



# Meeting Notice

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

• [www.AlamedaCTC.org](http://www.AlamedaCTC.org)

## **Commission Chair**

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Supervisor Nate Miley, District 4  
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## **Executive Director**

Arthur L. Dao

## Planning, Policy and Legislation Committee

**Monday, September 11, 2017, 11:15 a.m.**

**1111 Broadway, Suite 800  
Oakland, CA 94607**

### **Mission Statement**

The mission of the Alameda County Transportation Commission (Alameda CTC) is to plan, fund, and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County.

### **Public Comments**

Public comments are limited to 3 minutes. Items not on the agenda are covered during the Public Comment section of the meeting, and items specific to an agenda item are covered during that agenda item discussion. If you wish to make a comment, fill out a speaker card, hand it to the clerk of the Commission, and wait until the chair calls your name. When you are summoned, come to the microphone and give your name and comment.

### **Recording of Public Meetings**

The executive director or designee may designate one or more locations from which members of the public may broadcast, photograph, video record, or tape record open and public meetings without causing a distraction. If the Commission or any committee reasonably finds that noise, illumination, or obstruction of view related to these activities would persistently disrupt the proceedings, these activities must be discontinued or restricted as determined by the Commission or such committee (CA Government Code Sections 54953.5-54953.6).


### **Reminder**

Please turn off your cell phones during the meeting. Please do not wear scented products so individuals with environmental sensitivities may attend the meeting.

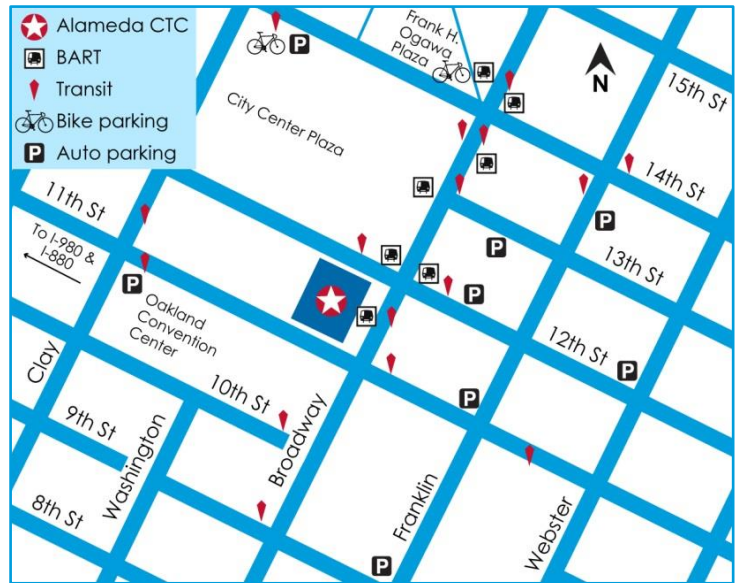
### **Glossary of Acronyms**

A glossary that includes frequently used acronyms is available on the Alameda CTC website at [www.AlamedaCTC.org/app\\_pages/view/8081](http://www.AlamedaCTC.org/app_pages/view/8081).

## Location Map

 Alameda CTC  
1111 Broadway, Suite 800  
Oakland, CA 94607

Alameda CTC is accessible by multiple transportation modes. The office is conveniently located near the 12th Street/City Center BART station and many AC Transit bus lines. Bicycle parking is available on the street and in the BART station as well as in electronic lockers at 14th Street and Broadway near Frank Ogawa Plaza (requires purchase of key card from bikelink.org).



Garage parking is located beneath City Center, accessible via entrances on 14th Street between 1300 Clay Street and 505 14th Street buildings, or via 11th Street just past Clay Street. To plan your trip to Alameda CTC visit [www.511.org](http://www.511.org).

## Accessibility

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## Meeting Schedule

The Alameda CTC meeting calendar lists all public meetings and is available at [www.AlamedaCTC.org/events/upcoming/now](http://www.AlamedaCTC.org/events/upcoming/now).

## Paperless Policy

On March 28, 2013, the Alameda CTC Commission approved the implementation of paperless meeting packet distribution. Hard copies are available by request only. Agendas and all accompanying staff reports are available electronically on the Alameda CTC website at [www.AlamedaCTC.org/events/month/now](http://www.AlamedaCTC.org/events/month/now).

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# Planning, Policy and Legislation Committee Meeting Agenda

Monday, September 11, 2017, 11:15 a.m.

1111 Broadway, Suite 800, Oakland, CA 94607 • 510.208.7400 • www.AlamedaCTC.org

**Chair:** Mayor Barbara Halliday, City of Hayward  
**Vice Chair:** Councilmember Kriss Worthington, City of Berkeley  
**Commissioners:** Wilma Chan, Scott Haggerty, John Marchand, Lily Mei, Rebecca Saltzman  
**Ex-Officio Members:** Rebecca Kaplan, Richard Valle  
**Staff Liaison:** Tess Lengyel  
**Executive Director:** Arthur L. Dao  
**Clerk:** Vanessa Lee

- 1. Pledge of Allegiance
- 2. Roll Call
- 3. Public Comment
- 4. Consent Calendar

Page A/I

- 4.1. [Approval of the July 10, 2017 PPLC meeting minutes.](#) 1 A
- 4.2. [Update on the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments.](#) 3 I

5. Legislation

- 5.1. [Receive an update on federal, state, and local legislative activities and state legislation.](#) 9 A/I

6. Planning and Policy

- 6.1. [Approve and authorize the Executive Director to execute Amendment No. 1 to the Professional Services Agreement No. A16-0045 with Iteris, Inc. for an additional amount of \\$500,000 for a total not-to-exceed amount of \\$922,953 and a three-year time extension to provide Professional Services for Overall Multimodal System Monitoring and Modeling Services.](#) 17 A
- 6.2. [Approve Alameda CTC's Transportation Technology Initiative and Matching Opportunity](#) 21 A
- 6.3. [Travel Demand Management \(TDM\) Update.](#) 39 I

7. Committee Member Reports

8. Staff Reports

9. Adjournment

**Next Meeting:** October 9, 2017

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

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**1. Pledge of Allegiance**

**2. Roll Call**

A roll call was conducted. All members were present.

**3. Public Comment**

There was on public comment made by Kelly Abreu from Mission Peak Conservancy who stated that he attempted to attend the July 10, 2017-680 JPA meeting conference call location at San Jose City Hall but was unable to access the meeting. He also made comments on the need for a bicycle and pedestrian path in Niles Canyon.

**4. Consent Calendar**

**4.1. Approval of the June 12, 2017 PPLC meeting minutes.**

**4.2. Update on the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments.**

*Commissioner Saltzman moved to approve the Consent Calendar. Commissioner Kaplan seconded the motion. The motion passed with the following votes:*

Yes: Campbell-Washington, Haggerty, Halliday, Kaplan, Marchand, Mei, Saltzman, Valle, Worthington  
No: None  
Abstain: None  
Absent: None

**5. Legislation**

**5.1. Receive an update on federal, state, and local legislative activities and state legislation.**

Tess Lengyel provided an update on federal, state and local legislative activities. She focused her update on SB 1 funding programs guidelines development and SB 595 which could authorize a Regional Measure 3 (RM3) bridge toll increase, if approved by voters. Ms. Lengyel provided information on Regional Measure 3, stating that staff is working with MTC and state representatives to support Alameda County transportation needs and priorities in response to the bill amendment made on July 3, 2017. She reviewed the most current SB 595 bill amendments and noted that there was no project list amended into the bill yet. It is anticipated that a project list will be amended into the bill later in the month or over the summer.

Commissioner Kaplan wanted to confirm that ATP grants applications are due in August and wanted to know if Alameda CTC can submit applications for this cycle. Tess stated this ATC cycle is the augmentation-only portion of SB1, with applications being accepted until August 1, 2017. Ms. Lengyel noted that there is a limited opportunity to tap into these funds for projects that had previously applied, but were not funded. She stated that Alameda CTC staff has the list of projects that did not

make the cut-off on the last ATP Cycle and will provide the list to member agencies. Ms. Lengyel concluded by stating that staff would continue to monitor SB595 and SB1 implementation and will provide updated information to the Commission.

Commissioner Halliday asked if there were more meetings regarding RM3. Tess stated that there have been several meetings held by legislators in Alameda County and she provided an update on the district meetings throughout the county held by Assembly members Bonta and Quirk and Senators Wieckowski and Skinner.

Commissioner Kaplan asked if it is anticipated that the expenditure plan list will be approved by the legislators. Art Dao stated that there is a desire from the Chair of the Assembly Transportation Committee, Chair Frazier, to have a list during his committee meeting on July 10, 2017.

*This item was for information only.*

## **6. Committee Member Reports**

### **6.1. Niles Canyon Trail Project Update**

Commissioner Valle presented an update on the Niles Canyon Trail project. The Niles Canyon Trail Project proposes to construct a Class I multi-use pathway connecting from Vallejo Mills Park in the Niles District of the City of Fremont to the Town of Sunol, a distance of approximately 6 miles. Commissioner Valle presented information on the historical, cultural and environmental resources in the canyon and provided information on the project's feasibility study. He gave information about the project study report which was completed in April 2017 and concluded by inviting the Commission to the Niles Canyon Stroll & Roll event scheduled for September 30, 2017.

*This item was for information only.*

## **7. Staff Reports**

Ms. Lengyel introduced two staffing additions to the Planning and Policy Team: Leslie Lara-Enriquez and Kristen Villanueva.

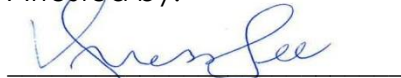
## **8. Adjournment/ Next Meeting**

The next meeting is:

Date/Time: September 11, 2017 at 11:15 a.m.

