



Alameda County Transportation Commission
meeting as a committee of the whole as the

PLANNING, POLICY AND LEGISLATION COMMITTEE

MEETING NOTICE

Monday, June 11, 2012, 11:00 A.M.

1333 Broadway, Suite 300, Oakland, California 94612
(see map on last page of agenda)

Commission Chair

Mark Green, Mayor – Union City

Commission Vice Chair

Scott Haggerty, Supervisor – District 1

AC Transit

Greg Harper, Director

Alameda County

Supervisors

Vacant – District 2

Wilma Chan – District 3

Nate Miley – District 4

Keith Carson – District 5

BART

Thomas Blalock, Director

City of Alameda

Rob Bonta, Vice Mayor

City of Albany

Farid Javandel, Mayor

City of Berkeley

Laurie Capitelli, Councilmember

City of Dublin

Tim Sbranti, Mayor

City of Emeryville

Ruth Atkin, Councilmember

City of Fremont

Suzanne Chan, Vice Mayor

City of Hayward

Olden Henson, Councilmember

City of Livermore

John Marchand, Mayor

City of Newark

Luis Freitas, Vice Mayor

City of Oakland

Councilmembers

Larry Reid

Rebecca Kaplan

City of Piedmont

John Chiang, Mayor

City of Pleasanton

Jennifer Hosterman, Mayor

City of San Leandro

Joyce R. Starosciak, Councilmember

Executive Director

Arthur L. Dao

Chair:

Greg Harper

Vice Chair:

Olden Henson

Members:

Mark Green

Keith Carson

John Marchand

Tim Sbranti

Scott Haggerty

Jennifer Hosterman

Joyce Starosciak

Staff Liaisons:

Beth Walukas, Tess Lengyel

Executive Director: Arthur L. Dao

Clerk of the Commission: Vanessa Lee

AGENDA

*Copies of Individual Agenda Items are Available on the:
Alameda CTC Website -- www.AlamedaCTC.org*

1 PLEDGE OF ALLEGIANCE

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. Only matters within the Committee’s jurisdictions may be addressed. Anyone wishing to comment should make their desire known by filling out a speaker card and handing it to the Clerk of the Commission. Please wait until the Chair calls your name. Walk to the microphone when called; give your name, and your comments. Please be brief and limit comments to the specific subject under discussion. Please limit your comment to three minutes.

3 CONSENT CALENDAR

3A. Minutes of May 14, 2012 – **Page 1**

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3B. Summary of the Alameda CTC’s Review and Comments on Environmental Documents and General Plan Amendments Prepared by Local Jurisdictions – **Page 9**

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4 LEGISLATION AND POLICY

4A. Legislative Update and Approval of Legislative Positions – **Page 13**

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4B. Review of Policy, Planning and Programming Implementation Schedule – **Page 23**

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5 PLANNING

- 5A. Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP) and Update on Development of a Sustainable Communities Strategy (SCS)/Regional Transportation Plan (RTP) – **Page 31** **I**
- 5B. Approval of Amendment No. 2 to the On-Call Modeling Contract with Kittleson Associates, Inc. – **Page 43** **A**
- 5C. Approval of Guaranteed Ride Home (GRH) Program Annual Evaluation Report, Amendment No. 1 to the GRH Program Agreement with Nelson/Nygaard, and Issuance of a Request for Proposals and Negotiating and Executing a Professional Services Agreement– **Page 45** **A**

6 COMMITTEE MEMBER REPORTS (VERBAL)**7 STAFF REPORTS (VERBAL)****8 ADJOURNMENT/NEXT MEETING: JULY 09, 2012**

Key: A- Action Item; I – Information Item; D – Discussion Item

* Materials 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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(510) 208-7400 (New Phone Number)
(510) 836-2185 Fax (Suite 220)
(510) 893-6489 Fax (Suite 300)
www.alamedactc.org*

Glossary of Acronyms

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

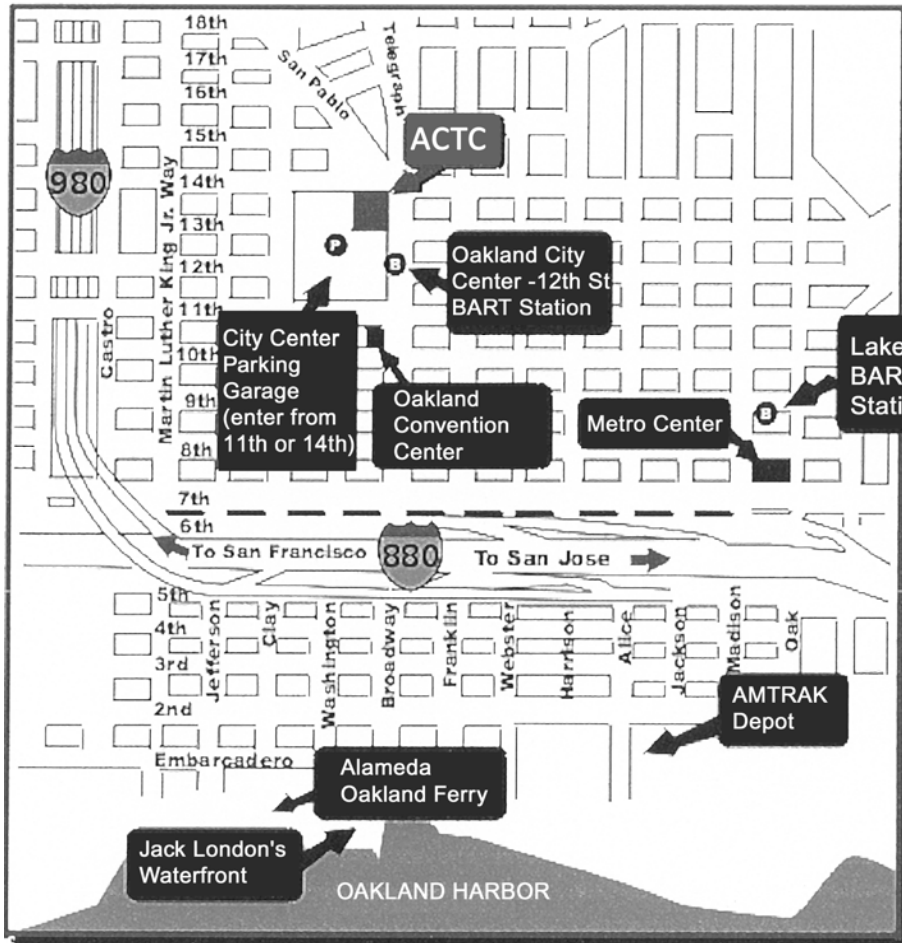


1333 Broadway, Suites 220 & 300

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www.AlamedaCTC.org



Directions to the Offices of the Alameda County Transportation Commission:

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

Public Transportation Access:

BART: City Center / 12th Street Station

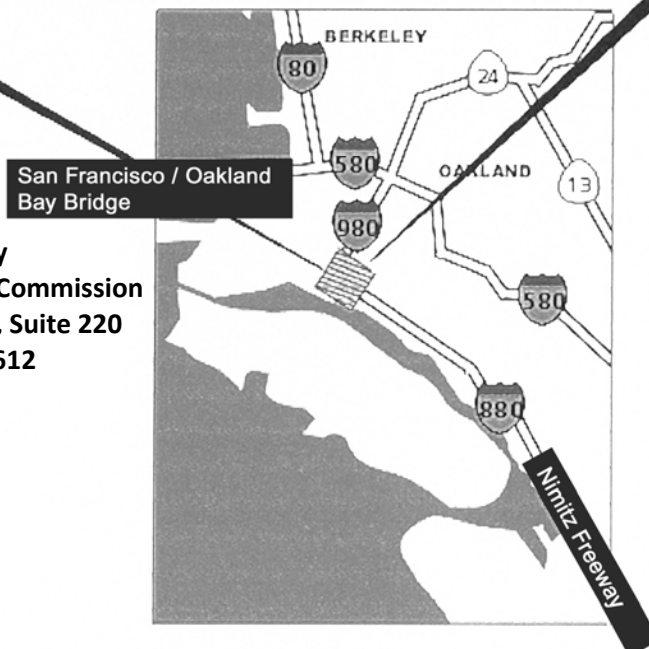
AC Transit:

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

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





**Alameda County Transportation Commission
PLANNING, POLICY AND LEGISLATION COMMITTEE
MINUTES OF MAY 14, 2012**

Chair Greg Harper convened the meeting at 11:00 AM.

1. PLEDGE OF ALLEGIANCE

2. PUBLIC COMMENT

There were no public comment.

3. CONSENT CALENDAR

3A. Minutes of April 09, 2012

**3B. Summary of the Alameda CTC's Review and Comments on Environmental Documents
and General Plan Amendments Prepared by Local Jurisdictions**

Mayor Green motioned to approve the Consent Calendar. Councilmember Henson seconded the motion. The Consent Calendar was passed 8-0.

4. LEGISLATION AND POLICY

4A. Legislative Update

Tess Lengyel recommended that the Commission take an opposed position on AB 2200 (Ma). Vehicles: high-occupancy vehicle lanes due to the other initiatives and projects that Alameda CTC will have on the ballot. Ms. Lengyel also recommended that the Commission take an opposed position on AB 2231 (Fuentes). Sidewalks: repairs, because it is an unfunded mandate.

Supervisor Haggerty requested that staff bring legislative Bill SB1149 back to the full Board for consideration.

Supervisor Haggerty then motioned to approve staff's position on the aforementioned Items. Mayor Hosterman seconded the motion. The motion passed 9-0.

On the federal side, Ms. Lengyel updated the committee members on the President's budget that Senate passed through appropriations. Ms. Lengyel also provided a n update on a possible tenth extension to the Federal Transportation Bill.

4B. Update on MTC One Bay Area Grant Program

Tess Lengyel presented an update on the MTC One Bay Area Grant Program. The update included a description of the current funding framework, substantial changes to the OBAG since April 2012, and comments and issues presented to MTC by Alameda CTC staff as well as other congestion management agencies.

Supervisor Carson requested information on how often Alameda CTC Staff meets with MTC to discuss the OBAG program. Ms. Lengyel stated that the Alameda CTC meets with MTC on a monthly basis.

A public comment was heard from Iris Star, of the City of Oakland regarding the OBAG housing requirements. Ms. Star stated that the City of Oakland wants to continue to work with ACTC on transportation and not housing issue related to OBAG.

This Item was for information only.

4C. Overview of Policy, Planning and Programming Activities and Next Steps

Tess Lengyel provided an overview on the implementation timeline for Policy, Planning and Programming activities for FY 2012/2013. Ms. Lengyel highlighted the policies that were being developed relating to the ACTC Administrative Code, Complete Streets in addition to the procurement process and the legislative programs. She also updated the Committee on ongoing and new planning activities for FY 2012/13 and finally, programming efforts linked to the policy directions and by the priorities identified in the planning documents.

This Item was for information only.

5. PLANNING

5A. Approval of Amendment No.1 to Professional Services Agreement A11-0027 with MIG for the City of Oakland Transit Oriented Development Technical Assistance Program (TOD TAP) to extend Contract

Diane Stark recommended that the Commission approve Amendment No. 1 to the Professional Services Agreement A10-0027 with MIG for the City of Oakland Transit Oriented Development Technical Assistance Program (TOD TAP) study. The amendment extends the agreement termination date to June 30, 2013.

Supervisor Haggerty motioned to approve this Item. Mayor Green seconded the motion. The motion passed 9-0.

5B. Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan and Update on Development of a Sustainable Communities Strategy (SCS)/Regional Transportation Plan (RTP)

Beth Walukas updated the Committee on the Regional efforts in regards to the development of the CWTP and RTP. She informed the Committee that MTC and ABAG are preparing the Draft Preferred SCS and RTP. A joint meeting of the ABAG Executive Board and MTC Commission is scheduled for May 17 and subsequently, the environmental process will begin. Ms. Walukas stated that the projects and programs included in the transportation investment strategy are in line with the CWTP and TEP.

This item was for information only.

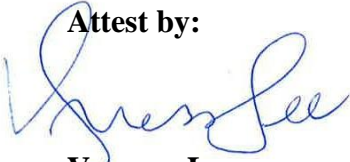
6 STAFF AND COMMITTEE MEMBER REPORTS

Greg Harper informed the Committee that the Department of Finance has made advances in its research on the impacts of redevelopment in Alameda County.

7 ADJOURNMENT/NEXT MEETING: JUNE 11, 2012

The meeting was adjourned at 12:30 p.m.

Attest by:



**Vanessa Lee
Clerk of the Commission**

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PLANNING, POLICY AND LEGISLATION COMMITTEE MEETING

ROSTER OF MEETING ATTENDANCE

May 14, 2012

11:00 a.m.

