluated, the following strategies are not recommended based on a lack of evidence that they are successful in meeting the goals of this type of program:

- Paper-based trip tracking: As program participation grows, this type of tracking is seen as unsustainable for effective program management.
- Single-day programs: These events are effective at generating media attention, but they are expensive relative to their impact.
- Incentives/rewards for all participants: Attractive rewards can be expensive, particularly as program participation grows.
- Local programs that duplicate or compete with elements of a regional program: Participants may be confused, and multiple efforts may fragment workplaces or teams.



## Recommendations

### **Bike to Work Day**

- **Provide support for employers to promote Bike to Work Day at the workplace, encourage employers to provide bicycle support facilities such as bike parking and showers, and promote communications about bike routes between work and home. These efforts can all help increase bicycling as a regular commute mode.** The workplace is the most common place people got information about Bike to Work Day, most likely reflecting the heavy outreach to employers throughout Alameda County and the region. Bike to Work Day participants had most often heard of Bike to Work Day from their employer. People who did not participate did not receive much information about it from their employers. Workplaces are key partners in supporting biking to work and Bike to Work Day. Helping more employers create a culture where cycling can be easily integrated into worker commutes could help increase cycling in the county.
- **Build on people's enthusiasm for sharing about their participation in Bike to Work Day with friends, co-workers and classmates.** Many participants felt pride in their Bike to Work Day participation, shared it through social media, and discussed it with friends and coworkers. Encouraging this type of sharing can help spread the word about Bike to Work Day.
- **Team Bike Challenges and Walk and Roll to School Day are opportunities to reach throughout Alameda County.**
  - Participants in the Team Bike Challenge (TBC) are more likely to increase future bicycling frequency than the rest of Bike to Work Day participants; however, finding a team or teammates has been a challenge for some past TBC participants. Facilitating TBC team formation can encourage more people to bike ride more often.
  - Walk and Roll to School Day participants come from throughout the county, with the highest participation rates coming from East Alameda County. The Walk and Roll to School Day event presents an opportunity to communicate about bicycling with a group that sometimes sees it as too difficult to fit into their daily lives.

## Advertising

- **Continue to run image-based advertising similar to the current approach, at least at the current funding levels; increase the number and placements of advertisements if possible.** The current image-based advertising campaign is effective at communicating about bicycling as a mode of transportation, for those that have seen the ads. Delivering more ads to the populations most likely to increase their bicycling behavior is the most cost-efficient way to use limited resources to the greatest potential benefit.
- **Continue to place ads in highly visible places.** Ads on buses and bus shelters were highly visible in 2010, and flyers and handouts were most commonly recalled in 2011.
- **Look for other approaches to promote BTWD and bicycling in areas of the county where bus and banner advertising is not as prevalent, such as through employers, community events, and local schools.** Ads in these areas could also be complemented by other marketing approaches, such as increasing outreach to businesses and schools through the Team Bike Challenge and Walk and Roll to School Day.
- **The most compelling messaging and images about bicycling are those that communicate the potential to save money and the environment while improving personal health.** While some of the current images are communicating the money-saving potential (such as the image with high gas prices), more clearly connecting bicycle riding with money savings, the environment, and a healthy lifestyle would encourage more people who are “on the fence” to integrate cycling more into their regular travel habits.
- **A focus on increasing riding by people who are currently bicycling is likely to be a more effective strategy for reducing vehicle traffic and increasing bicycling than attempting to convert non-cyclists.** Those who are already bicycling on occasion, for any reason, are more likely to view cycling as a viable mode of transportation than those who are not currently bicycling.
- **Provide target groups with the tools they need to increase their ridership: how to ride on the road safely and how to effectively deal with weather and distance challenges.** Many in the target groups are concerned about safety riding with cars, distance, weather, and showering issues. These issues can be addressed in communications about riding safely on the road or help finding bike-safe routes, gear information (for safety and visibility, for bad weather, and for staying cool and sweat-free during the commute) and logistics details (to help those concerned about effort or distance find solutions that allow them to commute more easily by bicycle).

### Additional Approaches to Encouraging Bicycling in Alameda County

- **Bicycle safety infrastructure improvements should be pursued to encourage more cycling.**  
The safety of cycling is a major concern across the board. This concern appears to be related more to riding with cars on the roads and lack of bicycle facilities (like bicycle lanes and bicycle paths) than it is to the bicyclists' concern of their bike riding skills. Facilities that separate cars from bicyclists, such as bike lanes and bike paths, were more frequently mentioned as making people more likely to ride than other facility improvements. The need for safe and secure bicycle parking also rose to the top as a major barrier to biking to work.
- At the same time, **finding ways to help cyclists be more comfortable on the road**, such as through bicycle safety education classes for all ages, would help lower one major barrier to cycling.
- **When marketing bike safety classes, a greater focus on riding confidently and safely with cars on the road, with less focus on how to handle a bike, would appeal to a wide range of potential participants and address some of the barriers felt by the target groups.** Some of the target groups report that riding with cars on the road is one of their greatest concerns about bicycling more often as a form of transportation. Communicating that bike safety classes will give them tools and strategies for safely sharing roadways with cars can boost participation in classes, and lead to increased bicycling.

### Recommendations from Comparative Bike to Work Day Program Analysis

#### Overall

- To make efficient use of technological and financial investments in the Bike to Work Day program, it should be longer than one day (e.g., a week- or month-long event).
- In an area with a successful regional program, Alameda County should continue to partner with and learning from existing Bike to Work Day efforts in the Bay Area.

#### Trip Tracking

- As a way to encourage and streamline participation in Bike to Work Day, consider using an existing website/database that is used within the region. This will allow participants to easily track their trips. It will also avert high costs of building a new trip-tracking website.
- Use mobile applications for trip tracking.

- In a trip-tracking program, encourage individuals to easily participate with simple steps such as going online, registering, and logging their first trip. Reduce barriers to participation such as being required to ask permission from a supervisor, recruit a team, make a donation, or take other extraneous action in order to participate in the program.

### Team Bike Challenge

- In order to attract more new riders, consider adding competitive elements beyond distance, such as percentage of days participants commuted by bike or percentage of employees at a workplace participating.
- When promoting team participation, as an alternative to being required to create a team, allow participants to have their default team be their workplace. This would eliminate a potential barrier to participation.

### Encouragement

- Be creative with rewards structures and messaging. Participants respond to rewards, both tangible (prizes) and intangible (information about calories burned, dollars saved).
- Get civic and employer leaders to commit to riding as inspiration for others.

### Marketing

- Market bicycling as a positive, appealing commute option rather than conveying a potentially discouraging safety message.
- Brand the Bike to Work Day program with as few names as possible. For example, Oregon has Oregon's Bike Commute Challenge, in contrast to the San Francisco Bay Area Bike to Work Day program, which includes several brands such as Silicon Valley/Bay Area's Team Bike Challenge, iBikeChallenge, Bike to Work Day and youcanbikethere.com.
- Allow participants to create and promote their own events through the program's website or calendar (as in Toronto and Oregon).

## Research Methodology

A total of four surveys were conducted as part of this assessment. Two of the surveys were random representative telephone surveys of Alameda County adults, which serve to give a general picture of countywide attitudes towards biking, participation in Bike to Work Day activities, and *Get Rolling/Ride Into Life* ad penetration. The other two surveys were web-based surveys targeted to people who bicycle in Alameda County. Because the telephone survey sample yielded only a small sample of bicyclists (due to low representation in the countywide population), the web-based survey of bicyclists allows exploration in more depth about the attitudes and behaviors of bicyclists in the county.

### **Wave 1 Surveys:**

A telephone survey of a representative sample of 400 adult residents of Alameda County was conducted November 30 – December 5, 2010. The results have a margin of error of  $\pm 4.9$  percentage points at the county level.

Following the initial telephone survey, a web survey targeted to bicyclists in Alameda County was conducted. The survey was distributed through many online channels, including the East Bay Bike Coalition mailing list, Bike to Work Day energizer station sign-in sheets, and social networking pages for organizations like the Bay Area Bike Coalition, TransForm, Walk Oakland Bike Oakland, UC Berkeley, and Oakland Yellowjackets. A total of 656 bicyclists completed the web survey, which was open from December 7, 2010 through January 17, 2011.

### **Wave 2 Surveys:**

The second representative countywide telephone survey was conducted with 402 adult residents of Alameda County June 20 – 26, 2011. The results have a margin of error of  $\pm 4.9$  percentage points at the county level.

Following the second telephone survey, the second web survey of bicyclists in Alameda County was conducted. The survey was again distributed through online channels, including the East Bay Bike Coalition mailing list, Bike to Work Day energizer station sign-in sheets, and social networking pages for organizations like the Bay Area Bike Coalition, TransForm, Walk Oakland Bike Oakland, UC Berkeley, and Oakland Yellowjackets. A total of 679 bicyclists completed the web survey, which was open from July 26 through August 25, 2011.

In reading the following analysis, it is important to remember some basic things about the surveys:

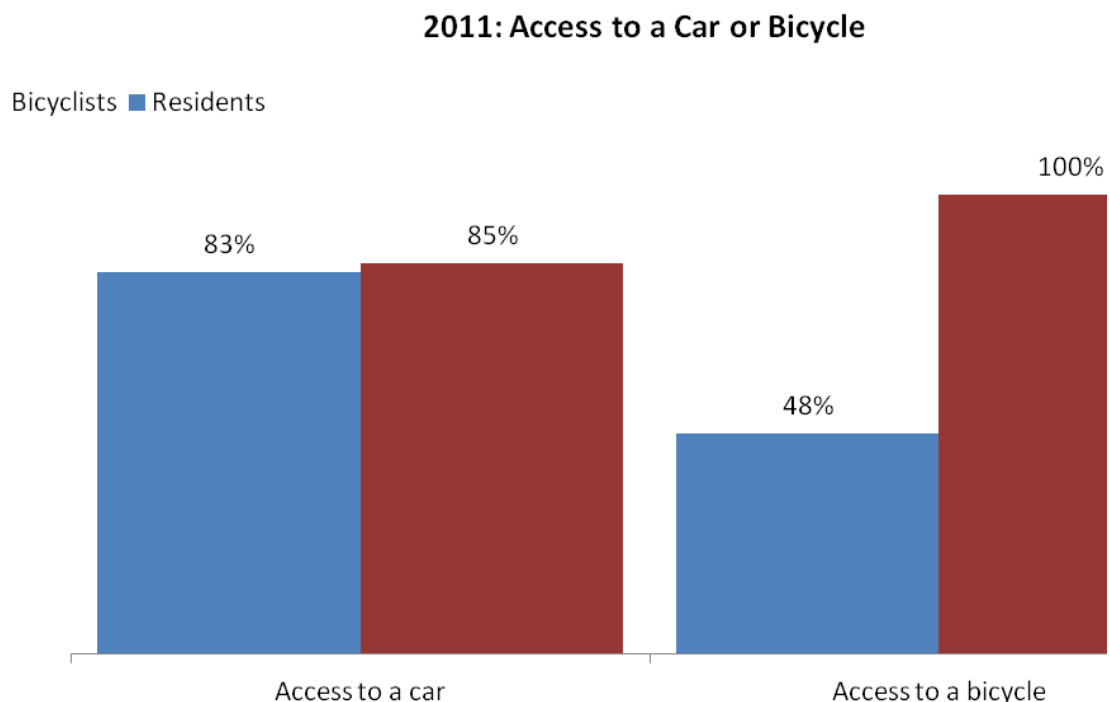
- Telephone surveys (Residents) – Representative samples of adult residents of Alameda County. **Data from these surveys are reliable and projectable across the entire county adult resident population, each with a margin of error of  $\pm 4.9$  percentage points.** Quotas were set by region to allow analysis at the regional level with a known margin of error as follows (countywide results were weighted to reflect actual population distribution):
  - North: Margin of error  $\pm 8.0$  percentage points
  - Central: Margin of error  $\pm 9.8$  percentage points
  - East: Margin of error  $\pm 11.3$  percentage points
  - South: Margin of error  $\pm 11.3$  percentage points
- Web surveys (Bicyclists) – Self-selected samples of bicyclists who regularly cycle in Alameda County, with survey access provided exclusively through email and internet links. Because there is no way to assure randomness or representativeness in a sample administered in this way, the data from these surveys are not necessarily projectable across the entire bicycling population of the county. In addition, it is reasonably safe to assume that the bicyclists taking this survey are likely to be more interested in bicycling as transportation (due to the distribution channels for these surveys), as well as more likely to be from North county (again, due to survey distribution channels).
- Survey Timing – The two waves of surveys were done at different times of year, with the first wave done in early winter 2010, about 6 months after Bike to Work Day 2010, and the second wave done in early summer 2011, only one month after Bike to Work Day 2011. This timing difference may contribute to some of the changes seen over the two-year survey period, with respondents potentially able to more accurately report their own behaviors about Bike to Work Day in the 2011 survey, but some ability to better report summer/fall cycling behaviors in the 2010 survey.
- In general, data from both years of surveying is presented in the report. However, some questions were only asked in one of the two years, in which case only that year of data is described.

## Detailed Research Findings

### Bicycling Habits and Perceptions

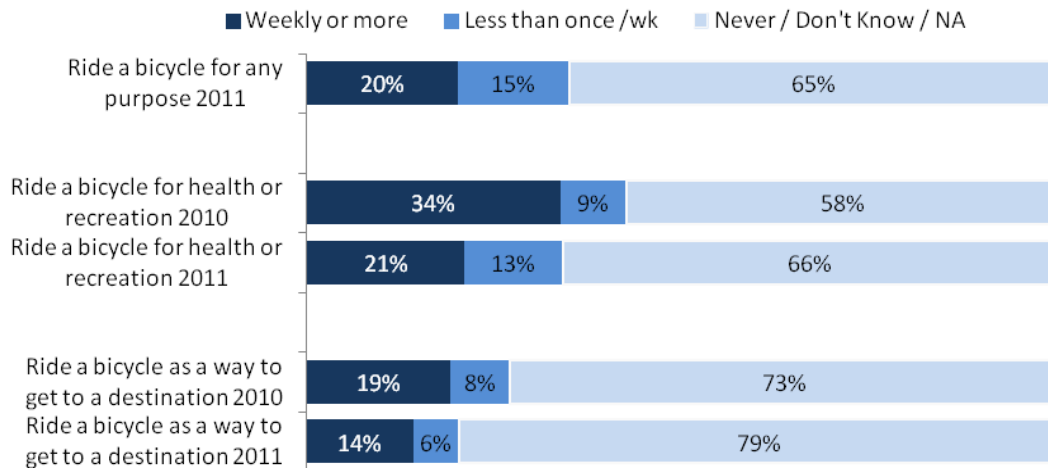
#### Bicycling Habits

About half of Alameda County residents (48%) have access to a working bicycle, while 83% have access to a car. A little less than half (44%) have both a bike and a car, 39% have a car only, 4% have a bike only, and 13% have access to neither a bike nor a car. Among respondents to the bicyclists' web survey, all have access to a bike and 85% have access to a car.



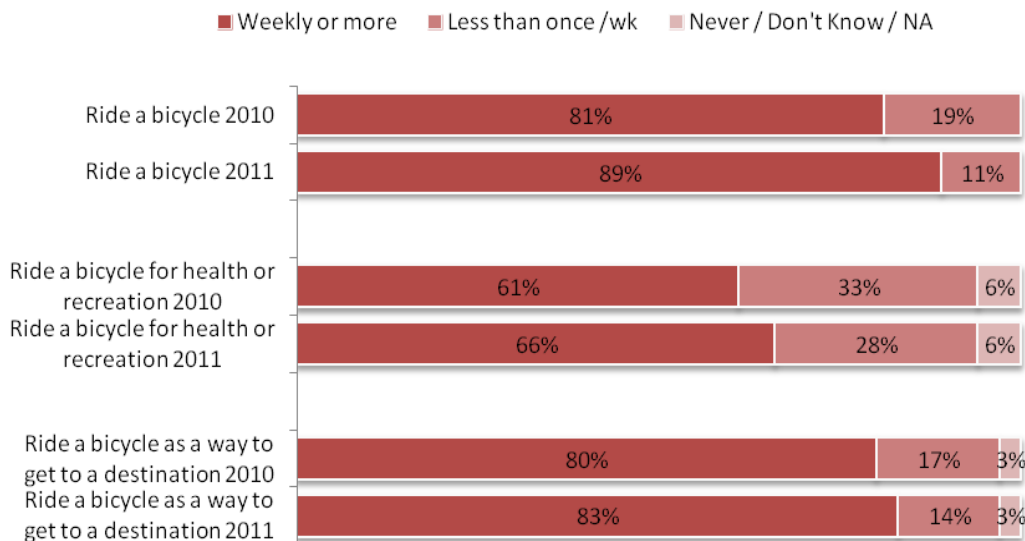
In the 2011 survey, one in five residents (20%) report riding a bicycle at least once a week for any purpose, while another 15% say they ride less frequently (but more than never). Specifically, 21% of residents ride at least once a week for health or recreation, while 14% ride to get to a destination at least once a week.

**Residents: In general, how many days per week would you say you...**



Respondents to the web survey of bicyclists are much more likely to ride a bicycle regularly, with 89% saying they ride at least once a week for any purpose, 83% saying they ride at least once a week to get to a destination, and 66% riding a bicycle at least once a week for health or recreation.

**Cyclists: In general, how many days per week would you say you...**



Sixty-two percent of those who took the cyclist web survey consider themselves “experienced” cyclists, while 33% class themselves as “intermediate” and just 5% claim to be “novice” riders. Half of respondents in the web survey said they most often ride in traffic lanes, while 45% most often ride in bike lanes (a lesser number reported riding on separate bike paths).



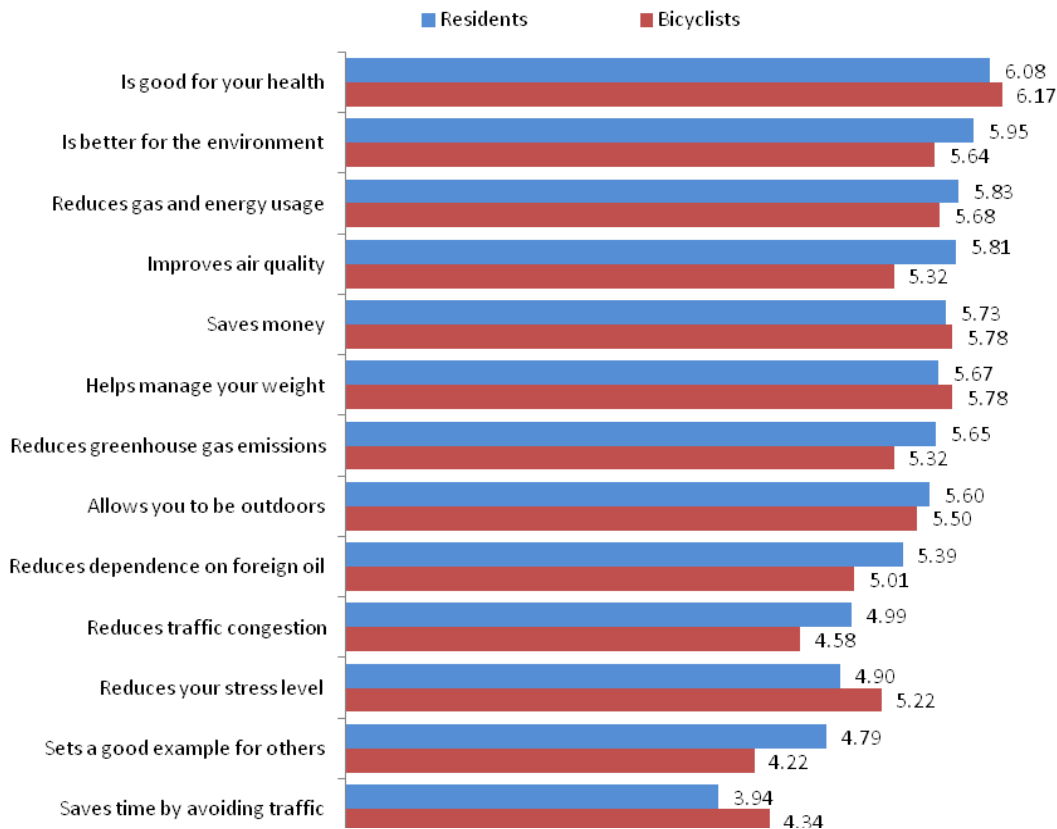
From the phone survey, two-thirds (66%) of adult residents of Alameda County who work outside their home work within the county, and another 15% work in San Francisco. On average, residents surveyed by phone work about fifteen and a half miles from home, with one in five (22%) working within three miles of home, and one quarter (25%) working 20 miles away or more. Three-quarters of working county residents in the phone survey usually drive alone to work, while one in ten (10%) working residents say they ride their bicycle for at least part of their trip to work at least once a week. For those who combine cycling with public transportation, nearly all take their bicycle with them on public transportation.

### Bicycling Perceptions

Among adult residents of Alameda County from the telephone survey, **health** and **environmental benefits** are the most compelling reasons for Alameda County residents to ride a bicycle. On a scale from one to seven, where 1 meant not at all a convincing reason to ride and 7 meant a very convincing reason to ride, “Is good for your health” is the most convincing reason to ride a bicycle as a form of transportation among Alameda County adult residents, with a mean of 6.08. The next three top-ranked responses on the list relate to environmental and energy consumption concerns: “Is better for the environment” got a mean of 5.95, “Reduces gas and energy usage” scores a mean of 5.83, and “Improves air quality” scores 5.81. Reducing traffic congestion and saving time by avoiding traffic are quite low on the list, with means of 4.99 and 3.94, respectively.

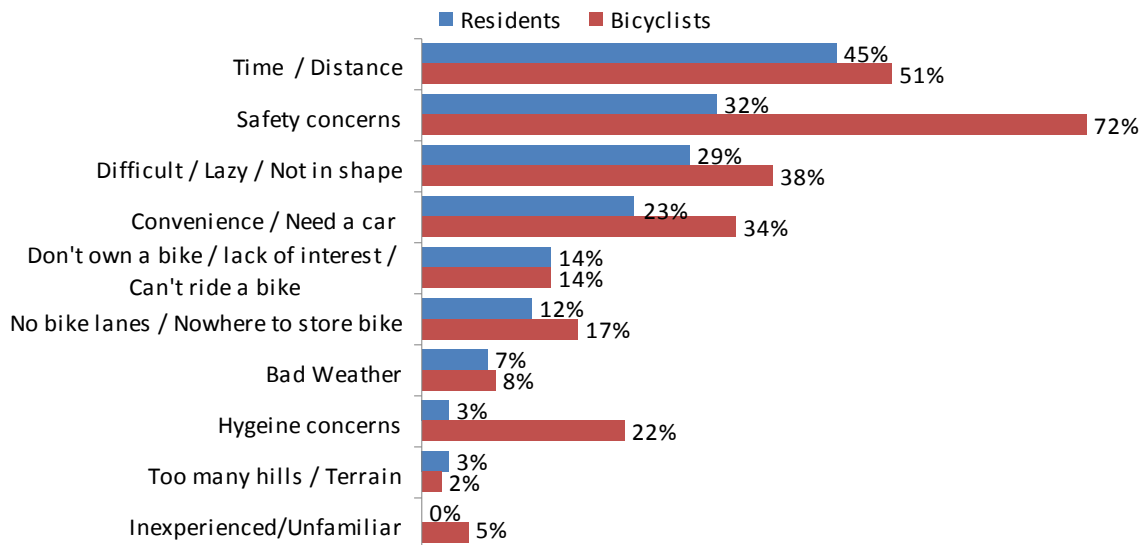
Priorities are similar among those who participating in the bicyclists survey, with “Is good for your health” again scoring the top mean response, at 6.17. After that, bicyclists have more pragmatic reasons to ride, with a mean score of 5.78 for both “Saves money” and “Helps manage your weight.” Reducing gas and energy usage is fourth on the list for bicyclists, with a mean of 5.68.

2011: How convincing is each as a reason to ride a bicycle as a form of transportation?  
 Mean response where 1 = not at all convincing & 7 = very convincing



Concerns about **time/distance** and **safety** top the list of reasons people do not ride bicycles as transportation more often. In an open-ended question in the 2011 research, nearly half (45%) of adult residents from the telephone survey, and 51% of bicyclists from the web survey, say time or distance is the reason people don't use their bikes to get around more. For web-surveyed bicyclists, time and distance are superseded only by safety concerns, which 72% of bicyclists say is the reason people don't use their bikes to get around more (32% for residents). For both adult residents and bicyclists, concerns about difficulty or not being in good enough shape were the third most frequent response to this open-ended question (29% for residents, 38% for cyclists) about reasons people would not ride a bike more often.

**2011: Top reasons people do not ride their bicycles as a means of getting places more often (open-ended)**

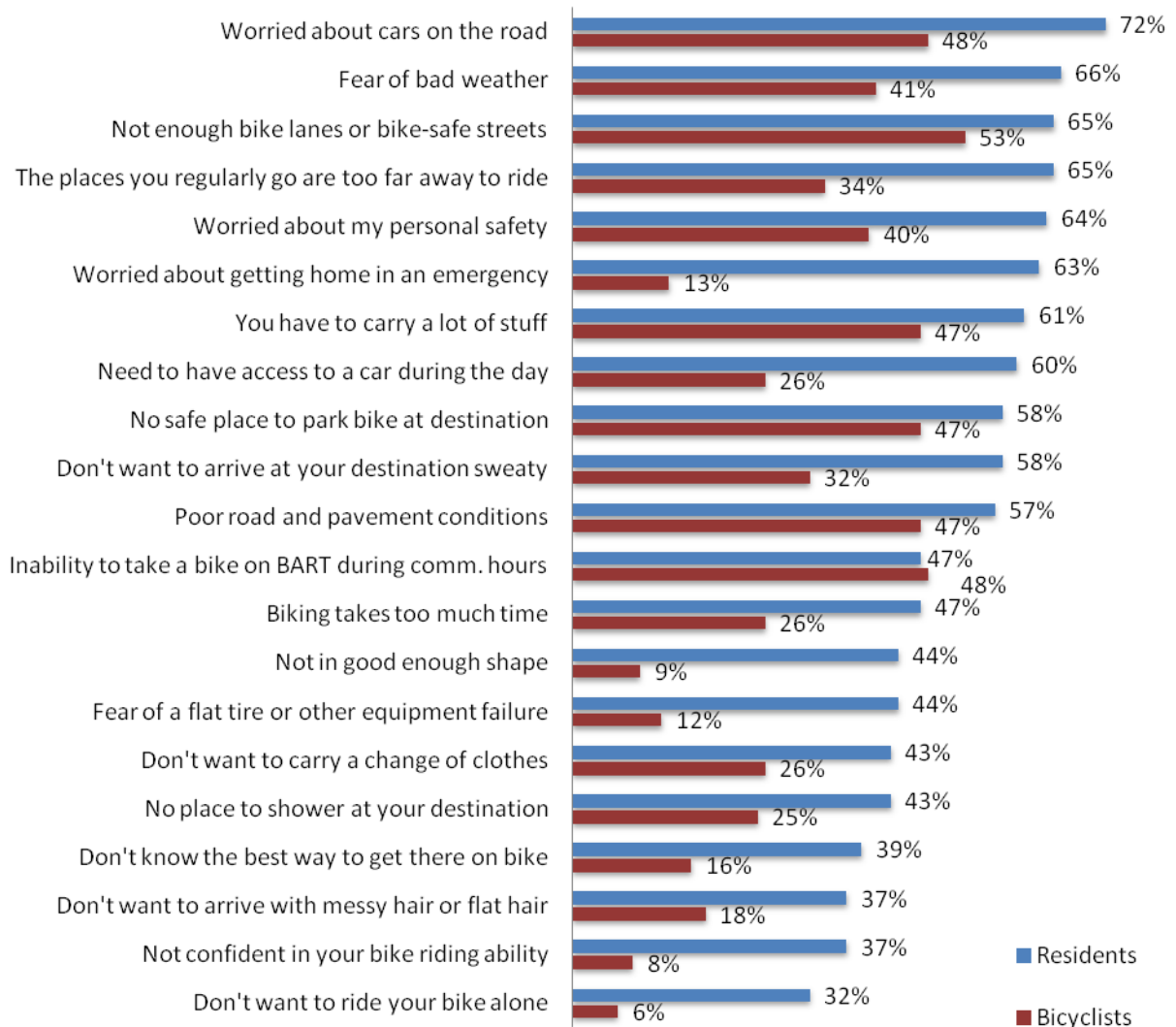


Response	Residents 2010	Bicyclists 2010
Time / Distance	49%	42%
Safety Concerns	43%	71%
Difficult / Lazy / Not in Shape	28%	35%

In a set of closed-ended questions about obstacles to bicycling in the 2010 research, concerns about safety and distance were also high on the list for county residents in the telephone survey, along with weather concerns. In general, adult residents reported a higher level of concern than bicyclists about every potential obstacle to bicycling tested in the survey. Seventy-two percent of residents said they are worried about cars on the road, 66% cited fear of bad weather, and 65% each said there aren't enough bike lanes on their route or that the places they go are too far away to ride. Sixty-four percent (64%) of residents were worried about their personal safety, and 63% worried about getting home in an emergency.