Location: Alameda CTC Offices, 1111 Broadway, Suite 800, Oakland, CA 94607

Attested by:



Vanessa Lee,  
Clerk of the Commission



# Memorandum

4.2

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

**DATE:** September 5, 2017

**SUBJECT:** Congestion Management Program (CMP): Summary of the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments

**RECOMMENDATION:** Update on the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments.

## Summary

This item fulfills one of the requirements under the Land Use Analysis Program (LUAP) element of the Congestion Management Program (CMP). As part of the LUAP, Alameda CTC reviews Notices of Preparations (NOPs), General Plan Amendments (GPAs), and Environmental Impact Reports (EIRs) prepared by local jurisdictions and comments on them regarding the potential impact of proposed land development on the regional transportation system.

Since the last update on July 10, 2017, Alameda CTC reviewed one NOP. Comments were submitted on this document and are included as Attachment A.

**Fiscal Impact:** There is no fiscal impact.

## Attachment

- A. Response to the Revised Notice of Preparation (NOP) of an Environmental Impact Report for the Alameda Marina Master Plan

## Staff Contacts

[Saravana Suthanthira](#), Principal Transportation Planner

[Chris G. Marks](#), Associate Transportation Planner

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August 16, 2017

Andrew Thomas  
Assistant Community Development Director  
City of Alameda  
2263 Santa Clara Ave., Room 190  
Alameda, CA 94501

SUBJECT: Response to the Revised Notice of Preparation (NOP) of an Environmental Impact Report for the Alameda Marina Master Plan

Dear Mr. Thomas,

Thank you for the opportunity to comment on the Revised Notice of Preparation (NOP) of the Environmental Impact Report for the Alameda Marina Master Plan. The revised NOP increases the number of planned residential units from 670 to 760 (569 rental and 191 for-sale units) and decreases the amount of core commercial space from 250,000 to 153,000 sq. ft. compared to the earlier NOP dated October 30, 2016. The project site is located in the north central portion of Alameda at 1815 Clement Avenue. The site is approximately 44 acres, 26.5 of which are on land and 17.5 submerged. It is bordered by the Oakland-Alameda Estuary to the north, the Alameda Power Service Center and Fortman Marina to the west, the Naval and Marine Reserve Training Center to the east, and a mix of light industrial, retail, and residential uses across Clement Street to the south. The site currently contains approximately 250,000 sq. ft. of maritime, commercial and retail, warehouse and dry storage use across 37 buildings. The proposed project would consist of approximately 153,000 sq. ft. of commercial space, with 53,000 dedicated to maritime use and the other 78,000 sq. ft. for office and retail use in addition to 760 residential units.

The Alameda County Transportation Commission respectfully reaffirms the previous NOP response letter dated November 30, 2016, which is attached for reference.

Thank you for the opportunity to comment on this Revised NOP. Please contact me at (510) 208-7426 or Chris G. Marks, Associate Transportation Planner at (510) 208-7453, if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Saravana Suthanthira", written over a horizontal line.

Saravana Suthanthira  
Principal Transportation Planner

Enclosures: Attachment A – Response to Notice of Preparation (NOP) of an Environmental Impact Report for the Alameda Marina Master Plan (Dated November 30, 2016)

cc: Chris G. Marks, Associate Transportation Planner



November 30, 2016

Andrew Thomas  
Assistant Community Development Director  
City of Alameda  
2263 Santa Clara Ave., Room 190  
Alameda, CA 94501

**SUBJECT:** Response to the Notice of Preparation (NOP) of an Environmental Impact Report for the Alameda Marina Master Plan

Dear Mr. Thomas,

Thank you for the opportunity to comment on the Notice of Preparation (NOP) of the Environmental Impact Report (EIR) for the Alameda Marina Master Plan. The project site is located in the north central portion of Alameda at 1815 Clement Avenue. The site is approximately 44 acres, 28 of which are on land and 16 submerged, bordered by the Brooklyn Basin Estuary to the Northeast, the Navy Operational Support Center to the Southeast, Clement Ave. to the Southwest, and Alameda Municipal Power to the Northwest. The site currently contains approximately 250,000 sq. ft. of maritime, commercial and retail, warehouse and dry storage use across 30 buildings. The proposed project would consist of approximately 250,000 sq. ft. of commercial space, with 115,000 dedicated to maritime use and the other 135,000 sq. ft. for office and retail use. The project additionally plans for up to 670 residential units.

The Alameda County Transportation Commission (Alameda CTC) respectfully submits the following comments:

Basis for Congestion Management Program (CMP) Review

- It appears that the proposed project will generate at least 100 p.m. peak hour trips over existing conditions, and therefore the CMP Land Use Analysis Program requires the City to conduct a transportation impact analysis of the project. For information on the CMP, please visit: [http://www.alamedactc.org/app\\_pages/view/5224](http://www.alamedactc.org/app_pages/view/5224)

Use of Countywide Travel Demand Model

- The Alameda Countywide Travel Demand Model should be used for CMP Land Use Analysis purposes. The CMP was amended on March 26<sup>th</sup>, 1998 so that local jurisdictions are responsible for conducting travel model runs themselves or through a consultant. The City of Alameda and the Alameda CTC signed a Countywide Model Agreement on April 1, 2008. Before the model can be used for this project, a letter must be submitted to the Alameda CTC requesting use of the model and describing the project. A copy of a sample letter agreement is available upon request. The most current version of the Alameda CTC Countywide Travel Demand Model is the December 2015 update.

## Impacts

- The EIR should address all potential impacts of the project on the Metropolitan Transportation System (MTS) roadway network.
  - MTS roadway facilities in the project area include
    - In Alameda: Park Street, SR-61 (Encinal Avenue), Tilden Way, Webster Street, Webster Street/Posey Tunnels
    - In Oakland: Fruitvale Avenue, Interstate 880, 29<sup>th</sup> Avenue, 23<sup>rd</sup> Avenue.
  - For the purposes of CMP Land Use Analysis, the Highway Capacity Manual 2010 freeway and urban streets methodologies are the preferred methodologies to study vehicle delay impacts.
  - The Alameda CTC has *not* adopted any policy for determining a threshold of significance for Level of Service for the Land Use Analysis Program of the CMP. Professional judgment should be applied to determine the significance of project impacts (Please see chapter 6 of the 2015 CMP for more information).
- The EIR should address potential impacts of the project on Metropolitan Transportation System (MTS) transit operators.
  - MTS transit operators potentially affected by the project include: AC Transit
  - Transit impacts for consideration include the effects of project vehicle traffic on mixed flow transit operations, transit capacity, transit access/egress, need for future transit service, and consistency with adopted plans. See Appendix J of the 2015 CMP document for more details.
- The EIR should address potential impacts of the project to cyclists on the Countywide Bicycle Network.
  - Countywide bicycle facilities in the project area include:
    - Planned extension of the San Francisco Bay Trail on Buena Vista Avenue
  - Bicycle related impacts to consider include effects of vehicle traffic on bicyclist conditions, site development and roadway improvements, and consistency with adopted plans. See Appendix J of the 2015 CMP document for more details.
- The EIR should address potential impacts of the project to pedestrians in Pedestrian Plan Areas of Countywide Significance as defined by the Countywide Pedestrian Plan.
  - The Project overlaps with an Area of Countywide Pedestrian Significance:
    - The site is located within a 1/2 mile of a transit corridor
    - Proximity to the Park Street Central Business District
  - Pedestrian related impacts to consider include effects of vehicle traffic on pedestrian conditions, site development and roadway improvements, and consistency with adopted plans. See Appendix J of the 2015 CMP document for more details.

## Mitigation Measures

- Alameda CTC policy regarding mitigation measures is that to be considered adequate they must be:
  - Adequate to sustain CMP roadway and transit service standards;
  - Fully funded; and
  - Consistent with project funding priorities established in the Capital Improvement Program of the CMP, the Countywide Transportation Plan (CTP), and the Regional Transportation Plan

(RTP) or the federal Transportation Improvement Program, if the agency relies on state or federal funds programmed by Alameda CTC.

- The EIR should discuss the adequacy of proposed mitigation measure according to the criteria above. In particular, the EIR should detail when proposed roadway or transit route improvements are expected to be completed, how they will be funded, and the effect on service standards if only the funded portions of these mitigation measures are built prior to Project completion. The EIR should also address the issue of transit funding as a mitigation measure in the context of the Alameda CTC mitigation measure criteria discussed above.
- Jurisdictions are encouraged to discuss multimodal tradeoffs associated with mitigation measures that involve changes in roadway geometry, intersection control, or other changes to the transportation network. This analysis should identify whether the mitigation will result in an improvement, degradation, or no change in conditions for automobiles, transit, bicyclists, and pedestrians. The HCM 2010 MMLOS methodology is encouraged as a tool to evaluate these tradeoffs, but project sponsors may use other methodologies as appropriate for particular contexts or types of mitigations.
- The EIR should consider the use of TDM measures, in conjunction with roadway and transit improvements, as a means of attaining acceptable levels of service. Whenever possible, mechanisms that encourage ridesharing, flextime, transit, bicycling, telecommuting and other means of reducing peak hour traffic trips should be considered. The Alameda CTC CMP Menu of TDM Measures and TDM Checklist may be useful during the review of the development proposal and analysis of TDM mitigation measures (See Appendices F and G of the 2015 CMP).

Thank you for the opportunity to comment on this NOP. Please contact me at (510) 208-7426 or Chris Van Alstyne, Assistant Transportation Planner at (510) 208-7479, if you have any questions.

Sincerely,



Saravana Suthanthira  
Principal Transportation Planner

cc: Chris Van Alstyne, Assistant Transportation Planner

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# Memorandum

5.1

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

• www.AlamedaCTC.org

**DATE:** September 5, 2017

**SUBJECT:** September Legislative Update

**RECOMMENDATION:** Receive an update on federal, state, and local legislative activities and state legislation.

## Summary

The September 2017 legislative update provides information on federal and state legislative activities and updates on the state budget and state legislation, a regional measure, and Alameda CTC's advocacy efforts.