1333 Broadway, Suite 300, Oakland, CA 94612

BOARD MEMBERS	Initials	ALTERNATES	Initials
Chair : Greg Harper -- AC Transit	<i>GH</i>	Elsa Ortiz -- AC Transit	
Vice Chair: Olden Henson -- City of Hayward	<i>OH</i>	Marvin Peixoto -- City of Hayward	
Members:			
Scott Haggerty -- County of Alameda, District 1	<i>SH</i>	Bill Harrison -- City of Fremont	
Keith Carson -- County of Alameda, District 5	<i>KC</i>	Kriss Worthington -- City of Berkeley	
John Marchand -- City of Livermore	<i>JM</i>	Stuart Gary -- City of Livermore	
Jennifer Hosterman -- City of Pleasanton	<i>JH</i>	Cheryl Cook-Kallio -- City of Pleasanton	
Joyce Starosciak -- City of San Leandro	<i>JS</i>	Pauline Russo Cutter -- City of San Leandro	
Mark Green -- City of Union City	<i>MG</i>	Emily Duncan -- City of Union City	
Tim Sbranti- City of Dublin	<i>TS</i>	Don Biddle- City of Dublin	<i>DB</i>
		* Please add name to list	
LEGAL COUNSEL			
Zack Wasserman -- WRBD	<i>ZW</i>		
Neal Parish -- WRBD			
Geoffrey Gibbs - GLG	<i>GTG</i>		
STAFF			
Arthur L. Dao -- Executive Director		<i>ALD</i>	
Vanessa Lee- Clerk of the Commission		<i>VL</i>	
Beth Walukas -- Deputy Director of Planning		<i>BW</i>	
Tess Lengyel -- Deputy Director of Policy, Public Affairs and Legislation		<i>TL</i>	
Victoria Winn -- Administrative Assistant			

STAFF	Initials	STAFF/CONSULTANT	Initials
Patricia Reavey - Director of Finance	<i>PR</i>	Arun Goel – Project Controls Engineer	
Yvonne Chan – Accounting Manager		Lei Lam – Senior Accountant	
Matt Todd - Manager of Programming		Linda Adams – Executive Assistant	<i>LA</i>
Gladys V. Parmelee – Office Supervisor		Jacki Taylor – Programming Analyst	<i>JD</i>
John Hemiup – Senior Transportation Engineer		Laurel Poeton – Assistant Transportation Planner	
Steve Haas – Senior Transportation Engineer		Claudia Leyva – Administrative Assistant	
Saravana Suthanthira - Senior Transportation Planner	<i>SS</i>	<i>Hester Barber - can.</i>	<i>HB</i>
Diane Stark -Senior Transportation Planner	<i>DS</i>		
Vivek Bhat – Senior Transportation Engineer	<i>VB</i>	Frank Purger, Executive Director, I 680 IPA	
Liz Brazil – Contract Compliance & Outreach Analyst		James O'Brien	
		Stefan Garcia	

	NAME	JURISDICTION/ ORGANIZATION	PHONE #	E-MAIL
1.	<i>Gerry Siddle</i>	<i>Consultant</i>	<i>208-7421</i>	<i>gsiddle@calameda.org</i>
2.	<i>Stewart NG</i>	<i>Actz</i>	<i>208-7437</i>	<i>stewartng@calameda.org</i>
3.	<i>JIM RICHARDS</i>	<i>ACTC</i>	<i>208-7440</i>	<i>jrichards@calameda.org</i>
4.	<i>Bob Vinn</i>	<i>Livermore</i>	<i>925 960 4516</i>	<i>bvinn@cityoflivermore.net</i>
5.	<i>Nathan London</i>	<i>ACTrust</i>	<i>891-4792</i>	<i>nlondon@actrust.org</i>
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Memorandum

DATE: May 29, 2012

TO: Planning, Policy and Legislation Committee

FROM: Diane Stark, Senior Transportation Planner
Beth Walukas, Deputy Director of Planning

SUBJECT: **Summary of the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments prepared by Local Jurisdictions**

Recommendation

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

Summary

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

Since the last report, in April and May, staff reviewed and commented on one EIR. A copy of the letter with comments is attached.

Attachments

Attachment A: Comment letter for City of Berkeley, Iceland Adaptive Reuse Project

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April 26, 2012

Leslie Mendez
Planner
Land Use Planning Division
City of Berkeley Planning and Development Department
2120 Milvia Street
Berkeley, CA
LMendez@ci.berkeley.ca.us

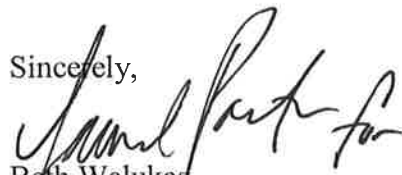
SUBJECT: Response to Requested Further Study for the Draft Environmental Impact Report (DEIR) for the Berkeley Iceland Adaptive Reuse Project (2727 Milvia Street) in the City of Berkeley

Dear Ms. Mendez:

Thank you for responding to the comments submitted by the Alameda County Transportation Commission on December 1, 2011 on the Draft Environmental Impact Report (DEIR) for the Berkeley Iceland Adaptive Reuse Project (2727 Milvia Street) in the City of Berkeley.

We have reviewed the responses to our request for additional information and have no further comment to make.

The City of Berkeley has fulfilled the Congestion Management Program Land Use Analysis Program requirements for this study. Please let me know if you have any other questions. I can be reached at (510) 208-7405

Sincerely,

Beth Walukas
Deputy Director of Planning

Cc: Diane Stark, Senior Transportation Planner
Laurel Poeton, Assistant Transportation Planner
File: CMP – Environmental Review Opinions – Responses - 2012

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Memorandum

DATE: May 29, 2012

TO: Planning, Policy and Legislation Committee

FROM: Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation

SUBJECT: Legislative Update

Recommendations

This is an information item only.

Summary

State Update

Budget: On May 14th, the Governor released the May Revise which revealed a higher shortfall than what the Governor predicted in January. The deficit grew from a \$9.4 billion shortfall in January to \$15.7 billion, requiring additional cuts. The Governor estimates that key elements in filling this gap include additional cuts and passage of his initiative on the November ballot which is estimated to bring in \$8.5 billion.

If his measure is not approved by voters, education will see significant cuts beginning in January, including \$5.5 billion to schools and community colleges, \$250 million each to CSU and UC, and the remaining out of different public safety budgets, such as at state parks life, water safety patrols, and forestry and fire protection services. The legislature has until June 15 to pass a balanced budget.

The Governor's May Revise largely leaves transportation intact, with the most significant proposed change being the reorganization plan that would bring all transportation agencies under one umbrella. The Governor's Transportation reorganization plan has been submitted to the Legislature for review and the first joint hearing was held on May 23rd by the Senate Committee on Governance & Finance and the Senate Committee on Governmental Organization. The Assembly created a special to review and act on the Governor's proposal that will be chaired by Assemblymember Buchanan.

The Governor's reorganization plan was heard through the Little Hoover Commission which had 30 days to review, held hearings in late April, and released their report in late May recommending approval of the reorganization plan. In early May, the Governor introduced legislation to implement the reorganization, which started a 60 day clock for the legislature to

take action on his plan. The State Legislature has until July 2nd to take action to support the reorganization, or if no action is taken by the legislature, it will take effect on July 3rd.

In late May, staff met with the acting Secretary of Business, Transportation and Housing, Brian Kelly, who provided updates on state actions related to transportation and who invited the participation from the Self-Help Counties coalition to help define some major transportation related efforts regarding transportation finance, policy, and implementation. He is interested in beginning these discussions soon to help influence future transportation related decision-making efforts in the coming year.

Federal Update

FY2013 Budget: In February 2012, President Obama released his proposed 2013 budget, a \$3.8 trillion funding request. The proposed plan aims to reduce the federal deficit by over \$4 trillion with cuts in discretionary spending and new revenues.

For transportation, the president recommended an increase over the 2012 budget from \$71.6 billion to \$74 billion. The proposal provides for increases in transit, rail, highways, safety and aviations, and consolidation of the highway program structure from 55 programs into five. The president has also proposed a 6-year surface transportation plan for \$475. 9 billion, a reduction of about \$80 billion over his last year's proposal. The president proposes to pay for this program with current highway trust fund receipts as well as through savings from ending wars in both Iraq and Afghanistan.

FY13 Appropriations

The Senate addressed FY 2012-13 transportation appropriations in both the subcommittee, Senate Transportation, Housing and Urban Development, as well as the full Appropriations Committee in mid-April and approved the following for transportation:

- \$53.4 billion in spending for FY13, \$3.9 billion below the FY12 enacted level.
- The TIGER program was funded at \$500 million, the same as the FY12 level.
- Absent adoption of a new surface transportation bill, funding for most highway and transit programs are at current levels; however, there is an increase in New Starts funding above the FY 12 level.

The House Appropriations Committee has still not announced when it will mark up its FY13 Transportation HUD bill.

Getting a budget in place for the country appears to be on two separate tracks as the Senate and House have different funding limits under which they are operating, the House has not taken action on FY 13 Appropriations for transportation, and once they do get to conference committees, they will have to address a challenging overall difference in funding of \$19 billion due to the House adoption of more severe budget caps than the Senate. It appears that these differences are heading toward the potential need for adoption of continuing resolutions to fund the federal government, and actions may be postponed until after the elections. If this occurs, a final budget could be acted upon in the lame duck session.

Surface Transportation Authorization: In March, the 9th extension was enacted of the surface transportation bill through June 30, 2012. During the last full week of April, the House approved a bill aimed at making a 10th extension for the transportation bill from June 30 to September 30, 2012. This bill is that it is being used as the vehicle to conference with the Senate on its bi-partisan two year bill.

There are only two California members on the conference committee: Senator Boxer, who is chairing the committee, and Congressman Waxman from Southern California. The conferees held their first official meeting on May 8 and consisted of opening statements by each conferee. The second hearing has not yet been scheduled and the House was in recess the last week of May and the Senate in the first week of June. As a result, no action will take place until into the second week of June. Some of the great differences the conferees must address include how to pay for the bill and how to address the House inclusion of the Keystone XL oil pipeline.

These differences, combined with the extreme policy level differences between the House and Senate bills, appear to be heading toward a 10th extension of the federal surface transportation bill.

Additional information on recent federal activities can be found in Attachments B1 and B2.

Fiscal Impact

No direct fiscal impact.

Attachments

Attachment A: State Update

Attachments B1 and B2: Federal Updates

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June 1, 2012

TO: Art Dao, Executive Director
Alameda County Transportation Commission

FR: Steve Wallauch
Platinum Advisors

RE: Legislative Update

Legislative Process: June 1 was the deadline to move all bills out of their “house of origin.” This past week consisted of long Floor Sessions and policy committees were not allowed to meet. While the focus next week will be on the budget hearings, policy committees will resume hearings slowly next week. After the June 15th budget deadline, the next major milestone is July 6 which is the policy committee deadline, and hopefully the start of Summer Recess.

Budget: Leadership in both houses does not intend to form a budget conference committee this year. The Conference Committee is normally the place where differences between the Senate and Assembly actions are reconciled, and there is always hope that this process will result in some level of bipartisan cooperation. However, with the passage of the budget and associated trailer bills needing only a majority vote, it appears the Republican caucuses are going to be cut completely out of the budget negotiations.

Next week the Assembly and Senate Budget Subcommittees will complete their work, which will include making several conforming changes. The budgets will be sent to the full Committees for adoption. The real negotiations will then begin with the Big 3 meetings between Governor Brown, Pro Tem Steinberg, and Speaker Perez. The goal is to vote on a budget by the June 15th deadline.

ReOrg Plan: The Little Hoover Commission posted its report on the Governor’s reorganization plan. The reorganization plan is now pending before the Legislature, with no action taken so far. Overall the Commission endorses the proposed changes, but the plan did highlight concerns raised at their hearings.

In particular, the Commission supports the creation of the Transportation Agency and stated having a cabinet level secretary has the potential to focus development of a long term solution to the state’s funding shortfall for transportation. Also, moving the High Speed Rail Authority

within the Agency would improve planning and coordination. However, the report does highlight concerns about the potential loss of autonomy of moving the California Transportation Commission under the new Secretary.

The report discusses the value of the CTC and how its process is used as a model for transparency and efficiency. At the hearings, Commissioner James Ghielmetti expressed his support for the greater focus on transportation, but also stated his concerns about the plan to move the CTC within the Agency and how language in the plan would infringe on the CTC's independence. Others pointed to the Doyle Drive project and the influence exerted by Governor Schwarzenegger on the CTC to approve this project as an example of why the CTC needs to remain autonomous. In the report the Little Hoover Commission urges the Legislature to consider Commissioner Ghielmetti's request to create a firewall between the CTC and the Transportation Agency in order to avoid potential conflicts.

The entire report can be found at <http://www.lhc.ca.gov/studies/211/report211.html>

High Speed Rail: More hearings are on the horizon for the new High Speed Rail Business Plan. The Senate is planning back-to-back hearings on July 5 and July 6 to review the regional MOU's adopted in the Bay Area and in Los Angeles that support the blended approach.

These hearings will be a joint informational hearing involving Senate Select Committee on High-Speed Rail chaired by Senator Alan Lowenthal, Senate Transportation and Housing Committee chaired by Senator Mark DeSaulnier, and Budget Subcommittee No. 2 on Resources, Environmental Protection, Energy and Transportation chaired by Senator Joseph Simitian. The first hearing will be on July 5 in San Francisco and it will examine the MOU entered by MTC, BART, Santa Clara, San Mateo and San Francisco. There will be a similar joint informational hearing on July 6 in Los Angeles titled "Memorandums of Understanding, Southern California."

Sustainable Parking: Last year the Alameda CTC adopted a support position on AB 710 by Assemblywoman Nancy Skinner, which failed passage on the Senate Floor. This bill proposed to place limits on the number of parking spaces that a city or county could require for commercial and residential projects located in transit corridors included in a regional transportation plan.

The sponsors of this bill, the Infill Builders Association, are circulating a new proposal that would create parking standards for small infill developments, but this proposal will include provisions that allow a jurisdiction to opt out if more parking is required for the specific area. The focus on this proposal is to incentivize development of lower-cost residential and commercial units on small lots in urbanized areas. Our office has been contacted by the sponsors seeking Alameda CTC's support for this proposal. This proposal is not in print at this time, but draft language is attached for your review.

SIMON AND COMPANY
INCORPORATED

Washington Friday Report

Volume XIV, Issue 22

June 1, 2012

INSIDE THIS WEEK

- 1 Transportation Bill, THUD, Ex-Im, House Agenda
- 2 CDC, Federal Footprint, Rep. Dicks, EPA-VA
- 2 Homeless Youth, GAO, USCM, Redevelopment

A very interesting week – indications of at least some progress on appropriations, mixed messages on the transportation bill and a slew of agency announcements. Here's the highlights.

Transportation Update

As the 47 members of the transportation bill conference committee and their staffs continue to iron out the differences between the House's H.R. 4348 and the Senate's S. 1813, stakeholder groups are in a final push for public-private partnerships (PPPs), a key element used to stretch federal transportation dollars. At issue is whether states should be allowed to introduce tolls on existing interstate highways and whether highways leased to private investors should be counted in formulas that determine each state's share of federal surface transportation aid. While this has created somewhat of a rift among transportation interest groups, the major expansion of the TIFIA program proposed in S. 1813 is still likely to be in the final bill. Some kind of agreement, either an extension or a final bill, must be reached before the current extension of the surface transportation authorization (PL 112-102) expires on **June 30**.

Senate EPW Chairwoman **Barbara Boxer** has long held an upbeat tone throughout the process, predicting there would be "no sticking points" that would hold up a conference report. However, there still remain major disagreements over how to maintain the Highway Trust Fund and whether or not to move forward with approval of the Keystone XL pipeline. Lawmakers and aides from both parties downplayed Boxer's comments as overly optimistic. In addition to remaining disagreements over budget offsets for the Trust Fund, House T&I Chairman **John Mica** said that House Republicans are still pressing for provisions to ease regulatory approvals for transportation projects. He also said that he would like to see conferees adopt a provision from his committee's transportation bill (H.R. 7) that Republican leaders never brought to the floor that would tie highway program funding to royalties from expanded oil and gas drilling. "If we could put those revenues into transportation, then - guess what, guys: We have a source of funding," said Chairman Mica. For more on the conference, click on [PPPs and Tolls in the Transportation Bill](#).