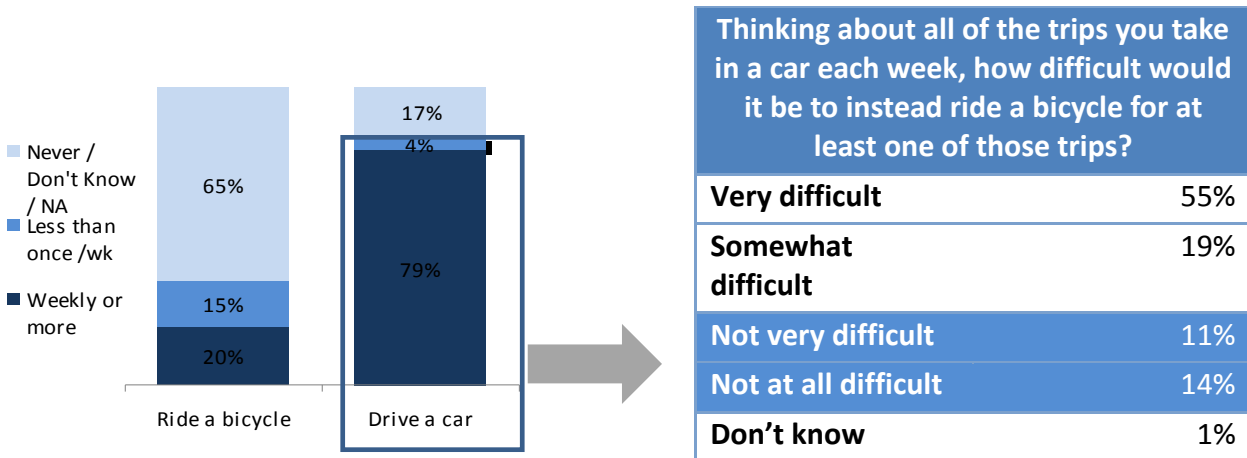
On the same set of questions in 2010, respondents to the bicyclists' survey had a generally lower level of concern about all of the barriers tested, and their concerns were generally more practical day-to-day matters. Bicyclists' top worry was that there are not enough bike lanes or bike-safe streets on their route, with 53% saying that is an important concern. Just under half were worried about cars on the road and the inability to take bikes on BART during commute hours. These were followed by 47% each concerned about the amount of things they have to carry, having a safe place to park their bike at their destination, and poor road and pavement conditions.

**2010: Importance of factors in choosing to not ride a bicycle  
 (% Rated Important)**



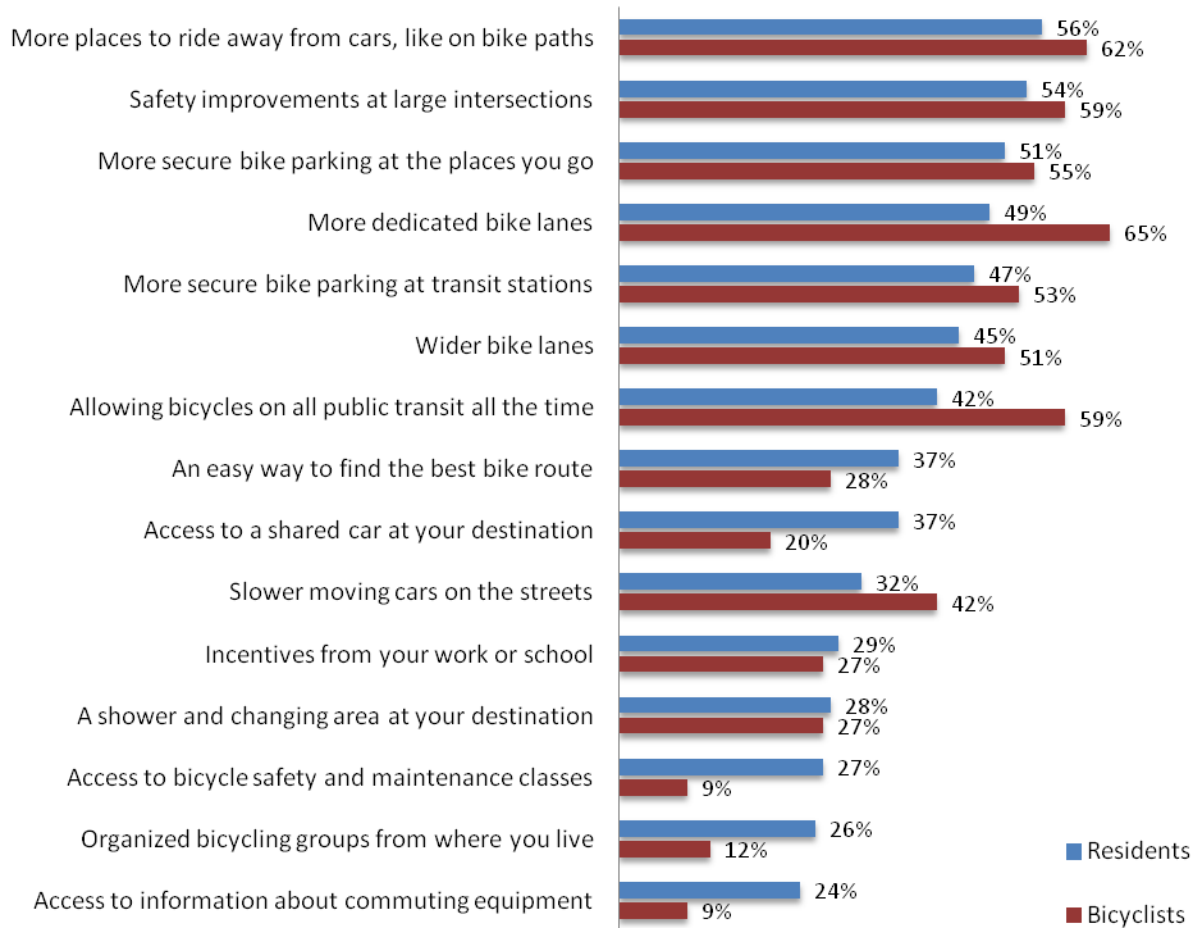
In the residents survey in 2011, four in five (79%) said they drive a car at least one day a week. Of that group, one quarter (25%) believe it would **not** be difficult to replace at least one of their weekly car trips with a bicycle trip, with 11% saying not very difficult, and 14% saying it would be not at all difficult. Over half of adults who drive a car at least once a week believe it would be very difficult to replace at least one car trip per week with a bicycle trip.

**2011: In general, how many days per week would you say you...**



In the 2010 research, respondents were asked about how to encourage bicycling as a mode of transportation; residents and bicyclists were generally in agreement on these questions. The improvements rated the highest for both groups centered on safety measures and better access to bike parking and transit. Residents are most likely to ride more often if they have more places where bikes can ride away from cars, like bike paths (56% more likely to ride), followed by safety improvements at major intersections (54% more likely to ride), more secure bike parking (51%), more dedicated bike lanes (49%), and more secure parking at transit stations (47%). Priorities for bicyclists are similar, with 65% saying they would ride more often with more dedicated bike lanes, 62% saying having more places for bikes to ride apart from cars would help them ride more often, and 59% each saying they would ride more with safety improvements at major intersections and if bikes were allowed on all forms of public transit at all times.

### 2010: Much more likely to ride my bicycle if there were...



Few from the telephone survey of county residents have taken a bicycle safety class. Sixty-eight percent (68%) of those who took the 2011 bicyclists survey say they have never taken a bike safety class or workshop (69% in 2010). Thirteen percent (13%) have taken the Traffic Skills 101 Classroom Workshop (11% in 2010), 6% the Traffic Skills 101 Road Class (7% in 2010), 6% have attended a Kids' Bike Rodeo (5% in 2010), and 2% have taken the Family Cycling Workshop put on by EBBC (1% in 2010). Two in ten (19%) say they have taken some other bike safety class or workshop (same in 2010).

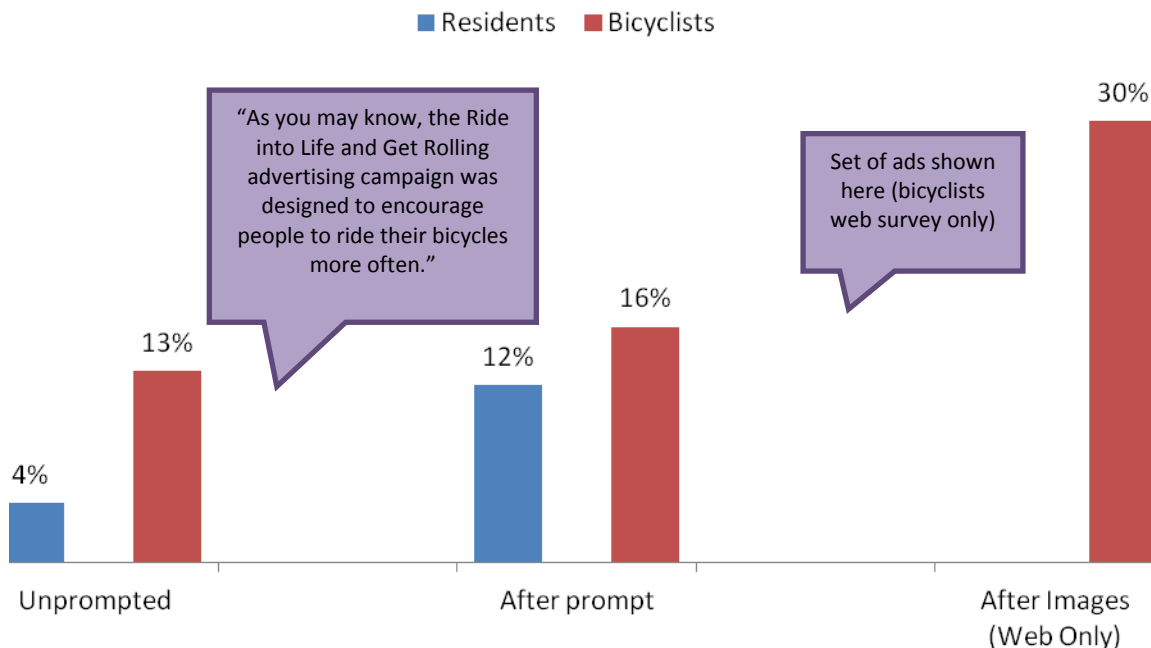
Sources for information about bicycling are disparate. In the web survey of bicyclists about one in five (22%) say they get bike event and route information from the East Bay Bicycle Coalition (EBBC) or the EBBC newsletter (which is not surprising given that the bicyclists survey was distributed by the EBBC among others), 11% look for that information on the internet in general, 8% use Google or Google maps, 8% talk to coworkers, 7% from unspecified email lists, 6% talk to their friends, and 4% report getting cycling information from 511.org.

## Advertising Campaign

Recall of the *Ride Into Life/Get Rolling* advertising campaign is low, but consistent across the two-year study. Just 4% of adult Alameda County residents in 2011 initially recall a campaign with the words “Ride Into Life” or “Get Rolling” (3% in 2010, where they were only asked about “Get Rolling”). When told it is about encouraging bicycle riding, recall rises to 12% (14% in 2010). Recall by bicyclists is also consistent, with 13% initially recalling a “Ride Into Life” or “Get Rolling” campaign (14% in 2010), and 16% saying they recall it after reading the campaign’s message (17% in 2010).

In the bicyclist survey, after the prompt about the Ride Into Life/Get Rolling campaign, respondents were shown a subset of images from the advertising campaign. Nearly one in three of respondents from the bicyclist survey (30%) recalled having seen the advertisements after reviewing the images (27% in 2010).

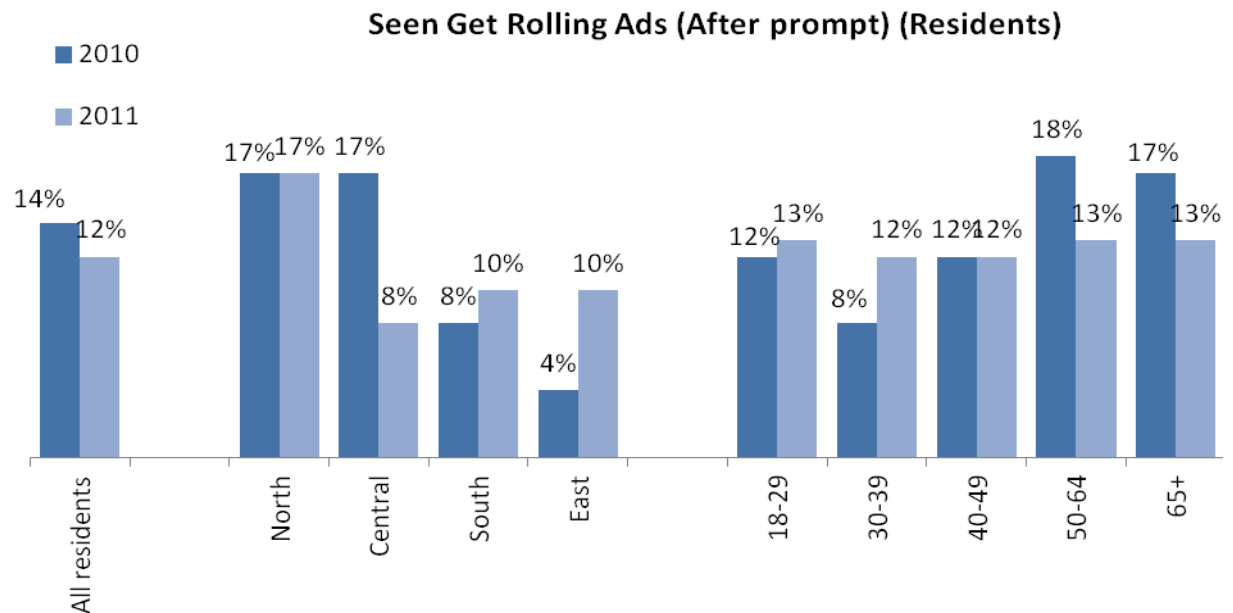
### 2011: Recall Seeing Advertisements



***Images shown in survey are attached as Appendix B to this report.***

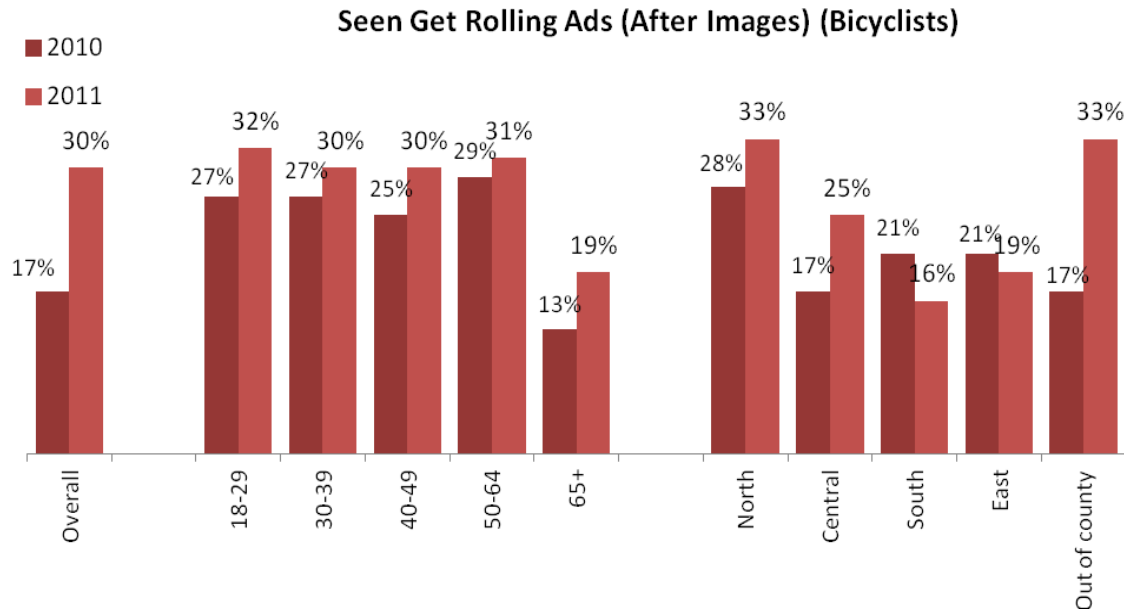
In the 2011 survey, North County residents are the most likely to recall seeing the advertisements after being reminded of the campaign's message, with 17% of residents from the region recalling the ads (the same as in the 2010 survey). South and East County have ad recall rates in 2011 of 10%, which are statistically unchanged from the 2010 survey given the sample sizes and margins of error. Eight percent (8%) of Central County residents recall the ads in 2010, down from 17% in 2010, a difference just at the edge of the 10 point margin of error for the region.

Ad recall after prompting is consistent across age groups in 2011, at 12% - 13% in each age group. In the 2010 telephone survey, older residents were **more** likely and those aged 30-39 were **least** likely to recall the ads.



Looking at responses to the web survey of bicyclists, recall of advertisements was highest in North County in both 2010 and 2011, with 33% in 2011 recalling seeing the ads after being shown images of them (28% in 2010). South and East County had the lowest recall in the cyclist survey in 2011, with 16% and 19% respectively. Across both years, older bicyclists are least likely to recall the advertisements.





Bicyclists who have participated in some specific events related to bicycling are more likely to recall the advertising campaign. After viewing images of the campaign recall among those who participated in the Team Bike Challenge is at 35%, and recall among those who have participated in Walk and Roll to School Day is at 46%. One-third (33%) of those in the bicyclists survey who participated in Bike to Work Day 2011 recall seeing the advertisements, a statistically insignificant difference from the overall bicyclist population.

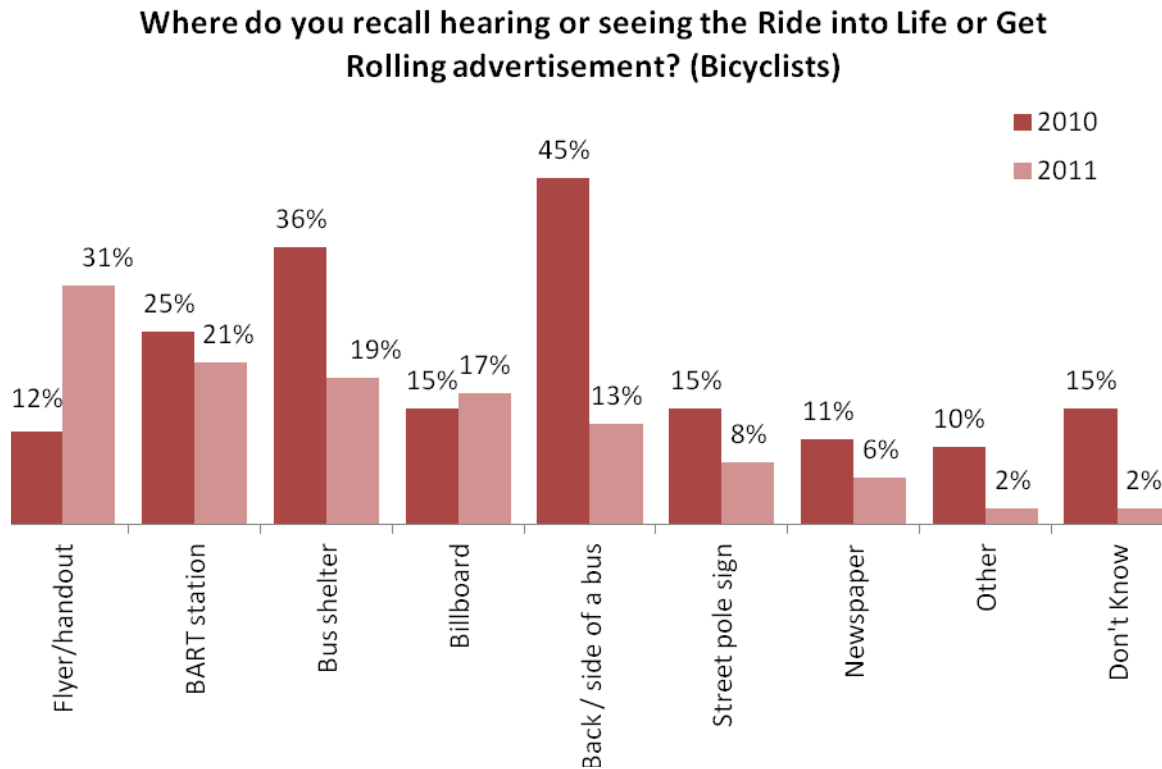
For those who could recall seeing the advertisements (prior to being prompted or shown images), recall of what they were about is reasonably accurate. Four out of five (81%) of those from the 2011 bicyclists survey who said they had seen *Get Rolling/Ride Into Life* ads thought they had something to do with bicycling. One-third (33%) said they were about using a bike for everyday transportation, 27% said the ads were about biking, and 20% said they were about Bike to Work Day or biking to work. Just 11% of those who remembered seeing the ads were unable to give an answer when asked what they were about.

Web survey participants were most likely to say the advertising campaign was about using a bicycle for everyday transportation in 2011, while in 2010 they were most likely to say the campaign was about Bike to Work Day and biking to work. This change may in part be driven by a change in the imagery used in the advertising campaign: The 2011 images were more focused on bicyclists engaged in commuting activities, while 2010 images had more children and families. In addition, the words “Ride into Life” were added to the 2011 imagery (and survey question), which may better communicate the theme of riding as a part of a lifestyle.

As far as you can recall, what was the Ride into Life or Get Rolling advertising about? (Bicyclists)	2010	2011
Using bike as everyday transportation/multiple purposes	21%	33%
Biking	28%	27%
Bike to Work Day/Month/ Biking to work	32%	20%
Using bikes on public transit	6%	4%
Recreational biking	3%	-
Other	8%	8%
Other/ Don't Know	11%	8%

Of respondents in the bicyclists survey who said they had seen *the 2011 Ride Into Life* ads, one third recall seeing them on flyers or handouts, one in five (21%) recall seeing them at a BART station, 19% recall them on a bus shelter, 17% on a billboard, and 13% on the back or side of a bus. Recall of bus shelter and vehicle placements was significantly higher in 2010; this is likely reflective of reduced presence in 2011 on buses and at BART.

Source: EBBC BTWD Reports	2010	2011
Bus Tails	150 <i>AC Transit: Fremont – Richmond</i>	20 <i>LAVTA – Tri-Valley</i>
Bus Shelters	45 <i>Hayward – Richmond</i>	25 <i>Oakland</i>
Street Pole Banners	127 <i>San Pablo Ave. in El Cerrito, Solano Ave., Temescal, Dimond, San Leandro Blvd. (San Leandro), Mission Blvd. (Hayward), Dublin, Pleasanton (BART)</i>	127 <i>Same placements as 2010</i>
BART Stations	10 <i>Richmond, El Cerrito Del Norte, North Berkeley, MacArthur, Rockridge, Fruitvale, San Leandro, Fremont, Walnut Creek, Dublin/Pleasanton</i>	0
Print	2 <i>East Bay Express, Tri-City Voice</i>	1 <i>East Bay Express</i>
Kiosk	1 <i>Downtown Berkeley BART</i>	4 <i>Berkeley Bike Station, Old Oakland, Jack London Square, Fremont business district</i>



#### Ad placements for 2010 & 2011

In both 2010 and 2011, a majority of cyclists report finding the *Ride Into Life/Get Rolling* campaign advertisements effective. Upon viewing a sample of the ads in the 2011 web survey, 60% of bicyclist respondents thought the ads were either very or somewhat effective, while 34% thought they were not very effective, and 5% thought they were not at all effective. The image that recalls gas prices and suggests that money could be saved by cycling was cited most often as the most effective component, with 37% finding that imagery effective in 2011, as compared to 22% in 2010. During this period, the price of regular unleaded gas rose from \$3.05 per gallon in May 2010 to \$4.12 per gallon in May 2011. In both years, this image was the top response in an open-ended question about the most effective part of the campaign. (Images shown can be found as Appendix B to this report)

After viewing a sample of the ads in 2010 survey, bicyclist web survey participants were most likely to say the campaign was too subtle, unclear, or uninspiring (15%), while in 2011 they were most likely to zero in on the specific images (12% thought the image of lifting the bike onto the bus rack was least effective, and 10% believed the imagery wasn't diverse enough in age, ability, or background). This is consistent with the timing of the surveys. The 2010 survey

was taken in December, which was 6 months after Bike to Work Day. The 2011 survey was taken in June, shortly after the May Bike to Work Day.