## Background

The Commission approved the 2017 Legislative Program in December 2016. The final 2017 Legislative Program is divided into six sections: Transportation Funding, Project Delivery, Multimodal Transportation and Land Use, Climate Change, Goods Movement, and Partnerships (Attachment A). 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. Each month, staff brings updates to the Commission on legislative issues related to the adopted legislative program, including recommended positions on bills as well as legislative updates.

## Federal Update

Alameda CTC staff will provide a verbal update on federal legislative activities if there are pertinent activities to report.

## State Update

Platinum Advisors, Alameda CTC's state lobbying firm, provided the following updates on state legislative activities, the state budget, and transportation and housing funding.

While it has been a busy year with the passage of Senate Bill 1 (SB 1) and the reauthorization of the cap and trade program, there are still a few major items to address. These include adopting an expenditure plan for the auction revenue generated in the current fiscal year, passage of a legislative package to address affordable housing, a

park and water bond, and for the Bay Area enacting Senate Bill 595, which would allow for a toll increase to be placed on the ballot next year. In past years, resolution of many of these items would not occur until the final nights of session, but now all bills must be in print for at least 72 hours before either floor can vote on them. The last day of session is September 15th, making September 12th the last day for bills to be in print and posted on the website.

### ***Budget***

The Department of Finance released its monthly Finance Bulletin covering July receipts, which showed positive returns. July revenue was \$190 million above projections. This includes income tax revenue exceeding estimates by \$34 million and sales tax revenue climbing above projections by \$136 million.

### ***SB 1 Repeal and Implementation***

Assemblyman Travis Allen (R-Huntington Beach) submitted language for an initiative to repeal SB 1 and the transportation revenue it generated. The Attorney General's office has completed its review, provided a title and summary, and has cleared the initiative for circulation. Assemblyman Allen and the proponents now have until January 8, 2018 to collect 365,880 signatures.

However, Assemblyman Allen has filed a lawsuit challenging the Attorney General's title because he claims it is misleading, because it does not use the word tax or fee in the title. The official title for this initiative is, "Eliminates Recently Enacted Road Repair and Transportation Funding by Repealing Revenues Dedicated for This Purposes." The lawsuit challenging the title was filed in Sacramento Superior Court. The title appears accurate, and it is unclear how much time will be wasted trying to change it.

Meanwhile, SB 1 implementation continues. For the latest information, visit <http://www.catc.ca.gov/activities/sb1/>

### ***Cap-and-trade Program***

With the lawsuits resolved and the auction program re-enacted with a two-thirds vote, there were high expectations for the quarterly auction on August 15th. While the auction in February was dismal with only \$8 million generated, the June auction rebounded with revenue deposited into the Greenhouse Gas Reduction Fund reaching \$511 million. With no more turbulence facing the program, the August 15th auction preliminary results show over \$650 million.

The auction results will influence the content of the 2017-18 expenditure plan. Governor Brown opposed appropriating auction revenue for the current fiscal year unless the auction program is reauthorized with a two-thirds vote. With the reauthorization done, the legislature

will focus on crafting an expenditure plan during the final month of session. As always, there is a broad range of demands for these funds.

The Governor's budget proposal estimated that \$2.2 billion in auction revenue will be available for expenditure in 2017-18. Of this amount \$900 million is automatically appropriated to High Speed Rail, Low Carbon Transit Operations (LCTOP), Transit & Intercity Rail Capital (TIRCP), and the Affordable Housing and Sustainable Communities programs. The remaining \$1.2 billion consists of \$500 million in reserves and about \$750 million in 2017-18 auction proceeds. The challenge is now over reaching an agreement on how to spend the \$1.2 billion.

Both the Senate Budget Subcommittee #2 and Assembly Budget Subcommittee #3 have scheduled hearings the week of August 21st to review spending priorities. Assembly Sub #3 will meet on Wednesday, and Senate Sub #2 is scheduled to meet on Thursday. The line of legislators and advocacy groups will be long at both hearings as they pitch their priorities. In the past, the California Air Resources Board has received a significant share of these funds, which are used for vehicle rebate programs and grant that further the development of heavy duty zero emission vehicles.

Although Senator Beall's hands have been full this year with SB 1 and SB 595, he is leading an effort to direct more auction revenue toward public transit. He has circulated a letter that has been signed, so far, by 28 Senators and Assembly members. East Bay legislators signing this letter include Senator Steve Glazer, and Assembly members Rob Bonta, Kansen Chu, and Jim Frazier. Senator Beall is proposing to double the amount of auction revenue allocated to LCTOP, increasing it from 5 percent to 10 percent, and the TIRCP, increasing it from 10 percent to 20 percent. Since the expenditure plan under consideration is focusing on a one year appropriation, increasing these continuously appropriated items will be a long shot. Not to mention, this proposal would reduce the percentage share of auction revenue the legislature has control over from 40 percent to 25 percent if the amount allocated to LCTOP and TIRCP are doubled. However, given the significant legislative support, a one-time appropriation to these programs is possible. Staff will provide an update on this at the Commission meeting.

### **Housing Funding Measures**

In striking the deal to reauthorize cap and trade, promises were made on passing an affordable housing package. The package will include funding proposals and policy reforms aimed at accelerating the construction of affordable housing.

Alameda CTC has adopted a support position on two of the housing funding measures. SB 3 (Beall) would place a \$3 billion bond on the ballot for various affordable housing programs. Negotiations continue on the size of the bond, with some proposing to increase it to \$9 billion, but it appears for now that the \$3 billion amount is fairly firm. Interfering with the housing bond discussions is an effort to also place a parks and water bond on the ballot. The



Governor has signaled he is comfortable with placing a total of \$7 billion in new debt on the ballot, so the bigger the park and water bond, the smaller the housing bond and vice versa. However, Speaker Rendon recently commented that housing is a much higher priority this year. In the end, SB 3 will require a two-thirds vote for passage, and appears the support is there for at least a \$3 billion bond.

The other funding piece is SB 2 (Atkins). Alameda CTC has supported this effort that would impose a fee on filing certain real estate documents with the proceeds funding various state and local housing programs. SB 2 would impose a \$75 fee on certain documents, but the total fee per filing could not exceed \$225 per transaction. This would raise over \$200 million annually. Enacting SB 2 as part of the housing package will be difficult. While it was approved by the Senate 27-12 on a party line vote, it appears that SB 2 is far short of the 54 votes needed to get out of the Assembly. However, we have seen that hurdle cleared by SB 1 and cap and trade, so it would not be surprising if SB 2 ultimately gets the votes.

### **Regional Measure 3**

Alameda CTC has been engaged in development of Regional Measure 3 (RM3) and its authorizing bill - if approved by the Legislature and Governor - SB595 (Beall). SB 595, if approved, would allow voters to approve a toll increase to fund congestion-relief projects and improve mobility in the bridge corridors. Alameda CTC adopted a list of candidate projects in January 2017 and submitted them to MTC.

In April 2017, SB 595 was introduced as the placeholder bill for Regional Measure 3. The bill reserves for future discussions the important policy questions such as toll increase amount, projects to be funded, and election date. Alameda CTC took a support position on SB 595 in May 2017. In June 2017, MTC developed a proposed framework for RM3 including a \$3 bridge toll increase and a draft set of projects and operational categories.

The Senate passed SB 595 on May 31, and the Assembly amended the bill on July 3 and July 19 and referred it to the Assembly Committee on Appropriations.

The bill was set for its first hearing at the Assembly Committee on Appropriations on August 23 and was placed on the suspense file. The Assembly Committee on Appropriations meets again on August 30 and bills will be taken off suspense by September 1. Approval of the bill must occur by the Assembly by September 15 to be sent to the Governor. Therefore, the Assembly's last day to amend the bill is September 11 or 12 to allow it to be in print for at least 72 hours. It is expected several sets of amendments will be introduced between the last week of August and early September.

Alameda CTC Commissioners and staff will continue to work with MTC and state representatives to support Alameda County transportation needs and staff will provide a verbal update on the progress of the bill at the Commission meeting.



**Fiscal Impact:** There is no fiscal impact.

**Attachments**

A. Alameda CTC 2017 Legislative Program

**Staff Contact**

[Tess Lengyel](#), Deputy Executive Director of Planning and Policy

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**2017 Alameda County Transportation Commission Legislative Program**

The legislative program herein supports Alameda CTC's transportation vision below adopted for the 2016 Countywide Transportation Plan:

1111 Broadway, Suite 800, Oakland, CA 94607  
510.208.7400  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

*“Alameda County will be served by a premier transportation system that supports a vibrant and livable Alameda County through a connected and integrated multimodal transportation system promoting sustainability, access, transit operations, public health and economic opportunities. Our vision recognizes the need to maintain and operate our existing transportation infrastructure and services while developing new investments that are targeted, effective, financially sound and supported by appropriate land uses. Mobility in Alameda County will be guided by transparent decision-making and measureable performance indicators. Our transportation system will be: Multimodal; Accessible, Affordable and Equitable for people of all ages, incomes, abilities and geographies; Integrated with land use patterns and local decision-making; Connected across the county, within and across the network of streets, highways and transit, bicycle and pedestrian routes; Reliable and Efficient; Cost Effective; Well Maintained; Safe; Supportive of a Healthy and Clean Environment.”*