House FY13 THUD Mark-up on Thursday

Breaking news on transportation and HUD FY13 appropriations: we just learned at a briefing this morning that the Transportation, Housing, and Urban Development (THUD) appropriations bill will be marked up by subcommittee on **Thursday, June 7**. This is the most significant spending bill for local governments which is annually considered by Congress. We will have a full report for you once it occurs.

Export-Import Bank Reauthorized

On Wednesday, **President Obama** signed into law the *Export-Import Bank Reauthorization Act of 2012* (PL 112-122). The bipartisan bill will reauthorize the Bank to continue financing U.S. exports and ensure a level playing field for U.S. businesses. Last year, the Bank set export finance records for the third straight year. Overall authorizations hit \$32.7 billion, supporting \$40 billion in export sales and 290,000 American jobs at more than 3,600 U.S. companies. More than 85% of these transactions were for small businesses. "By reauthorizing support for the Export-Import Bank, we're helping thousands of businesses sell more of their products and services overseas. And in the process, we're helping them create jobs here at home," said **President Obama**. For more, click on [Export-Import Bank Reauthorized](#) or [Fact Sheet](#).

House Agenda Forecast

We thought you would be interested in taking a look at what the House of Representatives scheduled priorities appear to be in the next several months leading up to the August recess. This information is contained in a memorandum sent by House Majority Leader **Eric Cantor** to members of his caucus. The memorandum outlines what that chamber means to accomplish in the appropriations field (whether the THUD bill, discussed above, progresses beyond the Committee stage is not yet known). The House will attempt to take several appropriations measures to the floor (Homeland Security (H.R. 5855), Energy-Water (H.R. 5325), and Legislative Branch), however, the consensus among most parties is that the final deal making on FY13 appropriations will not occur until the lame duck session following the November elections. Other measures beyond appropriations which the House plans to proceed on include: initiatives in the area of domestic energy production, reducing bureaucratic red tape, the future of the U.S. Postal Service which is planning to close facilities around the country, and legislation to audit the Federal Reserve, among other actions. Click on [Eric Cantor Memo](#) to get a first-hand glimpse of the House Majority Leadership's thinking on these matters. *One curious omission: although transportation reauthorization*

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legislation will have to go to the floor of the House, its presence is not reflected on the agenda discussed in the memo.

CDC Community Transformation Grants

The Centers for Disease Control and Prevention (CDC) recently announced the availability of \$70 million in funding from the Prevention and Public Health Fund (PPHF) for **Community Transformation Grants: Small Communities Programs**. The funding is to support up to fifty two-year projects to implement evidence and practice-based community prevention and wellness strategies that will lead to specific, measurable health outcomes to reduce risk factors responsible for the leading chronic disease-related causes of death and disability including tobacco use, poor nutrition and physical inactivity, and to prevent and control chronic diseases in communities across the nation. The Affordable Care Act of 2010 authorizes [Community Transformation Grants](#) to state and local governmental agencies, tribes and territories, state or local non-profit organizations, and national networks of community-based organizations. The application deadline is **Tuesday, July 31**. If you are interested in this funding opportunity and did not receive a memo regarding it earlier this week, please feel free to request one from us.

Reducing the Federal Real Estate Footprint

The Internal Revenue Service (IRS) announced last week that it will close 43 smaller offices and reduce office space in larger facilities over the next two years. Commissioner **Douglas Shulman** said the closures are part of an effort by the administration to reduce its real estate footprint. The administration announced in November that it was on track to save \$3.5 billion in federal real estate costs by the end of FY12, largely through reducing the federal government's stock of unused properties – estimated at 14,000 sites across the country. In a June 2010 memorandum, **President Obama** directed agencies to carefully review and eliminate unneeded property, with the goal of achieving \$3 billion in savings by the end of this fiscal year. For more, click on [IRS Closing Facilities](#) or [2010 Presidential Memo](#).

Norm Dicks' Career

For your review – a great article from this Wednesday's "Roll Call" on **Rep. Norm Dicks** – an overview of his career, his approach to the job, and why he's leaving. For the article, click on [Norm Dicks](#).

Connecting Veterans with Jobs in the Water Sectors

The EPA and the VA have announced a memorandum of understanding to connect veterans with disabilities to career opportunities in the water and wastewater sectors – such as at wastewater plants and drinking water facilities – as part of EPA's Water Sector Workforce Initiative. The agreement allows EPA and the VA to connect qualified veteran employees with staffing needs at water and wastewater utilities. EPA and the VA will work with water utilities, states, and local VA counselors to promote water sector careers and resources for finding water jobs for veterans as well as education programs to help veterans transition into careers in water industries. For more, click on [Water Sector Jobs for Veterans](#).

Ending Youth Homelessness

On **June 12** at 1:30 PM EDT, a meeting of the U.S. Interagency Council on Homelessness, chaired by HHS Secretary **Kathleen Sebelius**, will be streamed live for public viewing. The meeting will focus on how we can advance the goal of ending youth homelessness by 2020. To view the live stream and learn more, click on [Ending Youth Homelessness](#).

GAO Report: Highway Infrastructure

The U.S. Government Accountability Office (GAO) released a report on Highway Infrastructure called *Federal-State Partnership Produces Benefits and Poses Oversight Risks*. GAO examined (1) how the federal-aid highway program and the oversight by the Federal Highway Administration (FHWA) have changed over time; (2) the extent to which FHWA's partnership approach with state DOTs produces benefits; (3) the extent to which FHWA's partnership approach poses risks; and (4) how FHWA's partnership with state DOTs could affect a transition toward a performance-based highway program, such as the program included in the MAP-21 transportation bill (S. 1813) which the Senate approved in March. GAO recommends that Congress should consider restructuring federal surface transportation programs. Based on GAO's review, there may be areas where national interests are less evident and where opportunities exist to narrow FHWA's responsibilities. Also, GAO recommends that DOT address the risks posed by this partnership approach. For a summary and to view the report, click on [Highway Infrastructure Report](#).

U.S. Conference of Mayors Proposed Resolutions

We will be in attendance at the **U.S. Conference of Mayors 80th Annual Meeting**, which takes place June 13-16 this year. U.S. mayors will gather in Orlando, Florida for this five-day event that includes plenary sessions featuring top national experts, special forums designed to highlight local innovation, task force meetings, and workshops. Conference President **Los Angeles Mayor Antonio R. Villaraigosa** has confirmed that **Vice President Joseph R. Biden, Jr.** will be in attendance to address the mayors. Important policy discussions will take place during the meeting that will be considered, debated, and voted on by standing committees. The mayors will adopt approved resolutions into the USCM policy platform. We will report developments from the 80th Annual Meeting in a special edition of the Washington Friday Report the week following the event. For more, click on [Proposed Resolutions](#).

California Cities Redevelopment Challenge

On Wednesday, an interesting article appeared in the *Wall Street Journal* about how cities across California are grappling with the economic fallout from the state's closure of redevelopment agencies. *"The demise of California's redevelopment agencies is being watched by municipalities nationwide, which say they now may be better able to attract businesses to their redevelopment projects."* For more, click on [Impact of Redevelopment Agency Closures](#).

Please contact **Len Simon, Brandon Key, Jennifer Covino, or Stephanie Carter McIntosh** with any questions.

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TO: Art Dao
Alameda County Transportation Commission

FROM: CJ Lake

DATE: June 1, 2012

RE: Legislative Update

Surface Transportation Authorization

The conferees held their first and only official meeting on May 8. This conference meeting consisted of opening statements by each conferee. Small groups of Members and staffers have continued to meet, but a second official conference committee meeting has not yet been scheduled. The House was in recess the week of May 21, and the Senate was in recess the week of May 28, making it more difficult for Members to meet. The current extension expires on June 30.

Senator Boxer and the EPW staff are reporting they plan to circulate a draft conference report for comment as early as next week. However, reports from the last few days have been somewhat pessimistic with some House Republican conferees stating they have made multiple policy offers to Senate conferees on the issues most important to them, including eliminating mandates in the Transportation Enhancement program and using environmental streamlining language that would speed up project delivery, but have not received any response from the Senate.

We are hearing committee staff have made headway on “low hanging fruit,” but staff have not started to work on more difficult issues, including the environmental riders, such as the Keystone XL oil pipeline or an amendment that would block new rules for handling coal ash from coal-fired power plants.

Next week the full House could vote on a procedural but non-binding motion by Representative Paul Broun (R-GA) to instruct conferees to limit highway and transit spending to what the Highway Trust Fund can support without additional money. That motion would push conferees to insist on funding levels totaling \$75.4 billion over two-years, well below the Senate’s \$109 billion levels. A strong vote among House Republicans for the motion could encourage Republican conferees — particularly the tea party-oriented freshmen on the panel — to harden their positions and complicate efforts to reach an agreement before the current authorization expires at the end of June. Defeat of the motion would indicate broader support in the House for maintaining current surface transportation funding levels.

FY13 Appropriations

The Senate Appropriations Committee approved its FY13 Transportation HUD bill on April 19. In general – transportation programs would receive level funding, pending passage of a long-term surface transportation authorization bill. The Senate leadership has not stated when the bill may go to the floor.

The House Appropriations Committee has still not announced when it will mark up its FY13 Transportation HUD bill.



Memorandum

Date: May 29, 2012

To: Planning, Policy, and Legislation Committee

From: Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation
Beth Walukas, Deputy Director of Planning
Stewart Ng, Deputy Director of Projects and Programming

Subject: **Policy, Planning and Programming Activities Implementation Timeline**

Recommendation

This is an informational item to provide an implementation timeline for Policy, Planning and Programming activities in FY 2012/2013.

Summary

The next fiscal year will continue many activities conducted in the current year; however, a new approach will be implemented to more closely align the integration of policy development with the updated Countywide Transportation Plan (CWTP) and the 2012 Transportation Expenditure Plan (TEP) priorities, and the programming of funding that will support the projects and programs included in the CWTP and TEP. Further, the TEP, if approved by voters in November 2012, will allocate funding through strategic plans that fold into the Alameda CTC's Capital Improvement Program (CIP), which is updated every two years as part of the Congestion Management Program (CMP). This overview and implementation timeline for policy development, planning and programming is intended to share the extent and timeline of activities expected in FY 2012-2013 to further Alameda CTC's work in delivering effective and efficient transportation investments to the public. Attachment A includes the implementation timeline for these activities.

Background

Policy, planning and programming are integrally related as elements that ultimately guide the delivery of projects and programs throughout the County. Alameda CTC staff is coordinating the implementation of several different policies for development with planning and programming efforts.

Policies: In the coming year, several policies will be developed that will address administrative, planning and programming efforts. These include the following:

- **Funding:** Develop in coordination with multi-disciplinary staff a policy on funding that establishes a comprehensive program aimed at strategically integrating local, state and

federal funding sources to support the funding needs of the county as identified in the CWTP and TEP. This will include policies to focus the CIP development and implementation as part of the CMP.

- **Administrative Code:** Evaluate and bring recommendations for changes to the administrative code to reflect necessary changes to the agency that support current administrative and legislative needs (i.e. ACTAC structure must reflect transportation and land use integration).
- **Complete Streets:** Develop a process for preparation of a complete streets policy and implementation guidelines for Alameda CTC that meets the current Measure B contract requirements and proposed future programs, such as the One Bay Area Grant Program (OBAG) proposal. Establish a timeline for implementation in coordination with planning and programming to develop a policy statement and guidelines by December 2012. This effort will include technical information, resources, and technical expert presentations and will be done in a collaborative way to increase the overall technical expertise in the County for effective implementation of policies developed and adopted through this process.
- **Transit Oriented Development/Priority Development Area Transportation Investment Strategy:** Similar to complete streets above, establish a process for development of a TOD/PDA policy that can be integrated into the current MPFAs as well as to use for the new sales tax measure and OBAG proposal requirements. Issues that will need to be addressed include affordable housing and displacement and economic development/jobs.
- **Procurement Policy:** Develop in coordination with finance and contracts administration (as well as planning, projects and programming) an agency procurement process that addresses the contracting policies for local and small local businesses with local funds (Measure B and VRF), as well as the general contracting for all fund sources.
- **Legislative Program:** 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. The coming year anticipates closer working relationships with Alameda County jurisdictions during the development of the legislative program.

Planning: In the coming year, several planning studies will be undertaken as identified through the Countywide Transportation Plan and the Regional Transportation Plan, and requirements established by MTC for the OBAG proposal, anticipated to be adopted by MTC in May 2012.

Several of these planning studies are directly linked to the policy development efforts identified above and include the following:

Ongoing Planning Activities to complete Major Plans

- Develop and adopt the Countywide Transportation Plan in tandem with Transportation Expenditure Plan (May 2012)
- Develop and adopt the Countywide Bicycle and Pedestrian Plans as part of CWTP (July/September 2012)
- Coordinate Alameda CTC plans with the development of the Regional Transportation Plan and Sustainable Communities Strategy
- Conduct and adopt the 2012 LOS Monitoring Study
- Produce the Annual Performance Report and Guaranteed Ride Home Annual Report

New Planning Activities in FY 2012-2013

- Develop a Comprehensive Countywide Transit Plan that tiers from the on-going regional Transit Sustainability Project
- Building on Guaranteed Ride Home Program, develop a Comprehensive TDM Program, including parking management
- Develop a Goods Movement Plan that tiers from the regional Good Movement Plan and the Alameda County Truck Parking Feasibility Study recommendations
- Conduct a multimodal Corridor Study to maximize mobility and management of regionally significant arterial corridors
- Develop Complete Streets guidelines with policy development noted above
- Develop a TOD /PDA Transportation Investment Strategy in conjunction with policy development noted above that includes a feasibility study to design a Community Design Transportation Program similar to VTA's to incentivize the integration of transportation and land use, short and long-term policies to promote infill development, and development of a CEQA mitigation toolkit and area/sub-region Community Risk Reduction Plans
- Develop a Countywide Community Based Transportation program that includes updating current CBTPs and incorporating new Communities of Concern
- Update the countywide travel demand model to incorporate a 2010 base year, 2010 census data and the SCS adopted land uses
- Conduct a feasibility study to explore implementing an impact analysis measure that supports alternative modes such as SFCTA's Automobile Trip Generated measure
- Begin 2013 Congestion Management Program update

Programming: In the coming year, Alameda CTC will continue work on programming efforts for the various fund sources managed by the agency. Programming efforts will be directly linked to the policy direction as noted above and per the priorities identified in the adopted planning documents. Programming at Alameda CTC includes the following fund sources:

- **Measure B Program Funds:** These include 60% of the sales tax dollars that are allocated to 20 separate organizations via direct pass-through funds or discretionary grant programs. In April 2012, the Alameda CTC entered into new Master Program Funding Agreements with all recipients, which require more focused reporting requirements for

fund reserves. Agreements were executed Alameda-Contra Costa Transit District (AC Transit), Water Emergency Transportation Authority (WETA), Altamont Commuter Express (ACE), the Livermore Amador Valley Transit Authority (LAVTA), and the Bay Area Rapid Transit District (BART); cities include Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, and Union City (same agreement as for Union City Transit); and Alameda County.