Most effective about ads (Open-ended) **Top 6 Responses from 2011	2010	2011	Least effective about ads (Open-ended) **Top 6 Responses from 2011	2010	2011
Images of gas prices/suggestions of saving money	22%	37%	Bus ad/lifting bike on bus rack	-	12%
Images of happy looking people/having fun	18%	9%	Not diverse enough/excludes certain groups like seniors/unathletic	3%	10%
Images of using bikes with public transit	9%	9%	Uninspiring/not enough motivation/unrelatable	11%	9%
Images of average-looking people/regular clothing/no bike gear	7%	8%	Not direct enough/too subtle/ unclear message/ not enough focus on bikes	15%	7%
Commuters biking to work / biking in work clothes	7%	7%	Logos/slogans	8%	6%
Looks easy/normal/fun	-	5%	Doesn't address actual reasons people don't bike	10%	6%

### Bike to Work Day/Bike to Work Events

*In this section in particular, it is important to keep in mind that one of the main distribution channels for the bicyclists' web survey link was the sign-in sheets and registration records from Bike to Work Day 2010 and 2011. While this means the data on Bike to Work Day participants from the bicyclists web survey is robust, those who did **not** participate in BTWD are likely under-represented in the bicyclist web survey data.*

### 2011 Estimate of Vehicle Miles Reduced by BTWD

In the 2011 telephone survey, one in ten adult residents (9%) report that they have participated in Bike to Work Day (BTWD) at some point, with 2% saying they participated in 2011. According to the 2010 U.S. Census, there are 1,168,949 adult residents (age 18 and up) in Alameda County. Bearing in mind that this information relies on self-reported behavior, and that the margin of error for this survey question is plus or minus about 5 percentage points, this works out to say that an estimated 23,350 adult residents of Alameda County participated in Bike to Work Day 2011 (although considering the margin of error that could range from near zero to

about 81,825). As one comparison, the number of people counted at Bike to Work Day energizer stations in 2011 was 11,083. However, not all participants go to energizer stations and not all stations have counts.

+

Alameda County residents who signed up for BTWD in 2011 (although many who bike on BTWD do not necessarily sign up).

From the 2011 bicyclists web survey, Bike To Work Day (BTWD) 2011 participants report traveling 13.17 total round-trip miles by bicycle on BTWD.

*23,350 participants x average 13.17 miles round trip =  
307,520 bicycle miles traveled by Alameda County BTWD participants*

Additionally, nearly one-third (30%) of BTWD 2011 say they normally make some portion of their trip alone in a car.

*23,350 participants x 30% travel alone in a car =  
7,005 solo car trips replaced with bicycle trips on BTWD by Alameda  
County residents*

*7,005 solo car trips replaced with bicycle trips x average 13.17 miles  
round trip =  
92,256 miles of solo car trips reduced on BTWD 2011*

### 2010 Estimate of Vehicle Miles Reduced by BTWD

In the 2010 telephone survey, nearly one in five adult residents (17%) reported that they had participated in Bike to Work Day at some point, with 5% saying they participated in 2010. According to the 2010 U.S. Census, there are 1,168,949 adult residents (age 18 and up) in Alameda County. Bearing in mind that this information is reliant on self-reported behavior several months removed from the event itself, and that the margin of error for this survey question is plus or minus about 5 percentage points, this works out to say that an estimated 58,500 adult residents of Alameda County participated in Bike to Work Day 2010 (although considering the margin of error that could range from near zero to about 116,000). In comparison, 9,799 people were counted at Bike to Work Day energizer stations in 2010. However, not all participants go to energizer stations and not all stations have counts. .

From the 2010 bicyclist's web survey, Bike To Work Day (BTWD) 2010 participants report traveling 10.28 total round-trip miles by bicycle on BTWD.

*58,500 participants x average 10.28 miles round trip =  
601,380 miles traveled by Alameda County BTWD participants*

Additionally, about one-quarter (26%) of 2010 BTWD participants say they normally make some portion of their trip alone in a car.

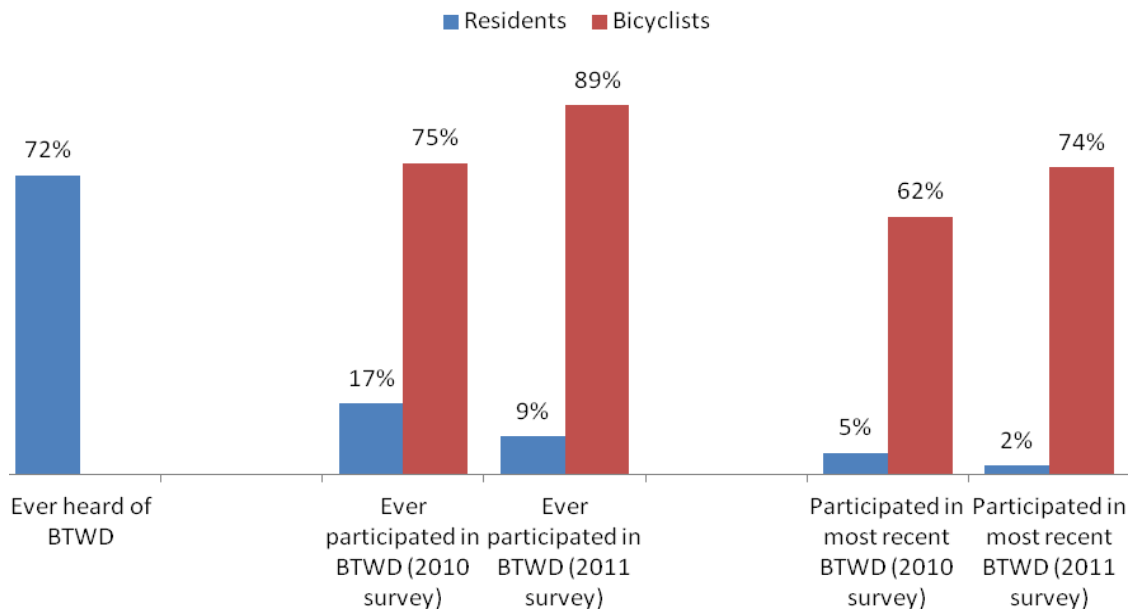
*58,500 participants x 25% travel alone in a car =  
15,210 solo car trips replaced with bicycle trips on BTWD by  
Alameda County residents*

*15,210 solo car trips replaced with bicycle trips x average 10.28  
miles round trip =  
**150,345 miles of solo car trips reduced on BTWD 2010***

### **Bike to Work Day Awareness and Participation**

Awareness of Bike to Work Day is high amongst Alameda County residents. Nearly two-thirds (72%) of adult residents from the telephone survey say they have heard of Bike to Work Day. Awareness is highest in North and East County, where 79% in each area say they have heard of BTWD. Central and South County have lower awareness, with 64% and 63% respectively aware of BTWD.

Although awareness of Bike to Work Day is high in the county, participation rates do not approach these numbers. In 2011, 9% of residents say they have participated in Bike to Work Day at some point, and 2% say they participated in 2011. These figures are lower than reported in 2010, when 17% said they had participated in Bike to Work Day at some point, and 5% said they participated in that year. As mentioned earlier in this report, the tendency to over-report participation in BTWD may be higher in the 2010 survey, which was conducted 6 months after BTWD, as compared to 2011 which was conducted 1 month after BTWD. The majority of bicyclists from the web survey participate in Bike to Work Day, with 89% of cyclists who took the 2011 web survey saying they have participated at some point, and 74% saying they participated in 2011.



*The questions about whether they had heard of BTWD was new in the 2011 telephone survey; participants in the bicyclists web survey were not asked if they had ever heard of BTWD in either year.*

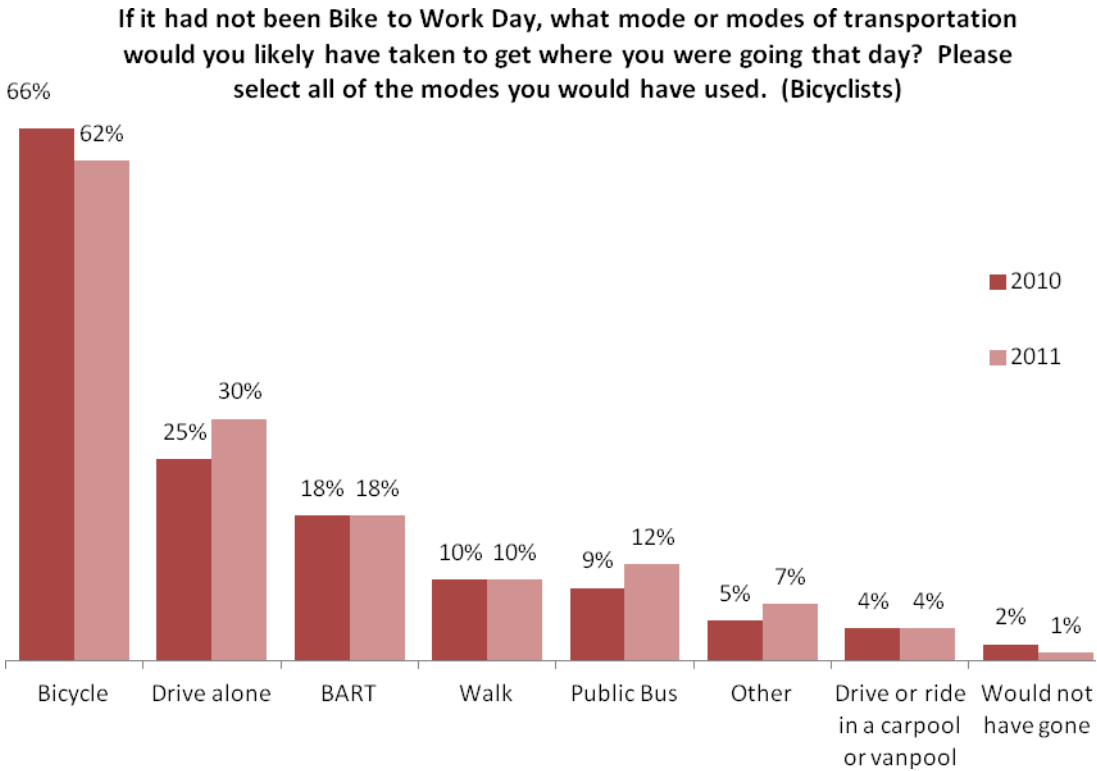
Three quarters (74%) of 2011 BTWD participants from the bicyclist's web survey rode their bikes the entire distance to work on Bike to Work Day, nearly identical to the 2010 figure. The average distance ridden was 13.17 miles. In 2011, 20% combined biking and public transit, and 2% combined biking and driving. Most BTWD participants (92%) were traveling to work that day, while 2% were traveling to school and 6% were going somewhere else.

Many of those from the bicyclist web survey who participate in Bike to Work Day say their primary reason is that they usually would bike anyway (41% in 2011). Fifteen percent (15%) say they primary participate for fun, 13% to set a good example, 8% for incentives, food, or prizes, and 5% say they are trying out biking to see if it works for them.



What was your primary reason for participating in BTWD? (one response)	2010	2011
Almost always bike to work anyway	42%	41%
For fun	11%	15%
Set a good example for others	14%	13%
Incentives/food/prizes from BTWD organizers	8%	8%
Try out biking and see if it works for me	5%	5%
Good for the environment	5%	4%
Personal health	3%	4%
Other	12%	11%

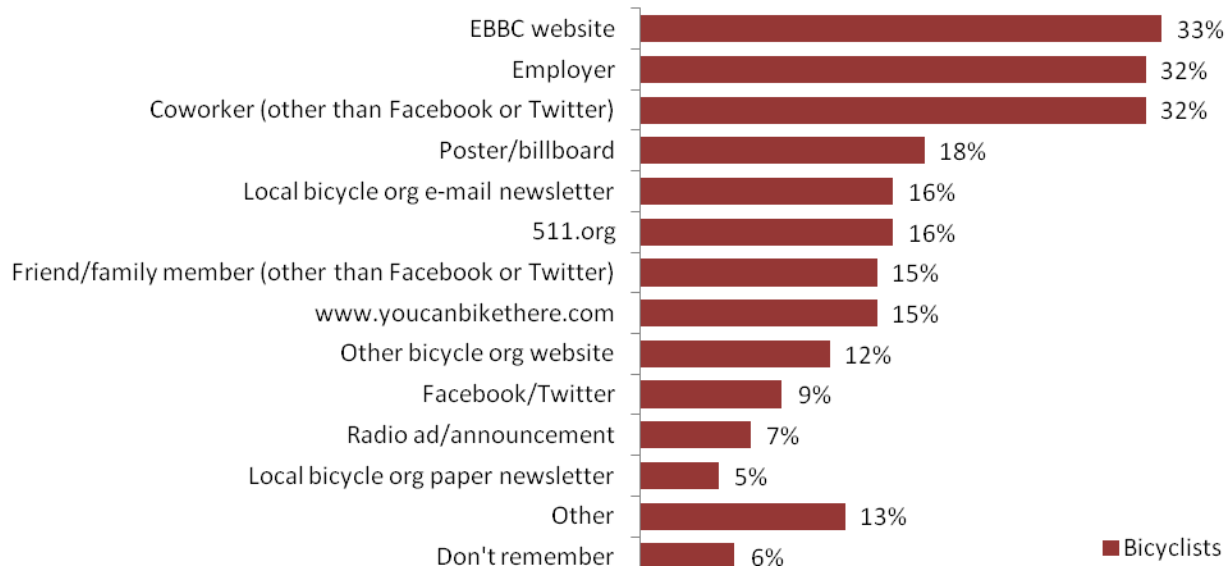
When asked how they would have gotten to work had it not been Bike to Work Day, three in ten Bike to Work Day participants (30%) in the 2011 bicyclist web survey said they would have driven alone in a car to work that day otherwise (25% in 2010), and another 4% in each survey said they would have driven in a carpool. A majority of Bike to Work Day participants in both 2010 and 2011 would have ridden their bikes to their destination even if it was not Bike to Work Day (66% and 62%, respectively).



Most of the 2011 BTWD participants (71%) from the bicyclists' web survey reported stopping at an energizer station, and 63% picked up a BTWD canvas bag. Seventeen percent (17%) stopped at the Bike away From Work Party and 12% left their bike at a free bike check.

Participants in the 2011 bicyclists' survey heard about Bike to Work day from a variety of sources, including the EBBC website (33%), their employer (32%), a coworker (32%), a poster or billboard (18%), 511.org (16%), a local bicycle organization newsletter (16%), or [www.youcanbikethere.com](http://www.youcanbikethere.com) (the Bay Area BTWD website) (15%).

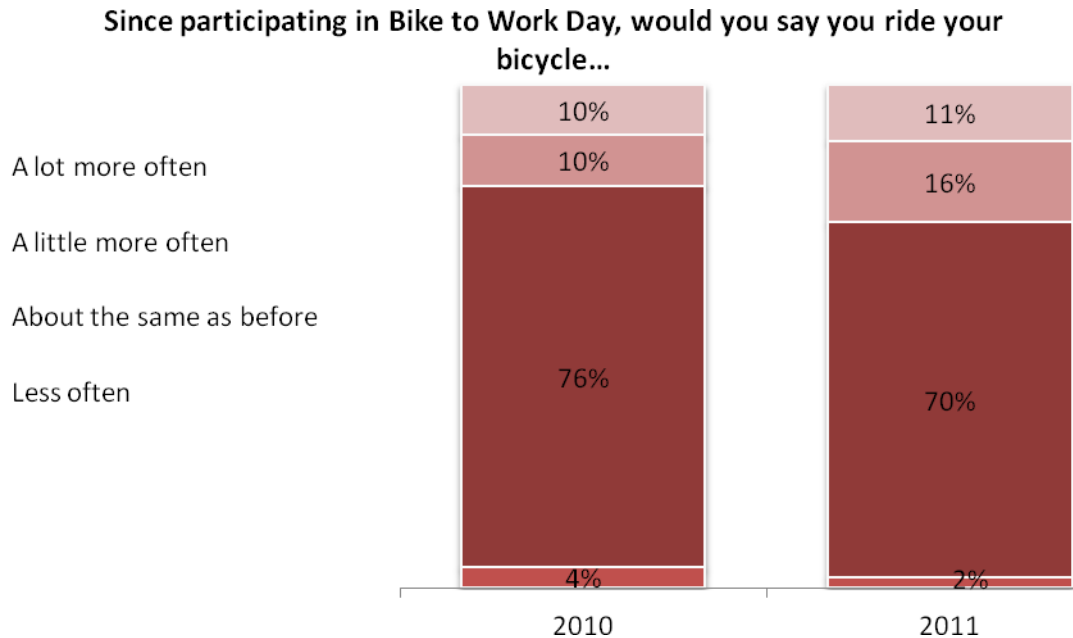
**2011: How did you learn about BTWD? (Bicyclists) (Choose all that apply)**



Participation in Bike to Work Day is something people like to share. In 2011, over half (55%) of those from the bicyclists web survey who participated in Bike to Work Day said that they talked to their coworkers or classmates about their participation. In addition, 20% of BTWD participants posted something about Bike to Work Day on their Facebook profile and 4% made a post about it on Twitter, while a combined 9% heard about BTWD on either Facebook or Twitter.

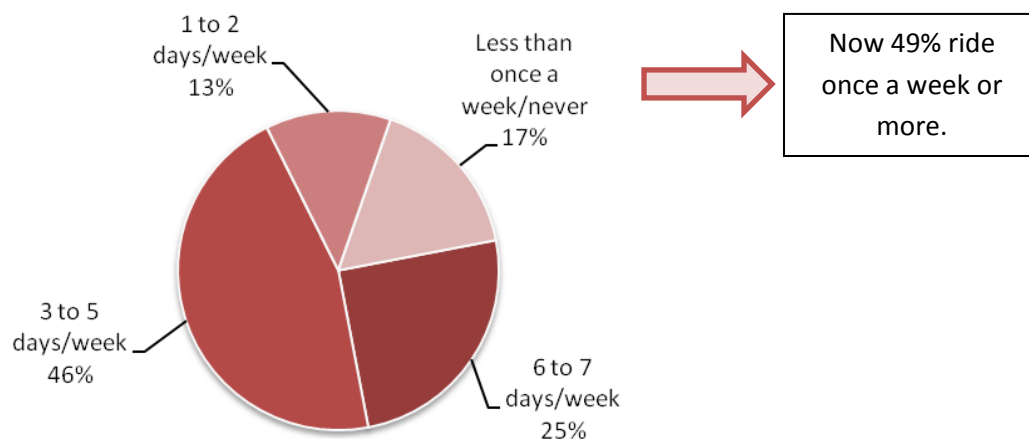
Almost all Bike to Work Day participants are likely to repeat. In 2011, 67% of residents and 94% of bicyclists who participated in Bike to Work Day say they are **very** likely to participate in 2012, with most of the remainder saying they are somewhat likely.

Twenty-seven percent (27%) of participants from the bicyclists' web survey who participated in BTWD 2011 say they ride their bicycles more often since participating, with 11% of this group saying they ride a lot more often. In the 2010 web survey, 20% of BTWD 2010 participants say they ride their bicycles more often since participating, with 10% saying they ride a lot more often.



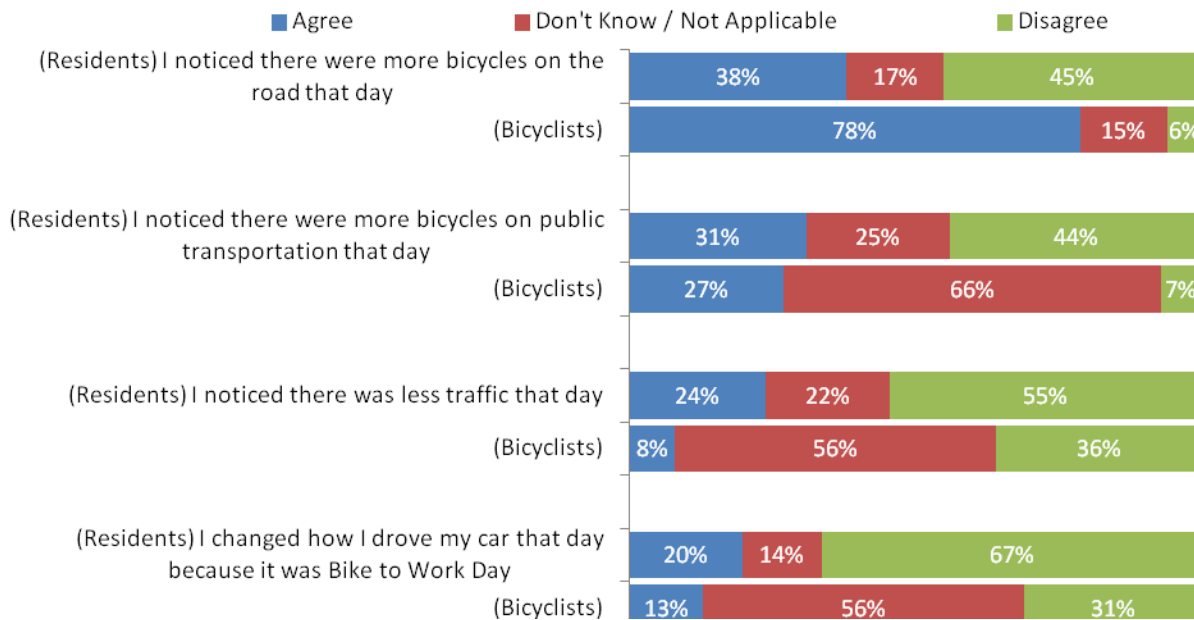
Seventeen percent (17%) of BTWD participants from the 2011 bicyclists' web survey said they rode their bicycle less than once a week prior to participating in their first BTWD. For that group, the primary reasons for participation were to try our biking and see if it works for them (21%), for fun (21%), and to set a good example for others (17%). At the time of the survey, when that same group was asked how often they ride a bicycle now, half (49%) say they ride once a week or more.

**2011: Before participating in your first BTWD, how often would you say you rode your bicycle? (Bicyclists)**



Bike to Work Day did not appear to attract much attention for its effects on vehicle or bicycle traffic on the roads. Over half of adult residents from the telephone survey did not notice any difference in vehicle traffic on Bike to Work Day, and nearly half said they did not notice more bicycles on the roads or on public transportation. Just one in five said they changed how they drove because of Bike to Work Day, a number that may be inflated due to the question context and a known bias to over-report socially correct behavior. Among bicyclists from the web survey, there was wide awareness of an increase in cyclists on the road (78% agree that they noticed more), but much less awareness of more bicycles on public transportation (27%) or a reduction in vehicle traffic (8%).

**2011: I'm going to read you a few statements about Bike to Work Day, which took place this year on Thursday May 12th. For each one, please say if you agree or disagree with that statement.**

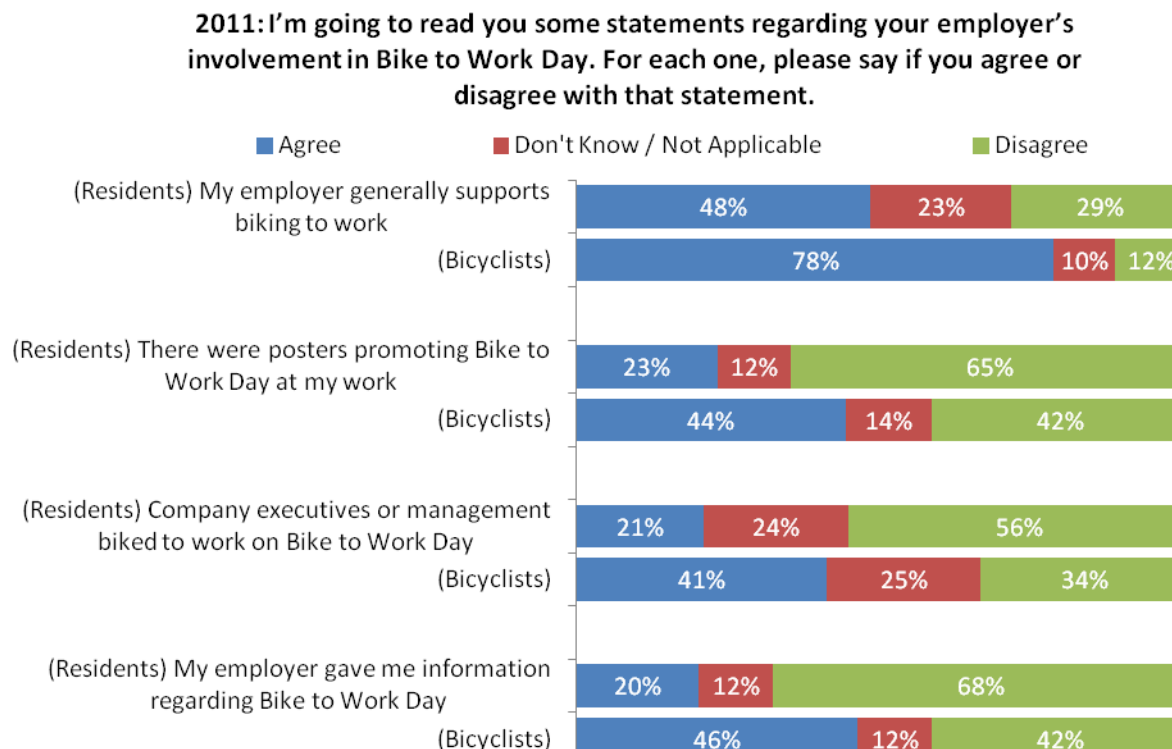


Employer support, as reported by employees, for bicycling to work in general, and Bike to Work Day in particular, is not consistent. Among the 66% of Alameda County adult residents from the telephone survey who go to a job outside their home, about half (48%) say their employer generally supports biking to work, but just 23% report seeing promotional Bike to Work Day posters at work, 21% say company management participated in Bike to Work Day, and one in five (20%) say their employer gave them information about Bike to Work Day.

Those residents whose employers generally support bicycling to work report a higher level of participation in BTWD than those who have less supportive employers. Of the 48% of

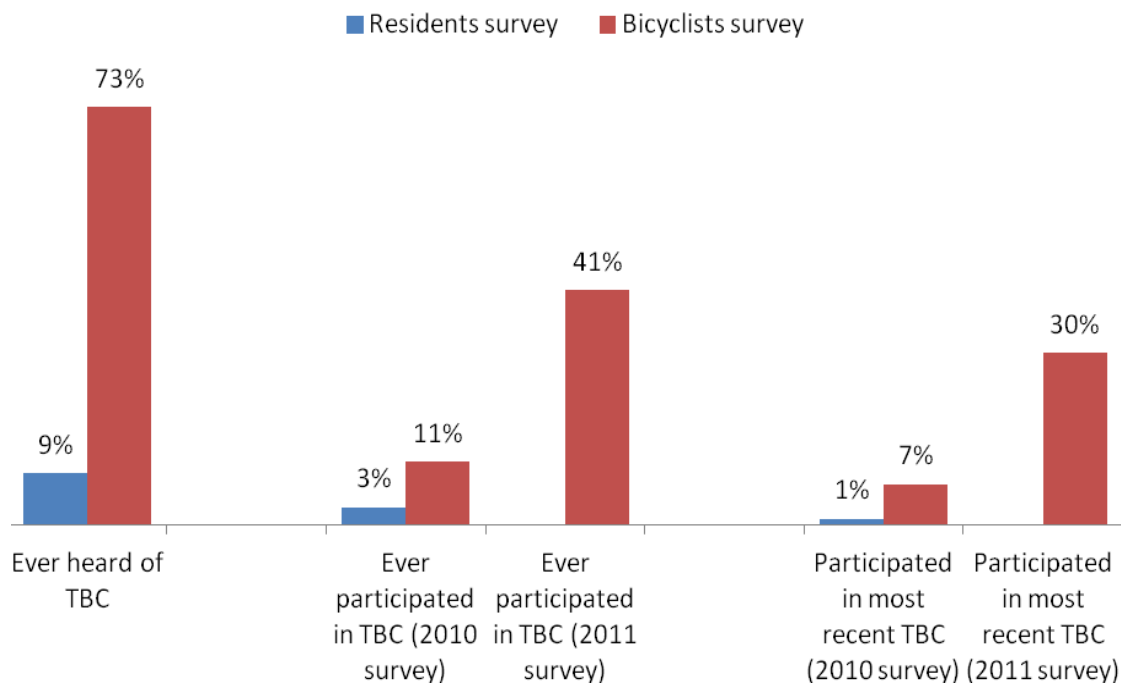
employed county residents with a supportive employer, 22% have participated in Bike to Work Day at some point, and 4% participated in 2011. For those with a less supportive employer, 7% have participated in Bike to Work Day at some point, and 2% participated in 2011.