Issue	Priority	Strategy Concepts
<b>Transportation Funding</b>	Increase transportation funding	<ul style="list-style-type: none"> <li>• Support efforts to lower the two-thirds voter threshold for voter-approved transportation measures.</li> <li>• Support increasing the buying power of the gas tax and/or increasing transportation revenues through vehicle license fees, vehicle miles traveled, or other reliable means.</li> <li>• Support efforts that protect against transportation funding diversions and overall increase transportation funding.</li> <li>• Support new funding sources for transportation.</li> <li>• Support new funding sources for transit operations and capital for bus, BART, and rail connectivity.</li> </ul>
	Protect and enhance voter-approved funding	<ul style="list-style-type: none"> <li>• Support legislation and increased funding from new and/or flexible funding sources to Alameda County for operating, maintaining, restoring, and improving transportation infrastructure and operations.</li> <li>• Support increases in federal, state, and regional funding to expedite delivery of Alameda CTC projects and programs.</li> <li>• Support efforts that give priority funding to voter-approved measures and oppose those that negatively affect the ability to implement voter-approved measures.</li> <li>• Support efforts that streamline financing and delivery of transportation projects and programs.</li> <li>• Support rewarding Self-Help Counties and states that provide significant transportation funding into transportation systems.</li> <li>• Seek, acquire, and implement grants to advance project and program delivery.</li> </ul>
<b>Project Delivery and Operations</b>	Advance innovative project delivery	<ul style="list-style-type: none"> <li>• Support environmental streamlining and expedited project delivery.</li> <li>• Support contracting flexibility and innovative project delivery methods, as well as project development advancements such as autonomous vehicles.</li> <li>• Support high-occupancy vehicle (HOV)/toll lane expansion in Alameda County and the Bay Area, and efforts that promote effective implementation and use.</li> <li>• Support efforts to allow local agencies to advertise, award, and administer state highway system contracts largely funded by local agencies.</li> </ul>
	Ensure cost-effective project delivery	<ul style="list-style-type: none"> <li>• Support efforts that reduce project and program implementation costs.</li> <li>• Support accelerating funding and policies to implement transportation projects that create jobs and economic growth.</li> </ul>
	Protect the efficiency of managed lanes	<ul style="list-style-type: none"> <li>• Support utilizing excess capacity in HOV lanes through managed lanes as a way to improve corridor efficiencies and expand traveler choices.</li> <li>• Support ongoing HOV/managed lane policies to maintain corridor-specific lane efficiency</li> <li>• Oppose legislation that degrades HOV lanes that could lead to congestion and decreased efficiency.</li> </ul>
<b>Multimodal Transportation and Land Use</b>	Reduce barriers to the implementation of transportation and land use investments	<ul style="list-style-type: none"> <li>• Support legislation that increases flexibility and reduces technical and funding barriers to investments linking transportation, housing, and jobs.</li> <li>• Support local flexibility and decision-making on land-use for transit oriented development (TOD) and priority development areas (PDAs).</li> </ul>

Issue	Priority	Strategy Concepts
	Expand multimodal systems and flexibility	<ul style="list-style-type: none"> <li>• Support innovative financing opportunities to fund TOD and PDA implementation.</li> <li>• Support policies that provide increased flexibility for transportation service delivery through innovative, flexible programs that address the needs of commuters, youth, seniors, people with disabilities and low-income people, including addressing parking placard abuse, and do not create unfunded mandates.</li> <li>• Support investments in transportation for transit-dependent communities that provide enhanced access to goods, services, jobs, and education.</li> <li>• Support parity in pre-tax fringe benefits for public transit, carpooling, vanpooling and other active transportation/bicycle and pedestrian modes of travel with parking.</li> </ul>
<b>Climate Change</b>	Support climate change legislation to reduce greenhouse gas (GHG) emissions	<ul style="list-style-type: none"> <li>• Support funding for innovative infrastructure, operations, and programs that relieve congestion, improve air quality, reduce emissions, and support economic development.</li> <li>• Support cap-and-trade funds to implement the Bay Area's Sustainable Communities Strategy.</li> <li>• Support rewarding Self-Help Counties with cap-and-trade funds for projects and programs that are partially locally funded and reduce GHG emissions.</li> <li>• Support emerging technologies such as alternative fuels and fueling technology to reduce GHG emissions.</li> </ul>
<b>Goods Movement</b>	Expand goods movement funding and policy development	<ul style="list-style-type: none"> <li>• Support a multimodal goods movement system and efforts that enhance the economy, local communities, and the environment.</li> <li>• Support a designated funding stream for goods movement.</li> <li>• Support goods movement policies that enhance Bay Area goods movement planning, funding, delivery, and advocacy.</li> <li>• Support legislation that improves the efficiency and connectivity of the goods movement system.</li> <li>• Ensure that Bay Area transportation systems are included in and prioritized in state and federal goods movement planning and funding processes.</li> <li>• Support rewarding Self-Help Counties that directly fund goods movement infrastructure and programs.</li> </ul>
<b>Partnerships</b>	Expand partnerships at the local, regional, state and federal levels	<ul style="list-style-type: none"> <li>• Support efforts that encourage regional and mega-regional cooperation and coordination to develop, promote, and fund solutions to regional transportation problems and support governmental efficiencies and cost savings in transportation.</li> <li>• Support policy development to advance transportation planning, policy, and funding at the county, regional, state, and federal levels.</li> <li>• Partner with community agencies and other partners to increase transportation funding for Alameda CTC's multiple projects and programs and to support local jobs.</li> <li>• Support efforts to maintain and expand local-, women-, minority- and small-business participation in competing for contracts.</li> </ul>



# Memorandum

6.1

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

**DATE:** September 5, 2017

**SUBJECT:** Overall Monitoring and Modeling Services: Approval of Contract Amendment No. 1 to Professional Services Agreement A16-0045 with Iteris, Inc.

**RECOMMENDATION:** Approve and authorize the Executive Director to execute Amendment No. 1 to the Professional Services Agreement No. A16-0045 with Iteris, Inc. for an additional amount of \$500,000 for a total not-to-exceed amount of \$922,953 and a three-year time extension to provide Professional Services for Overall Multimodal System Monitoring and Modeling Services.

## Summary

As required by the Congestion Management Program (CMP) legislation, Alameda County Transportation Commission (Alameda CTC) must update its CMP every two years to address the following five elements of the CMP: level of service standards, multi-modal performance, travel demand management, land use analysis including developing and maintaining a countywide travel demand model, and development of a Capital Improvement Program. Alameda CTC entered into a contract with Iteris, Inc. after a competitive bid process on February 1, 2016 for an amount of \$422,953 covering analytical services to implement the CMP, specifically for the performance monitoring and travel modeling components through January 31, 2018, unless extended by contract amendment. To meet the legislative requirement, Alameda CTC is required to perform level of service and multi-modal performance monitoring of the countywide transportation network in 2018 and is also required to update and maintain the countywide travel demand model to incorporate the newly adopted Plan Bay Area 2040 to support planning work of Alameda CTC and its member agencies. The consultant has been performing quality services and this recommendation is to exercise the extension option for the contract, not to exceed a five-year allowable contract term. The estimated cost for an extension of this work for the next CMP monitoring cycle is \$500,000 and would authorize the contract through January 31, 2021.

## Background

As the county's congestion management agency, Alameda CTC is responsible for updating the CMP and implementing its five elements. Two of the elements that involve performance monitoring – LOS Monitoring and Multimodal Performance Measurement - require substantial data collection and analytical services for a comprehensive performance measurement of Alameda County's multimodal transportation system. These efforts are required on a biennial basis for level of service and multimodal monitoring and annual basis for the Multimodal Performance Reporting. Additionally, Alameda CTC is required to develop and maintain a countywide travel demand model to assess land development impacts on the countywide transportation system as well as for any planning analysis. The model is required to incorporate the most recently adopted regional land use and transportation investments, in our case Plan Bay Area 2040. Since February 1, 2016, performance monitoring and travel demand modeling services have been included in a single contract with Iteris, Inc. Alameda CTC is utilizing federal funding from MTC Planning Funds to fund the monitoring and modeling services required by the CMP and to fulfill Alameda CTC's responsibility as the planning agency for Alameda County.

Iteris, Inc. team with Iteris Inc. as the prime and Kittelson & Associates Inc. and WILTEC as sub-consultants was selected by Alameda CTC to provide overall monitoring and modeling services under a competitive selection process in 2016, with the contract period ending on January 31, 2018, unless extended. Continuation of the tasks originally scoped in 2016, as well as strategic updates to the monitoring efforts based on the outcome of the countywide multimodal plans, are required for on-going implementation of the CMP.

The proposed amendment will provide professional services and support for continuation of efforts in the following areas, reflecting CMP requirements and strategic updates for the next overall monitoring cycle:

1. Travel Model Maintenance and Support: the consultant team will update the county's travel model to incorporate the most recently adopted Plan Bay Area 2040 regarding the land use and transportation investments assumptions and will provide on-going travel model services through the duration of the contract.
2. Level of Service and Multimodal Performance Monitoring: the consultant team will conduct the following:
  - Perform level of service monitoring in spring 2018 on an expanded CMP roadway network in the county for the 2018 LOS Monitoring Report. As identified in the 2015 CMP, based on the countywide Modal Plans, an additional 220 miles of arterials will be monitored for LOS performance.
  - Implement a new monitoring effort in spring 2018 on bus transit performance on the county's major transit corridors for the 2018 Monitoring Report, as identified in the 2015 CMP.

- Continue to collect bicycle and pedestrian counts in fall 2018 at 150 key locations throughout the county.

The additional effort covered under this Amendment 1 of the contract will be funded by Measure BB funds.

The proposed amendment is for a value of \$500,000 for a contract total not-to-exceed amount of \$922,953. Since the original contract was funded by federal funds, with the proposed modifications, the contract would continue to meet the federal contract goals set forth in the original contract.

Staff has negotiated the contract amendment with Iteris, Inc. based on the level of effort anticipated to be required to conduct the additional work scope. Table A below summarizes the contract actions related to Agreement No. A16-0045.