The funds allocated to jurisdictions through the Master Program Funding Agreements include the following:

- Bicycle and Pedestrian Safety Funds
 - Local Streets and Roads/Local Transportation
 - Mass Transit
 - Paratransit
 - Transit Center Development Funds
- **Measure B Capital Funds:** These include 40% of the sales tax dollars that are allocated to specific projects as described in the voter approved November 2000 Expenditure Plan, as amended. Each recipient has entered into a Master Projects Funding Agreement and Project-Specific Funding Agreements for each project element. Funds are allocated through the project strategic planning process which identifies project readiness and funding requirements on an annual basis. Project-specific funding allocations are made via specific recommendations approved by the Commission.
- **2012 Transportation Expenditure Plan:** Passage of the 2012 Expenditure Plan in November will bring significant new funding amounts that will be programmed through new methods. Programming all of the new Measure funds will be through the CIP process and will also include several new programs, such as a Student Transit Pass Program, Major Commute Corridors, Sustainable Transportation and Land Use Linkages, Freight and Economic Development, and Innovation and Technology. Many of the policy and planning activities described above will flow into the funding allocation methods for the new TEP.
- **Vehicle Registration Fee:** The Alameda County Vehicle Registration Fee (VRF) Program will be allocated in part through the Alameda CTC Master Program Funding Agreements as pass-through funds, and others through discretionary programs, as noted below:
 - Local streets and roads (60 percent, allocated through MPFA)
 - Transit (25 percent, allocated through discretionary program)
 - Local transportation technology (10 percent, allocated through discretionary program)
 - Bicycle and pedestrian projects (5 percent, allocated through discretionary program)

Surface Transportation Program. The Alameda CTC, as Alameda County's congestion management agency, is responsible for soliciting and prioritizing projects in Alameda County for a portion of the federal Surface Transportation Program (STP). In the coming years, MTC will implement the OBAG program which will combine both STP and CMAQ funds also described below. MTC adopted the OBAG program in May 2012 which will guide over \$63 million of federal funds over a four year period in Alameda County.

Congestion Mitigation & Air Quality Program. The Alameda CTC is responsible for soliciting and prioritizing projects in Alameda County for a portion of the federal Congestion Mitigation & Air Quality Program (CMAQ). These funds are used on projects that will provide an air quality benefit. These funds have primarily been programmed to bicycle and pedestrian projects and Transportation for Livable Communities (TLC) projects. These funds will also be allocated through the adopted OBAG program. CMAQ will be part of the \$63 million in federal funds in Alameda County.

State Transportation Improvement Program. Under state law, the Alameda CTC works with project sponsors, including Caltrans, transit agencies and local jurisdictions to solicit and prioritize projects that will be programmed in the State Transportation Improvement Program (STIP). Of the STIP funds, 75 percent are programmed at the county level and earmarked as "County Share." The remaining 25 percent are programmed at the state level and are part of the Interregional Transportation Improvement Program. Each STIP cycle, the California Transportation Commission adopts a Fund Estimate (FE) that serves as the basis for financially constraining STIP proposals from counties and regions. In the coming year, Alameda CTC will begin working on the 2014 STIP.

Transportation Fund for Clean Air Program (TFCA). State law permits the BAAQMD to collect a fee of \$4/vehicle/ year to reduce air pollution from motor vehicles. Of these funds, the District programs 60 percent; the remaining 40 percent are allocated annually to the designated overall program manager for each county—the Alameda CTC in Alameda County. Of the Alameda CTC's portion, 70 percent are programmed to the cities and county and 30 percent are programmed to transit-related projects.

Lifeline Transportation Program (LTP). The Alameda CTC is responsible for soliciting and prioritizing projects in Alameda County for the LTP. The LTP provides funds for transportation projects that serve low income communities using a mixture of state and federal fund sources. The program is made up of multiple fund sources including: State Transit Account, Job Access Reverse Commute, Surface Transportation Funds and State Proposition 1B funds.

Implementation Timeline

The Alameda CTC Policy, Planning and Programming staff have developed specific timelines for implementation of all the policies, plans and programming efforts described above in FY 2012-13. These activities will be done in close coordination with ACTAC. Staff brought an overview of these activities to ACTAC and the Commission in May to receive feedback and have developed a timeline and share Alameda CTC's implementation schedule at the ACTAC and Commission meetings in June as described below.

- May 2012: ACTAC, PPC, PPLC review and discussion of policy, planning and programming activities
- June 2012: Release of implementation timeline resulting from actions pursuant to adoption of the Alameda CTC budget and OBAG
- July 1 through June 30, 2013: Implementation of policy, planning and programming efforts

Fiscal Impact

There is no fiscal impact at this time.

Attachments

Attachment A: Policy, Planning and Programming Implementation Timeline

Preliminary Policy, Planning and Programming Implementation Schedule for Fiscal Year 2012-2013*

FY 2012/2013																		
2012		Planned due date	June	July	August	September	October	November	December	January	February	March	April	May	June	Notes		
Policies																		
Agency Funding Policies (OBAG, CIP, discretionary grants, STIP)	Initiate internal policy discussions	12/6/12		Develop Policies		First draft policies to ACTAC and Board	Second draft policies to ACTAC and Board		Final Draft to Commission	Final Policy Adoption								
	Adopt Amendment to Administrative Code	6/28/12																
Alameda CTC Procurement Policy and Local Contracting Program	Initiate internal development of policy	12/6/12		Develop Policies			First draft policies to ACTAC and Board	Second draft policies to ACTAC and Board		Final Policy Adoption	Implement new policy for annually renewed and all other contracting							
Legislative Program for 2013		12/6/12				Meet with legislative staff of cities, county, transit operators to discuss programs	Draft Legislative Program	Legislative Program to ACTAC and Commission	Adoption of 2013 Legislative Program	on-going legislative coordination, analyses and bill positions	Washington D.C Legislative Visit	on-going legislative coordination, analyses and bill positions	Sacramento Legislative visits	on-going legislative coordination, analyses and bill positions				
Complete Streets	Conduct workshop to begin policy development	1/31/13				Adoption of Policy Template for OBAG and MPFA				All jurisdictions complete CS policy adoption by 7/31/13; Submit to MTC								
Alameda CTC TOD/PDA Policies, including OBAG	Coordination with MTC and CMAs on OBAG PDA requirements	4/25/13		Internal policy development for Alameda CTC TOD/PDA policies. Will be influenced by coordination efforts with other agencies as noted below				Develop Policy	Develop Policy	First draft policy to ACTAC and Commission	Second Draft Policy	Final Draft Policy	Adoption of TOD/PDA policies					
Planning																		
MTC OBAG PDA Growth and Investment Strategy	Initiate Ad Hoc committee to address OBAG	5/1/13		Continue inventory of PDAs, coordination with local agencies, other CMAs, MTC and ABAG (more detailed definitions, schedules and deliverables are anticipated from MTC and ABAG during this period)													Completion of PDA Growth and Investment Strategy and submission to	
Adopt Countywide Bicycle and Pedestrian as part of CWTP		9/27/12		Draft Plans to ACTAC and Commission		Adopt Final Plans												
Coordinate Alameda CTC Plans with RTP/SCS		4/24/13		On-going through April 2013 adoption of RTP/SCS by MTC and ABAG														
Adopt LOS Monitoring Study		10/31/12					Adopt LOS Study Report											
Annual Performance Report		6/30/13		Presentation of 2011 Report	Develop 2012 Report												Adoption of Final 2012 Report	Presentation of 2012 Report
Guaranteed Ride Home Report	Adopt 2011 Report	5/23/13		Implement GRH Program through remainder of fiscal year				Begin surveys on service and on-going operations	Develop 2012 report and on-going operations	Adoption of Final 2012 Report	On-going operations							
Comprehensive Strategic Plans Development: Needs identification, priorities, costs and performance metrics for each plan below:	Initiate scoping process	Varies		Develop scopes and schedules for each study that can be used in Request(s) for Proposals and/or grants					Consultant selection process	Initiate based on final RTP/SCS	update model and finalize CWTP					Plans will be developed and completed prior to the next update of the CWTP so that the CWTP needs, priorities, costs, metrics can be used in next CWTP		
Courtywide Transit Plan																On-going model work		
Comprehensive Transportation Demand Management Plan																CMP anticipated to be adopted in December 2013		
Arterial Corridor Inventory and Assessment																		
Countywide Community Based Transportation Plans																		
Countywide Travel Demand Model update and final completion of Countywide Transportation Plan		8/31/13				Initiate scope of work		Release RFP	Consultant selection process									
Congestion Management Program Update		12/1/13						Begin update to CMP	CMP Update									
Programming																		
One Bay Area Grant Program: Surface Transportation Program and Congestion Mitigation and Air Quality Funds	Initiate internal development of program for Alameda County	6/30/13		Develop Alameda OBAG guidelines, outreach process and project and program selection methodology in coordination with local stakeholders	Draft Alameda CTC OBAG Program to Commission	Finalize OBAG Program based upon Commission feedback	Adoption of Alameda CTC OBAG Program and Outreach	Outreach	Outreach	First draft OBAG Programming Recommendation to ACTAC and Commission	Second Draft OBAG Programming Recommendation to ACTAC and Commission	Adoption of Final OBAG Allocations and submission to MTC						
Measure B Discretionary Grant Programs		1/24/13		Consider incorporation of these programs into the OBAG Program				Final determination of Measure B programming methodology				Implementation						
Bicycle and Pedestrian Paratransit								Final determination of VRF programming methodology				Implementation						
Transit Center Development								Final determination of TFCF programming methodology				Implementation						
Bicycle and Pedestrian Transit Technology		1/24/13		Consider incorporation of this program into the OBAG Program				Receive fund estimate				Implementation						
Transportation Fund for Clean Air		1/24/13															This work will be finalized by December 2013	
State Transportation Improvement Program		12/31/13												Begin policy and programming efforts for 2014 STIP				
2012 Transportation Expenditure Plan		11/6/12						TEP approved by voters					Initial Funds received	Begin allocation of Funds through CIP, discretionary programs , and as defined by funding policy and implementation guidelines				

* Schedule is high level and intended to provide an overview of policy, planning and programming activities and is subject to change

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Memorandum

DATE: May 24, 2012

TO: Planning, Policy and Legislation Committee

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

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.

June 2012 Update:

This report focuses on the month of June 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 adoption of the Combined Preferred Land Use and Transportation

Investment Scenario and the One Bay Area Grant (OBAG) Program/Resolution 4035 by the MTC Commission and ABAG Executive Board and approval of the RHNA methodology and sub-regional housing shares by the ABAG Executive Board. At the county level, highlights include the approval of the Final Transportation Expenditure Plan and Ordinance and request by the Alameda CTC Commission to the Alameda County Board of Supervisors to place the Transportation Expenditure Plan on the November 2012 ballot. The Steering Committee also approved the Final Countywide Transportation Plan and recommended its approval to the Commission at its June 2012. Staff will present an update at the meeting on the status of all items.

1) SCS/RTP/OBAG

MTC and ABAG adopted the Combined Preferred Land Use and Transportation Investment Scenario and the One Bay Area Grant Program/Resolution 4035 on May 17, 2012 with a few changes. For the Preferred Scenario, \$70 million was redirected from the Smart Driving initiative to PDA Planning Grants for a total of \$170 million in TLC grants and \$660 million New and Small Starts reserve language was modified to the following:

The \$660 million New and Small Starts reserve, or a regional investment equivalent, is proposed to support transit projects that are located in or enhance transit service in the East and North Bay counties before additional investment policy commitments are considered for projects in San Francisco, San Mateo, and/or Santa Clara counties, provided that the proposed New Starts investment in the Peninsula counties actually is appropriated. All projects are subject to detailed alternatives assessment of all fundable and feasible alternatives, evaluation for cost-effectiveness and for performance against the TOD Policy. Projects seeking New Starts funding will be required to meet the FTA criteria in effect at that time.

There was discussion on this item about the EIR alternatives. The draft alternatives will be brought to the Joint MTC Planning and ABAG Administrative Committee on June 8, 2012 for discussion and for final approval on July 13, 2012. Both Boards will take action on approving the alternatives at another joint meeting of the MTC Commission and ABAG Executive Board on July 19, 2012.

For OBAG, both the MTC Commission and the ABAG Executive Board adopted the OBAG Program with the following changes:

- Added language to the PDA Planning Grant section that MTC will work with state and federal government to create private sector economic incentives to increase housing production;
- Added language to the PDA Investment and Growth Strategy section to extend the deadline to May 1, 2013 and recognize existing investment and growth strategies already adopted by counties as meeting the requirement if it satisfies the terms in Appendix A-6: PDA Investment and Growth Strategy;
- Added language to expand TLC eligibility to include projects that incentivize local PDA Transit Oriented Development Housing; and
- Added language to Appendix A-6 PDA Investment and Growth Strategy to extend and revise dates and state that MTC will consult with the CMAs and amend the scope of activities as necessary to minimize administrative workload and to avoid duplication of effort. These changes may result in specific work elements shifting to MTC and ABAG and will be formalized through a future amendment to the Appendix.

The ABAG Executive Board also approved the RHNA Methodology and will take further action at its meeting on July 19. Additional information on this item will be presented at the meeting.

2) CWTP-TEP

On May 24, 2012, the Alameda CTC, based on the CWTP-TEP Steering Committee recommendation, adopted the final Transportation Expenditure Plan and Ordinance and recommended that the Board of Supervisors place the TEP on the November 2012 ballot. The Transportation Expenditure Plan is being taken to each city council and the Board of Supervisors for approval by May 2012 as well as AC Transit and BART. As of the writing of this staff report, thirteen City Councils and the Board of Supervisors have approved the TEP: Fremont, Livermore, Union City, Emeryville, Hayward, San Leandro, Oakland, Piedmont, Albany, Dublin, Pleasanton, Newark, Alameda and the Alameda County Board of Supervisors. AC Transit and the BART Board also took action in support of the TEP. The TEP is included on all city council agendas through May. The Draft CWTP was presented to ACTAC and PPLC in April 2012 as well as BPAC. The Final CWTP was approved by the Steering Committee and forwarded to the Alameda CTC Commission for approval at its June 2012 meeting. Staff will provide additional information at the meeting.