For employed bicyclists from the web survey (99% of bicyclists) the general perception of support is much higher, but we see a similar drop-off in the specific executions of support: Seventy-eight percent (78%) say their employer supports biking to work, 46% had an employer give them information about BTWD, 44% recall seeing BTWD posters at work, and 41% reported company executives participating in BTWD. In an earlier open-ended question about how they got BTWD information, 32% from the bicyclists' survey cited their employer; we see a higher percentage when asked here directly in a closed-ended question.



## Team Bike Challenge Awareness and Participation

One in ten adult Alameda County residents (9%) have heard about the Team Bike Challenge (TBC), and participation rates among the adult Alameda County population at-large in 2011 were small enough to have not registered on the telephone survey at all. In contrast, seventy-three percent of the bicyclist web survey participants are aware of the Team Bike Challenge, and 30% report participating in 2011, up from 7% in 2010. The large difference in participation rates between 2010 and 2011 is (or is not) reflected in Team Bike Challenge sign-ups for these years.



*Note that the 2010 survey asked “have you ever participated in the Team Bike Challenge in Alameda County,” while the 2011 survey just asked “have you ever participated in the Team Bike Challenge.” This small wording change may have had some effect on the increase in positive responses in 2011.*

Team Bike Challenge awareness is consistent across the county amongst adult residents from the telephone survey. From the bicyclists’ web survey, awareness is highest in Central (80%) and South County (77%), and lowest in East County (57%). Participation rates in the TBC amongst bicyclists are highest in Central County, at 45%, with the other three areas all showing a 25%-28% participation rate.

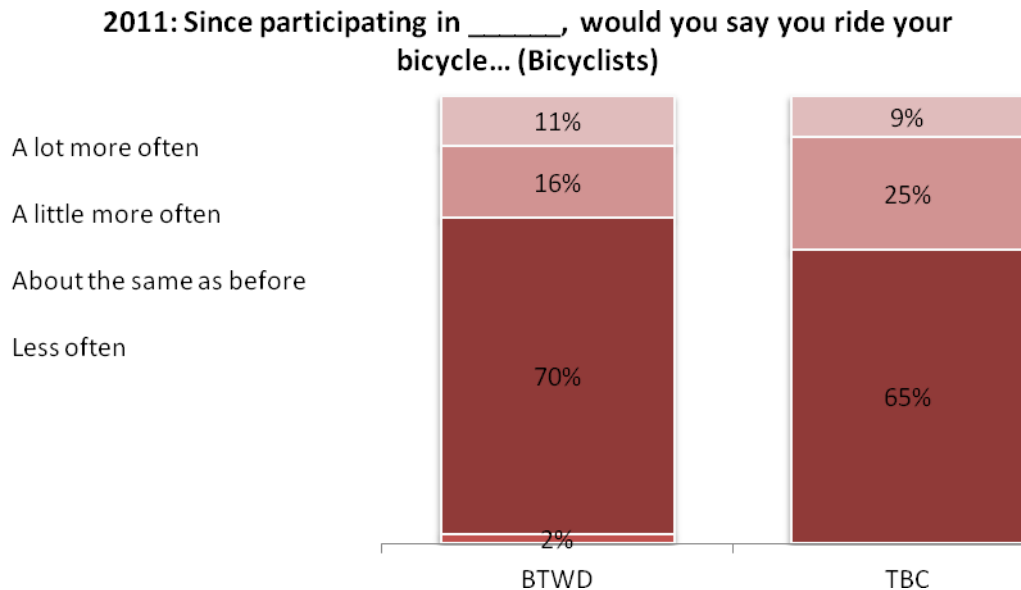
Nearly half (46%) of cyclists who participated in the Team Bike Challenge did so because of their work environment or peer pressure. Fifteen percent (15%) participated for fun, and 11% wanted to motivate their coworkers to ride more. For those who did not participate in the Challenge, but were aware of it, the top reason for non-participation was that they didn't have time or were too busy (22%). Fifteen percent (15%) reported difficulty finding a team, and 9% were out of town or on vacation.

Work-sponsored/ Build coworker relationships/ Peer pressure	46%
For fun/ love to ride	15%
To encourage/motivate coworkers to ride more regularly	11%
Competition aspect/ Teamwork	7%
To start biking more often	3%
Join with friends	3%
I would have biked anyway	2%
To be an example to others	2%
Raffle/ prizes	2%
A challenge	2%
Previous TBC were great	1%

Did not have time to organize a team/busy	22%
Could not find teammates/not in a team	15%
Out of town/vacation	9%
Do not like event	6%
Health reasons/injured	6%
Telecommuter/works from home	6%
Team forgot	5%
Lack of involvement with a local organization	5%
Company did not put team together	3%
Too much effort	3%
Changed rules/could not participate	3%
BART not allowing bikes during rush hour	3%
Unemployed	3%
Unaware	3%
Website too difficult to use/log in to	3%
Other	3%
Don't Know	3%



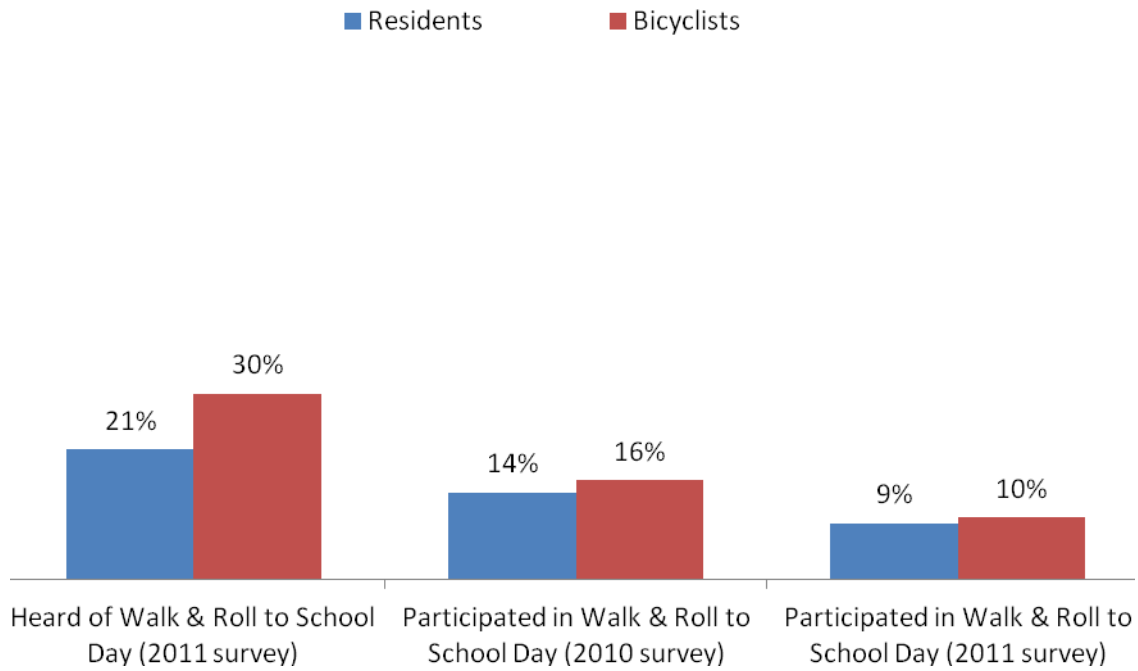
Looking at BTWD and TBC participants from the bicyclists' web survey, 27% of BTWD participants say they bicycle more after participating in BTWD (11% a lot more), while 35% of TBC participants say they bicycle more after participating in TBC (9% a lot more).



### Walk & Roll to School Day Awareness and Participation

Walk and Roll to School Day awareness and participation is remarkably consistent across residents from the telephone survey and bicyclists from the web survey. One in five adult Alameda County residents (21%) reported having heard of Walk & Roll to School Day, with awareness only slightly higher amongst those who took the bicyclist' survey (30%). Walk and Roll to School Day participation is reasonably consistent across the two surveys as well, with 9% of residents in 2011 reporting participating (14% in 2010) and 10% of bicyclists in 2011 reporting participating (16% in 2010).

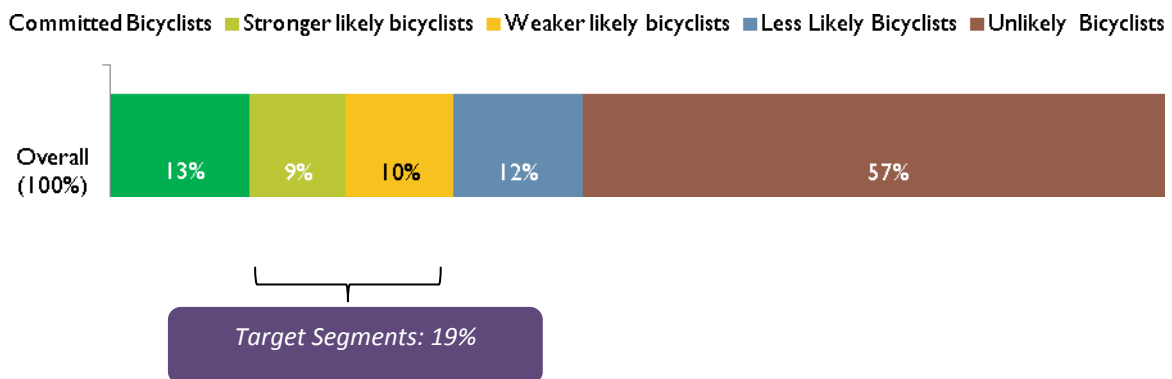
Awareness of Walk and Roll to school day is significantly lower in Central County amongst adult residents (10%) than in South (23%), East (25%) or North County (27%); participation rates amongst adult residents show similar disparities (17% in the East, 12% in the South, 11% in the North, and 2% in Central County).



## Targeting Future Promotion

In order to better understand who is already riding bicycles as a form of transportation, who is not and is unlikely to in the future, and who might be likely future bicyclists, the two adult population surveys were segmented to look for and understand these groups. In the 2010 survey, a combination of current bicycling habits and attitudes about barriers to bicycling was used to create the segments. In the 2011 survey a combination of their current driving behavior and self-reported ease of replacing a car trip with a bicycle trip were used to ferret out potential bicyclists. The segment creation and analysis details are below; note that even though the method to arrive at a target was completely different across the two years of surveys, the population and attitudes of the targeted group are remarkably similar.

## 2010 Segmentation Analysis



Using behavioral and attitudinal questions from throughout the 2010 telephone survey, residents were split into segments to look at who is already riding with frequency, who could be targeted to ride or ride more often, and who is unlikely to ride their bicycles as transportation. The telephone survey was used for this analysis because it is a random sample of adult residents, and can be projected over the entire county population.

The bicyclist segments were defined as follows:

- **Committed Bicyclists (13%):** Currently ride a bicycle three or more times per week as transportation to a destination.
- **Stronger Likely Bicyclists (9%):** Currently ride a bicycle one or two times per week as transportation to a destination.
- **Weaker Likely Bicyclists (10%):** Currently ride a bicycle less often than once per week as transportation to a destination AND own a working bicycle AND ride a bicycle for health or recreation AND have relatively lower levels of concern about potential barriers to bicycling.
- **Less Likely Bicyclists (12%):** Currently ride a bicycle less often than once per week as transportation to a destination AND own a working bicycle AND ride a bicycle for health or recreation AND have relatively higher levels of concern about potential barriers to bicycling.
- **Unlikely Bicyclists (57%):** Do not own a working bicycle OR do own a bicycle BUT do not ride as transportation or for health or recreation.

A summary of demographic and attitudinal differences between the segments follows.

#### *2010: Committed Bicyclists (13%)*

*The goal for the Committed Bicyclists should be to continue to support good bicycling habits, and provide support to enable them to recruit others to join them.*

This is the group that uses bicycles as a mode of transportation the most regularly. They are the most committed to bicycling, and the most likely to have participated in a past Bike to Work Day (53% ever, 58% in 2010), as well as plan on participating in Bike to Work Day 2011 (81% likely). While most have access to a working bicycle, one-third do not have access to a car (the highest of all of the segments).

This group is heavily made up of men from Northern Alameda County. More than half are between 18 and 29 or 40 and 49, with very few seniors falling into this group (2% age 65 and up). Hispanics are overrepresented in this committed bicyclists group as compared with the overall county population. Over half of respondents in this group are not homeowners.

Demographic	Adult County residents	Committed Bicyclists (13%)
Male	49%	<b>65%</b>
Female	51%	35%
18-29	18%	<b>31%</b>
30-39	21%	17%
40-49	19%	24%
50-64	28%	26%
65+	14%	2%
Central	28%	23%
East	12%	8%
North	43%	<b>67%</b>
South	17%	2%
Have Kids Under 18	40%	44%
Home Owner	55%	40%
African-American	11%	10%
White	41%	36%
Hispanic	17%	<b>28%</b>
Asian	19%	11%
Other	12%	14%

Committed Bicyclists are the second most likely group have a job where they work outside the home at least once a week (“Less Likely Bicyclists” are the most likely). They tend to work in North or Central Alameda County, and live closer to their workplaces than any other segment. Nine out of ten of work commuters say they bike to work at least once a week, and nearly half say they “usually” use a bicycle on their commute. Sixteen percent (16%) of Committed Bicyclists report using only their bike to get to work, while 9% use a bike and public transit. Furthermore, 9% use a bike and a car to get to work, 7% use a combination of a bike, a car, and public transit, while 5% use their bike and some other form of transportation.

The Committed Bicyclists segment has the highest percentage of students of all segments, with 35% saying they go to school at least once a week, and a majority of those going to either Alameda or Berkeley for school. Four out of five students within this target group say they bike to school at least once a week, and half say they “usually” ride a bicycle as part of their regular trip to school. One out of five (21%) only use their bike to get to school, while 11% use their

bike plus public transit. Furthermore, 5% use a combination of biking, driving a car, and using public transit, while 16% use their bike and some other form of transportation.

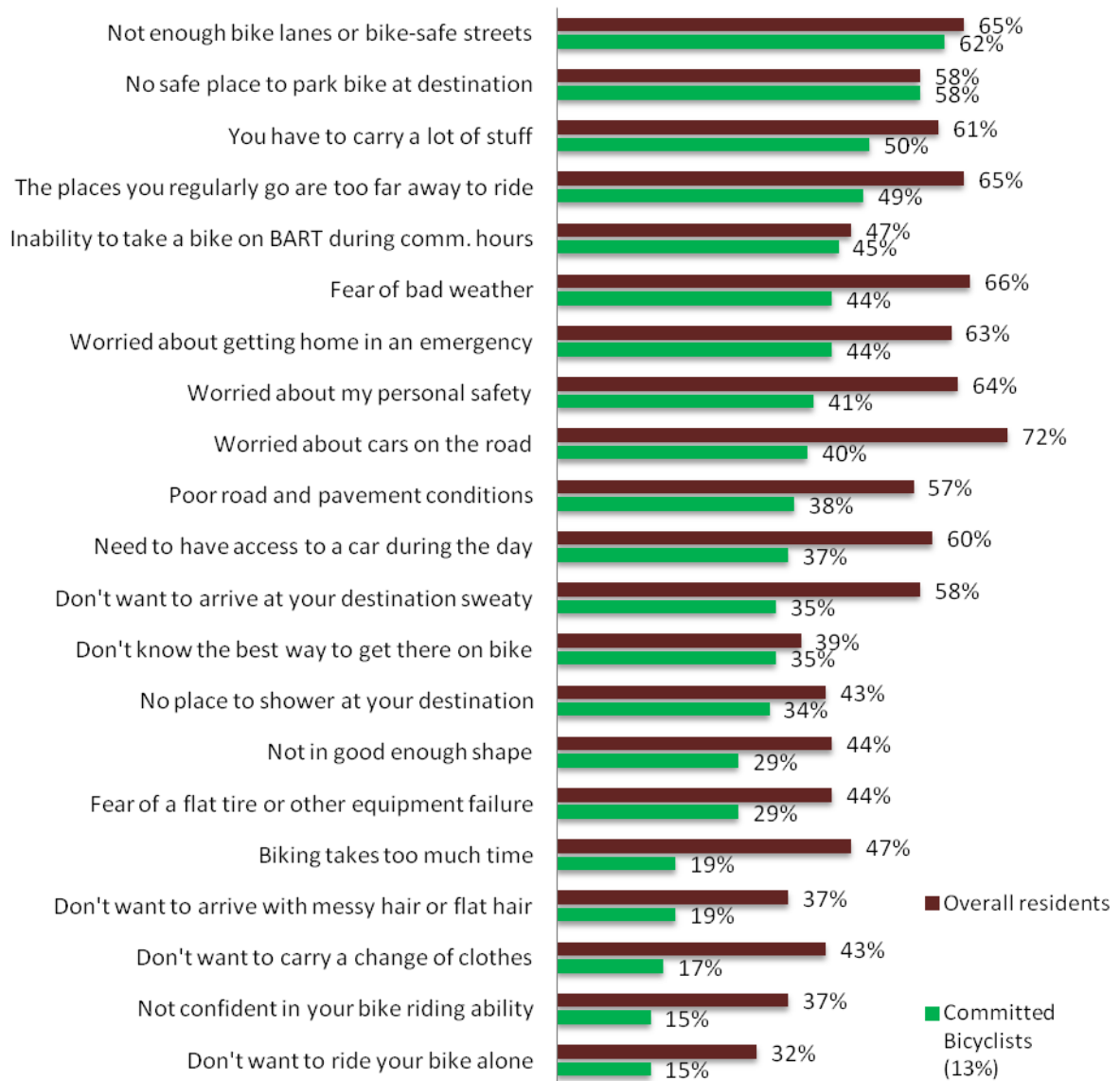
Committed Bicyclists are the most frequent transit riders, in addition to being the most frequent bicyclists. About half ride BART or AC Transit at least once a week, and one in five a train or ferry. They are also the least likely to drive solo and the least likely to carpool, with two-thirds reporting at least weekly solo driving trips and four in five reporting at least weekly carpool trips.

Demographic	Adult County residents	Committed Bicyclists (13%)
Rides a Bus at least once a week	17%	47%
Rides BART at least once a week	24%	48%
Drives a car alone at least once a week	84%	66%
Carpools at least once a week	88%	82%

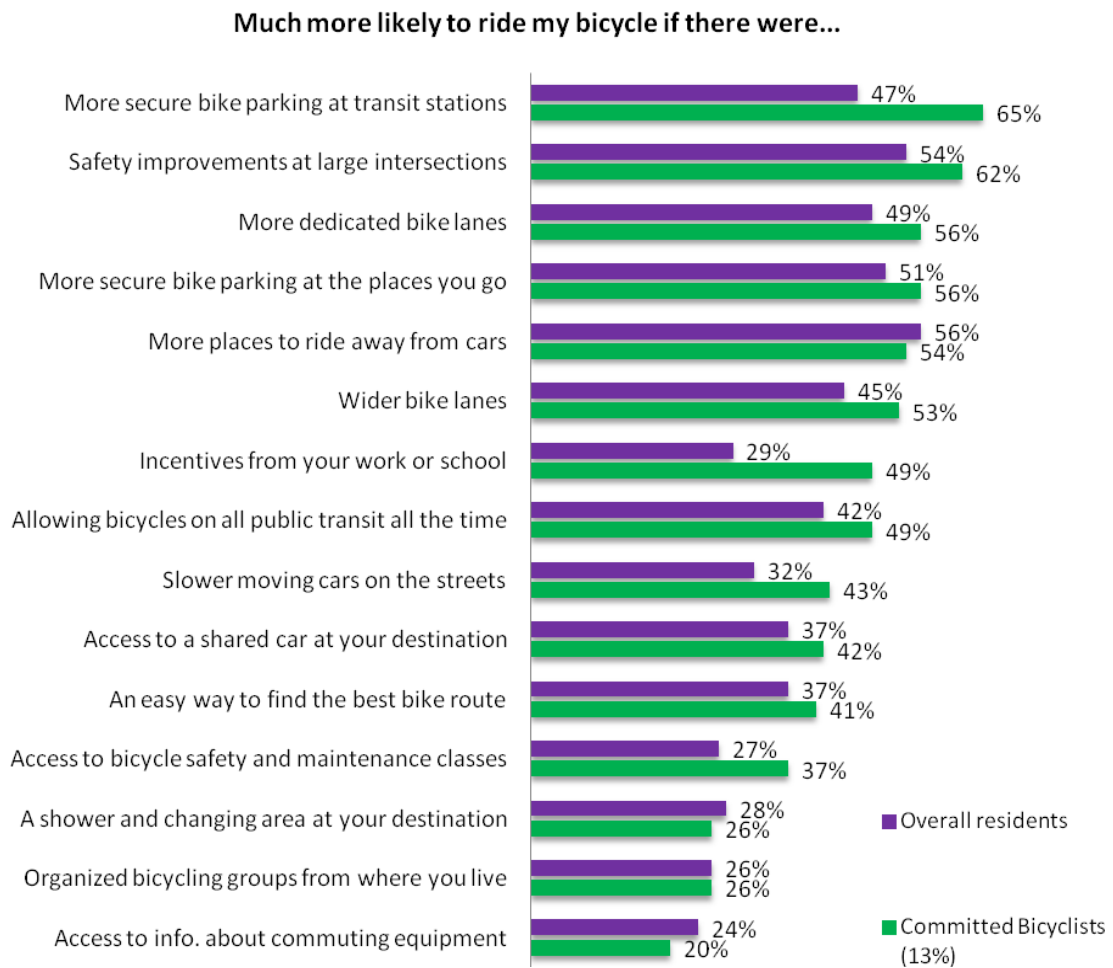
In an open-ended multiple response question about why people don't ride their bicycles more often as transportation, "difficult/lazy/takes, too much energy" and "safety issues/biking is unsafe/dangerous" tie for the top reasons, with 30% giving each of those reasons. One-quarter (27%) believe the weather is one of the top reasons people don't bike more.

Not surprisingly, the top barriers to biking more for this group are the day-to-day logistics of bicycling. When read a list of possible barriers to themselves personally biking more often, the Committed Bicyclist segment ranks "Not enough bike lanes or bike safe streets on my route" number one, with 62% saying that's an important factor. Number two is "No safe place to park a bike at my destination," with 58% saying that is important, and "I have to carry a lot of stuff" ranks third, with 50% finding that an important factor. Confidence is not an issue for this group, with 74% each ranking lack of confidence in bike riding ability and not wanting to ride their bike alone as unimportant factors.

**Importance of factors in choosing to not ride a bicycle (% Rated Important)**



Riding safety and bike security are top priorities for this group. The improvements the Committed Bicyclists segment are most interested in include more secure bike parking at transit stations (65% much more likely to ride), safety improvements at large intersections (62% much more likely to ride), more secure bike parking at the places they go (56% much more likely to ride), and more dedicated bike lanes (56% much more likely to ride).



### 2010: Stronger Likely Bicyclists (9%)

*The goal for the Stronger Likely Bicyclists group should be to convince them to ride their bicycles more often, and to integrate bicycling into their regular trip habits.*

This group is made up of people who do ride their bicycles as transportation, but not as often as the Committed Bicyclists group. They are regular bicyclists, though much less likely to ride their bicycles to work or school than the Committed group. Many have participated in Bike to Work Day in the past (32%) with only 6% that participated in 2010. Nearly half say they intend to participate in 2011. Nearly 90% in this group have access to a car.

The Stronger Likely Bicyclists group, like Committed Bicyclists, is heavily made up of men from Northern Alameda County. Six out of ten are between the ages of 40 and 64, with very few



seniors falling into this group (4% age 65 and up). Whites are overrepresented in this target group as compared to the adult population of Alameda County.

Demographic	Adult County residents	Stronger Likely Bicyclists (9%)
Male	49%	<b>63%</b>
Female	51%	37%
18-29	18%	19%
30-39	21%	15%
40-49	19%	<b>30%</b>
50-64	28%	32%
65+	14%	4%
Central	28%	15%
East	12%	17%
North	43%	<b>51%</b>
South	17%	17%
Have Kids Under 18	40%	46%
Home Owner	55%	58%
African-American	11%	6%
White	41%	<b>68%</b>
Hispanic	17%	7%
Asian	19%	8%
Other	12%	11%

Three-quarters of the Stronger Likely Bicyclists go to work outside the home at least once a week. A quarter of this group works outside of Alameda County. Nearly half of those who work weekly live 11 or more miles away from their workplace. A majority of the work commuters in this group drive there alone, while 21% take a carpool or vanpool. While 29% of the work commuters in this group say they bicycle to work once a week, just 10% say they “usually” use a bicycle on their commute. Seven percent (7%) use their bike plus a car to get to work, while 4% use their bike and another source of transportation.