<b>Table A: Summary of Agreement No. A16-0045 including Proposed Amendment</b>			
<b>Contract Status</b>	<b>Work Description</b>	<b>Value</b>	<b>Total Contract Not-to-Exceed Value</b>
Original Professional Services Agreement with Iteris, Inc. (A16-0045) February 2016	Travel Model Maintenance and Support, Auto Level of Service Monitoring, Bicycle and Pedestrian Count Program	\$422,953	\$422,953
Proposed Amendment No. 1 September 2017 (This Agenda Item)	Provide additional budget and 36 month time extension to January 21, 2021 to complete the project	\$500,000	\$500,000
<b>Total Amended Contract Not-to-Exceed Amount</b>			\$922,953

**Levine Act Statement:** Iteris Inc. and their sub-consultants (Kittelson Associates, WILTEC and W&S Solutions) did not report a conflict in accordance with the Levine Act.

**Fiscal Impact:** The fiscal impact of approving this item is \$500,000 for a not to exceed contract of \$922,953. This budget is included in the appropriate project funding plans and has been included in the Alameda CTC Adopted FY 2017-2018 Budget and in the 2018 CIP.

**Staff Contacts**

[Tess Lengyel](#), Deputy Executive Director of Planning

[Saravana Suthanthira](#), Principal Transportation Planner

[Kristen Villanueva](#), Senior Transportation Planner

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# Memorandum

6.2

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**DATE:** September 5, 2017

**SUBJECT:** Transportation Technology Matching Opportunity

**RECOMMENDATION:** Approve Alameda CTC's Transportation Technology Initiative and Matching Opportunity.

## Summary

Alameda CTC has been a pioneer in promoting innovative transportation solutions. Some of the early initiatives, such as the I-680 Express Lane demonstration project and Safe Routes to School programs, were embraced by the region and helped lead to the development of the Bay Area Express Lanes network and regional funding for many local Safe Routes to School programs. Continuing in this tradition, Alameda CTC's 2014 voter approved Measure BB Transportation Expenditure Plan identifies funding for "Technology and Innovation." The recent rapid advancement in transportation technologies has resulted in myriad new and evolving opportunities in the areas of shared mobility and connected and autonomous technologies, as well as further advancement of existing technologies such as intelligent transportation systems (ITS), signal systems, and real-time information sharing. In addition, new innovative approaches to data collection and analysis are continually reshaping how transportation monitoring and performance evaluation are being performed.

Alameda CTC is proposing to launch a three-pronged Technology Initiative. The Initiative would provide matching funds for a specific grant opportunity currently available to all member agencies, as well as seek letters of interest to gain a better understanding of specific technology initiatives member agencies are interested in pursuing and receive information from data collection vendors to assess any appropriateness for partnerships. This approach allows Alameda CTC to advance technology solutions while at the same time gather information from our partners to help inform a larger technology approach suitable for Alameda County.

- **Matching Funds:** The Metropolitan Transportation Commission (MTC) currently has a call open for an Innovative Deployment to Enhance Arterials (IDEA) grant (Attachment A). Alameda CTC will provide matching funds to support member agencies that are successful in obtaining the IDEA grant.

Applications are due to MTC on September 29, 2017 for Category 1 and November 17, 2017 for Category 2 projects. The matching funds would be paid for with Measure BB Technology and Innovation funding currently allocated to Alameda CTC to develop pilot projects.

- Letter of Interest – Technology Solutions: Alameda CTC will develop and release a letter of interest to identify member agencies that are engaged or interested in implementing potential technology solutions to address local transportation issues. Alameda CTC would then work with member agencies to identify ways to assist and support advancement of promising efforts.
- Letter of Interest – Data: Alameda CTC would develop and release a letter of interest focused on data collection and analysis technology vendors (including the private sector, educational and non-profit entities, and public agencies) who can help investigate and validate new data collection methods that are enabled by emerging technologies and provide robust and current or real time data on the county's multimodal infrastructure performance.

While the matching funds for the IDEA grant will need to be committed in February 2018, the other efforts will occur in spring 2018. The Commission is requested to approve the funding support for matching funds for successful IDEA grant applications from Alameda County local jurisdictions and transit agencies. Staff will bring the information on any successful Alameda County applicant(s) for the IDEA grant to the Commission.

## **Background**

Alameda County is supported by a robust multimodal transportation network. Despite this, the county's central location in the region results in persistent congestion impacts throughout the county. With a mature roadway network, Alameda CTC has engaged in implementing innovative projects focused on operational improvements for multimodal mobility. Some of these projects and programs include:

- San Pablo Avenue Smart Corridor Project
- I-80 Integrated Corridor Management
- I-680 Express Lane Demonstration Program
- I-580 Express Lanes with continuous access

Recent technological advancements provide opportunities to facilitate enhancing the efficiency of the existing county infrastructure, improve safety, and provide more travel options, leading to overall improved multimodal mobility. Foreseeing these opportunities, the Transportation Expenditure Plan for the voter approved Measure BB identified funding for "Technology and Innovation."

## **A Purposeful Three-Pronged Approach**

Alameda CTC's approach to countywide technology solutions is to engage in purposeful and effective applications of advanced technologies to address transportation issues by working with the jurisdictions and transit agencies. As an initial step, a panel discussion and presentation was held at the November 2016 Commission Retreat presenting several areas of technological advancement – connected infrastructure, connected and autonomous vehicles, and shared mobility. An Information Exchange Forum has been established as part of the Alameda County Technical Advisory Committee (ACTAC) to facilitate on-going knowledge sharing based on local, regional and broader experience on transportation technology deployment. Alameda CTC also supported the Cities of Oakland and Fremont in their applications for the federal 2015 Smart City grant challenge.

To better understand and identify the specific needs across the county for strategic application of technologies and to support local initiatives, Alameda CTC is proposing to launch a three-pronged approach that will 1) support goal oriented local technology initiatives by local jurisdictions and transit agencies that are applying for grant opportunities; 2) better understand and identify the transportation issues and appropriate technology solutions that can be strategically supported; and 3) develop a process for identifying and potentially facilitating data collection and analysis with technology vendors who can provide robust and current/real time data and analysis of the county's multimodal infrastructure to provide improved understanding of the system performance and hotspots in more real time.

### 1. Matching grant for successful Alameda County Jurisdictions and Transit Agencies in MTC's IDEA Grant Funding

MTC has released call for applications (included Attachment A) for a new regional initiative called the Innovative Deployments to Enhance Arterials (IDEA). Of the two categories of IDEA grant, Category 1 focuses on deployment of mature, commercially-available advanced technologies and Category 2 looks to improve the operations of arterial roads that will enhance the readiness of the Bay Area for connected and automated vehicle technologies. The application requires a local match of 15% in funding and 10% in-kind. Alameda CTC proposes to support successful grant application(s) from Alameda CTC jurisdictions and transit operators with a focus on Category 2 projects by providing funding towards the 15% funding match. This will also bolster the existing purposeful efforts by the member agencies.

The goals of IDEA grant align with Alameda CTC's multimodal efforts:

- Improve multimodal travel time and travel time reliability along arterials;
- Improve safety of motorists, transit riders, bicyclists, and pedestrians;
- Decrease motor vehicle emissions and fuel consumption; and

- Improve knowledge of and proficiency in the use of advanced technologies for arterial operations.

The IDEA grant has a maximum grant award of \$3 million per project and per applicant. The total amount available for matching projects awarded to Alameda County jurisdictions and transit agencies would be \$600,000. Alameda CTC staff would determine the amount provided to each project once MTC makes its award decisions, with a priority going to support the Category 2 applications.

Timeline: MTC grant award is scheduled in November 2017 and February 2018. If approved, Alameda CTC will enter into an agreement with selected successful member agencies to provide the local match in February/March 2018 after MTC announces final award decisions.

## 2. Letters of Interest for New Technology Initiatives

Given the exponential growth in transportation technology, many potential projects and initiatives are at various stages of readiness for deployment. Alameda CTC seeks to identify technologies that are available and appropriate for addressing existing transportation issues. To identify local transportation issues and appropriate technology solutions that can be potentially and strategically supported, Alameda CTC will release a Letter of Interest (LOI) to member agencies seeking the following information:

1. Needs or challenges that can be addressed through technology solutions that the member agency is interested to work on.
2. Efforts the local agencies have already initiated regarding identifying technological solutions including research or private partnerships, working with potential vendors, seeking funding and defining suitable technology/strategy.

Based on responses received, discussions will be held with member agencies to identify a subset of initiatives to partner on that can help inform how Alameda CTC defines a process for advancing locally supportive technology solutions.

Timeline: Release LOI in winter 2017

## 3. Data Collection Technology Pilots

The need for robust data on the county's transportation infrastructure is paramount to better understand performance and improvement needs and support informed and effective investment decisions. New funding opportunities have brought an increased need for multimodal performance measurement for the countywide transportation system and at the same time there is a new generation of technologies that enable dynamic data collection and analysis. For improved understanding of the system performance and hotspots in more real time, Alameda

CTC will release an LOI to the private sector, educational, non-profit, and public agencies to help investigate and validate new data collection methods that are enabled by emerging technologies. The LOI will inform subsequent actions for funding or partnerships for testing new data collection methods.

Timeline: Release LOI in spring 2018

**Fiscal Impact:** The not-to-exceed amount of \$600,000 towards local matching funds for projects awarded a grant through MTC's IDEA grant program was approved in the 2018 CIP and will be included in the Fiscal Year 2017-18 budget.