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

Committee	Regular Meeting Date and Time	Next Meeting
CWTP-TEP Steering Committee	Typically the 4 th Thursday of the month, noon Location: Alameda CTC offices	No meetings are scheduled at this time.
CWTP-TEP Technical Advisory Working Group	2 nd Thursday of the month, 1:30 p.m. Location: Alameda CTC	No meetings are scheduled at this time.
CWTP-TEP Community Advisory Working Group	Typically the 1 st Thursday of the month, 2:30 p.m. Location: Alameda CTC	No meetings are scheduled at this time.
SCS/RTP Regional Advisory Working Group	1 st Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland	June 5, 2012 July 3, 2012
SCS/RTP Equity Working Group	2 nd Wednesday of the month, 11:15 a.m. Location: MetroCenter, Oakland	June 13, 2012 July 11, 2012
SCS Housing Methodology Committee	Typically the 4 th Thursday of the month, 10 a.m. Location: BCDC, 50 California St., 26 th Floor, San Francisco	TBD
Joint MTC Planning and ABAG Administrative Committee	2 nd Friday of the month, 9:30 a.m. Location: MetroCenter, Oakland	June 8, 2012 July 13, 2012
Joint MTC Commission and ABAG Executive Board meeting	Special Joint Meeting Location: TBD	July 19, 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 (June 2012 through August 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 June 2012 through August 2012 time period, the CWTP-TEP Committees will be focusing on:

- Requesting the Board of Supervisors to place the TEP on the November 6, 2012 ballot;
- Conducting outreach on the TEP;
- Coordinating with MTC and ABAG to meet OBAG requirements;
- Coordinating with MTC and ABAG to make the CWTP consistent with Preferred Scenario, if necessary.

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:

- Beginning the environmental review process and defining the EIR alternatives for Plan Bay Area/RTP/SCS.

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).

Key Dates and Opportunities for Input¹

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

Draft Preferred SCS Released: Completed

Preferred SCS Scenario Released/Approved: Completed

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

Release draft Transportation Investment Strategy: Completed

Prepare SCS/RTP EIR: May 2012 – October 2012

Release Draft RTP/SCS EIR: November 2012

Adopt SCS/RTP: April 2013

CWTP-TEP

Develop Alameda County Land Use Scenario Concept: Completed

Administer Call for Projects: Completed

Release Administrative Draft CWTP: Completed

Release Preliminary TEP Program and Project list: Completed

Adopt Final TEP: Completed

Obtain TEP approvals from jurisdictions: February – May 2012

Release Draft CWTP: Completed

Conduct TEP Outreach: January 2011 – June 2012

Adopt Final Draft CWTP and Final TEP: Completed

Submit TEP Ballot to County: July 2012

Calendar Year 2010

Task	2010						FY2010-2011		2010					Nov	Dec
	January	February	March	April	May	June	July	August	Sept	Oct					
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															
Alameda CTC Technical Work															
Technical Studies/RFP/Work timelines: 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 & PDA Assessment begins						Green House Gas Target approved by CARB.	Start Vision Scenario Discussions		Adopt methodology for Job/Housing Forecast (Statutory Target)	Projections 2011 Base Case		
													Adopt Voluntary Performance		

Task	2011					2011							Dec
	January	February	March	April	May	June	July	August	Sept	Oct	Nov		
Alameda CTC Committee/Public Process													
Steering Committee	Adopt vision and goals; begin discussion on performance measures, key needs	Performance measures, costs guidelines, call for projects and prioritization process, approve polling questions, initial vision 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		
	Technical Advisory Working Group	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		
Community Advisory Working Group	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			
Public Participation	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		
Agency Public Education and Outreach													
Alameda CTC Technical Work													
Ongoing Education and Outreach through November 2012													
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level	Feedback on Technical Work, Modified Vision, Preliminary projects lists			Work with feedback on CWTP and financial scenarios		Technical work refinement and development of Expenditure plan, 2nd draft CWTP							
Polling	Conduct baseline poll									Polling on possible Expenditure Plan projects & programs	Polling on possible Expenditure Plan projects & programs		
Sustainable Communities Strategy/Regional Transportation Plan													
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013			Release Initial Vision Scenario	Detailed SCS Scenario Development		Release Detailed SCS Scenarios	Technical Analysis of SCS Scenarios; Adoption of Regional Housing Needs Allocation Methodology	SCS Scenario Results/and funding discussions		Release Preferred SCS Scenario			
	Discuss Call for Projects	Call for Transportation Projects and Project Performance Assessment		Project Evaluation		Draft Regional Housing Needs Allocation Methodology							
	Develop Draft 25-year Transportation Financial Forecasts and Committed												

2012													
Task		January	February	March	April	May	June	July	August	Sept	Oct	November	
FY2011-2012													
Alameda CTC Committee/Public Process													
Steering Committee		Adopt TEP		Review polling questions, Update on TEP progress through councils, Review final draft CWTP		Adopt Final Plans	TEP to BOS to approve for placement on ballot	Expenditure Plan on Ballot				VOTE: November 6, 2012	
		Full Draft TEP, Outcomes of outreach meetings		Review polling questions, Update on TEP progress through councils, Review final draft CWTP		Review Final Plans						VOTE: November 6, 2012	
Community Advisory Working Group		Full Draft TEP, Outcomes of outreach meetings		Review polling questions, Update on TEP progress through councils, Review final draft CWTP		Review Final Plans						VOTE: November 6, 2012	
Public Participation						Expenditure Plan City Council/BOS Adoption						VOTE: November 6, 2012	
Agency Public Education and Outreach													
Alameda CTC Technical Work													
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level													
Polling													
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									Release Draft SCS/RTP for review	

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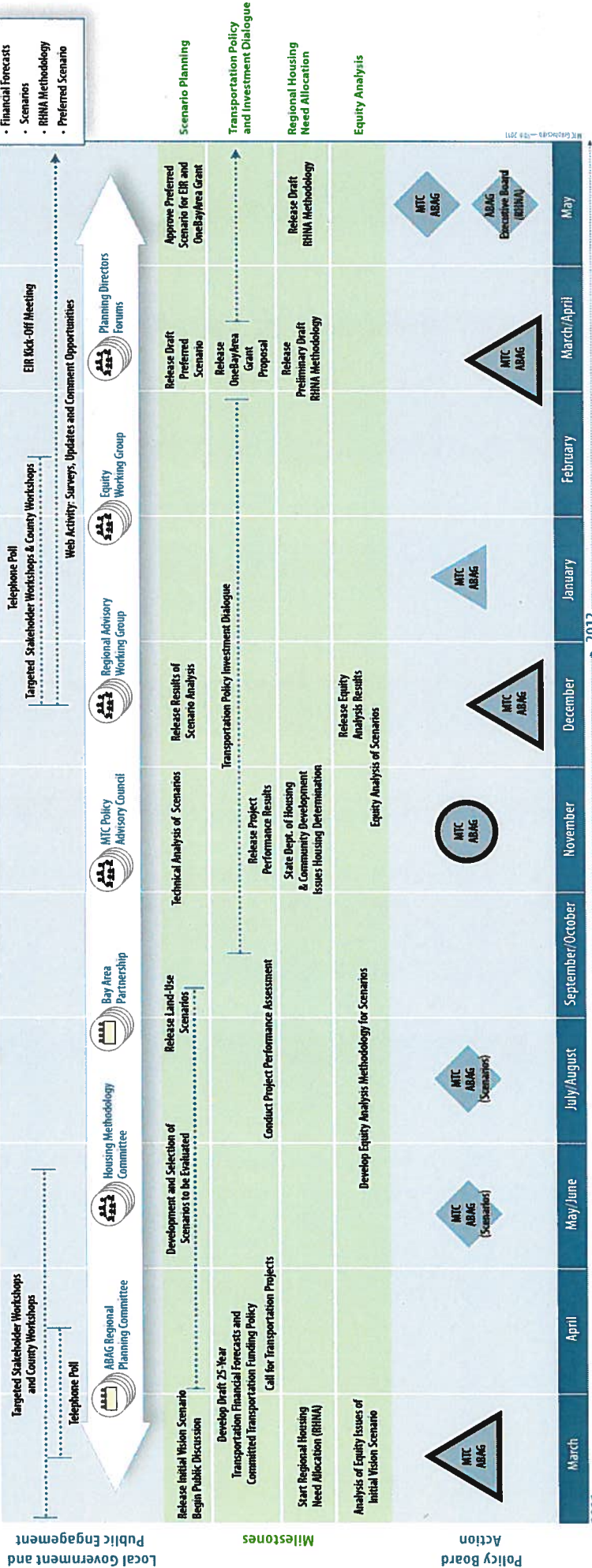
Plan Bay Area Planning Process: Phase 2 Detail*

Revised October 2011

Phase 2: Scenario Planning, Transportation Policy and Investment Dialogue

BayArea Plan

- Phase Two Actions/Decisions:
- Initial Vision Scenario
 - Financial Forecasts
 - Scenarios
 - RHMA Methodology
 - Preferred Scenario



*Subject to change

Policy Board Actions

Meeting for Discussion/ Public Comment

JOINT meeting of the ABAG Administrative Committee and the MTC Planning Committee for Discussion/Public Comment

Decision

Document Release

JOINT document release by ABAG and MTC

ABAG - ABAG Administrative Committee

MTC - MTC Planning Committee

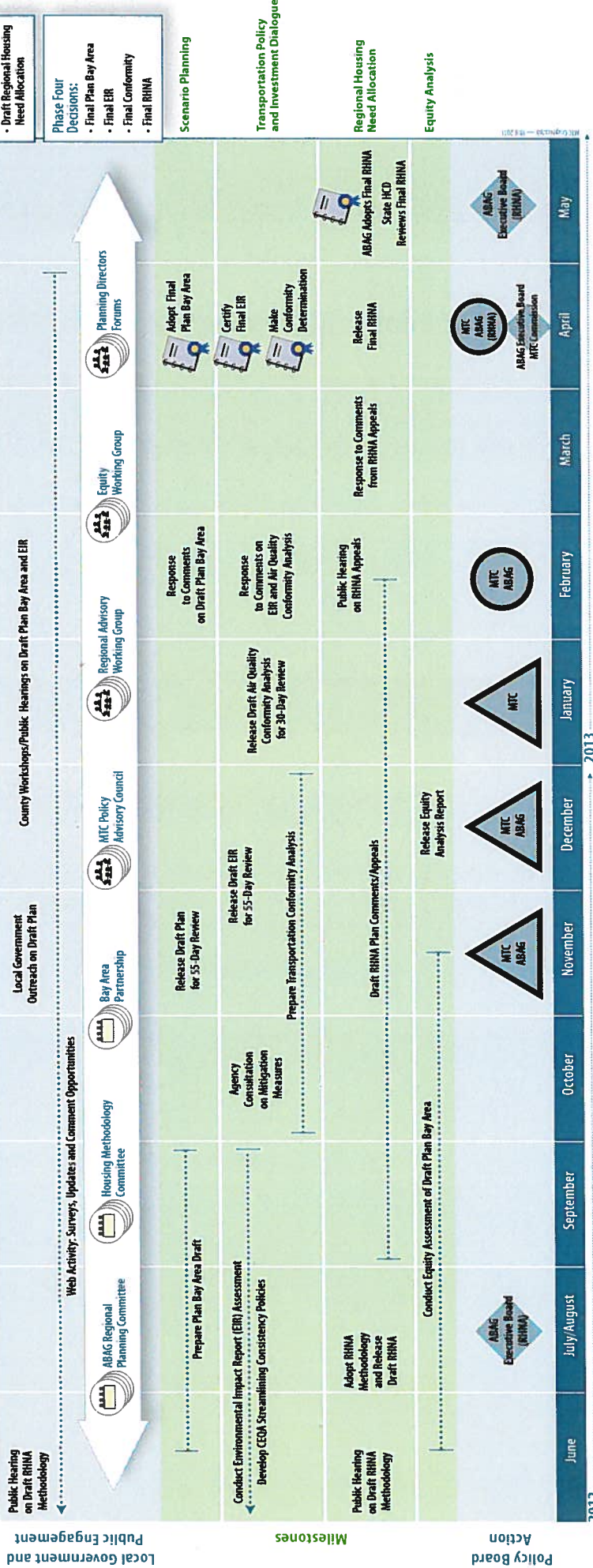
For more information on key actions and decisions and how to get involved, visit OneBayArea.org

Plan Bay Area Planning Process: Phases 3 & 4 Details for 2012-2013*

Revised October 2011

Phase 3: Regional Housing Need Allocation (RHNA), Environmental/Technical Analyses and Draft Plans

Phase 4: Plan Adoption



*Subject to change

Policy Board Actions

Meeting for Discussion/ Public Comment

Document Release

JOINT document release by MTC - ABAG and MTC

ABAG - ABAG Administrative Committee
MTC - MTC Planning Committee

For more information on key actions and decisions and how to get involved, visit OneBayArea.org



Memorandum

DATE: May 29, 2012

TO: Planning, Policy and Legislation Committee

FROM: Saravana Suthanthira, Senior Transportation Planner
Beth Walukas, Deputy Director of Planning

SUBJECT: **Approval of Amendment No. 2 to the On-Call Modeling Contract with Kittleson Associates, Inc.**

Recommendations

It is recommended that the Commission approve Amendment No. 2 to the current professional services contract with Kittleson Associates, Inc. to increase the contract amount by \$70,000, pending budget approval for FY 2012-13, and to extend the contract period until June 30, 2013.

Summary

As mandated by state law, the Alameda CTC maintains a countywide travel demand model and updates it to be consistent with the land use and socio-economic data base of Association of Bay Area Governments (ABAG). For the purposes of the model update and to provide on-call modeling services, Kittleson Associates, Inc. (previously Dowling Associates, Inc.) was hired in June 2010 for a total contract amount of \$110,328. Contract Amendment No.1 was approved in March 2011 for an additional amount of \$70,000 to accommodate the need for additional modeling work related to the Countywide Transportation Plan (CWTP) and Expenditure Plan development and the comprehensive update of the Congestion Management Program (CMP). The contract expires on June 30, 2012. A comprehensive model update is scheduled for next year for which a Request for Proposal will be issued. In the meantime, continued assistance from Kittleson Associates is needed for with the on-call modeling needs, such as select link analysis related to the 2012 Level of Service Monitoring results and other work. Contract Amendment No. 2 would increase the amount of the current Kittleson Associates, Inc. contract by \$70,000 to accommodate the forthcoming modeling needs and would extend the contract period to June 30, 2013.