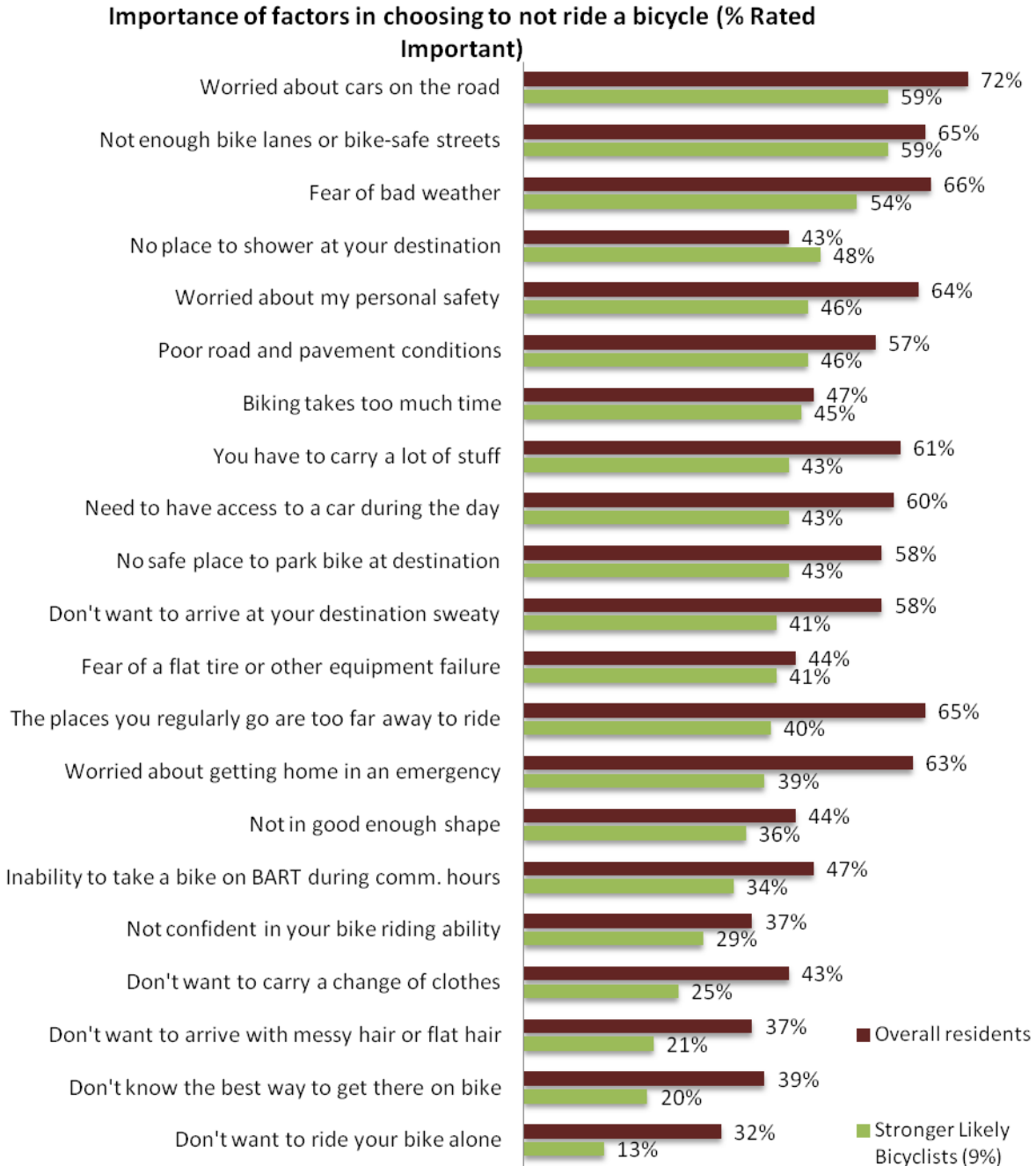
One out of five members of the Stronger Likely Bicyclists segment go to school at least once a week, with a majority going to either Alameda or Berkeley for school. Nearly half of students say they bike to school at least once a week, and one third say they “usually” ride a bicycle as part of their regular trip to school. One-third say they use their bike plus a car to get to school.

One-third of the Stronger Likely Bicyclists group (32%) rides BART at least once a week, more likely than the overall population. Four out of five drive solo at least once a week, and 54% drive solo five days a week or more. Nine in ten of the members of this group carpool at least once a week.

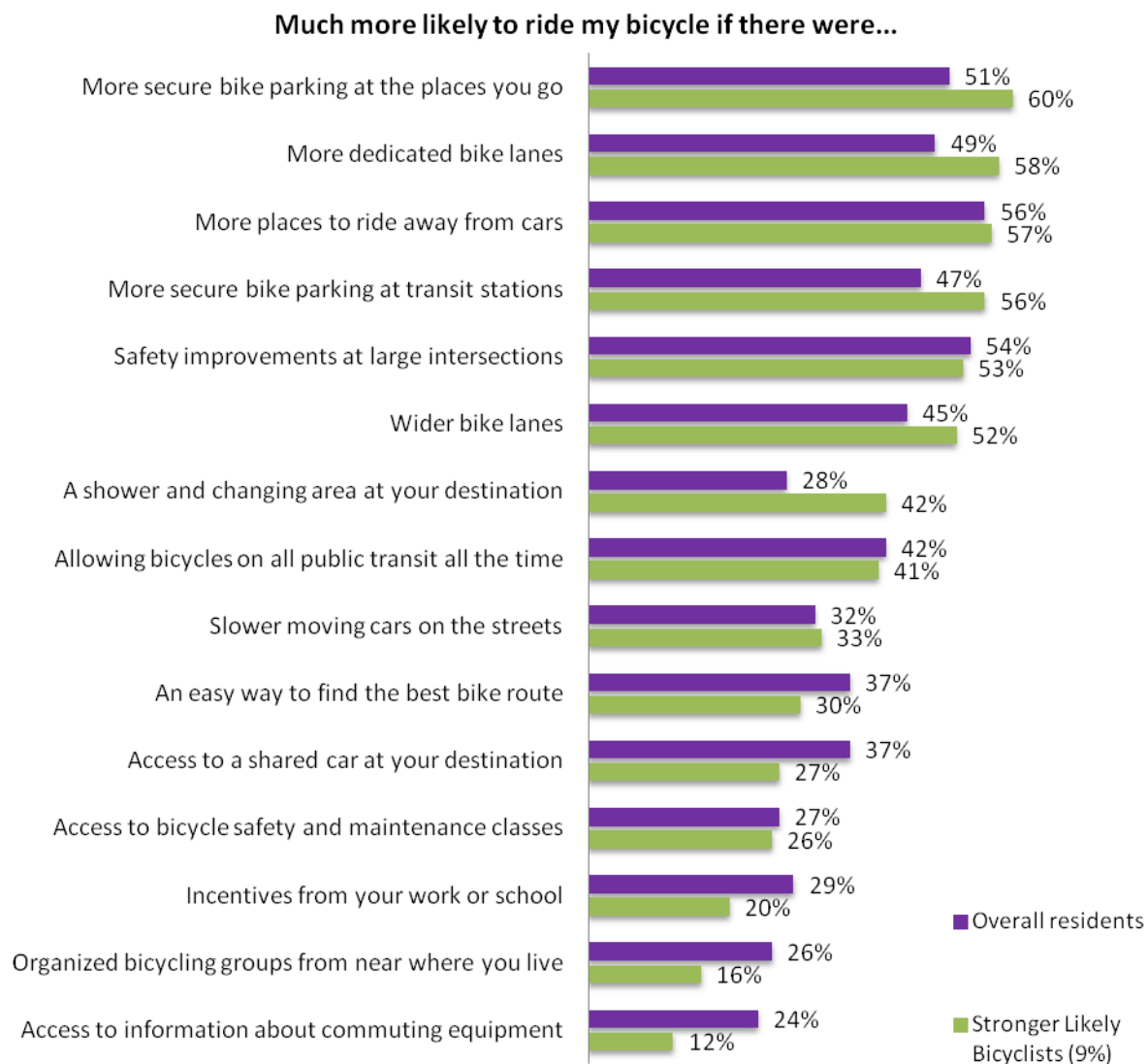
Transportation Habits	Adult County residents	Stronger Likely Bicyclists (9%)
Rides a Bus at least once a week	17%	18%
Rides BART at least once a week	24%	32%
Drives a car alone at least once a week	84%	81%
Carpools at least once a week	88%	92%

In an open-ended multiple response question about why people don't ride their bicycles more as transportation, "safety issues/biking is unsafe/dangerous" comes out on top, with 42% citing it as a reason people don't bike more. This is followed by "difficult/lazy/takes too much energy," with 30%, and "being protected from the weather" with 27% citing that as a reason people don't bike more.

The Stronger Likely Bicyclists group is more concerned about safe roads and riding conditions than the Committed Bicyclists group, but still the day-to-day riding issues, such as weather and showering, show up as top issues that keep this group from bicycling more. When read a list of possible barriers to personally biking more often, the Stronger Likely Bicyclists segment ranks both "Not enough bike lanes or bike safe streets on my route," along with "worried about cars on the road" number one, with 59% each saying those are important factors. "Fear of bad weather" ranks just behind those, with 54% saying that is an important factor, and "no place to shower at your destination" followed with 48%. Bicycling alone is not a concern for this group, with 80% ranking that as an unimportant factor, followed by not knowing the best way to get to their destination (66% not important).



Members of the Stronger Likely Bicyclists group are interested in some of the same improvements that interest the Committed Bicyclists segment – they are much more likely to ride if the bicycling conditions were safer and if there was more secure bicycle parking. These include more secure bike parking at the places they go (60% much more likely to ride), more dedicated bike lanes (58% much more likely to ride), more places to ride away from cars (57% much more likely to ride), and more secure bike parking at transit stations (56% much more likely to ride).



### 2010: Weaker Likely Bicyclists (10%)

*The goal for the Weaker Likely Bicyclists group, as with the Stronger Likely Bicyclists, should be to help them integrate bicycling into their regular travel habits, whether that's work or another destination. This group's biggest obstacle is feeling safe riding on the road with cars; classes with that focus may help encourage this group.*

This group is made up of people who do own and ride bicycles with some regularity, but do not tend to use them as a way to get to places. They are largely recreational riders, 50% of whom ride one to two days per week. One-third say they have participated in Bike to Work Day at some point, with 6% participating in 2010. By definition, every member of this group has access to a working bicycle, but car access is nearly universal (97%).

The Weaker Likely Bicyclists group has more than twice as many men as women, and is extremely geographically diverse, with an over-representation of group members from East Alameda County. Nearly forty percent of this group is between the ages of 50 and 64, with another quarter in the 30 to 39 age group (40 to 49 year olds are severely underrepresented here). Whites and Asians make up three-quarters of the Weaker Likely Bicyclists group, while there is close to no African-American representation.

Demographic	Adult County residents	Weaker Likely Bicyclists (10%)
Male	49%	<b>68%</b>
Female	51%	32%
18-29	18%	12%
30-39	21%	27%
40-49	19%	10%
50-64	28%	<b>38%</b>
65+	14%	12%
Central	28%	25%
East	12%	<b>20%</b>
North	43%	34%
South	17%	20%
Have Kids Under 18	40%	44%
Home Owner	55%	62%
African-American	11%	0%
White	41%	<b>51%</b>
Hispanic	17%	10%
Asian	19%	<b>27%</b>
Other	12%	12%

The Weaker Likely Bicyclists group is the least likely to go to work or school outside the home at least once a week. One in five in this group work in South Alameda County. Nearly all of the work and school commuters in this group drive there alone. Eighty-four percent (84%) of those who work drive their car alone to get there (with an average distance of 11.53 miles to work), while 60% of those who go to school use their car to get there (average distance 9.16 miles).

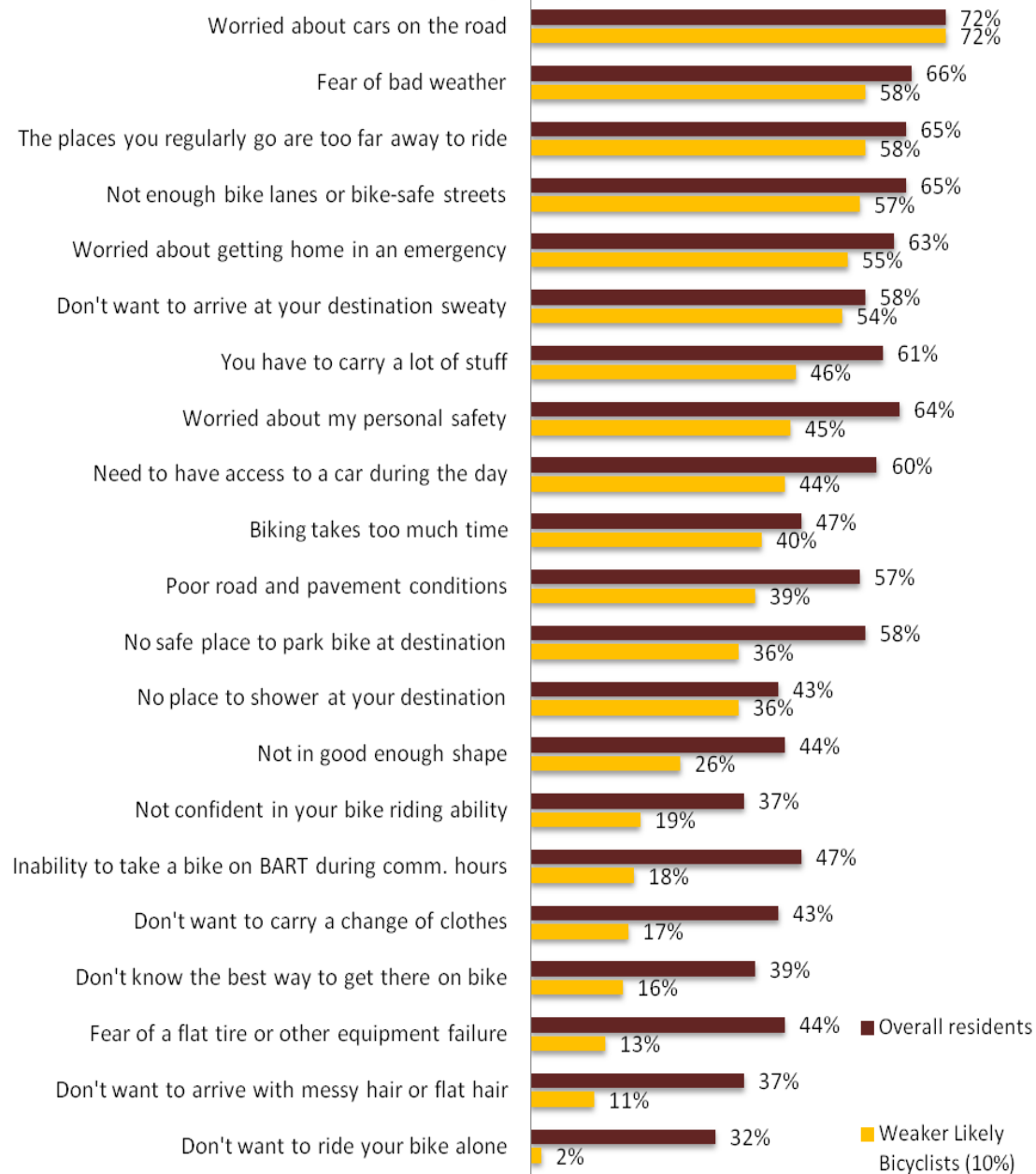
This group is heavily made up of drivers, with nine in ten saying they drive solo at least once a week, and 75% driving solo five or more days a week. They are very likely to do some ride-sharing as well, with 94% reporting weekly shared rides, and 23% sharing rides every day of the week. Very few in this group ride any form of transit with regularity, with 11% riding BART weekly, and 8% riding a bus weekly. Nearly two in five in this group say they ride a stationary bicycle or take a spinning class at least once a week, the highest percentage of all of the segments.

Transportation Habits	Adult County residents	Weaker Likely Bicyclists (10%)
Rides a Bus at least once a week	17%	8%
Rides BART at least once a week	24%	11%
Drives a car alone at least once a week	84%	92%
Carpools at least once a week	88%	94%

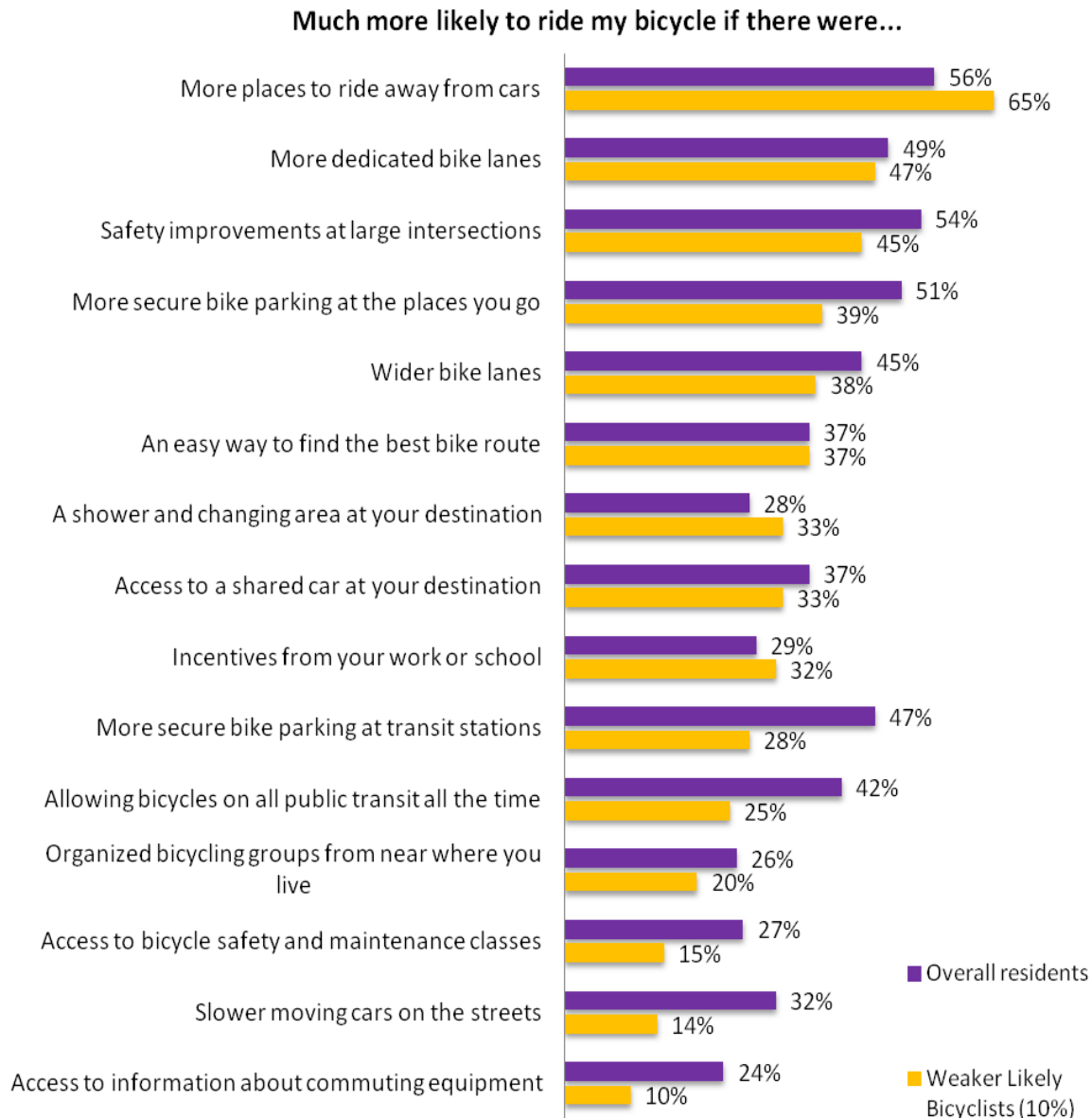
In an open-ended multiple response question about why people don't ride their bicycles more as a form of transportation, distance, weather, and time come out as top reasons. "Too far of a distance to travel" is the response from 40% of Weaker Likely Bicyclists, followed by "being protected from the weather" (29%), "time consuming" (22%) and "difficult/lazy/takes too much energy" (21%).

Fear of riding with cars is a big part of the reason this group does not bicycle more often. When read a list of possible barriers to personally biking more often, the Weaker Likely Bicyclists segment ranks "Worried about cars on the road" as the top reason by a wide margin, with 72% saying that's an important factor in their decision to ride a bicycle. "Fear of bad weather" and "The places I regularly go are too far away to ride" are tied for a distant second, with 58% saying those are an important factor, followed by "Not enough bike lanes or bike safe streets on my route" (57% rate this an important factor). Bicycling alone is not a concern for this group, with 83% ranking that as an unimportant factor, nor is not knowing the best way to get to their destination (79% unimportant factor), fear of equipment failure or a flat tire (77% **unimportant** factor), or lack of confidence in bike riding abilities (76% **unimportant** factor).

**Importance of factors in choosing to not ride a bicycle (% Rated Important)**



More safe places to ride away from cars are the top factors in getting this group to ride more. Separating bikes from cars is the most attractive type of improvement for the Weaker Likely Bicyclists, with 65% saying they are much more likely to ride if that were in place. More dedicated bike lanes came in as a distant second, with 47% saying they are much more likely to ride if those are completed.





## 2010: Less Likely Bicyclists (12%)

*The “Less Likely Bicyclists” group should not be explicitly targeted with advertising about biking as a commute mode, as their attitudes about cycling and riding habits would make them more difficult to convert than the primary and secondary targets to regular bicycle commuters. However, given that a large proportion of them take children to school, they may be susceptible to messaging about Walk and Roll to School events, and bike safety classes targeted to women and families may help reduce their perceived barriers.*

This group is made up of people who do own and ride bicycles with some regularity, but mostly for health and recreation, rather than to get to destinations. Like the Secondary Target group, they do ride their bicycles with some regularity for reasons other than transportation, but they are in the less likely group because they have more concerns (and higher levels of concern) about barriers to bicycling than the Weaker Likely Bicyclists group does. Those in the Less Likely Bicyclists group are much less likely to have participated in past Bike to Work Days, with just 9% saying they have ever participated, and 2% saying they participated in 2010. By definition, every member of this group has access to a working bicycle, but car access is nearly universal (93%).

The Less Likely Bicyclists group is nearly three-quarters women, and is the most likely group to have children under 18. They are located in all parts of the county, with more concentration in the Central and South County areas than the overall population distribution. This group’s age distribution is similar to the overall population’s, with a slight overrepresentation in the 40 to 49 age group. Minorities make up three-quarters of this group, with Asians and Hispanics comprising the majority. This is the most likely segment to be homeowners, with 71% saying they own or are buying a home.

Demographic	Adult County residents	Less Likely Bicyclists (12%)
Male	49%	28%
Female	51%	72%
18-29	18%	15%
30-39	21%	20%
40-49	19%	30%
50-64	28%	24%
65+	14%	11%
Central	28%	37%
East	12%	15%
North	43%	20%
South	17%	29%

Have Kids Under 18	40%	59%
Home Owner	55%	71%
African-American	11%	5%
White	41%	25%
Hispanic	17%	25%
Asian	19%	34%
Other	12%	11%

Nearly all of the Less Likely Bicyclists group goes to work outside the home at least once a week, with most of those (88%) driving in a car alone to get there. This group is the most likely to work in South Alameda County (34%), and they live farthest from their workplaces on average of all of the segments (average distance from work 16.08 miles). Three-quarters use only their car to get to work, while 19% use their car plus public transportation. One-quarter of this group goes to school at least once a week, with most driving in a car alone to get there (75%).

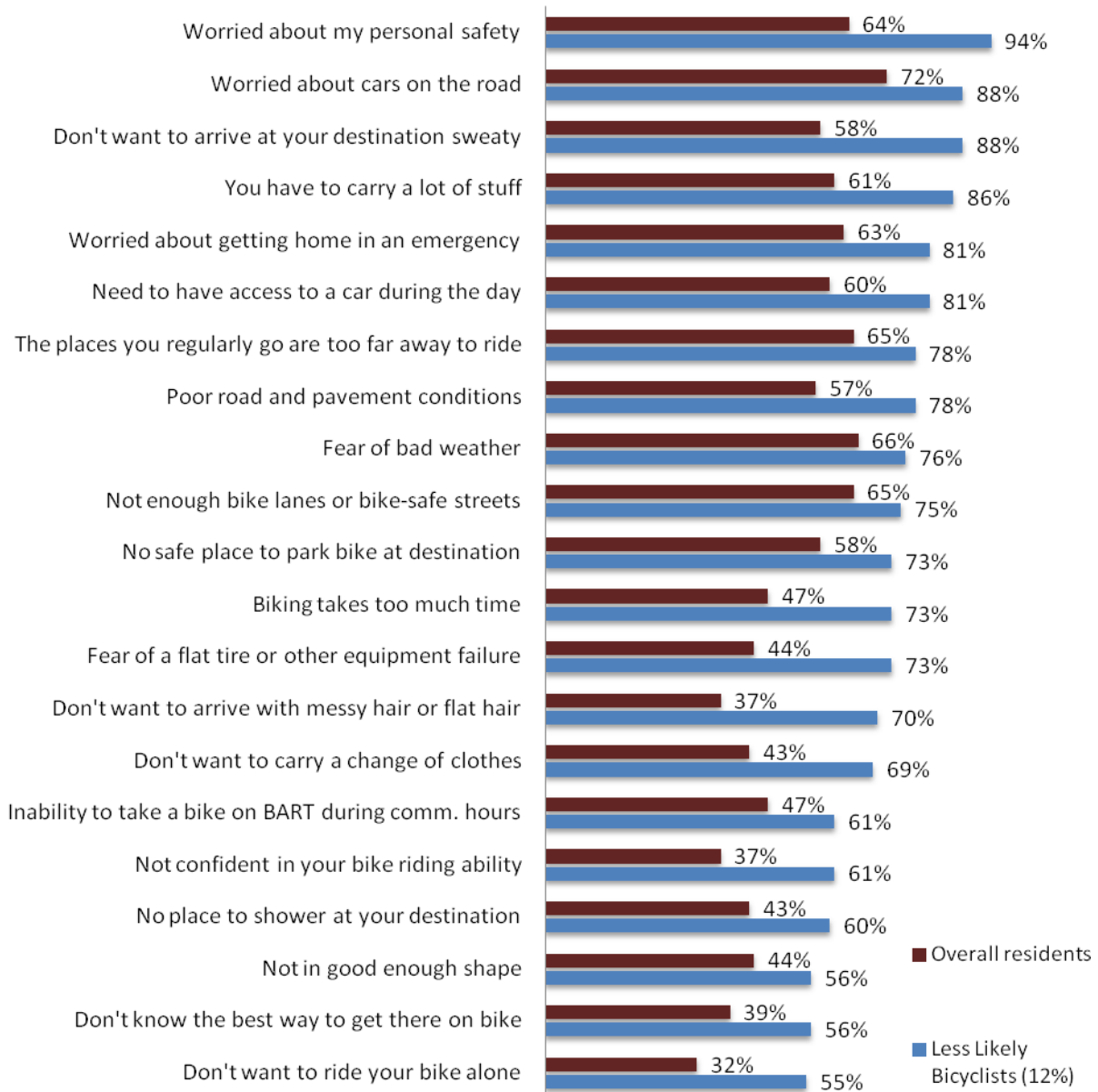
This group is heavily made up of drivers, with almost all (97%) saying they drive solo at least once a week, and 33% driving solo all seven days a week. They are very likely to do some ride-sharing as well, with 94% reporting weekly shared rides. The ride sharing in this group, however, is likely in the form of driving children to school, as 60% of this group drives children to school at least once a week, with 30% doing so five days a week. A quarter in this group ride BART at least weekly, while 11% ride a bus weekly and 5% ride a train. A third in this group say they ride a stationary bicycle or take a spinning class at least once a week, the second highest percentage of all of the segments.