### **Attachment**

A. Innovative Deployment to Enhance Arterials - Grant Program guidelines

### **Staff Contacts**

[Tess Lengyel](#), Deputy Executive Director of Planning and Policy

[Saravana Suthanthira](#), Principal Transportation Planner

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# Innovative Deployments to Enhance Arterials (IDEA) Challenge Grant Program

## Program Overview

The Metropolitan Transportation Commission (MTC) invites eligible Bay Area public agencies to submit applications for consideration under a new regional initiative called the Innovative Deployments to Enhance Arterials (IDEA). MTC's interest is to not only continually advance innovation to help us further improve the operations of our arterials systems, but also to enhance the readiness of the Bay Area for connected and automated vehicle technologies.

The Bay Area has over 33,000 directional miles of arterials and local streets and approximately 11,000 traffic signals. Some of the region's major arterials carry heavy traffic and experience significant congestion during the weekday peak periods. This congestion can lead to loss of productive time, unreliable travel for autos and transit vehicles, and increased safety issues for bicyclists and pedestrians.

IDEA is designed to provide a funding opportunity to support cities, counties and transit agencies to deploy advanced technologies along their arterials to enhance mobility, sustainability and safety across all modes. Public agencies may opt to deploy mature, commercially-available technologies on their own or integrated with newer, higher-risk connected and automated vehicle technologies. Agencies may also choose to support regional readiness for future connected/automated vehicle on arterials by deploying pilot concept projects using cutting-edge connected/automated vehicle technologies.

Federal funds available through IDEA are designed to assist agencies with project implementation through capital support and consultant technical assistance. Services to be performed by the consultants will be defined by MTC, in coordination with the grant recipients.

## Program Goals

The core goals of IDEA are to:

- 1) Improve travel time and travel time reliability along arterials for autos and transit vehicles;
- 2) Improve safety of motorists, transit riders, bicyclists, and pedestrians;
- 3) Decreasing motor vehicle emissions and fuel consumption; and
- 4) Improve knowledge of and proficiency in the use of advanced technologies for arterial operations.

## Eligible Projects

Eligible projects under IDEA must support the Program goals. A total of \$13 million in federal funds is available. Grant funds will be directed towards Category 1 projects (i.e., uses mature, commercially-available advanced technologies) and Category 2 projects (i.e., uses connected/automated vehicle technologies); funding distribution for each category will depend on the pool of candidate projects. Refer to [Attachment A](#) for additional details and example projects within each category.

Project Category	Brief Description
<b>Project Category 1: Mature, Commercially-available Advanced Technologies</b>	
Signal System Improvements	These projects improve traffic signal systems and the management of arterial operations to provide better mobility along the corridor. Example projects: Automated Traffic Signal Performance Measures implementation, adaptive signal control technology deployments, etc.
Bicycle/Pedestrian Improvements	These projects make operational improvements to bicycle/pedestrian infrastructure to encourage active modes of transportation. Example projects: bicycle/pedestrian detection, bicycle green waves, etc.
Transit Improvements	These projects improve existing transit systems along high-demand transit routes to encourage mode shifting. Example projects: Transit Signal Priority (TSP) expansion, queue jump lanes, etc.
Other Improvements	These projects include improvements to arterial operations that are not necessarily covered in the categories above. Example projects: Emergency Vehicle Pre-emption (EVP) expansion, dynamic lane assignment, coordination of arterial signals with ramp metering, etc.
<b>Project Category 2: Connected/Automated Vehicle Technologies</b>	
Bicycle/Pedestrian Improvements	These projects or project elements would incorporate dynamic messaging between bicyclists/pedestrians, vehicles and infrastructure to enhance arterial operations. Example projects: Active signal priority systems for bicyclists and pedestrians, vulnerable road user protection through transmission of surrogate Personal Safety Messages to vehicles, etc.
Multi-Modal Intelligent Transportation Signal Systems (MMITSS)	These projects would utilize the open source code for MMITSS as well as advanced communications and detection technologies to optimize signal operations by incorporating data from connected vehicles. Example projects: Any of the US Department of Transportation-defined MMITSS applications, e.g., TSP, PREEMPT (advanced EVP), Intelligent Traffic Signal System (ISIG), etc.
Driving Optimization	These projects would utilize messaging between signal infrastructure and vehicles to affect driver behavior, which can lead to environmental improvements. Example project: Eco-Approach and Departure at Signalized Intersections application.



## Eligible Applicants

Public agencies (cities, counties, and transit agencies) are eligible to apply for grant funding under IDEA. While all these public agencies are eligible to apply, projects that meet the minimum requirements below, for each project category, will receive funding priority:

Project Category	Minimum Requirement for Funding Priority
<b>Project Category 1: Mature, Commercially-available Advanced Technologies</b>	
Signal System Improvements	<ul style="list-style-type: none"> <li>For adaptive signal projects:                             <ul style="list-style-type: none"> <li>- Refer to <a href="#">Attachment B</a> to first determine whether the corridor is a good candidate for an adaptive system</li> <li>- Arterial is currently operating on a central signal system</li> </ul> </li> <li>For all other projects:                             <ul style="list-style-type: none"> <li>- Arterials with basic communications to signals</li> </ul> </li> </ul>
Bicycle/Pedestrian Improvements	<ul style="list-style-type: none"> <li>Corridors or locations with high (or the potential for high) bicycle or pedestrian demand</li> <li>Arterials with basic communications to signals</li> </ul>
Transit Improvements	<ul style="list-style-type: none"> <li>Transit Signal Priority already in place</li> <li>Corridors serving at least two transit routes</li> <li>Arterials with moderate to high levels of congestion</li> </ul>
Other Improvements	<ul style="list-style-type: none"> <li>See above</li> </ul>
<b>Project Category 2: Connected/Automated Vehicle Technologies</b>	
Bicycle/Pedestrian Improvements	<ul style="list-style-type: none"> <li>Corridors or locations with high (or the potential for high) bicycle or pedestrian demand</li> <li>Arterials with basic communications to signals</li> </ul>
Multi-Modal Intelligent Transportation Signal Systems (MMITSS)	<ul style="list-style-type: none"> <li>Arterials with moderate to high levels of congestion</li> <li>Arterials with basic communications to signals</li> <li>Arterials regularly carrying traffic from a controlled or specific fleet of vehicles (e.g., transit routes, other publicly owned-vehicles, serving a large employer who is included within the project)</li> </ul>
Driving Optimization	<ul style="list-style-type: none"> <li>Arterials with moderate to high levels of congestion</li> <li>Arterials with basic communications to signals</li> <li>Arterials regularly carrying traffic from a controlled or specific fleet of vehicles (e.g., transit routes, other publicly owned-vehicles, serving a large employer who is included within the project)</li> </ul>

## Project Delivery and Partnerships

### *Procurements*

MTC shall play an active role in delivering all project work by co-managing and providing input on the scope of work and reviewing deliverables. Depending on the type of project it is possible, even likely, that the procurement of professional services, such as for the delivery of systems engineering deliverables, would be done using MTC procurement procedures designed for this purpose, with the public agency project sponsor(s) as partners. The procurements of capital improvements, hardware and software, however, would likely be conducted by the public infrastructure owner operator and reimbursed via a funding agreement with MTC. Deviations from this general pattern would be approved by MTC on a case-by-case basis.

### *Combining Technologies and Funding Categories*

Applicants are allowed to request funding for a single project that combines a project listed in Attachment A under Project Category 1 and one listed under Project Category 2, if and only if:

- The Category 1 project constitutes a separate improvement that can be judged on its own merits;
- The Category 1 project is delivered in an earlier phase of the project than the Category 2 project; and
- The applicant demonstrates, within the project description deployment plan and evidence of project management capacity that the project team can avoid delay in delivering the Category 1 project.

MTC reserves the right to request changes to the scope of work and selectively fund certain project elements.

### Call for Public-Private Partnerships

Applicable to Category 2 projects *only*, public agencies are encouraged to partner with the private sector to pilot advanced technologies that support connected and automated vehicles. MTC supports partnerships with firms to deliver the innovative elements under Category 2 because these may require specific, and less common, expertise with these newer technologies in an early phase of planning a project. Private firms may help shape the scope of work for the project proposal and play a role in project delivery.

The private sector partner must make a specified financial contribution (not just in-kind) to the overall project cost which will be assessed by MTC in light of the overall project costs and benefits. All applications, regardless of the type of work, must meet the Caltrans State and Local Assistance guidelines pertinent to federal funding and sourcing. MTC can address questions about the federal requirements for these partnerships at the August and September workshops; although, requirements for specific projects may need to be handled on a case-by-case basis, prior to the application deadline.

### Grant Funding / Match

	Category 1	Category 2
Total Grant Funds Available	TBD	TBD
Minimum Grant Awards	\$0.25 million	
Maximum Grant Awards	\$3 million	
Minimum Local Cash Match (% of total project cost)	15%*	
Minimum In-Kind Match (% of total project cost)	10%	

\* For projects with private sector participation, of the total 15% cash match requirement, a private sector partner must provide at least a third of this requirement (i.e., 5% of the total project cost as cash).

#### How to Calculate Match

The match is based on **total project cost**, not the amount of the grant. See example below:

Total Project Cost = \$350,000  
 Grant Amount = \$262,500  
 Minimum Local Cash Match = \$52,500 (15% of \$350,000)  
 Minimum In-Kind Match = \$35,000 (10% of \$350,000)

The sources for these competitive grants are federal Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds. All projects must meet CMAQ eligibility and requirements. Following project selection, MTC will apply to Caltrans Local Assistance to complete the E-76 process on behalf of project sponsors. However, agencies are expected to comply with federal-aid requirements, as applicable. More information on CMAQ requirements can be found here:

[http://www.fhwa.dot.gov/environment/air\\_quality/cmaq/policy\\_and\\_guidance/2013\\_guidance/index.cfm](http://www.fhwa.dot.gov/environment/air_quality/cmaq/policy_and_guidance/2013_guidance/index.cfm).