Discussion

Alameda CTC maintains a countywide travel demand model as required by the Congestion Management legislation. The countywide model is used by the Alameda CTC for planning activities as well as by the Alameda County local jurisdictions, adjacent counties and regional and state agencies for various purposes including but not limited to performing traffic impact studies, development plans, and corridor studies to identify development impacts on Alameda County roadways. The model is required to be consistent with the land use and socio-economic database developed by the Regional Planning Agency, which is ABAG for the Bay Area. Because ABAG periodically updates their database and Alameda CTC contracts out its modeling work, a modeling

consultant firm is required to perform updates and maintain the model and provide other as needed modeling services.

In order to update the model to the ABAG's land use and socio-economic database released in 2010, Projections 2009, Kittleson Associates (previously Dowling Associates, Inc.) was selected through the Request For Proposal process in June 2010 for a contract amount of \$110,328. However, in order to accommodate the increased needs for using the countywide model because of the comprehensive update of the Congestion Management Program and the development of the Countywide Transportation Plan and Transportation Expenditure Plan, Amendment No.1 was approved for an additional amount of \$70,000. The current contract with Kittleson Associates expires on June 30, 2012.

The countywide travel demand model is scheduled to be updated in the coming year to update the model base year to 2010 consistent with 2010 census and to incorporate the census data and the Sustainable Communities Strategy (SCS) adopted by ABAG. The process for selection of a modeling firm to perform this comprehensive update to the model is expected to begin in winter 2012 and a firm is expected to be on board early next year. However, until a modeling firm for the comprehensive model update is selected, continued assistance with the on-call modeling needs such as select link analysis related to 2012 Level of Service Monitoring results and other CWTP and CMP related work is required and the existing contract with Kittleson Associates, Inc. needs to be amended.

The Commission is therefore requested to approve Amendment No. 2 to the Kittleson Associates, Inc. contract to provide continued on-call modeling services assistance through fiscal year 2012-13. The additional forthcoming modeling tasks are estimated to cost \$70,000. The current contract with Kittleson Associates, Inc. expires on June 30, 2012. As part of Amendment No.2, the Commission is requested to extend the contract end date to June 30, 2013 to be consistent with the fiscal year timeframe.

Fiscal Impact

The additional \$70,000 funds are requested pending approval of the FY 2012-13 budget. The proposed FY 2012-13 budget includes \$70,000 for modeling work and the source of funding will be MTC Planning Funds.



Memorandum

DATE: May 29, 2012

TO: Planning, Policy and Legislative Committee

FROM: Diane Stark, Senior Transportation Planner

SUBJECT: Approval of Guaranteed Ride Home (GRH) Program Annual Evaluation Report, Amendment No. 1 to the GRH Program Agreement with Nelson/Nygaard, and Issuance of a Request for Proposals and Negotiating and Executing a Professional Services Agreement

Recommendation

It is recommended that the Commission approve the following actions related to the Guaranteed Ride Home Program (ACTC No. A7-015).

1. Approve the Annual Evaluation Report, which includes the following recommendations. (A copy of the Executive Summary is found in Attachment A, the complete report is available on the Alameda CTC website.)
 - For the current GRH Program, which has TFCA funding approved by the Board through November 2013, continue operations while addressing the Alameda CTC Board's concerns about administrative costs, employer or employee fees, monitoring use of the program, and increasing registration in South and Central County, (see Attachment B), and
 - Prior to submitting a TFCA application for funding for 2013-2015, investigate and recommend options for Alameda CTC's role in the GRH program. Recommendations may include continuing the program with cost efficiencies, establishing employer or employee fees and other funding options in conjunction with possible expansion into a comprehensive countywide TDM program consistent with recommendations of Countywide TDM Plan (expected to be complete 2014), or transfer the Alameda County GRH Program to a regional or multiple county program or eliminate the program and develop and implement a plan to phase it out.
2. Amend contract ACTC A7-015 with Nelson/Nygaard to allow use of \$40,000 of existing, approved TFCA funding for the Guaranteed Ride Home Program, approved by the Board May 26, 2011, and extend the contract date to fund continued operations of the GRH program through October 31, 2012;

3. Issue a Request for Proposals (RFP) with attached Scope of Work (Attachment C) for operations of the Guaranteed Ride Home program from November 2012 through November 2013 with approved TFCA funds; and
4. Authorize the Executive Director, or his designee, to negotiate and execute a professional services agreement in accordance with procurement procedures.

ACTAC is scheduled to review the Annual Evaluation Report and Draft Scope of Work at their meeting on June 5, 2012:

Summary

In May 2011 and February 2012, the Commission directed staff to investigate the following issues regarding the Guaranteed Ride Home Program: 1) administrative costs comprise a large portion of the program budget 2) employers or employees should pay a fee to use the Program, 3) demonstrate that the program is being used appropriately, and 4) continue to increase registration in South and Central County. Since then, staff has completed the 2011 Annual Evaluation Report, developed responses to the concerns raised, and recommends a phased approach for moving forward, which is discussed below.

The Executive Summary of the Annual Evaluation Report, Attachment A, shows that program registration is at an all time high with 250 employers and 4,784 employees while the number of emergency rides taken remains constant at 55 rides, or less than one percent of eligible rides. Commuters are agreeing to travel to work by an alternate mode with the assurance they can get a ride home in an emergency, yet the majority of those registered are not taking the emergency rides home, thus demonstrating the insurance nature of the program. Table 1 in Attachment A shows the estimated program savings for 2011, which demonstrates that the program's objectives are being met to reduce vehicle trips (405,000 reduced), miles travelled (11.7 million miles reduced) and greenhouse gas emissions (3,300 tons of carbon dioxide emission reductions). These objectives are consistent with requirements in the Congestion Management Plan, goals of the Countywide Transportation Plan, and state legislation, SB 375 and AB 32. While the program registration is up, it is also becoming more cost efficient. By taking measures such as adding on-line registration and encouraging use of rental cars at fixed costs for long-distance rides, the program's annual budget reduced 12% to \$125,000 from the 2009-2012 TFCA funding cycle to the current cycle beginning January 2012.

In response to the concerns of the Commission, the program budget reflects its goals to provide an incentive to encourage employees to change the way they travel to work. (See Attachment B for a detailed discussion.) As such, 85% of the program costs are used to serve the existing members, encourage and educate new members, and monitor the program use and effectiveness, including conducting annual surveys. The remaining 15% of the program budget is used for rides and direct costs. A critical analysis conducted to determine the effectiveness of charging employee or employer fees found that the costs collected would either be balanced or exceeded by the costs of administering the fees and would result in attrition in the number of registered employers and employees. Furthermore, other programs throughout the Bay Area and the U.S. that charge fees are part of a comprehensive Transportation Demand Management Program instead of a stand alone program, which incur combined cost efficiencies and is something the

Commission will be asked to consider moving forward. Regarding the appropriate use of the program, continued monitoring of its usage by registered employees shows that only one percent of eligible rides have been taken per year since its inception. Concerning increasing enrollment in South and Central County, targeted outreach in these areas resulted in increases in employer enrollment in the Central County by 33% and in South County by 16%.

The GRH Program is currently constrained by the following budget and schedule considerations: 1) the existing Transportation for Clean Air (TFCA) budget for the program was approved by the Board in May 2011 to operate the program through November 2013; 2) the Alameda CTC requires issuance of a Request for Proposals (RFP) five years after a consultant has been selected through a competitive bid process, which requires releasing an RFP in 2012; 3) the current consultant contract expires July 31, 2012, 4) the program, with its highest registration ever, needs a smooth transition to continue operations of the current program within the currently funded program, 5) the next TFCA funding cycle is 2013-2015. Due to these considerations, the following, phased approach is recommended:

- 1) Amend the existing contract with Nelson/Nygaard to extend the current contract date to October 31, 2012 and approve \$40,000 of approved TFCA funds to continue operating the program through that date, issue an RFP and authorize the Executive Director to negotiate into an agreement to select a consultant.
- 2) Within the current TFCA budget approved through November 2013, continue the GRH program with cost efficiencies (such as on line registration, improved website and use of social media), as recommended in the Executive Summary of the Annual Report, Attachment A, and the Draft Scope of Work, Attachment C.
- 3) Prior to submitting an application for the 2013-2015 TFCA budget, investigate and recommend one or more of the following options for Commission approval:
 - Include the GRH program as part of a countywide TDM program administered by Alameda CTC or another appropriate agency. The TDM Plan should include funding recommendations including a review of employer or employee fees for a comprehensive alternative commute incentives program. Implementation of recommendations would be initiated after the TDM Plan is complete (anticipated in 2014)
 - Consolidate the program into a regional program or combine with other counties, subject to interest and funding of regional or countywide agencies, or
 - Phase out the program with 250 businesses and 4,784 employees countywide and recommend other specific ways and funding to reduce vehicle miles traveled and greenhouse gas emission in Alameda County.

Background

The Alameda County Guaranteed Ride Home Program was initiated by Alameda CTC and funded by TFCA in 1998 as a TDM strategy to encourage Alameda County employees to take alternative modes of transportation to work. Alternative modes include traveling by carpool, vanpool, transit, walking or bicycling. By encouraging use of alternative modes, the GRH Program results in a reduction in the number of single occupancy vehicle trips taken. It is one of the TDM strategies that Alameda CTC is undertaking to meet the State requirements in the

Congestion Management Program (CMP). It also contributes towards the Alameda CTC's efforts to reduce greenhouse gas emissions, as required by state legislation SB 375 and AB 32.

The 2011 Annual Evaluation Report, based on employee and employer surveys, shows that the 4,784 employees registered in the program reduced 3,300 drive alone one-way commute trips per week or 405,000 trips per year. The reduced vehicle trips resulted in a savings of 3,300 tons of carbon dioxide emissions in Alameda County in 2011.

The attached 14th annual evaluation of the program addresses recommendations made and issues raised by the Board in May 2011 including concerns about the large percentage of administrative cost, the feasibility of initiating an employer or employee fee, increasing registration throughout the county, with a focus on underserved areas such as South and Central County, and monitoring appropriate use of the program. It also evaluates the effectiveness of the program in meeting its vehicle reduction goals.

The GRH Program is funded by the TFCA. The current program is funded through November 2013. Alameda CTC policy requires that we provide a competitive bid every five years after a consultant is selected to manage a project or program. Nelson/Nygaard was selected as the consultant team to operate the program through an RFP in 2007. Therefore, in July 2012, we should issue a RFP for the program. TFCA funds available for the consultant team total \$155,000 from August 1, 2012 through November 2013.

2012 Program Recommendations

The status of recommendations for Program enhancements made by the Board for 2011 is found in the attached Executive Summary of the Annual Evaluation Report (Attachment A). Recommendations are summarized below and included in the Report and Scope of Work (Attachment C).

For current TFCA-funded GRH Program through November 2013

Continue operating and evaluating the program with administrative and outreach cost efficiencies, including:

- Initiate new program efficiencies, such as updating website to include links to alternative travel modes, establishing online ride vouchers, and use social media;
- Educate and encourage use of the GRH program throughout the County, regardless of employer size, with a focus on increasing registration in South and Central County; and
- Continue operating and supporting existing program registrants and monitoring effectiveness of program, including for its appropriate usage.

Prior to submitting an application for 2013-2015 TFCA funding

Submit recommendations for next steps for the GRH program, subject to approval by Board, which could include:

- Continue the GRH program with cost efficiencies (in Attachment C, Scope of Work, Item 1a) or
- Include the GRH program in a countywide Transportation Demand Management (TDM) program administered by Alameda CTC. The TDM Plan should include funding recommendations including a review of employer or employee fees for a combined alternative commute incentives program. Implementation of recommendations would be initiated after the TDM Plan is complete (anticipated to be completed in 2014).
- Consolidate the program into a regional program or combine with other counties, subject to interest and funding of regional or countywide agencies, or
- Phase out the program with 250 businesses and 4,784 employees countywide and recommend other specific ways and funding to reduce vehicle miles traveled and greenhouse gas emissions in Alameda County.

Attachments:

Attachment A: Executive Summary of the Annual Evaluation Report (Annual Report can be found at the Alameda CTC website)

Attachment B: Responses to Alameda CTC Board's Concerns About GRH Program

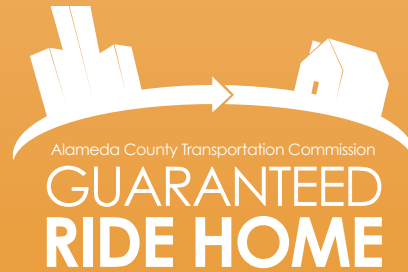
Attachment C: Draft Scope of Work

Attachment D: Highlights of 2011 Annual Program Evaluation

Fiscal Impact

Approval of the recommended actions will result in the encumbrance and subsequent project expenditures of TFCA funding of up to \$40,000 through October 2012 and an additional \$115,000 through November 2013 eligible to be reimbursed.

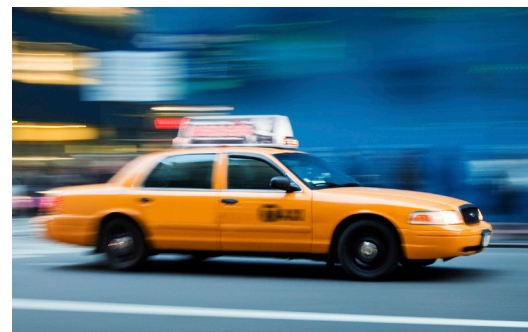
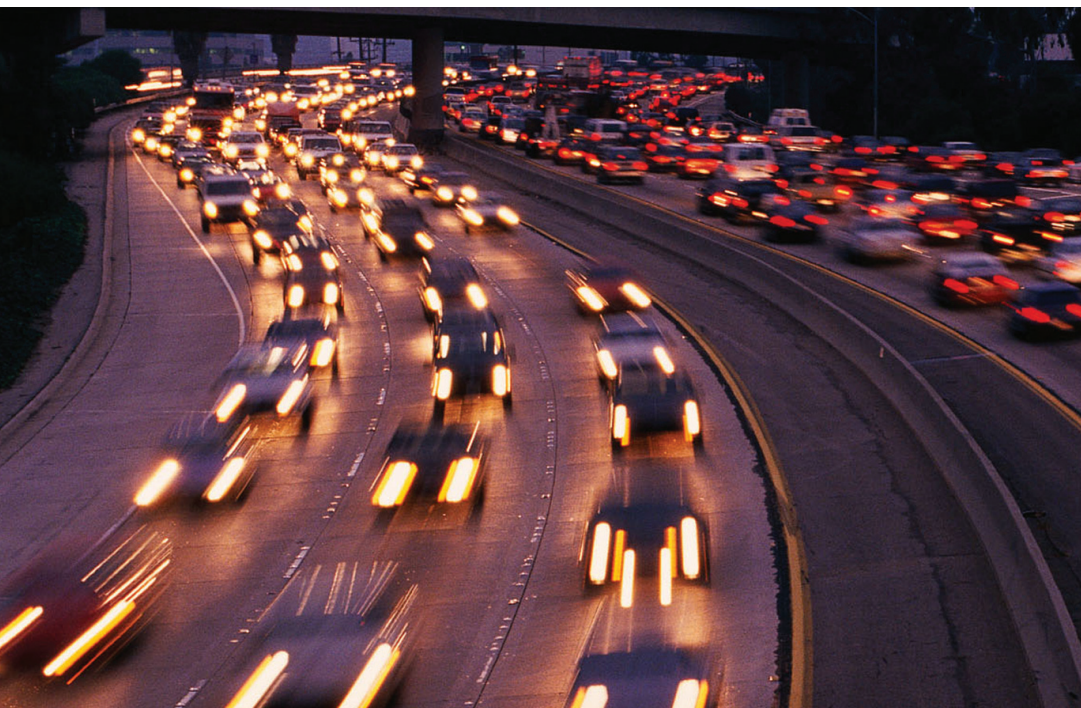
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GUARANTEED RIDE HOME PROGRAM EVALUATION • 2011

DRAFT EXECUTIVE SUMMARY

MAY 2012



EXECUTIVE SUMMARY: PROGRAM UPDATE AND RECOMMENDATIONS

INTRODUCTION

This report presents the results of the 2011 Alameda County Transportation Commission (CTC) Guaranteed Ride Home (GRH) Program Evaluation. It provides an analysis of how well the program achieved its goals of reducing the number of trips Alameda County commuters took to work in 2011. It also includes a review of the program's operations and compares the results of the program in 2011 to previous years. The evaluation provides information about:

1. The program's success in increasing the use of alternative travel modes;
2. The effectiveness of the program's operations;
3. How the GRH program addressed the Alameda CTC Board concerns regarding: administrative costs, employer/employee contributions, and increased registration in south and central county;
4. Employer and employee participation in the GRH Program and rides taken in exchange for not driving solo to work; and
5. The status of Board recommendations made for the GRH program in 2011 and proposed recommendations for 2012.