Transportation Habits	Adult County residents	Less Likely Bicyclists (12%)
Rides a Bus at least once a week	17%	11%
Rides BART at least once a week	24%	24%
Drives a car alone at least once a week	84%	97%
Carpools at least once a week	88%	94%

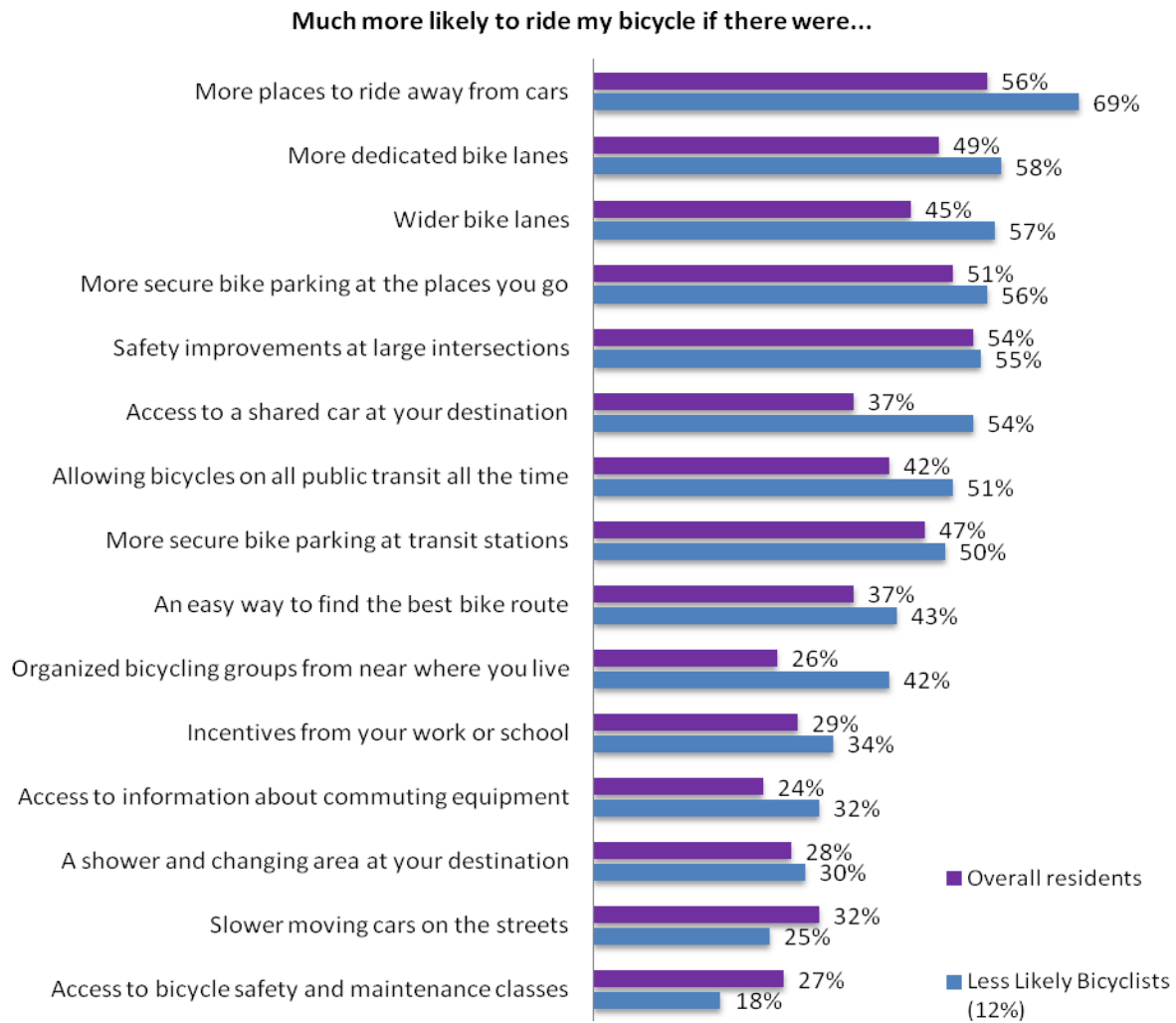
In an open-ended multiple response question about why people don't ride their bicycles more as transportation, distance, safety, and time come out as top reasons. "Too far of a distance to travel" is the response from 42% of this group, followed by "safety issues/biking is unsafe/dangerous" (33%) and "time consuming" (24%).

The barriers for this group are significantly different than the target groups. “Worried about my personal safety” is the top concern for the Less Likely Bicyclists (94% important factor). Tied for second, with 88% apiece, are “Don’t want to arrive at my destination sweaty” and “Worried about cars on the road,” and third is “I have to carry a lot of stuff” (86% important factor). Access to a car when they need it is another priority concern for this group, with “Need to have access to a car at some point during the day” and “Worried about getting home quickly in an emergency” each rated as an important factor by 81%. While it’s not a top-rated factor, it should be noted that 61% in this group worry that they are not confident in their bike-riding ability, and that they do share high levels of concern about bicycling safety and weather with the prior segments.

**Importance of factors in choosing to not ride a bicycle (% Rated Important)**



Given their perceptions of barriers to using bicycles as a form of transportation, this group would be more difficult to convert than the earlier groups. However, sixty-nine percent (69%) say they are much more likely to ride their bikes if there are more places to ride away from cars, which is parallel with the earlier target groups.



### 2010: Unlikely Bicyclists (57%)

*This group should not be explicitly targeted with advertising, as they are very unlikely to adopt bicycling as a mode of transportation due to their current attitudes and practices.*

This group is all of the people who did not end up in one of the prior groups. They are generally not bicycle owners (only 33% have access to a working bike) and nearly none have participated in Bike to Work Day (7% ever, less than 1% in 2010). Car ownership is not universal in this group, however, with 88% having access to a car.

The Unlikely Bicyclists group is about half men and half women, with a geographic distribution that looks very similar to the way the overall adult population is distributed. They are less likely to have children at home (33%) than the overall population, and have an age distribution and ethnic makeup similar to all adult residents.

Demographic	Adult County residents	Unlikely Bicyclists (57%)
Male	49%	44%
Female	51%	56%
18-29	18%	16%
30-39	21%	22%
40-49	19%	15%
50-64	28%	28%
65+	14%	19%
Central	28%	30%
East	12%	10%
North	43%	42%
South	17%	18%
Have Kids Under 18	40%	33%
Home Owner	55%	54%
African-American	11%	15%
White	41%	39%
Hispanic	17%	15%
Asian	19%	18%
Other	12%	12%

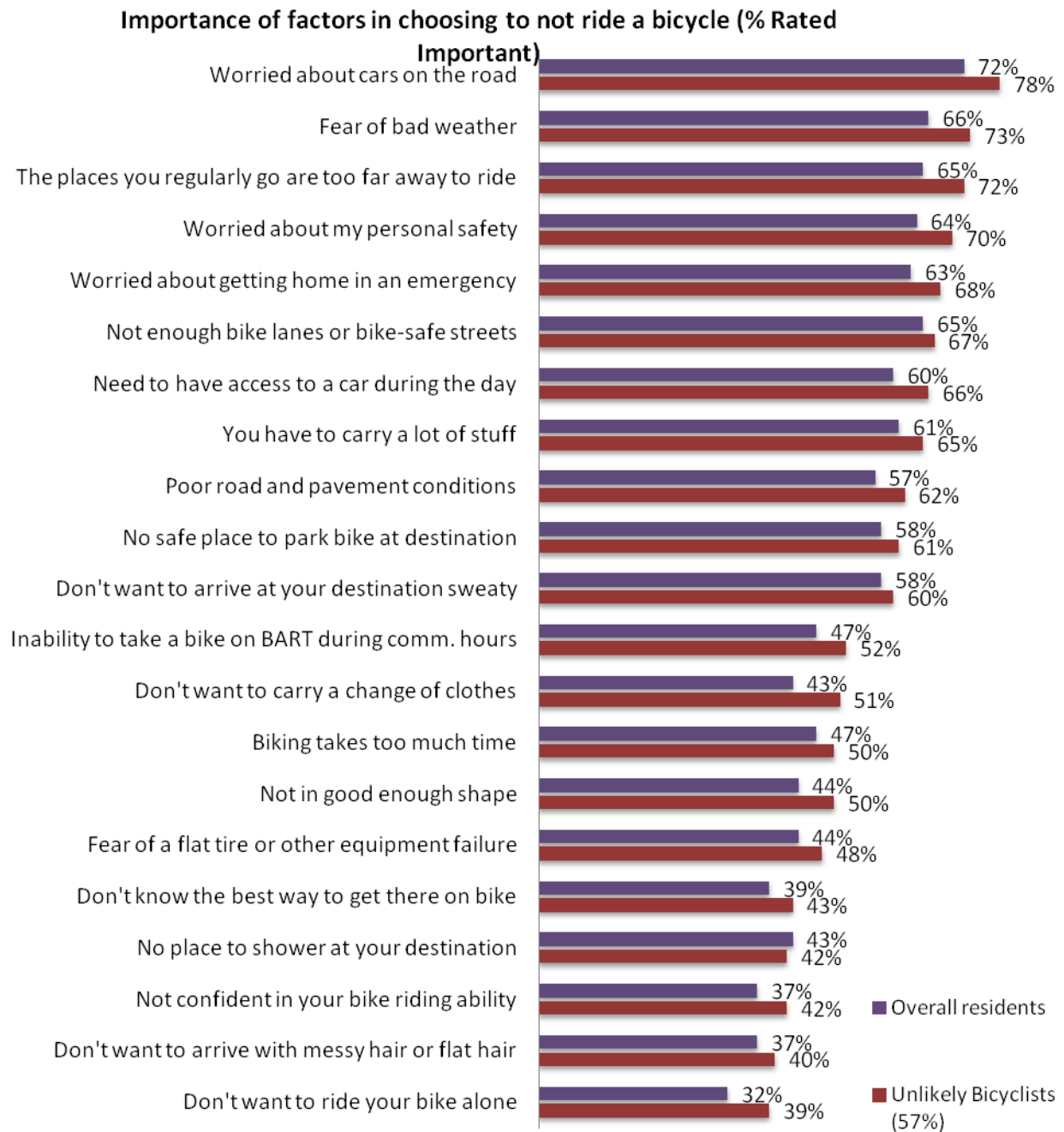
The Unlikely Bicyclists group is the least likely segment to work outside the home at least once a week (64%), and most of those (78%) drive in a car alone to get there. This group is the most likely to work outside of Alameda County (36%), although more than half live within 10 miles of their workplace. Seventy-two percent (72%) use only their car to get to work, while 19% use their car plus public transportation. One-quarter of this group goes to school at least once a week, with most driving in a car alone to get there (66%).

Eighty-four percent (84%) the Unlikely Bicyclists group drive alone at least once a week, with 29% driving alone 7 days a week. One in five in this group rides BART at least weekly, while 13% ride a bus weekly. This group has the lowest percentage of stationary cyclists of all the segments, at 18%.

Transportation Habits	Adult County residents	Unlikely Bicyclists (57%)
Rides a Bus at least once a week	17%	13%
Rides BART at least once a week	24%	20%
Drives a car alone at least once a week	84%	84%
Carpools at least once a week	88%	86%

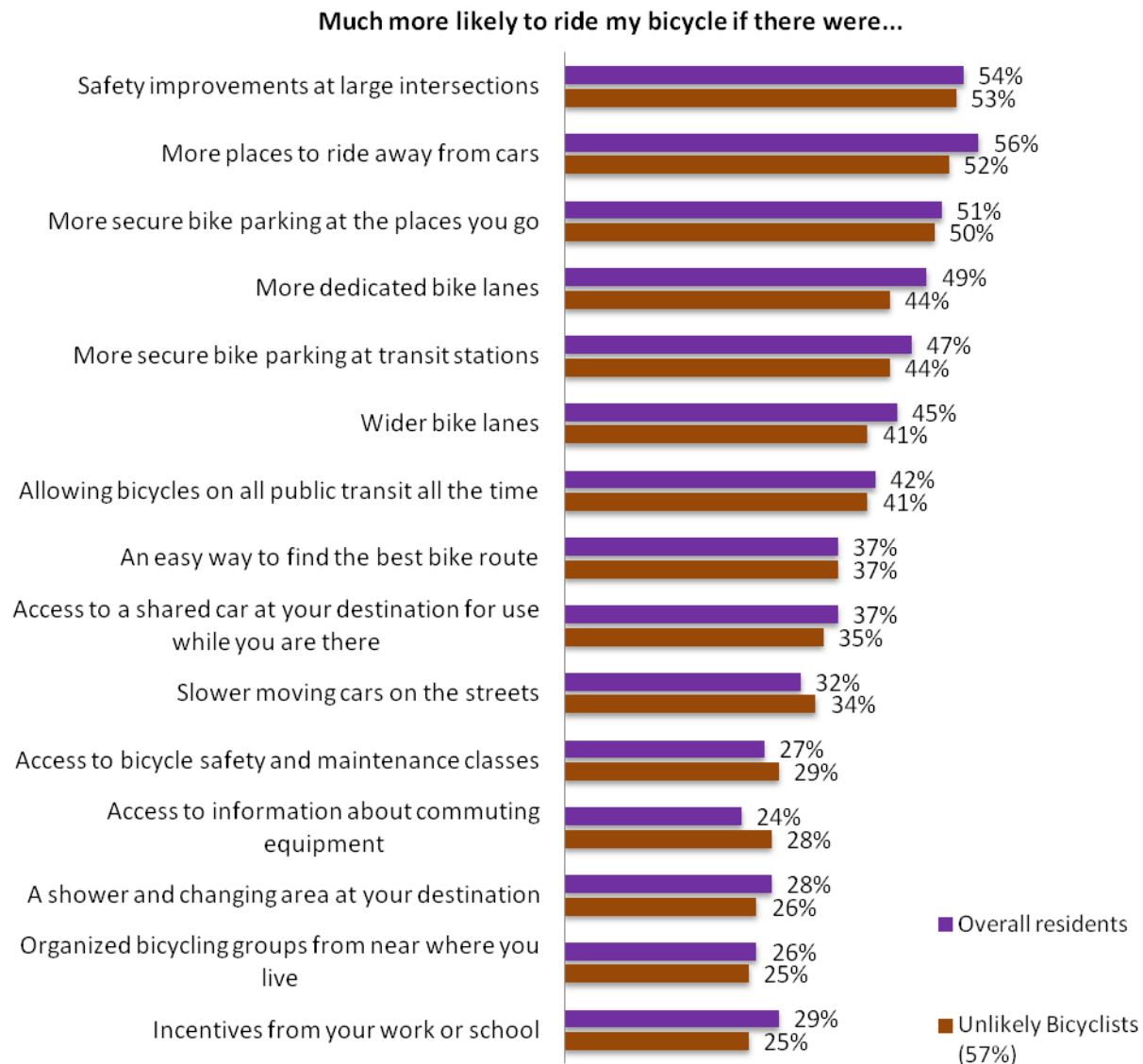
In an open-ended multiple response question about why people don't ride their bicycles as transportation more, the same theme emerges as with some of the other segments: safety, distance, and weather. "Safety issues/biking is unsafe/dangerous" is the top response here, at 33%, followed by "too far of a distance to travel" (25%) and "being protected from the weather" (24%).

The barriers for this group are more like the target groups than the Less Likely Bicyclists group. "Worried about cars on the road," is the top-ranked concern, with 78% saying it's an important factor, followed by "fear of bad weather" (73% important factor) and "The places I regularly go are too far away to ride" (72% important factor). In general, their level of concern is higher than for the overall population, but not as high as the Less Likely Bicyclists.





This group is much less responsive to potential improvements than the other groups. The improvements rated the highest by this group are safety improvements at large intersections (53% much more likely to ride) and more places to ride away from cars (52% much more likely to ride). Although their perceptions of barriers aren't the highest, they are less willing than any other group to believe anything could make them ride more often.



## 2011 Segmentation Analysis

In the 2011 phone survey of adult Alameda County residents, a different approach was taken to identify a target group for increased ridership. This change in approach was driven by some questionnaire changes that allowed for inclusion of more questions on employer attitudes and commute behaviors (specifically, the removal of the set of questions about barriers), as well as a desire to approach the targeting from a more direct vehicle-trip-replacement angle.

In the 2011 telephone survey, after asking how often respondents drive a car, those who drive at least once a week were asked how difficult it would be to replace at least one of those car trips with a bicycle trip. Of the 79% who drive a car at least once a week, 25% said it would be either not very difficult or not at all difficult to do so. That group, which makes up approximately 21% of the adult Alameda County population, was used as the target for increased ridership for the 2011 research.

■ Target: Drive a car at least once a week, not difficult to replace one trip with a bike trip ■ Other



The first point to notice about the 2011 target and the target created in 2010 (which was based on current bicycle ridership and attitudes on a number of barriers to cycling) is that the two target groups are nearly identical in size, at about 20% of the adult population. The fact that nearly the same size target group resulted from two very distinct segmentation methods shows that there is some widespread receptivity to messaging about cycling as transportation with about one in five adults in Alameda County.

### 2011: Target (21%)

*The goal for this Target group should be to increase the number of trips they take by bicycle each week, focusing on replacing car trips with bike trips for the purposes of saving money,*

*protecting the environment, and healthy living. Messaging that helps them understand it is not as difficult as they might think could convince this group to increase their cycling behaviors.*

This group contains a number of people who do ride their bicycles as transportation with some regularity, but could be easily convinced that they could ride more often. Over half of this group (54%) owns or has access to a working bicycle. One in five (19%) in this group have participated in Bike to Work Day in the past, but only 7% participated in 2011. Nearly half (48%) say they intend to participate in 2011.

This Target group is largely made up of 40 to 64 year olds, with overrepresentation amongst Asians and African-Americans. As with the 2010 targets, members of this group are more likely to have children than the overall population; however, they much more closely resemble the countywide population distribution regionally than the 2010 target groups.

Demographic	Adult County residents	Target (21%)
Male	48%	49%
Female	52%	51%
18-29	19%	16%
30-39	21%	17%
40-49	19%	24%
50-64	26%	30%
65+	14%	12%
Central	29%	32%
East	11%	8%
North	44%	42%
South	16%	18%
Have Kids Under 18	35%	<b>43%</b>
Home Owner	56%	58%
African-American	11%	<b>18%</b>
White	41%	34%
Hispanic	17%	17%
Asian	19%	24%
Other	12%	7%

Seventy-one percent (71%) of the Target group go to work outside the home at least once a week. Six in ten work in Alameda County, with over half living within 10 miles of their workplace. A majority of the work commuters in this group (85%) drive there alone, while 13% take a carpool or vanpool. Eleven percent (11%) of the work commuters in this group say they bicycle to work once a week, and 12% say they “usually” use a bicycle on their commute.

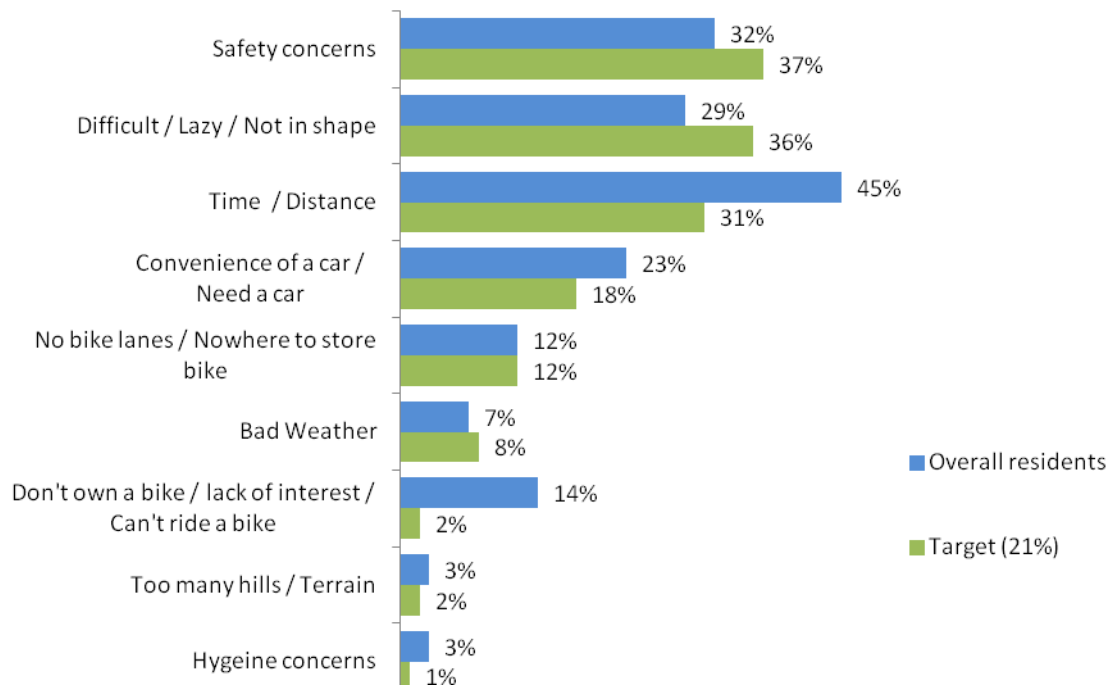
This group is made up of about one-quarter bicycle riders, with 23% saying they ride a bike at least once per week. They are not particularly frequent transit riders. Almost everyone in this group (92%) drives solo in a car at least once a week, and 62% drive solo five days a week or more.

Transportation Habits	Adult County residents	Target (21%)
Rides a bike at least once a week	20%	23%
Rides a bike for health/recreation at least once a week	21%	23%
Rides a bike as transportation at least once a week	14%	24%
Rides a bus at least once a week	15%	7%
Rides BART at least once a week	25%	26%
Drives a car alone at least once a week	77%	92%
Carpools at least once a week	83%	84%

Advertising awareness in this Target group is nearly identical to awareness amongst the entire adult population of the county. Just four percent (4%) recall ads that say “Get Rolling” or “Ride Into Life,” with 13% recalling the ads after being told their subject matter.

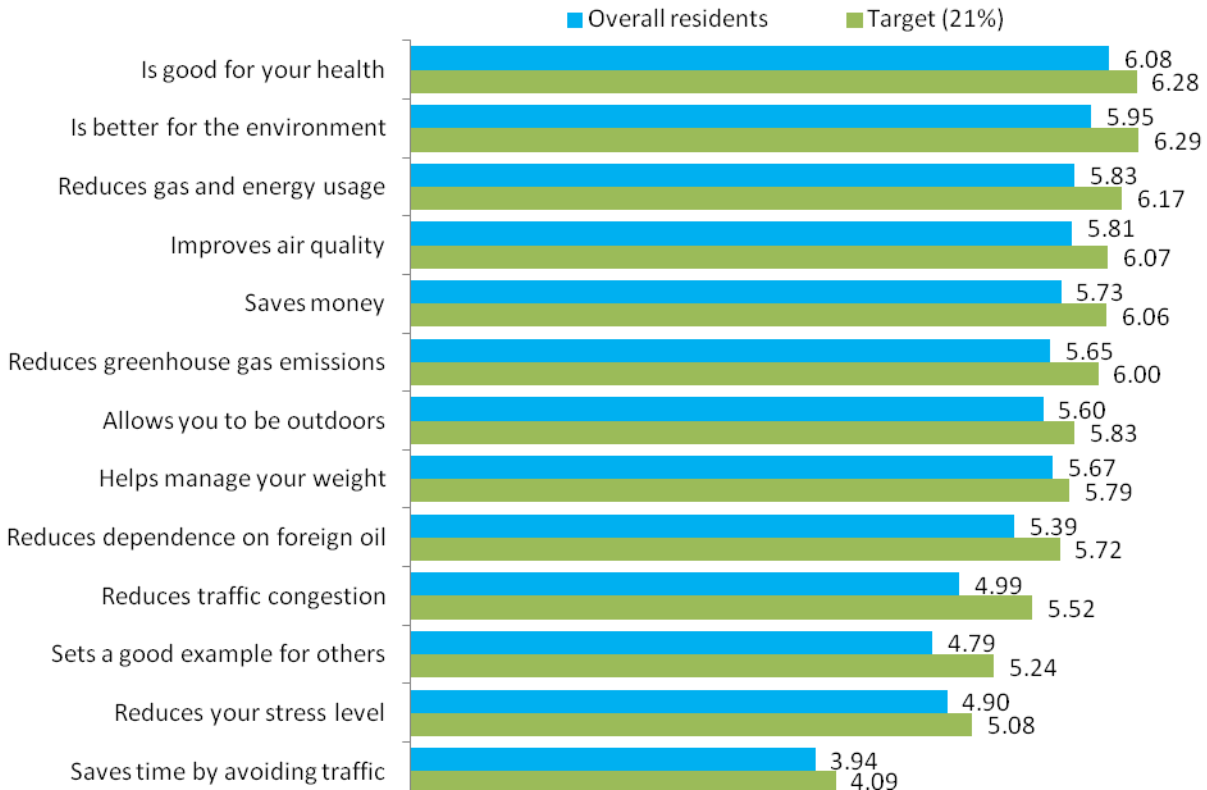
In an open-ended multiple response question about why people don’t ride their bicycles more as transportation, safety concerns come out on top, with 37% citing it as a reason people don’t bike more. This is followed closely by “difficult/lazy/takes too much energy,” with 36%, and the time and distance to ride, with 31% citing those as a reason people don’t bike more.

**2011: Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often?**



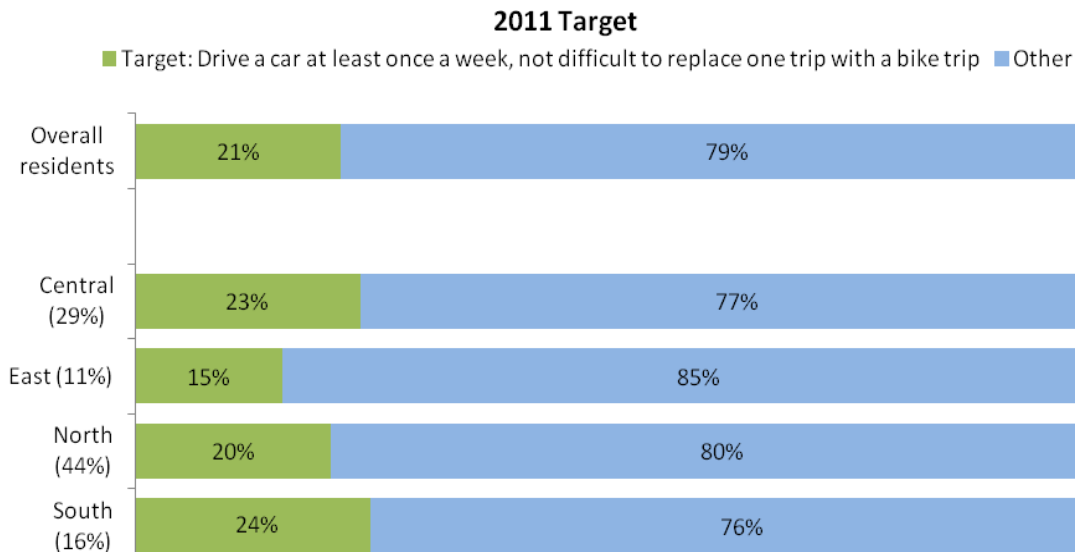
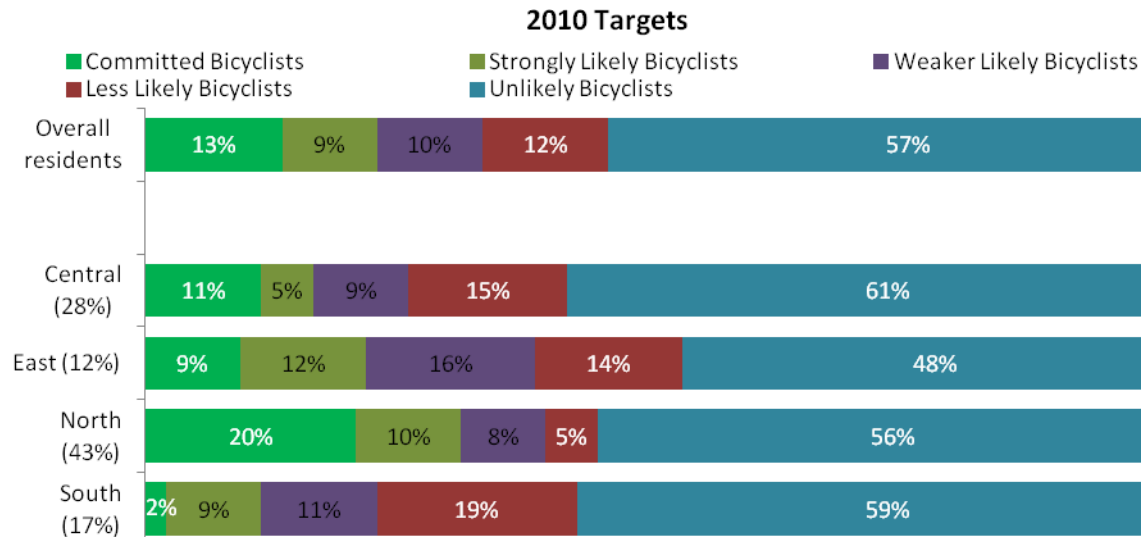
When read a list of possible reasons people might ride their bikes as a form of transportation, the Target group is generally in agreement with adults in the county overall, but with somewhat higher intensity in their responses. Health, the environment, and saving money all top the list with this Target group.