## Application and Evaluation Process

All applications for eligible projects received by the due date will be reviewed by an evaluation committee convened by MTC. See Attachment C for project application. MTC reserves the right to reject any incomplete application, i.e., an application that does not include sufficient information that will enable the evaluation committee to adequately score the application based on the criteria described below.

Completed applications must be submitted via email to Linda Lee, Arterial Operations Program Manager, at [lee@mtc.ca.gov](mailto:lee@mtc.ca.gov).

### EVALUATION CRITERIA (100 points total)

The following evaluation criteria will be used to score each completed application:

- **Project Concept (25 points)**
  - Clarity of project or project concept, i.e., deployment project or project concept addresses demonstrated needs
  - Plan utilizes innovative technologies in an appropriate fashion (for Category 2 projects)
- **Implementation (30 points)**
  - Ability to implement project within two to three years upon receipt of grant funding
  - Commitment of specific and sufficient staff
  - Demonstrated project management capacity
  - Demonstration of support from relevant stakeholders, partners or decision-makers
- **Project Impact (30 points)**
  - Potential to reduce GHG and other types of emissions (this could be through mode shift, decreased travel time, reduced vehicle idling/braking, reduced VMT, etc.)
  - Potential to provide regional or corridor-level benefits
  - Potential to provide benefits to a large number of users (outreach area)
- **Match (10-15 points)**
  - 10 points will be given for meeting minimum match requirements (cash and in-kind)
  - Up to 5 additional points will be given for any match over the minimum

## Timeline

Due to the recognized complexity of Category 2 projects, additional time will be provided to potential applicants to develop the scope of these projects. Applications that include only Category 1 projects will be due first; however, MTC reserves the right to the award some Category 1 projects at a later date, depending upon the strength of the submittals for Category 1 and Category 2 projects.

Activity	Date
MTC Issues Call for Projects	July 17, 2017
Round 1 Regional Workshops for potential applicants	August 21 and August 23, 2017 See "Regional Workshops" below for details.
Round 2 Regional Workshops (focus on Category 2 projects)	September 2017 (dates TBD)
<b>For applications that include only Category 1 Projects:</b>	
Applications Due	September 29, 2017 at 4:00pm
Evaluation panel completes review of applications and recommends grant awards	October 2017 (tentative)
Committee/Commission Approvals of Grant Awards	November 2017 (tentative)
<b>For all other applications*:</b>	
Applications Due	November 17, 2017 at 4:00pm
Evaluation Committee completes review of applications and recommends grant awards	January 2018 (tentative)
Committee/Commission Approval of Grant Awards	February 2018 (tentative)

\* Includes Category 2-only projects and combination of Category 1 and Category 2 projects.

## Regional Workshops

MTC will be hosting the following three workshops to provide prospective applicants with an overview of the IDEA Challenge Grant Program and to answer any questions applicants may have. Additional workshops that will primarily focus on Category 2 project applications will be held in September – specific dates will be determined and announced later. Please check MTC’s website for updates.

<p style="text-align: center;"><b>Workshop #1</b></p> <p style="text-align: center;">Monday, August 21, 2017 2:00pm to 4:00pm</p> <p style="text-align: center;">Alameda County Transportation Commission (ACTC) Room B and Room C 1111 Broadway, Suite 800 Oakland, CA 94607</p>	<p style="text-align: center;"><b>Workshop #2</b></p> <p style="text-align: center;">Tuesday, August 23, 2017 10:00am to 12:00pm</p> <p style="text-align: center;">Sonoma County Transportation Authority (SCTA) STCA Large Conference Room 490 Mendocino Ave #206 Santa Rosa, CA 95401</p> <p style="text-align: center;"><i>Space for this event is limited, please register here:</i> <a href="https://goo.gl/forms/rKBxcmgcE3LmFI022">https://goo.gl/forms/rKBxcmgcE3LmFI022</a></p>	<p style="text-align: center;"><b>Workshop #3</b></p> <p style="text-align: center;">Wednesday, August 23, 2017 2:00pm to 4:00pm</p> <p style="text-align: center;">San Mateo County Transit District (SamTrans) 2<sup>nd</sup> floor Auditorium 1250 San Carlos Avenue San Carlos, CA 94070</p>
<p style="text-align: center;"><b>Workshop #4 (specific to Category 2)</b></p> <p style="text-align: center;">Thursday, September 7, 2017 1:00pm to 3:00pm</p> <p style="text-align: center;">Contra Costa Transportation Authority (CCTA) 2999 Oak Road, Suite 110 Walnut Creek, CA 94597</p>	<p style="text-align: center;"><b>Workshop #5 (specific to Category 2)</b></p> <p style="text-align: center;">September (TBD)</p> <p style="text-align: center;">Santa Clara Valley Transportation Authority</p> <p style="text-align: center;">(contact Robert Rich to be added to notification list for this event)</p>	

## Contact Information

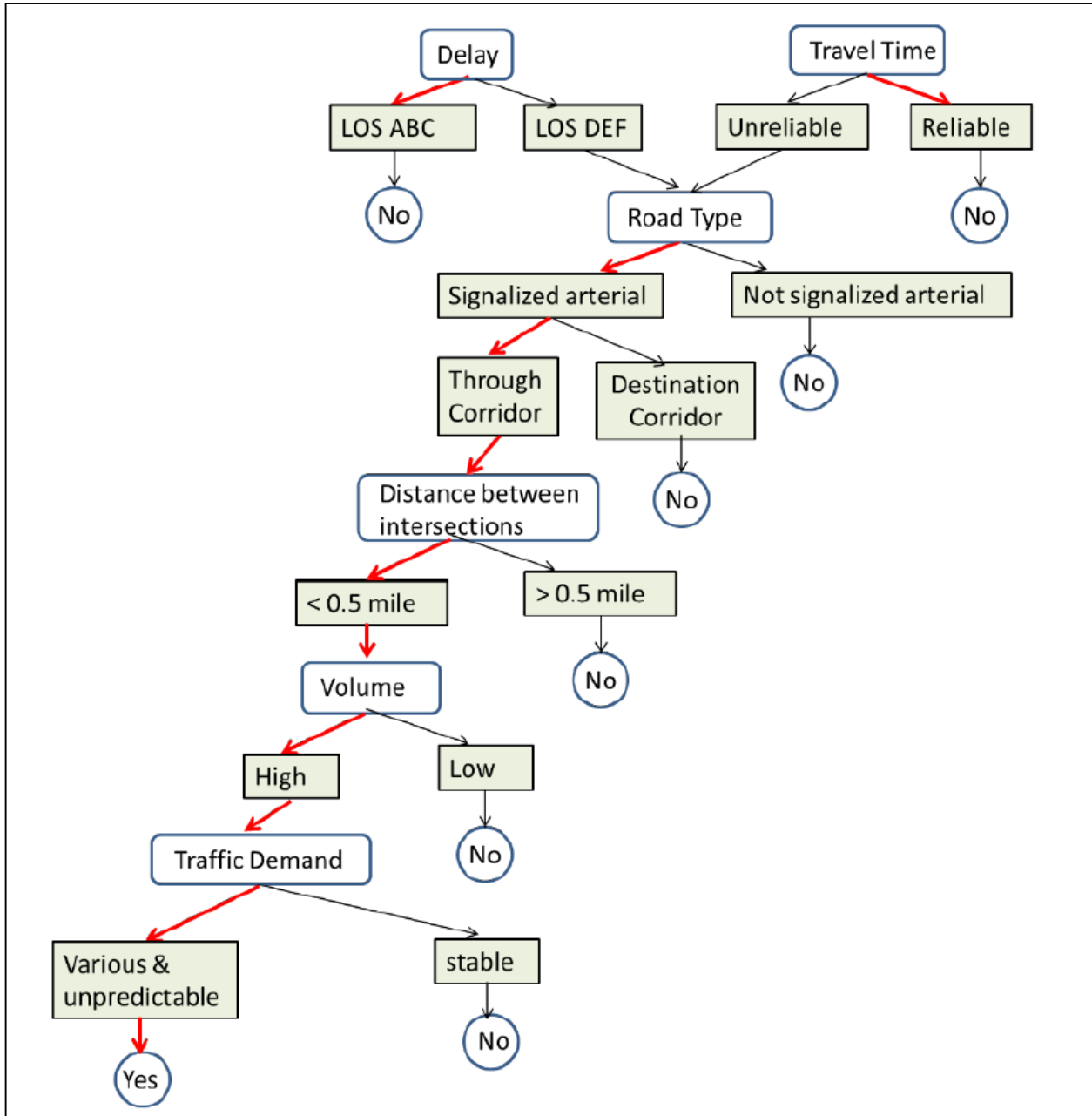
For general questions about grant application requirements, please contact Linda Lee. To discuss potential project ideas in advance of submitting an application, please contact the following MTC staff:

<p style="text-align: center;"><b>Project Category 1</b> Linda Lee Arterial Operations Program Manager 415.778.5225 <a href="mailto:llee@mtc.ca.gov">llee@mtc.ca.gov</a></p>	<p style="text-align: center;"><b>Project Category 2</b> Robert Rich Connected/Automated Vehicle Program Manager 415.778.6621 <a href="mailto:rrich@mtc.ca.gov">rrich@mtc.ca.gov</a></p>
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**ATTACHMENT A**  
**INNOVATIVE DEPLOYMENTS TO ENHANCE ARTERIALS (IDEA)**  
**ELIGIBLE PROJECTS**

**ATTACHMENT B  
DECISION TREE FOR ADAPTIVE SIGNAL**

Note to applicants for an adaptive signal system project: This decision tree is to be used to determine whether or not a corridor is a good candidate for an adaptive signal system. If it is, applicant will be required to provide information/data to support the questions asked in the decision tree.