PROGRAM DESCRIPTION

The Alameda County Guaranteed Ride Home gives commuters an "insurance policy" against being stranded at work if they need to make an unscheduled return trip home. By providing the assurance that commuters could get home in an emergency, GRH removes one of the greatest barriers to choosing an alternative to driving alone, addressing concerns such as, "What if I need to get home because my child is sick or I have unscheduled overtime and miss my carpool ride home?" As an employee, the availability of guaranteed rides home is a welcome incentive to provide a feasible way to avoid traffic and have transportation choices to get to work while not contributing to traffic.

The Alameda County GRH program has been in operation since April 9, 1998. Over the last 14 years, the program has matured from a demonstration program with a handful of participating employers to a robust program with 4,784 registered employees and 250 active registered employers throughout Alameda County. Since it began, the GRH program has removed over 180,000 road trips per year by offering an "insurance" program that provides rides for registered employees when they have emergency needs that can't be if they travel to work by an alternative

mode. In 2011, 4,784 registered employees in the GRH Program taking 405,000 less rides to work in their cars in Alameda County. Of those employees, 55, or less than one percent needed to take an emergency trip home through the GRH program. By enabling commuters to feel more comfortable choosing non-drive alone modes, GRH has an impact that goes far beyond the number of trips provided. The reduced number of solo car trips to work from those registered in the program in 2011 resulted in a savings of 11.7 million miles and a reduction of 3,300 tons of carbon dioxide emissions.

The Alameda County GRH program is administered by the Alameda County Transportation Commission (CTC), whose mission is to plan, fund, and deliver a broad spectrum of transportation projects and programs to enhance mobility throughout Alameda County.¹ The GRH program was developed to help reduce the number of single-occupant vehicles on the road and as a means of reducing traffic congestion and improving air quality. As such, the program operates in conjunction with other programs that encourage individuals to travel by a means other than driving alone, such as Alameda CTC's Bike to Work Day, AC Transit EasyPass program and MTC's 511 program. The Alameda County GRH program is also promoted in conjunction with Alameda CTC's *Ride, Stride, Arrive* initiative which seeks to encourage bicycling and walking in Alameda County,² the Safe Routes to School Program, and VSPI commute vanpools. The Alameda County GRH program is funded entirely through grants from the Bay Area Air Quality Management District's Transportation Fund for Clean Air.

GRH Cost Effectiveness

By removing a critical barrier to alternative mode use, Guaranteed Ride Home made it possible to remove 405,441 one way trips during 2011, based on the data provided by our annual program survey. Dividing the annual cost of the program (\$120,000) by the number of trips reduced, results in a total cost of \$0.30 per one-way trip reduced.

STATUS OF PROGRAM ISSUES RAISED BY ALAMEDA CTC COMMISSIONERS

In May 2011 and February 2012, the Alameda CTC Board raised the following primary concerns about the GRH program:

1. Why are the administrative costs such a high percentage of the total budget?
2. Should employers or employees contribute to the program?
3. Is the program being abused or overused by riders?
4. Can we increase registrations in South and Central Alameda County?

The following section addresses the questions and requests raised by the board.

1. Administrative Costs

The cost-breakdown of the GRH budget includes:

¹ The Alameda CTC is a newly-formed countywide transportation agency, resulting from a merger of the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Authority (ACTIA). The merger was completed in 2010.

² *Ride Stride Arrive* is funded by Measure B, Alameda County's half-cent transportation sales tax, administered by the Alameda County Transportation Commission.

- **20% - Outreach and Promotional efforts:** One of the main goals of the Alameda County GRH Program is to educate and encourage Alameda County employees to share a ride to work or use a more sustainable means of traveling than driving a vehicle alone. It is important to build awareness of the GRH program to encourage commuters to try a commute mode other than a single-occupant vehicle. To the extent possible, the program leverages these resources by relying on participating employers to promote the GRH program internally and by seeking co-marketing opportunities with local transit agencies and with organizations. The following is a list of outreach and promotional efforts performed in 2011:
 - Focused marketing efforts to businesses located along transit corridors in the County, such as International Boulevard, Telegraph Avenue and San Pablo Avenue
 - Worked with business parks throughout the county to promote the program to employers and employees
 - Worked with 511 Regional Rideshare, Enterprise and VSPI Vanpool programs, Chambers of Commerce, local transit agencies, etc. to help promote the GRH program through partnerships and marketing
 - Contacted current employer participants to further promote the program to non-participants and distributed brochures to employers
 - Performed outreach to current employers and employees to encourage the use of rental cars as a more convenient and cost effective alternative to taking a taxicab for longer trips
 - Attended employer commuter fairs to promote program to employees
 - Encouraged employers to promote the program using email blast announcements to employees not registered with the program
- **20% - Administration Costs:** General administrative tasks are required of any program. In the case of GRH, administration includes management of our participant database, distribution of trip vouchers and managing contracts with taxi operators and rental car facilities. Day-to-day administrative tasks performed by Nelson\Nygaard include:
 - Customer Service: Answering the GRH hotline and responding to messages and emails
 - Participant Enrollment: Entering new participants into the GRH database, sending all the necessary materials to participants, following up with participants who have provided incomplete information, enrolling new employers
 - Database Management: Tracking vouchers, updating employee and employer information as needed
 - Answering Marketing Requests: Respond to requests for additional marketing materials and attending onsite events
 - Managing taxicab and rental car contracts: Monitor taxi cab and car rental usage, review all receipts, invoices, and vouchers for taxicab and car rental services, review quality of service, and ensure payment of service
- **15% - Direct Costs:** Includes the cost of all rides taken (taxi and car rental), as well as travel to work sites for community events, printing, office supplies, postage and telephone costs.

- **15% - Maintenance of Website & Updates to Program Materials:** The GRH website is consistently updated to provide seamless service to GRH employers and employees. The database was updated to interface the online registration form with an online database, which made it easier to employers and employees to enroll in the program. It also reduced the amount of administrative time spent entering data. This year, the GRH website and program materials are being updated to include a new logo and look consistent with Alameda CTC's look and branding. The rebranding effort provided GRH staff an opportunity to develop new program materials that will require less paperwork to be sent to program participants. In turn, this will reduce costs and time spent distributing program materials.
- **10% - Annual Employee/Employer Survey:** Nelson\Nygaard administers the annual survey to all program participants, to measure program performance. The goal of the survey is to quantify the benefits of the GRH program such as number of single occupancy vehicles removed from the road, determine the commute profile of participants, including distance and number of days they would have traveled without the program, and to assess participant satisfaction with the service. The annual survey also offers the opportunity to update the database and update employer and employee information.
- **10% - Draft and Final Annual Evaluation Report:** The annual evaluation is a key element of the GRH program. A thorough evaluation identifies lessons learned over the year and includes recommendations for improving the program and expanding its reach. The evaluation report reviews all program aspects over the calendar year, presents employer and employee survey results, and quantify program benefits. The Annual Evaluation report is submitted to the Alameda CTC for approval and revised as needed.
- **10% - Monthly reporting to the Alameda CTC:** Monthly reports are sent to the Alameda CTC detailing program use in the month, updates to recommendations made in the previous calendar year, and any issues or problems encountered.

GRH Program Changes and Cost Efficiencies

Numerous program changes and efficiencies have been made in 2011, which have allowed the GRH program to grow and operate more efficiently. These changes, which are described in more detail throughout the report, include:

- **Online registration for employers and employees.** Online registration has reduced the amount of administrative time associated with running the GRH program and has made it easier for employers and employees to enroll in the program. In 2010, the database was updated to interface the online registration form with an online database. In 2011, nearly all new employers and employees completed their enrollment applications online. Once an employee or employer fills out the registration form online, it is automatically entered into the GRH database in real time — eliminating the need for GRH staff to re-enter the same information. This change not only saves staff time, but it also allows new registrants to be enrolled in the system more easily and efficiently. An automatic e-mail is sent to new applicants when they register that directs them to the liability waiver form. Time saved from data entry was spent on marketing and website updates to encourage more Alameda County employees to join the program and get out of their cars.
- **Employer log-in.** New database updates allow employer representatives to log-in and access a list of the employees from their company who are enrolled in the GRH program.

This allows the employer representative to update employee contact information and indicate which employees have left the company. It also provides valuable information to employers about the commute behavior of their employees. This new feature has allowed employer representatives to be more involved with employee enrollment at their company and has also helped save program administration time.

- ***Increased use and awareness of the car rental requirement.*** Rental car use accounted for 42% of all rides in 2011. Fifty-eight percent of survey employees stated that they were aware of the rental car requirement in 2011. This is an increase from 2009, when 41% of participants were aware of the requirement and 2010, when 51% were aware of this requirement. This increase shows that outreach efforts increased the level of awareness about the car rental requirement and saved the program money by encouraging longer trips to be made with a rental car instead of a taxi. Due to the rental program requirement and outreach about it, the program realized an estimated savings of approximately \$1,350 on ride costs in 2011.

The program changes and updates in 2010 and 2011 have allowed the GRH program to grow and operate more efficiently without increasing the overall program budget. The result is the lowest cost per eliminated auto trip in the program's history.

2. Employer/Employee Contributions

In response to the Alameda CTC Board's concerns about employers or employees contributing towards funding for the Guaranteed Ride Home Program, GRH staff developed a technical memorandum that investigated potential methods to introduce a participant fee for program users. This memo, shown in Appendix B, analyzed various methods of instituting a fee program and determined their estimated impacts on the program in terms of participation, revenues and costs. Based on the analysis, two methods were developed for collecting participant fees. The first would require new participants to pay an up-front fee upon enrolling in the program. The second would request a fee from participants each time a new voucher was requested (this would also include new enrollees as well as current enrollees that have taken a ride and need a new, replacement voucher). Based on the potential revenues from employee fees and estimated costs to administer the fee, it was found the amount of revenue that would be collected from participants would either balance or not fully cover the operational costs of collecting and accounting for those funds. When factoring in start-up costs, potential financial reporting costs and loss of program participants, both proposals would actually cost the program more than the estimated revenue that would be generated with the fees. In addition, based on three years of surveys, the changes would result in significant program attrition which would conflict with overall goals of reducing vehicle miles traveled (VMT). Therefore, GRH staff recommends against charging a fee for this program, particularly while grant funds are available to cover the cost of the program. Charging a fee should be reconsidered if the program becomes part of a larger TDM program following recommendations of the Countywide TDM Plan expected to be completed in 2014. This is consistent with other programs that charge throughout the U.S. that offer a suite of commute benefit programs.

Employer fees were not considered as an alternative to employee fees for several reasons: 1) employees are the main beneficiaries of the program, 2) employer surveys show a high rate of attrition should a fee be charged, 3) employers volunteer staff time to serve as liaison in promoting and administering the program at their employment, 4) the GRH is a stand-alone commute benefit program, unlike other programs with employer fees throughout the U.S., 5) employers are not required by state legislation or local ordinances, as in other programs with

employer fees, 6) the economic climate does not support employer fees with several large employers leaving the GRH program as they have left Alameda County or reduced staff.

3. Program use

A total of 4,784 employees and 250 employers located in Alameda County were registered in the GRH program in 2011. In exchange for registering in the GRH Program and agreeing not to drive alone to work one for more days per week, each registrant is eligible for up to six free emergency rides per year. Although each registered participant may take up to six rides in a one-year period, the rate that guaranteed rides are taken is very low. Most program participants (92%) do not ever take a guaranteed ride home. This demonstrates that participants see the GRH program as an “insurance policy” and do not abuse the program or take more rides per year than they need. For example, for the year 2011, a total of 28,704 potential rides could have been taken based on a total enrollment of 4,784 employees and a maximum of six rides allowed per employee per year. However, only 55 rides were actually taken in 2011, which is less than 1% (approximately 0.19%) of potential rides. This indicates that registrants do not abuse or overuse the program, and that the security of having those trips available provides a powerful tool in assuring participants that they will not be stranded at work, removing a barrier to non-drive alone commutes. The limitation of six rides per employee per year continues to be appropriate. Very few program participants have reached the limit since the program’s inception. In 2011, the highest number of trips taken by a single participant was two.

4. Targeted outreach efforts to Central County and South County

Targeted outreach efforts to Central County and South County in 2011 resulted in a 33% increase in enrolled employers in Central County and a 16% increase in South County. This reflects responsiveness to the Board’s direction to specifically focus on these areas to broaden the reach and use of the GRH Program. Although the GRH program has been consistently marketed throughout Alameda County, the majority of registered employers have been located in North and East County. To encourage increased participation in South and Central Alameda County, in 2011, the GRH program focused marketing efforts on employers in these areas. In 2011, the Program Administrator contacted the Chamber of Commerce of Newark, San Leandro, Union City, Hayward, and Fremont and city staff from Union City and San Leandro, as well as businesses along the LINKS shuttle route in San Leandro, and school districts in south and Central County.