**2011: I'm going to read you a list of reasons some people ride their bicycles as a form of transportation. After each one, on a scale of 1 to 7 please rate how convincing that reason is to ride a bicycle as a form of transportation, where 1 means not at a**



### Regional Target Analysis

The target analysis for 2010 and 2011 yielded some important regional differences, likely in large part due to the method of target development. In 2010, when the target groups were identified largely using attitudes about specific barriers to cycling, East Alameda County had the largest target group representation, with 28% of East County residents in either the primary or secondary target group, followed by South County (20% in targets), North (18%) and finally Central (14%). In 2011, when the target was created based on their *conclusion* about likelihood to increase their cycling behavior, East County has the lowest target group representation (15%), with South (24%) and Central County (23%) at the top, then North County (20%).



### Sub-County Level Analysis

The sampling plan for the telephone surveys were constructed to allow for some analysis at the sub-county, or “Planning Area” level, in addition to countywide. This entailed setting disproportionate quotas by region, to ensure that the smaller regions had enough interviews to look at on their own. The table below shows the number of actual interviews completed in each Planning Area, the margin of error for that region, and the weighted percentage the region represents in the countywide data, all from the 2011 survey. Note that the margin of error at the Planning Area level is around plus or minus 10 points. The 2010 telephone survey sample plan and execution was nearly identical.

The Planning Areas are commonly used by Alameda CTC to analyze sub-county data and trends. They are defined as:

**Central:** Hayward, Unincorporated County (including Castro Valley, San Lorenzo), San Leandro

**East:** Dublin, Pleasanton, Livermore, Unincorporated Areas of East County

**North:** Oakland, Emeryville, Alameda, Piedmont, Berkeley, Albany

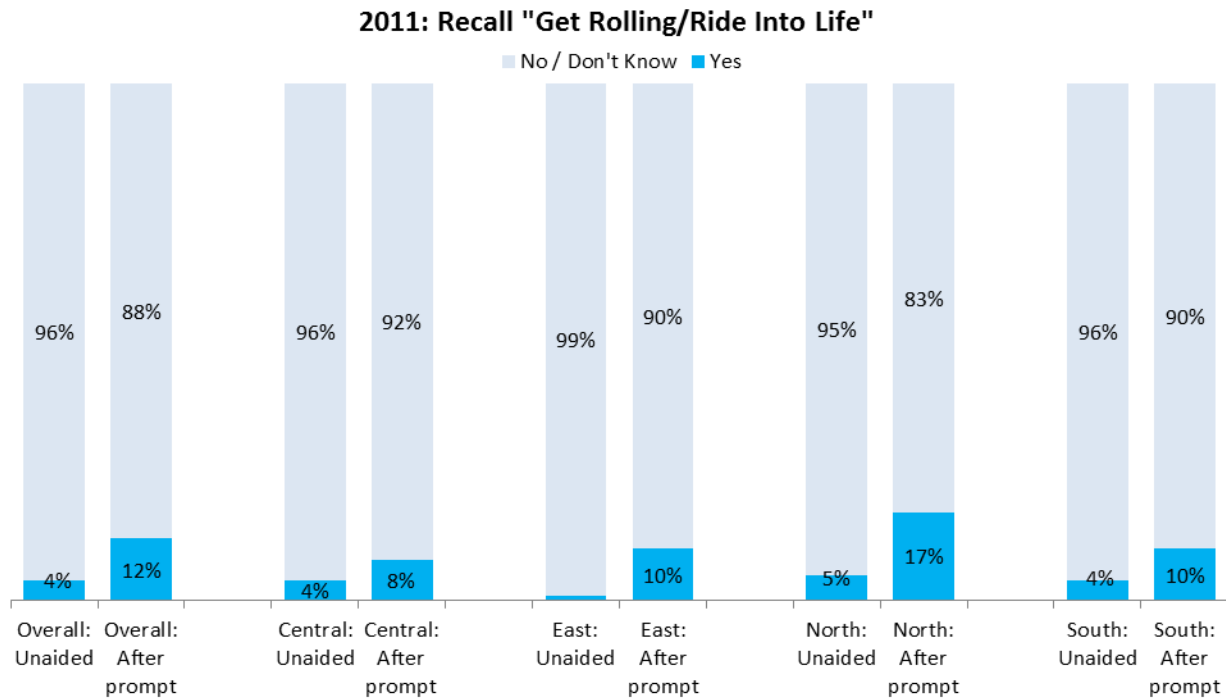
**South:** Fremont, Newark, Union City

Region	Interviews	Margin of Error	Weighted percentage
Central	101	± 9.8 percentage points	29%
East	75	± 11.3 percentage points	11%
North	151	± 8.0 percentage points	44%
South	75	± 11.3 percentage points	16%



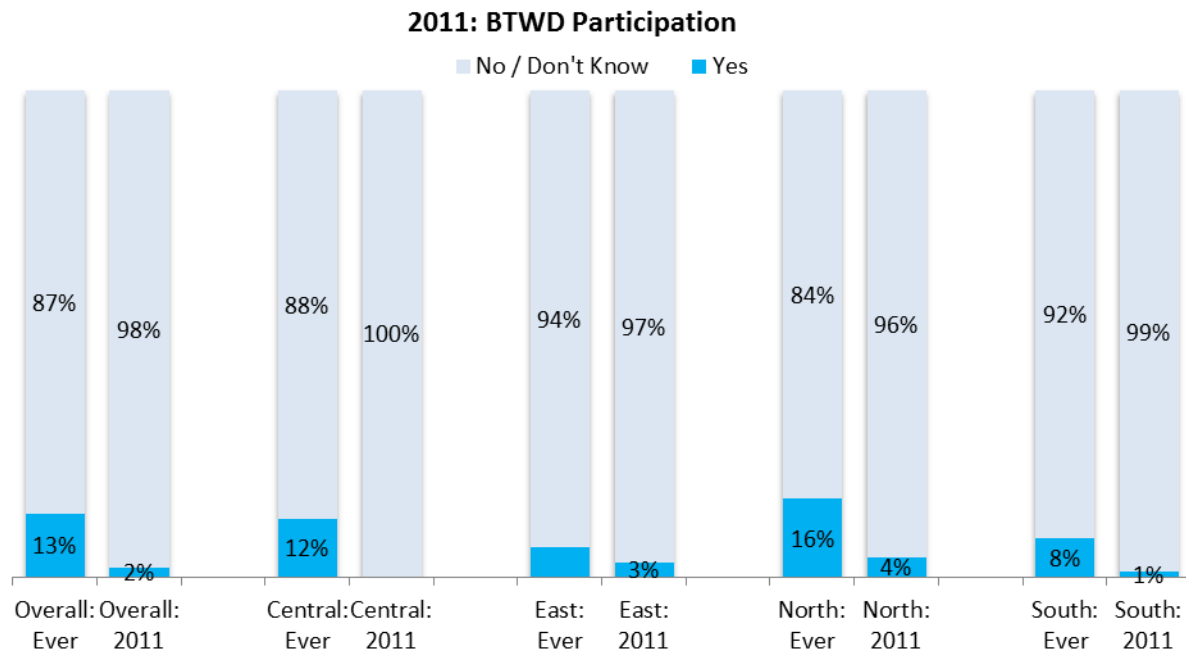
### "Get Rolling/Ride Into Life"

Initial recall of the *Get Rolling/Ride Into Life* advertising campaign is low across all regions, with the highest level at 5% in North County. When read a brief description of the campaign's message, 17% in North County remember seeing the campaign, 10% in the South and East recall it, and 8% in Central County recall seeing it.



## Bike to Work Day

Bike to Work Day participation varies across the county. North and Central County respondents were the most likely to say they had participated in Bike to Work Day, both ever and in 2011 specifically. East County residents are the least likely to have participated in BTWD, either ever or in 2011.



## Travel Habits

East and South Alameda County residents are the most likely to have regular access to a car, with 94% and 90% reporting that they do. Four out of five residents of Central and North Alameda County have regular access to a car.

Residents of East Alameda County go to work outside the home with most frequency, with 72% going to work at least once a week. South and Central County residents have a somewhat lower rate of travel to work, with 68% and 67% respectively going to work outside the home at least once a week. North County residents are the least likely to go to work outside the home at least once a week, with 63% reporting that they do so.

East County commuters live the farthest from their workplaces, with a mean distance of nearly 20 miles. Central County residents are only a little closer, at nearly 18 miles from work, followed by South County residents at a little more than 16 miles. North County residents live closest to their workplaces on average, with a mean distance of 12.40 miles.

Demographic	Residents overall	Central Alameda Co. (29%)	East Alameda Co. (11%)	North Alameda Co. (44%)	South Alameda Co. (16%)
<b>Access to a Car</b>	83%	80%	94%	80%	90%
<b>Goes to Work Outside Home</b>	66%	67%	72%	63%	68%
<b>Mean: Distance to Work</b>	15.47 mi.	17.71 mi.	19.58 mi.	12.40 mi.	16.07 mi.
<b>Median: Distance to Work</b>	12.00 mi.	19.01 mi.	13.91 mi.	8.00 mi.	15.00 mi.
<b>Goes to School Outside Home</b>	19%	15%	18%	20%	24%
<b>Mean: Distance to School</b>	12.52 mi.	10.67 mi.	10.29 mi.	14.37 mi.	10.75 mi.
<b>Median: Distance to School</b>	10.00 mi	10.00 mi.	5.00 mi.	10.79 mi.	3.90 mi.

Residents of East Alameda County are the most frequent drivers, and the most frequent solo drivers. On average, East County residents drive a car 5.37 days per week, and they drive a car alone 4.38 days per week. South leads in number of days with a shared ride or carpool situation, with an average of 3.28 days per week.

Transit ridership is highest on average in North County, with a higher number of trips per week on BART, buses, and ferries than any other region. One-third of North County residents ride BART at least weekly, while 18% ride a bus at least once a week.

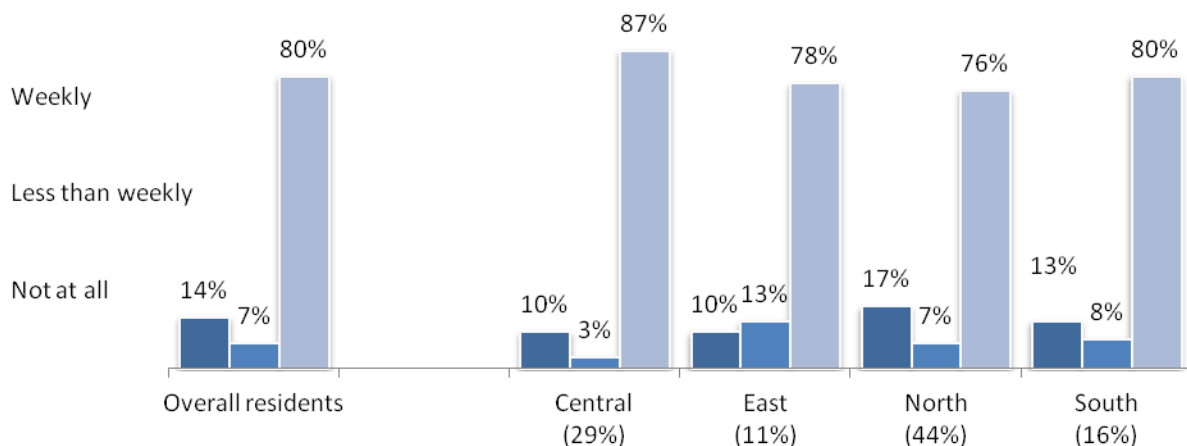
North Alameda County leads in bicycle riding for all purposes among adult residents. About a quarter of adult residents of North Alameda County ride a bicycle for any purpose at least once per week. North County also leads in bike riding for transportation, with 17% saying they ride for that purpose at least once per week (mean days per week .73). East County residents are most likely to ride a bicycle for health and recreation at least once per week (27%), even though the overall mean days per week they ride for that purpose is lower than North County (mean .57 for East County; mean .82 for North County).

**Participants' Travel Habits (Average days per week SHOWN)**

**(Maximum: 7.0 days)**

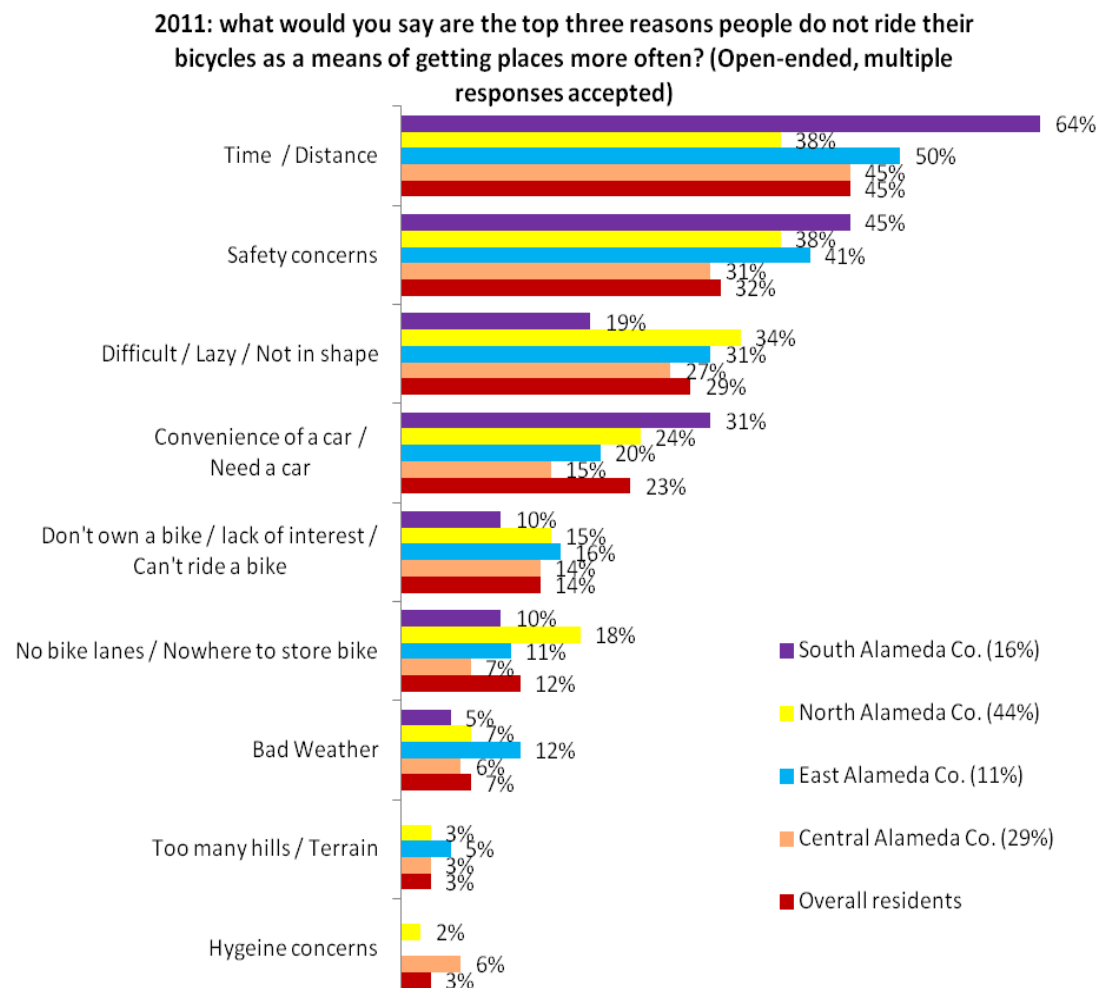
	Overall (100%)	Central Alameda Co. (28%)	East Alameda Co. (12%)	North Alameda Co. (43%)	South Alameda Co. (17%)
Drive a car	4.26	4.37	5.37	3.78	4.65
Drive a car alone	3.62	3.80	4.38	3.27	3.75
Go to work outside of your home	3.03	3.15	3.31	2.87	3.05
Travel in a car with someone else, whether you are the driver or a passenger	2.79	2.52	2.93	2.76	3.28
Take your children to school	1.00	.69	.88	.69	1.77
Ride BART	.71	.78	.36	.86	.39
Go to school	.69	.59	.76	.67	.86
Ride a bicycle for health/recreation	.60	.39	.54	.78	.53
Ride a bicycle	.57	.25	.57	.82	.47
Ride a bicycle as a way to get to a destination	.47	.26	.21	.73	.31
Ride a bus	.46	.33	.31	.56	.55
Take a train other than BART	.12	.12	.15	.10	.14
Take a ferry	.06	.05	.05	.08	.07

**Frequency of biking as a way to get to a destination**



## Bicycling Perceptions

In an open-ended multiple response question about why people don't ride their bicycles as transportation more, time and distance are the top response overall and across all regions of the county. Concern about time and distance are highest in South and East County.



When read a list of potential barriers to bicycling (in the 2010 survey) and asked how much each is a factor in their own bicycling decisions, fear of cars on the road is one of the top three reasons in every region of the county. In Central and South Alameda Counties, this is the top response, while it is second in East and North Counties. Lack of bike lanes and bike-safe streets tops the list in North County, and the top response in East County is fear of bad weather.

**2010: Importance of Certain Barriers to Biking (MEANS SHOWN)**

**SCALE: 1 – Not at all important -----> 7 – Extremely Important**

Barrier	All participants in phone survey (n=400)	Central Alameda Co. (28%)	East Alameda Co. (12%)	North Alameda Co. (43%)	South Alameda Co. (17%)
	n=400	n=112	n=48	n=171	n=68
18. Worried about cars on the road	5.33 *	5.77 *	5.34 *	4.99 *	5.44 *
28. Fear of bad weather	5.12 *	5.54 *	5.36 *	4.88	4.89
21. The places you regularly go are too far away to ride	5.01 *	4.95	5.00	4.88	5.44 *
25. Not enough bike lanes or bike-safe streets on your route	5.01 *	5.12	4.79	5.08 *	4.83
31. Worried about my personal safety	5.00	5.14	4.68	4.95 *	5.11
30. Worried about getting home quickly in an emergency	4.94	5.50 *	5.11	4.33	5.42
20. You have to carry a lot of stuff	4.80	4.94	5.29 *	4.62	4.68
19. Need to have access to a car at some point during the day	4.72	5.37	4.55	4.24	4.98 *
23. Poor road and pavement conditions	4.61	4.69	4.61	4.54	4.65
11. Don't want to arrive at your destination sweaty	4.57	4.83	4.69	4.33	4.69
15. No safe place to park a bike at your destination	4.48	4.71	3.51	4.55	4.59
29. Inability to take a bike on BART during commute hours	4.18	4.43	3.92	4.25	3.74
26. Biking takes too much time	4.09	4.26	4.04	3.87	4.38
13. Don't want to carry a change of clothes	4.06	4.21	3.81	4.05	3.99
27. Fear of a flat tire or other equipment failure	4.03	4.60	3.86	3.61	4.25
14. No place to shower at your destination	3.97	4.23	3.86	3.83	3.94
17. Not in good enough shape	3.85	4.32	3.62	3.69	3.65

Barrier	All participants in phone survey (n=400)	Central Alameda Co. (28%)	East Alameda Co. (12%)	North Alameda Co. (43%)	South Alameda Co. (17%)
12. Don't want to arrive at your destination with messy hair or flat hair	3.62	3.79	3.80	3.43	3.68
24. Don't know the best way to get where you are going by bike	3.47	3.80	3.06	3.29	3.68
16. Not confident in your bike riding ability	3.37	3.58	3.25	3.25	3.43
22. Don't want to ride your bike alone	3.22	3.76	3.05	2.96	3.12

*\*Top 3 responses*

There is a lot of alignment across the county on what types of improvements would be best to encourage more bicycling as transportation (from the 2010 survey). With some variation in order, the top three in every region of the county are more places to ride away from cars, safety improvements at large intersections, and more secure bike parking at the places you go.

### 2010: Much more likely to ride my bicycle if there were...

	All participants in phone survey (n=400)	Central Alameda Co. (28%)	East Alameda Co. (12%)	North Alameda Co. (43%)	South Alameda Co. (17%)
34. More places to ride away from cars, like on bike paths	56% *	52% *	54% *	58% *	58% *
46. Safety improvements at large intersections	54% *	55% *	51% *	53% *	54% *
35. More secure bike parking at the places you go	51% *	53% *	47% *	51% *	52% *
32. More dedicated bike lanes	49%	50%	47% *	49%	49%
36. More secure bike parking at transit stations	47%	50%	40%	47%	44%
33. Wider bike lanes	45%	41%	43%	47%	47%

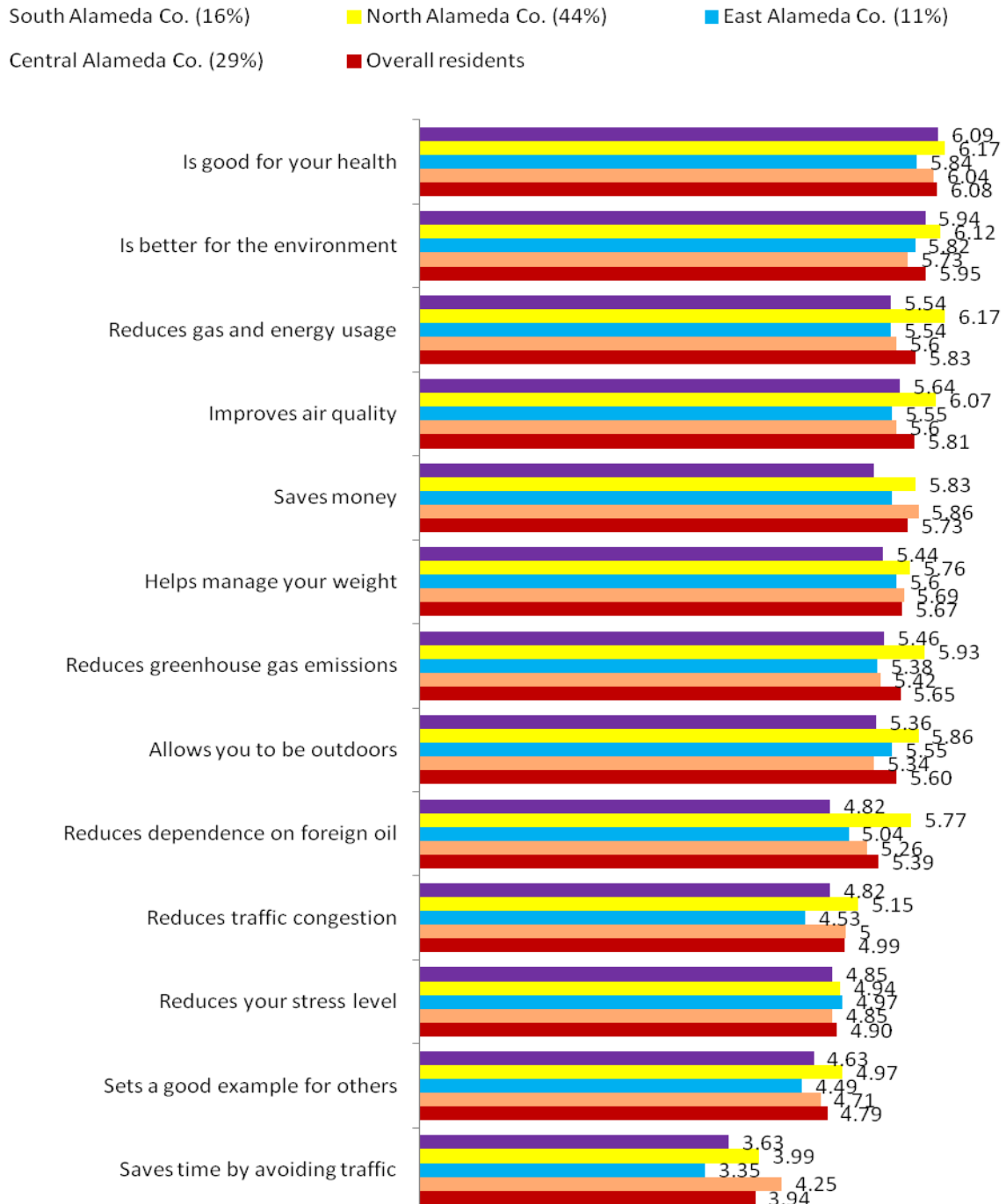
	All participants in phone survey (n=400)	Central Alameda Co. (28%)	East Alameda Co. (12%)	North Alameda Co. (43%)	South Alameda Co. (17%)
42. Allowing bicycles on all forms of public transit all the time	42%	42%	42%	39%	48%
45. An easy way to find the best bike route to the places you go	37%	31%	39%	39%	43%
38. Access to a shared car at your destination for use while you are there	37%	36%	40%	33%	45%
41. Slower moving cars on the streets	32%	32%	27%	33%	33%
40. Incentives from your work or school, like contests or cash giveaways	29%	33%	28%	26%	33%
37. A shower and changing area at your destination	28%	23%	28%	31%	30%
43. Access to bicycle safety and maintenance classes	27%	30%	25%	26%	26%
39. Organized bicycling groups from near where you live to your destination	26%	25%	26%	23%	32%
44. Access to information about bicycle commuting equipment	24%	27%	19%	20%	33%

*\*Top 3 responses*

There are only minor regional differences in the reasons to cycle. North County is somewhat more compelled by environmental and energy conservation justifications for bicycling than the other regions.



**2011: How convincing is each as a reason to ride a bicycle as a form of transportation?**  
**Mean response where 1 = not at all convincing & 7 = very convincing**



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## **Memorandum**

**DATE:** December 27, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Tess Lengyel, Deputy Director of Policy, Legislation and Public Affairs

**SUBJECT:** **Approval of 2012 Alameda CTC Legislative Program**

### **Recommendations:**

It is recommended the Commission approve the 2012 Alameda CTC Legislative Program.

### **Summary:**

The Alameda CTC's Legislative Program will guide legislative actions and policy direction on legislative issues during the year.