**ATTACHMENT C  
 INNOVATIVE DEPLOYMENTS to ENHANCE ARTERIALS (IDEA)  
 GRANT APPLICATION**

**Application deadlines:**

**Category 1 only projects: Friday, September 29, 2017, 4:00 p.m.**

**All other applications: Friday, November 17, 2017, 4:00 p.m.**

**Please review the IDEA Program Guidelines for additional information.**

PART 1: GENERAL INFORMATION	
<b>a) Project Sponsor</b>	
Lead Applicant (Agency)	Click here to enter text.
Project Manager (name and title)	Click here to enter text.
Contact Information (email and phone)	Click here to enter text.
<b>b) Project Partners</b> [please list all project partners (i.e., public agencies/businesses/organizations) that will be involved, and their role in the project]; use additional sheets of paper, if needed. (Detailed description of roles in the project to be provided in Section 5c.)	
1. Agency/Business/Organization	Click here to enter text.
Contact Name	Click here to enter text.
Contact Information (email and phone)	Click here to enter text.
Role in Project (brief)	Click here to enter text.
2. Agency/Business/Organization	Click here to enter text.
Contact Name	Click here to enter text.
Contact Information (email and phone)	Click here to enter text.
Role in Project (brief)	Click here to enter text.
<b>c) Consent:</b> Consent to share project data and cooperate with any future MTC effort to evaluate project performance, if selected.	<input type="checkbox"/> Yes <input type="checkbox"/> No (please explain) Click here to enter text.
PART 2: PROJECT CATEGORY	
a) Grant Program	<input type="checkbox"/> Category 1: Mature, Commercially-available Advanced Technologies [complete b] <input type="checkbox"/> Category 2: Connected/Automated Vehicle Technologies [complete c] <input type="checkbox"/> Combination of Category 1 and Category 2 [complete b and c]
b) Project Category 1	<input type="checkbox"/> Signal System Improvements <input type="checkbox"/> Bicycle/Pedestrian Improvements <input type="checkbox"/> Transit Improvements <input type="checkbox"/> Other
c) Project Category 2	<input type="checkbox"/> Bicycle/Pedestrian Improvements <input type="checkbox"/> Multi-Modal Intelligent Transportation Signal Systems <input type="checkbox"/> Driving Optimization <input type="checkbox"/> Other



PART 3: BRIEF PROJECT DESCRIPTION	
a) Project Title	Click here to enter text.
b) Brief Project Description and Purpose	Click here to enter text.
c) Project Location	Click here to enter text.
PART 4: COST AND FUNDING	
a) Total Project Cost [b+c+d+e]	Click here to enter text.
b) Total Grant Request from MTC	Click here to enter text.
c) Local Cash Match	Click here to enter text.
d) Private sector cash match (if applicable)	Click here to enter text.
e) In-Kind Match	Applicants must also provide a basis for the valuation of their in-kind match, which can include goods and/or services. Click here to enter text.
PART 5: NARRATIVE/COST PROPOSAL	
a) Detailed description of project (describe the project and services being requested) Click here to enter text.	
b) Project justification and needs (justify the project by describing what the agency needs are and how this project will meet those needs) Click here to enter text.	
c) Project roles, for both lead agency and partners (i.e., other agencies, businesses, organizations, etc.) Click here to enter text.	
d) Agency resources (describe the resources the sponsor agency will dedicate for the successful completion of the project) Click here to enter text.	
e) Project readiness (describe the readiness of the project, and any factors (e.g., construction projects) that may influence the project schedule in any way) Click here to enter text.	
f) Detailed project cost proposal (include breakdown of costs for capital, construction, consultants, etc.) <i>Include as an attachment, if needed.</i> Click here to enter text.	
g) Vicinity map <i>Include as an attachment</i>	
h) Letter of support from each partner agencies <i>Include as an attachment</i>	
i) Other information (provide any other relevant information not provided above) Click here to enter text.	

#### PART 6: CORRIDOR INFORMATION

To the extent possible, please submit the following information/data for each signal within the project corridor (click [here](#) for template)

- Project intersection name (major & minor street)
- Traffic signal owner and operator
- Existing communications (e.g., interconnect, fiber, wireless, none, etc.)
- Controller information (i.e., type, firmware, and date of last firmware upgrade)
- Type of detection (i.e., technology type, at stop bar and/or advance, lane-by lane, speed)
- Any existing advanced technologies at intersection
- Type of existing timing plans
- Intersection lane configurations
- Distances between adjacent signals along project corridor
- Corridor transit service information (e.g., operator, route numbers, and headways)
- On one of the CMA's Route of Regional Significance? (Y/N)
- Operates on a reliever route (list the freeway)
- Traffic volume, i.e., ADT, weekday peak hour turning movement counts
- Contains bicycle facilities (e.g., lane, sharrow, protected lane, none)
- Other volumes (e.g., bicycle or pedestrian), if applicable



# Memorandum

6.3.

1111 Broadway, Suite 800, Oakland, CA 94607 • 510.208.7400 • www.AlamedaCTC.org

**DATE:** September 5, 2017

**SUBJECT:** Update on Transportation Demand Management (TDM)

**RECOMMENDATION:** Receive an update on Alameda CTC's TDM efforts.

## Summary

Many of the activities, projects, and programs undertaken by the Alameda CTC contribute to the agency's overall transportation demand management goal of supporting travel during non-peak periods and by modes other than driving alone. Alameda CTC also manages a specific Transportation Demand Management (TDM) Program, which brings together program specific strategies and efforts that complement our broader planning and projects portfolio in order to ensure coordinated and efficient delivery of TDM strategies. Alameda CTC is working to unite current activities into a comprehensive TDM program with an enhanced focus on the following major work areas: communications and promotion, regional coordination, and employer and local government outreach and engagement. Bringing various efforts together as part of one coordinated program allows Alameda CTC to identify synergies between efforts that most efficiently deliver these programs throughout the county. Alameda CTC approaches TDM as a way to leverage the multimodal infrastructure investments being made throughout the county. Staff will present an update on our comprehensive TDM activities and efforts that have been identified for future implementation.

## Background

Transportation Demand Management (TDM) strategies have historically included a disparate collection of activities, including promotion, incentives, and education to encourage and support ridesharing, bicycling, walking, taking public transit, telecommuting, and flex work schedules, as well as parking management. This multi-pronged approach allows residents, employees, and visitors to Alameda County to have a wide range of choices for travel. There are several TDM efforts currently managed by the Alameda CTC that are designed to support travel during non-peak periods and by modes other than driving alone; they include:

- Guaranteed Ride Home (GRH) Program
- Countywide Bicycle Safety Education Program

- Bike Month Visual Promotion Campaign, currently known as IBike (runs in conjunction with Bike to Work Day)
- Commute Choices website
- Safe Routes to School Program
- Affordable Student Transit Pass Pilot Program
- Travel Training for Seniors and People with Disabilities (through the Paratransit Program)
- Countywide Carpool Promotion Program (also known as Commute Alternatives Program)
- Coordination with regional partners

In addition, Alameda CTC plans, funds, and delivers multimodal infrastructure needed to support safe and convenient travel by all modes. Alameda CTC approaches TDM as a way to leverage the multimodal infrastructure investments being made throughout the county. Some of these efforts include:

- Alameda CTC's Countywide Transit, Bicycle, Pedestrian, Multimodal Arterial, and Goods Movement Plans
- Alameda CTC's Multimodal Corridor Studies
- Construction and operations of Express Lanes (I-580 and I-680 Express Lanes)
- Public transit operations funding
- Public transit infrastructure investments
- Bicycle and pedestrian Direct Local Distribution (DLD) funding to cities

In order to ensure comprehensive and efficient delivery of TDM strategies, Alameda CTC is working to unite current activities into a comprehensive TDM program with an enhanced focus on the following major work areas: communications and promotion, regional coordination, and employer and local government outreach and engagement. Staff will present an update on our comprehensive TDM approach, current TDM activities, and efforts that have been identified for future implementation.

## **TDM Program Updates**

### ***TDM Program Delivery***

In order to ensure coordinated and efficient delivery of Alameda CTC's TDM strategies, the agency is planning to bring on board a consultant to manage the various Alameda CTC TDM efforts. The major programs that will be implemented and administered by the consultant include the Guaranteed Ride Home (GRH) Program, the Countywide Bicycle Safety Education Program, and the Bike Month Visual Promotion Campaign (currently known as IBike). The consultant will also coordinate with Alameda CTC's Communications Team on any program communications, establish and monitor performance measures, conduct program evaluation, and provide technical assistance as needed. The Request for Proposals (RFP) was released on Thursday, August 17, 2017 and proposals are due mid-September 2017.

## **Share Your Ride Week**

In coordination with the Contra Costa Transportation Authority (CCTA) and 511 Contra Costa, Alameda CTC is launching Share Your Ride Week (SYRW) from October 2-6, 2017 during California's Rideshare Week. By promoting Share Your Ride Week, Alameda CTC is encouraging commuters, who typically drive to work alone, to take alternative modes of travel including carpool, vanpool, and public transit. The educational campaign will focus on motivating audiences to change their commute trip at least once a week or once a month to impact congestion. Planned activities include regional coordination, targeted messaging, earned and paid media strategies, outreach to commuters, students, and employers/employees, and social media messaging. Share Your Ride Week will serve as a kick off for Alameda CTC's overall 2017 commute alternatives educational campaign. Data gathered from Share Your Ride Week will be used to inform future TDM marketing and outreach activities.

**Fiscal Impact:** There is no fiscal impact.

### **Staff Contact**

[Tess Lengyel](#), Deputy Executive Director of Planning and Policy

[Cathleen Sullivan](#), Principal Transportation Planner

[Krystle Pasco](#), Assistant Program Analyst

[Heather Barber](#), Communications Manager, Consultant

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