Some of the highest priorities in 2012 will be to participate in the federal transportation bill reauthorization, address the challenges faced with declining revenues and increasing deterioration of the transportation system, ensure that transportation is not negatively affected by the anticipated state budget deficit in the coming year, implementation of climate change legislative mandates, and to work to educate people about the benefits of Alameda County's Transportation Expenditure Plan in relation to other measures that will be placed on the November ballot.

### **Background:**

Each year, the Alameda CTC adopts a Legislative Program to provide direction for its legislative and policy activities for the year. The purpose of the Legislative Program is to establish funding, regulatory and administrative principles to guide Alameda CTC's legislative advocacy in the coming year. The program is designed to be broad and flexible to allow Alameda CTC the opportunity to pursue legislative and administrative opportunities that may arise during the year, and to respond to political processes in Sacramento and Washington, DC.

This draft legislative program focuses on the federal bill reauthorization, project and program implementation, and climate change.

The draft 2012 Legislative Program is divided into six sections:

- Federal Transportation Bill Reauthorization
- Transportation Funding
- Project Delivery

- Multi-modal and Transit Oriented Development
- Transportation and Social Equity
- Climate Change

Our state and federal lobbyists will be scheduling meetings in early spring with various Legislators in Sacramento and Washington, D.C. to discuss the Alameda CTC legislative needs in 2012. We invite Board members interested in participating in these meetings.

**Attachments**

Attachment A: 2012 Legislative Program

Attachment B: Summary of Senate EPW MAP 21 Legislation

**Attachment A**

**2012 Alameda CTC Legislative Program**

## 2012 LEGISLATIVE PROGRAM

### Introduction

Each year, the Alameda County Transportation Commission (Alameda CTC) adopts a Legislative Program to provide direction for its legislative and policy activities for the year.

The purpose of the Legislative Program is to establish funding, regulatory and administrative principles to guide Alameda CTC's legislative advocacy in the coming year. The program is developed to be flexible, allowing opportunities to pursue legislative and administrative opportunities that may arise during the year, and to respond to the changing political processes in Sacramento and Washington, DC.

While Alameda CTC is required to fulfill the roles and responsibility of the voter mandated transportation expenditure plan and the roles of a congestion management agency, the current transportation climate with respect to reauthorization of the federal transportation bill, climate change issues, demographic shifts, and other policy development in the Bay Area affects the direction of state and federal advocacy efforts by the Alameda CTC. Further, Alameda CTC projects and programs can be advanced by additional funding and policy decisions supported through a legislative program.

Finally, there are increasing efforts to implement a more sustainably integrated transportation system that provides substantial funding to all modes to advance mobility, access and quality infrastructure that supports the economy and advances healthy communities and the environment, particularly through the requirements of SB 375 and the development of a Sustainable Communities Strategy (SCS).

This legislative program recognizes significant countywide, regional, state and federal activities that have or will impact transportation funding and implementation in the coming years. Some of these include:

- The Statewide Transportation Needs Assessment released by the California Transportation Commission shows an estimated statewide funding need over the next 10 years for system preservation, management and expansion as \$538 billion, with the system preservation portion estimated at \$341 billion (for state of good repair). Projections of funding availability over the same 10-year period are \$242 billion from all sources, representing about 45% of the overall estimated needs.
- Continued state and federal budget shortfalls could potentially negatively impact transportation funding for project planning, development and implementation;
- Renewal efforts for the Federal Surface Transportation Bill and the current shortfalls of funding for authorized levels of spending from the Highway Trust Fund;
- Updates to the Alameda County Countywide Transportation Plan, that will flow into the update of the Regional Transportation Plan (RTP), including advocacy policies for Alameda County;

- Reauthorization of Alameda County's half-cent transportation sales tax measure, anticipated to be placed on the November 2012 ballot;
- Development of many new policies and planning efforts at the Alameda CTC that will focus on Complete Streets, Transit Oriented Development, Youth Transit Pass Program opportunities, Capital Improvement Program and Congestion Management Program policy updates, a Comprehensive Countywide Transit plan that tiers off the regional Transit Sustainability Project, a Comprehensive Transportation Demand Management Plan and a Goods Movement Plan, as well as multi-modal corridor studies, an arterial performance initiative and other studies and plans the support integration and incentives for linking transportation and land use investments.

The 2012 draft Legislative Program is divided into six sections:

- Federal Transportation Bill Reauthorization
- Transportation Funding
- Project Delivery
- Multi-modal and Transit Oriented Development
- Transportation and Social Equity
- Climate Change

The first section regarding Federal Transportation Bill Reauthorization is specific to federal legislative efforts, while the remaining sections relate broadly to both state and federal legislative and administrative issues as applicable.

#### **Federal Transportation Bill Reauthorization Legislative Priorities**

The Safe Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users, SAFETEA-LU, expired on September 30, 2009 and has been continued at its same funding level through four separate continuing resolutions, with the next expiration date of March 31, 2012. In November 2011, the Senate Environment and Public Works Committee released a the Highway portion of a proposed two-year surface transportation authorization to replace SAFETEA-LU, entitled, "Moving Ahead for Progress in the 21<sup>st</sup> Century", or MAP 21. Attachment B provides a summary of MAP-21. The bill proposes funding for \$109 billion, an estimated \$12 billion over the anticipated amounts that will flow into the Highway Trust Fund. Three other Senate Committees are needed to act to address different aspects of a complete bill, including Senate Finance to focus on the tax and revenue portion of the bill (which needs to identify how to cover the \$12 billion gap), Senate Banking, Housing and Urban Affairs for the transit portion of the bill, and Senate Commerce, Science and Transportation for rail and safety issues.

It is recommended in the draft 2012 Alameda CTC Legislative Program continue support of the California Consensus Principles which are intended to provide a uniform statewide position on surface transportation policies to Congress and the President. At the statewide level, these principles may be re-evaluated in 2012, and staff will bring to the Commission any changes to these principles for consideration. The Consensus Principles listed below were developed over the summer of 2008

with a broad array of transportation stakeholders throughout California which included many transportation agencies, Caltrans, the Business Transportation and Housing Agency, and the Governor. It is also recommended that the Commission continue support of Alameda County's "Principles Plus" which support specific areas of importance not fully articulated in the California Consensus Principles on SAFETEA-LU. The Consensus Principles and Principles Plus are listed below:

### **California Consensus Principles**

#### **1. Ensure the financial integrity of the Highway Trust Fund**

The financial integrity of the transportation trust fund is at a crossroads. Current user fees are not keeping pace with needs or even the authorized levels in current law. In the long-term, the per-gallon fees now charged on current fuels will not provide the revenue or stability needed, especially as new fuels enter the marketplace. This authorization will need to stabilize the existing revenue system and prepare the way for the transition to new methods of funding our nation's transportation infrastructure.

- Maintain the basic principle of a user-based, pay-as-you-go system.
- Continue the budgetary protections for the Highway Trust Fund and General Fund supplementation of the Mass Transportation Account.
- Assure a federal funding commitment that supports a program size based on an objective analysis of national needs, which will likely require additional revenue.
- To diversify and augment trust fund resources, authorize states to implement innovative funding mechanisms such as tolling, variable pricing, carbon offset banks, freight user fees, and alternatives to the per-gallon gasoline tax that are accepted by the public, and fully dedicated to transportation.
- Minimize the number and the dollar amount of earmarks, reserving them only for those projects in approved transportation plans and programs.

#### **2. Rebuild and maintain transportation infrastructure in a good state of repair.**

Conditions on California's surface transportation systems are deteriorating while demand is increasing. This is adversely affecting the operational efficiency of our key transportation assets, hindering mobility, commerce, quality of life and the environment.

- Give top priority to preservation and maintenance of the existing system of roads, highways, bridges and transit.
- Continue the historic needs-based nature of the federal transit capital replacement programs.

#### **3. Establish goods movement as a national economic priority.**

Interstate commerce is the historic cornerstone defining the federal role in transportation. The efficient movement of goods, across state and international boundaries, increases the nation's ability to remain globally competitive and generate jobs.

- Create a new federal program and funding sources dedicated to relieving growing congestion



at America's global gateways that are now acting as trade barriers and creating environmental hot spots.

- Ensure state and local flexibility in project selection.
- Recognize that some states have made a substantial investment of their own funds in nationally significant goods movement projects and support their investments by granting them priority for federal funding to bridge the gap between need and local resources.
- Include adequate funding to mitigate the environmental and community impacts associated with goods movement.

**4. Enhance mobility through congestion relief within and between metropolitan areas.**

California is home to six of the 25 most congested metropolitan areas in the nation. These mega-regions represent a large majority of the population affected by travel delay and exposure to air pollutants.

- Increase funding for enhanced capacity for ALL modes aimed at reducing congestion and promoting mobility in the most congested areas.
- Provide increased state flexibility to implement performance-based infrastructure projects and public-private partnerships, including interstate tolling and innovative finance programs.
- Consolidate federal programs by combining existing programs using needs, performance-based, and air quality criteria.
- Expand project eligibility within programs and increase flexibility among programs.

**5. Strengthen the federal commitment to safety and security, particularly with respect to rural roads and access.**

California recognizes that traffic safety involves saving lives, reducing injuries and optimizing the uninterrupted flow of traffic on the state's roadways. California has completed a comprehensive Strategic Highway Safety Plan.

- Increase funding for safety projects aimed at reducing fatalities, especially on the secondary highway system where fatality rates are the highest.
- Support behavioral safety programs – speed, occupant restraint, driving under the influence of alcohol or drugs, road-sharing, etc. -- through enforcement and education.
- Address licensing, driver improvement, and adjudication issues and their impact on traffic safety.
- Assess and integrate emerging traffic safety technologies, including improved data collection systems.
- Fund a national program to provide security on our nation's transportation systems, including public transit.

**6. Strengthen comprehensive environmental stewardship.**

Environmental mitigation is part of every transportation project and program. The federal role is to provide the tools that will help mitigate future impacts and to cope with changes to our environment.

- Integrate consideration of climate change and joint land use-transportation linkages into the planning process.
- Provide funding for planning and implementation of measures that have the potential to reduce emissions and improve health such as new vehicle technologies, alternative fuels, clean transit vehicles, transit-oriented development and increased transit usage, ride-sharing, and bicycle and pedestrian travel.
- Provide funding to mitigate the air, water and other environmental impacts of transportation projects.

#### **7. Streamline Project Delivery**

Extended processing time for environmental clearances, federal permits and reviews, etc. add to the cost of projects. Given constrained resources, it is all the more critical that these clearances and reviews be kept to the minimum possible consistent with good stewardship of natural resources.

- Increase opportunities for state stewardship through delegation programs for NEPA, air quality conformity, transit projects, etc.
- Increase state flexibility for using at-risk design and design-build.
- Ensure that federal project oversight is commensurate to the amount of federal funding.
- Require federal permitting agencies to engage actively and collaboratively in project development and approval.
- Integrate planning, project development, review, permitting, and environmental processes to reduce delay.

#### **“Principles Plus”**

Support the following efforts to address on-going transportation needs in Alameda County, including:

- **Support methods to increase the gas tax and alternative methods of financing.** As the primary source of funding for surface transportation, the gas tax needs to be modified to allow for increases over time. Without the ability to increase the gas tax purchasing power, and in the absence of other funding methods, transportation funding will continue to decline. Alternative methods of financing such as high-occupancy toll lanes, public-private partnerships, and other user-based-type fees are important elements to continue critical investments in our core transportation infrastructure and should be allowed, provided they protect the public investment.
- **Support rewarding states that provide significant funding into the transportation systems.** California is considered a “Self-Help” state, one that raises funds both locally and statewide to fund local, state and federal transportation projects. Over time, federal funds have provided a smaller share of the overall funding need in California. Each year, the Bay Area taxpayers alone provide almost \$1 billion in local funds to support the transportation system, and California as a whole provides billions of dollars into transportation to support one of the top ten highest producing economies in the world. The

infusion of \$20 billion for transportation bonds approved by voters in 2006 is on top of this amount, as well as the vehicle registration fees approved in five out of seven Bay Area counties in November 2010. These effort must be acknowledged and rewarded by providing priority funding for California's projects, bonus federal matching funds or simple increases in overall funding commensurate with the state's investment. This could include a Federal-State Partnership Program modeled after California's State and Local Partnership Program (SLPP), whereby counties with voter approved transportation sales tax measures received proportional funding from the SLPP program in the voter approved bonds related to the amount of sales tax generated.

- **Increase funding for and flexibility of transit investments.** This effort directly addresses the need to shift a portion of trips away from auto use to address climate change and to reduce congestion. With legislative mandates to implement a Sustainable Communities Strategy aimed at integrating land use and transportation decisions to reduce greenhouse gas emissions and meet the State's goals, more emphasis on transit and access to transit will be made to address goal attainment.
  - Support funding to assist in completion of Alameda CTC's remaining sales tax funded transit projects.
  - Support increasing, combining and integrating federal funding programs for seniors and disabled, and ensure flexibility of these programs to address the dramatically increasing senior population in Alameda County and the country.
  - Support transit safety and security programs that are not at the expense of existing transit funding, but rather augment transit funding.
  - Increase transit funding and implementation flexibility to allow for transit operators to reduce service cuts, seek more transit operating funds, and allow operators to provide school related services as well as flexible services for senior transport and other needs as deemed necessary through transit planning efforts.
  - Support parity in pre-tax transportation benefits for public transit and vanpooling for those given for parking.
- **Increase funding for non-motorized transportation.** This effort recognizes the opportunity for walking and biking to address GHG reduction goals, particularly for access to transit and with specialized educational programs that support and encourage shifts in mode uses to reduce vehicle miles traveled and emissions.
  - Recognize non-motorized transportation, also known as active transportation, as a viable mode for reducing VMT, increasing transit use, supporting effective climate change, and increasing the health of communities.
  - Support funding for active transportation in the federal bill, and in particular, fund the approved Active Transportation Program – *Active Alameda: Kids, Commuters and Community*.
    - This program is focused on walking and biking access to transit, connecting communities through urban greenways, and inspiring people to walk and bike through programs such as Safe Routes to Schools and Safe Routes for Seniors
    - The program is broadly supported throughout Alameda County as shown by the wide array of support for the program, including the Alameda County

Board of Supervisors, the Alameda County Mayor's Conference, and cities throughout the County.

- Support completion of major trail networks throughout the County, with priority for the East Bay Greenway, Iron Horse Trail and the Bay Trail.

### **General Legislative Issues**

The following legislative areas are related to both federal and state legislative efforts as applicable.

### **Transportation Funding**

Over the past several years, additional local sales tax measures have surpassed the 2/3 voter hurdle, voters have supported statewide bond measures to fund transportation infrastructure throughout the state, and in November 2010, five out of seven counties in the Bay Area approved increasing the vehicle registration fees to fund transportation improvements, and voters also supported protecting certain transportation funding even further with passage of Proposition 22. Governor Brown's signing of AB 105 in early 2011 ratified a gas tax swap made in March 2010, further protecting both transit and other transportation funding. These advances in funding and protections demonstrate the public's will to support essential infrastructure and transportation programs, and underscore the need for improving the quality of our transportation systems. Alameda CTC's recent polls related to the development of a new Transportation Expenditure Plan also showed public support for transportation infrastructure investments with 79% supporting an augmentation and extension of the existing sales tax measure.

However, while voters are willing to support measures to increase funding, Alameda County, the state and country continue to face profound transportation funding challenges, which become increasingly exacerbated over time. The purchasing power of the gas tax, which has not been increased since the early 1990's, has not kept pace with current and projected growth. At the same time, environmental review times are often too long causing implementation delays.

### **General Transportation Funding Priorities**

- Support legislation that increases and/or requires the gas tax to be adjusted regularly to support its "buying power".
- Protect and increase funding for Alameda CTC projects in the State Transportation Improvement Program (STIP), the federal transportation bill and other funding sources.
- Support legislation that protects and provides increased funding for operating, maintaining, rehabilitating, and improving transportation infrastructure, including state highways, public transit and paratransit, local streets and roads, bicycle and pedestrian facilities, seismic safety upgrades, and goods movement, including making the use of these funds more flexible from different fund sources.
- Support efforts that give priority funding to voter approved measures.
- Support efforts to lower the 2/3 voter requirement for voter-approved transportation measures.

- Oppose efforts that negatively affect the ability to implement voter approved measures.
- Support legislation that improves the ability of the Commission and its partners to deliver, enhance or augment Alameda CTC projects and programs.
- Support seeking, acquiring and implementing grants that advance Alameda CTC planning, funding and delivery of projects and programs.
- Support Alameda County as a recipient of funds to implement pilot programs that support innovative project implementation or transportation funding mechanisms.
- Support legislation that encourages regional cooperation and coordination to develop, promote and fund solutions to regional problems.
- Support legislation and policies that promote governmental efficiencies and cost savings.

### **Major Transportation Funding Priorities related to Alameda CTC Projects and Programs**

While transportation funding has many general categories for legislative advocacy as listed above, the following specific project and program related areas for 2012 are:

- **Increase funding and flexibility for transit**
  - Support efforts to increase funding for transit, increase the flexibility of that funding to address climate change, senior population increases, transit security, and transit operations, particularly to reduce service cuts.
  - Protect funding intended for transit. In particular, support efforts that ensure anticipated transit funds are delivered to transit operators.
- **Increase funding and resources for non-motorized transportation**
  - Continue support of the national Active Transportation effort sponsored by Rails to Trails Conservancy to increase non-motorized transportation funding in the upcoming federal transportation bill.
  - Support full implementation of the East Bay Greenway project and all related project development and implementation efforts. Alameda CTC is the project sponsor for this project.

### **Project Delivery**

Delivery of new transportation infrastructure expeditiously is a key element in ensuring mobility of people and goods while protecting air and environmental quality, jobs and a high quality of life. However, delivery of projects is often bogged down by the multiple stages and long time frames of current project delivery processes, including environmental clearance and mitigation, design, right of way and project financing. To that end, support innovative ways to deliver projects quickly which reduce costs to taxpayers and provide essential transportation mobility options.

- Support legislation and policies that improve environmental streamlining, including requiring specific time frames for state and federal reviews and approvals, to expedite project delivery while ensuring appropriate environmental protection and mitigation.

- Support legislation that improves the ability to deliver Alameda CTC projects and programs in a timely and cost-effective manner and that makes the best use of contracting flexibility.
- Support innovative project delivery methods including the design-build and design-sequencing methods of contracting for transportation projects, and public/private partnerships.
- Support the expansion of HOT lane implementation opportunities in Alameda County and the Bay Area.
- Support legislation and policies that accelerate funding for transportation infrastructure projects that create additional jobs and economic activity in Alameda County.

### **Multi-Modal and Transit Oriented Development**

Transportation in the Bay Area must serve the multiple needs of its populace. There is not one single transportation type that serves all people, nor delivery of all goods. Support legislation that furthers transportation options and choices in Alameda County.

- Support efforts that encourage, fund and provide incentives and/or reduce barriers for developing around transportation centers and for encouraging the use of transit, walking and biking.
- Support efforts that expedite delivery of transit-oriented development and other efforts that enhance the effectiveness of public transit and non-motorized modes of transportation and that are supported by local communities.
- Support efforts that ensure multi-modal transportation systems that provide multiple choices for transportation consumers.
- Support efforts that increase the amount and flexibility of transportation projects and programs that support senior and disabled mobility and their access to transit.

### **Transportation and Social Equity**

All people rely on transportation to meet some basic needs, whether that is delivery of food, goods, or simply movement from one place to another. Transportation systems must serve all of society to meet the mobility needs of youth, seniors, disabled, working people, and people at all income levels in our communities. Creating a balanced system with multiple transportation options ensures access for all transportation users.

- Support efforts that provide additional funding and increased flexibility for transportation services for seniors, disabled and low income people (i.e. senior shuttles, travel training, volunteer transportation support services, low-income scholarship programs, transit pass programs)
- Support efforts to maintain and expand women, minority and small business participation in state and local contracting procedures.
- Support efforts that provide incentives for employees/employers to utilize/offer public transportation or alternatives to the auto to commute to work.

- Support efforts that invest in transportation to serve transit-dependent communities that provide enhanced access to goods, services, jobs and education.

### **Climate Change**

In 2006, AB32, the California Global Solutions Warming Act, was signed by the Governor and two years later SB 375, the Redesigning Communities to Reduce Greenhouse Gases Act, which focuses on climate change by aligning transportation and housing planning and funding was also signed. Development of a new transportation expenditure plan and the update of the countywide transportation plan require supporting SB 375 mandates and the region's Sustainable Communities Strategy to enable the County's projects to be incorporated into the RTP.

- Support climate change legislation that provides funding for innovative infrastructure (i.e. hydrogen fuel cell vehicles, hydrogen fueling stations, electric charging stations, etc.), operations and programs that relieve congestion, improve air quality, reduce GHG emissions, support economic development, and support the planning and implementation efforts associated with this work.
- Support climate change legislation that expands transit services and supports safe, efficient and clear connections to transit services, including walking and biking infrastructure and programs.
- To achieve necessary increases in public transit ridership to address GHG emissions from the transportation sources, legislation should support funding that augments transit funding and does not replace it, does not create unfunded mandates, and has well thought out planning and implementation efforts.
- Support legislation and policies that support emerging technologies offering incentives for alternative fuels and fueling technology, as well as research for transportation opportunities to reduce GHG emissions.

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# SUMMARY OF MOVING AHEAD FOR PROGRESS IN THE 21<sup>ST</sup> CENTURY (MAP-21)

## **Bill Highlights**

- Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) reauthorizes the Federal-aid highway program at the Congressional Budget Office's baseline level—equal to current funding levels plus inflation—for two fiscal years.
- MAP-21 consolidates the number of Federal programs by two-thirds, from about 90 programs down to less than 30, to focus resources on key national goals and reduce duplicative programs.
- Eliminates earmarks.
- Expedites project delivery while protecting the environment.
- Creates a new title called “America Fast Forward,” which strengthens the Transportation Infrastructure Finance and Innovation Program (TIFIA) program to leverage federal dollars further than they have been stretched before.
- Consolidates certain programs into a focused freight program to improve the movement of goods.

## **Authorizations and Programs**

MAP-21 continues to provide the majority of Federal-aid highway funds to the states through core programs. However, the core highway programs have been reduced from seven to five, as follows:

- **National Highway Performance Program [New core program]** – This section consolidates existing programs (the Interstate Maintenance, National Highway System, and Highway Bridge programs) to create a single new program, which will provide increased flexibility, while guiding state and local investments to maintain and improve the conditions and performance of the National Highway System (NHS). This program will eliminate the barriers between existing programs that limit states' flexibility to address the most vital needs for highways and bridges and holds states accountable for improving outcomes and using tax dollars efficiently.
- **Transportation Mobility Program [New core program]** – This program replaces the current Surface Transportation Program, but retains the same structure, goals and flexibility to allow states and metropolitan areas to invest in the projects that fit their unique needs and priorities. It also gives a broad eligibility of surface transportation projects that can be constructed. Activities that previously received dedicated funding in SAFETEA-LU, but are being consolidated under MAP-21, will be retained as eligible activities under the Transportation Mobility Program.
- **National Freight Network Program [New core program]** – Our nation's economic health depends on a transportation system that provides for reliable and timely goods movements.

Unfortunately, the condition and capacity of the highway system has failed to keep up with the growth in freight movement and is hampering the ability of businesses to efficiently transport goods due to congestion.

MAP-21 addresses the need to improve goods movement by consolidating existing programs into a new focused freight program that provides funds to the states by formula for projects to improve regional and national freight movements on highways, including freight intermodal connectors.

- **Congestion Mitigation and Air Quality Improvement Program [Existing core program]**  
The Congestion Mitigation and Air Quality Improvement (CMAQ) Program provides funds to states for transportation projects designed to reduce traffic congestion and improve air quality.

MAP-21 improves the existing CMAQ program by including particulate matter as one of the pollutants addressed, and by requiring a performance plan in large metropolitan areas to ensure that CMAQ funds are being used to improve air quality and congestion in those regions.

Reforms the Transportation Enhancements program with more flexibility granted to the states on the use of the funds within the program.

- **Highway Safety Improvement Program [Existing core program]** – MAP-21 builds on the successful Highway Safety Improvement Program (HSIP). MAP-21 substantially increases the amount of funding for this program because of the strong results it has achieved in reducing fatalities. Under HSIP, states must develop and implement a safety plan that identifies highway safety programs and a strategy to address them.
- **Transportation Infrastructure Finance and Innovation Program (TIFIA)** – The TIFIA program provides direct loans, loan guarantees, and lines of credit to surface transportation projects at favorable terms. TIFIA will leverage private and other non-federal investment in transportation improvements.

Included in the “America Fast Forward” title of MAP-21 will be provisions that build upon the success of the TIFIA program. MAP-21 modifies the TIFIA program by increasing funding for the program to \$1 billion per year, by increasing the maximum share of project costs from 33 percent to 49 percent, by allowing TIFIA to be used to support a related set of projects, and by setting aside funding for projects in rural areas at more favorable terms.

- **Projects of National and Regional Significance Program** –This bill authorizes a program to fund major projects of national and regional significance which meet rigorous criteria and eligibility requirements. This program authorizes for appropriation \$1 billion in Fiscal Year 2013.
- **Federal Lands and Tribal Transportation Highways Programs** – MAP-21 consolidates the existing program structure by creating a new Federal lands and tribal transportation program. The bill maintains funding for maintenance and construction of roads and bridges that are vital to the federal lands of this country.
- **Territorial and Puerto Rico Highways Program** –This program provides funds to the U.S. territories and Puerto Rico to construct and maintain highway, bridge, and tunnel projects.
- **Administrative Expenses** – Funds the general administrative operations of the Federal Highway Administration.
- **Emergency Relief** – Provides funds to states to repair highways and bridges damaged by natural disasters.
- **Highway Bridge and Tunnel Inventory and Inspection Standards** – Improves the existing highway bridge inspection program and authorizes a national tunnel inspection program to ensure the safety of our nation's bridges and tunnels.

### **Performance Management**

- Performance Measures and Targets in MAP-21
  - The bill establishes an outcome-driven approach that tracks performance and will hold states and metropolitan planning organizations accountable for improving the conditions and performance of their transportation assets.
- State and Metropolitan Transportation Planning
  - MAP-21 improves statewide and metropolitan planning processes to incorporate a more comprehensive performance-based approach to decision making. Utilizing performance targets will assist states and metropolitan areas in targeting limited resources on projects that will improve the condition and performance of their transportation assets.

## **Acceleration of Project Delivery**

MAP-21 includes program reforms designed to reduce project delivery time and costs while protecting the environment. Examples of improvements include: expanding the use of innovative contracting methods; creating dispute resolution procedures; allowing for early right-of-way acquisitions; reducing bureaucratic hurdles for projects with no significant environmental impact; encouraging early coordination between relevant agencies to avoid delays later in the review process; and accelerating project delivery decisions within specified deadlines.

## **Research and Education**

- **Transportation Research Programs** – MAP-21 funds research and development, technology deployment, training and education, intelligent transportation system (ITS), and university transportation center activities to further innovation in transportation research. The primary research areas include: improving highway safety and infrastructure integrity; strengthening transportation planning and environmental decision-making; reducing congestion, improving highway operations; and enhancing freight productivity.