Location	Number of Employers		% Change
	2010	2011	
North County	126	159	26%
East County	52	57	10%
South County	19	22	16%
Central County	9	12	33%
Total	206	250	21%

MAJOR FINDINGS OF THE EVALUATION

The program evaluation consisted of an examination of the program’s operations and outreach functions, statistics on employer and employee participation and use, data from the surveys of participating employees, and recommendations for program changes and enhancements. The following sections present the major findings from the evaluation.

Employers of all sizes located in Alameda County have been eligible to participate in the GRH program, since June 2009. Prior to that time, the GRH program required an employer to have at least 75 employees to register with the program. Opening the eligibility to all employees in Alameda County coincided with an increased number of employees making the commitment to travel to work by alternative modes. The combination resulted in the program's all time highest enrollment of 4,784 employees in 250 businesses in 2011. It has also resulted in a reduction of 405,496 one-way vehicle trips in 2011, or 3,899 vehicle roundtrips per week.³ During the same year, the number of rides that were taken in the program was a record low of 55. This represents less than one percent of eligible rides that employees could have taken. It also illustrates that the "insurance" nature of the program (See charts below).

Category	2011 Savings
Cost per Trip Reduced	\$0.30
Drive-alone roundtrips reduced per year	202,748
Drive-alone one-way trips reduced per year	405,496
GRH rides taken in 2011	55
Average commute distance of GRH users	30.2
Average miles saved per workday	47,100
Annual miles saved per work year	11,774,980
Tons of CO2 not released	3,300
Average U.S. vehicle fuel economy (MPG)	33.8
Average gallons of gas saved per workday	1,393.50
Annual gallons of gas saved per work year	348,372
Average gas price in 2011	\$3.83
Average dollars not spent on gas per workday	\$5,337
Annual dollars not spent on gas per work year	\$1,334,265

Fourteen years of employee and employer surveys of enrolled participants have shown that the availability of a "back-up" way to get home is often incentive enough to encourage employees not to drive alone. According to the 2011 survey results:

- 33% of participants stated that without the GRH program they would not use an alternative travel mode or would use one less frequently.
- 29% of participants stated that, with the program, they use alternative modes four or more times a week.
- 93% of respondents stated that the GRH program likely encourages participants to use alternative modes more often.
- 65% of respondents stated that the program was at least somewhat important in encouraging them to use alternative modes at least one more day per week.

In a program like GRH, increasing participation with decreasing rides taken is the goal of the program. This combination shows that while the program is effective at removing barriers to alternative mode use, the program is being used correctly as an "insurance program" and is not being used excessively. In fact, less than 1% of the potential rides available were taken by registrants in 2011.

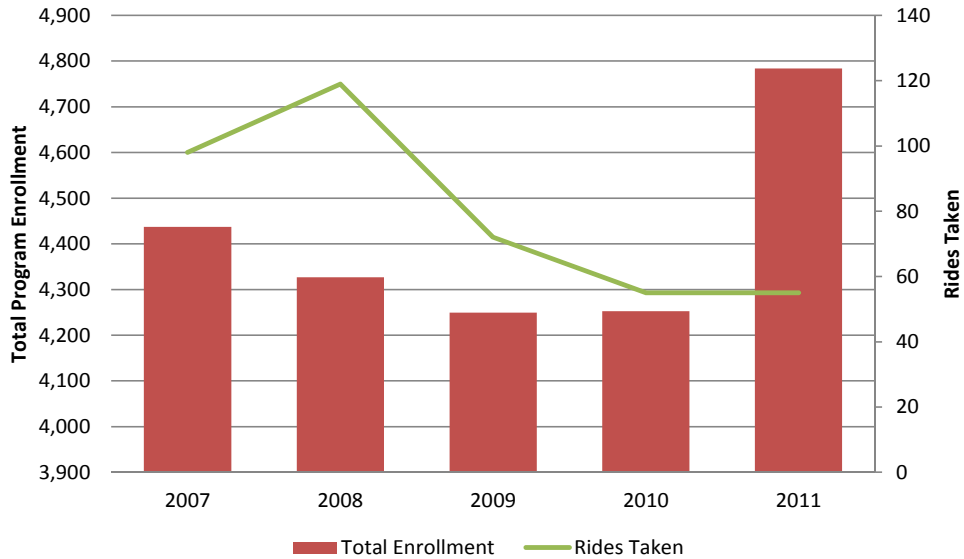
Based on the average reported commute distance by GRH participants and the number of registered participants, the GRH program eliminated approximately 11.7 million vehicle miles from roadways in 2011.⁴ It is estimated that the program saved participants approximately \$1.3

³ Based on 2011 survey results described in Chapter 4.

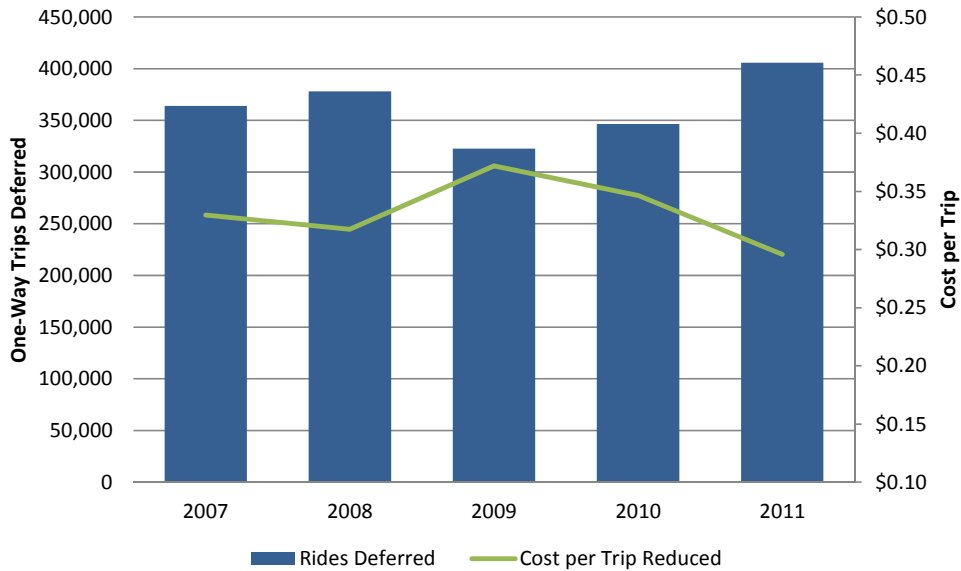
⁴ 3,899 drive alone roundtrips per week = 7,798 one-way trips per week = 1,560 one-way trips per weekday (based on 1,560 reported reduced weekday one-way trips by participants from the annual survey, 250 days in a work year, and the average reported commute distance of 30.2 miles).

million annually on fuel expenses in 2011, which is the equivalent of saving 348,372 gallons of gas or 3,300 tons of CO₂.⁵ These goals were accomplished at a cost of 30 cents per trip removed.

GRH Annual Enrollment and Rides Taken



Number of Trips Deferred and Cost per Trip Reduced



⁵ Based on the calculated number of annual miles reduced, the annual US vehicle fuel economy reported by the US Bureau of Transportation Statistics (33.8 MPG), and the average Bay Area fuel price per gallon reported by MTC in 2011 (\$3.83)

Employer and Employee Participation

The 2011 calendar year experienced a 78 % increase in the number of new employee registrants compared to 2010, when there were 736 employees enrolling in the program. Employee enrollment levels in 2009 and 2010 had experienced a decline due to larger companies downsizing or closing because of the recession. Current enrollment levels are similar to those seen in 2008, before the economic downturn. The total number of actively registered participants increased from 4,253 in 2010 to 4,784 in 2011. In addition, 49 new employers enrolled in the program in 2011, bringing the number of registered employers to 250. Of the 49 new employers, 33 were in companies with less than 75 employees. This represents the second largest peak in new enrollment in the program since it started. The second largest peak in new employer enrollment occurred in 2008 when 56 new employers enrolled, due to the informal partnerships the GRH program formed with the Downtown Berkeley Association (DBA) and the Emeryville Transportation Management Association (TMA), as well as record high gas prices. The next highest employer enrollment took place in 2011, reflecting increased marketing efforts and the availability of the GRH program to all employers in Alameda County for the third year. In addition, on-line registration has made it easier for employers and employees to enroll in the program.

- The total number of registered participants in the program increased 12% since the 2010 and the number of new employees who enrolled in the program increased by 78% compared to new enrollment in 2010. 2011 saw the largest growth in employee enrollment since before the economic downturn in 2008.
- From the program's inception in 1998 through 2011, only 1,571 rides have been taken in 14 years, or less than 1% of eligible rides.
- A total of 55 rides were taken during the 2011 calendar year, for an average of approximately five rides per month.
- Ninety-two percent of the employees enrolled have never taken one emergency ride. This demonstrates the "insurance" nature of the program and shows that participants do not abuse the program. Of the employees who have taken a trip since the program inception (1998), 80% have taken only one or two rides.
- The two most common reasons to take a guaranteed ride home in 2011 were "personal illness" (25% of rides) and "unscheduled overtime" (11% of trips). Other reasons people took rides were for family member illness, personal crisis, carpool or vanpool driver had to stay late or leave early, or carpool or vanpool broke down.
- Those who carpool or vanpool are more likely to use a guaranteed ride home trip than those who use other alternative commute modes. Sixty-one percent of guaranteed rides home were used by car- and vanpoolers.

Program Savings

- The average trip distance decreased by 6% in 2011 compared to 2010. The average trip distance for all trips in 2011 was 32.1 miles.
- The average taxi trip distance declined 27% to 20.1 miles and the average rental car trip distance increased 25% to approximately 65.9 miles.
- Since car rental trips are charged by flat fee, their increase in mileage helped contribute towards cost savings for the program. This trend demonstrates that most GRH

participants are using taxis for trips that are 20 miles or less and are using rental cars for trips greater than 20 miles.

- The average trip cost—for both cab and rental cars-- was \$68.84. Due to the high use of rental cars for long trips during this time, this trip cost is lower than the \$77.36 it would have been had all trips been taken by cab. For distances greater than 20 miles, rental cars are more cost effective for the program than taxicabs.
- The cost of a rental car trip is \$55.00. Savings from using rental cars totaled approximately \$1,337 in 2011. The 23 rental cars used in 2011 represent nearly half (42%) of all trips taken in 2011.

Employee Survey

The 2011 survey was distributed and completed by registered employees primarily online. Of the 4,784 employee registrants currently in the database, 918 surveys were completed, resulting in a 19% response rate. This represents a 5% increase in the response rate from 2010 (14%).

Respondents represent 85 different employers throughout the county or 45% of all active employers that have one or more employees registered with the program.

New questions were added to the employee survey this year about the perceived value of the program and different ways to market it. The goal of these questions was to determine the level of interest in the program if employers are required to pay a fee to participate in the future. Another goal was to determine effective ways to market the program. The results of the survey are described below.

“GRH was critical to my decision to use the ACE train at my previous job, since it ran only two trains each day.”
Mizuho OSI Employee, Union City.

Use of Alternative Modes

The GRH program continues to be successful in encouraging the use of alternative modes. According to 2011 survey responses:

- When asked how important GRH was in their decision to stop driving alone, 65% of respondents who used to drive alone said that it was at least somewhat important.
- A very high number (93%) of respondents stated that they think that the GRH program encourages people to use alternative modes more often. If the GRH program were not available, 33% of respondents reported that they would no longer or less frequently use an alternative mode of transportation.
- After joining the GRH program, respondents using alternative modes four or five days per week increased by 29%. The number of respondents driving alone five days per week dropped from 24% to 7%.
- These survey findings were used to extrapolate

“Although I have yet to use this service, being a single mom, it’s nice to know I have that voucher should something happen at home. Thank you!” Valley Care Health Systems Employee, Livermore.

the impact of the program on the travel behavior of all participants. The program reduces an estimated 3,899 single-occupancy vehicle (SOV) trips per week or 202,748 roundtrips per year.⁶

- Commute distances of program enrollees are generally 50 miles or less (84%). Over half (54%) are between 10 and 39 miles.
- Most program participants travel to work during the peak commute hours of 7-9 AM in the morning (65%) and 4-6 PM in the evening (73%).

Customer Service Ratings

The annual evaluation survey includes two questions to evaluate the participant's level of satisfaction with the customer service provided in the program. Additional information on service satisfaction is collected in the survey that participants return after they have taken a ride.

- The administrative functions of the GRH program continued to receive very high ratings for the quality of customer service, which is consistent with previous years' evaluations.
- In 2011, more than two-thirds of respondents rated "clarity of information" as "excellent" or "good." Of those respondents who had called the GRH Hotline, "hotline assistance" received a combined "excellent" or "good" rating of 90%. These numbers are very similar to 2010 results.

"When I called for a question, the staff was respectful and very helpful."
Kaiser Permanente Employee,
Oakland.

Program Value

Employees were asked if they would be willing to pay a usage fee for every ride home taken (e.g., a fee equaling up to 25% of the total cost of the taxi or rental car).

- Forty-three percent of participants said they were not sure if they would continue participating in the GRH program if they had to pay a usage fee and 23% said they would no longer participate in the GRH program if they had to pay a usage fee. Thirty-four percent said they would be willing to pay a usage fee, which is a 1% decrease in willingness to pay compared to last year, when 35% said they would be willing to pay.

"GRH is an important and progressive program. GRH is valuable to me because of the assurance it provides that I have access to a car in an emergency. The only way to decrease vehicular traffic is to provide services that make the reasons for driving fewer and fewer, and GRH is doing vital work toward this end." Broadlane Employee, Oakland.

⁶Using the data gathered on the frequency of alternative mode use, an estimate can be generated for the total number of drive-alone trips replaced by alternative mode trips for those enrolled in the GRH program. Figure 4-8 in Chapter 4 shows the percentage of respondents for each frequency category before and after joining the program. The total number of people in each category is then extrapolated based on the total 2011 program enrollment of 4,784 people. The number of roundtrips per week is calculated using the frequency and number of people in each category. Based on this analysis, approximately 3,899 drive-alone roundtrips or 7,798 drive-alone one-way trips per week were replaced by alternative mode trips by those who joined the program. 7,798 drive-alone on-way trips per week X 52 weeks = 405,496 trips per year.

Employer Survey

In 2011, the program gained 49 new employers, representing a total of 736 employees, while losing only 4 employers. Participant losses were concentrated at employers that relocated outside of Alameda County. Dreyer's Grand Ice Cream relocated its Oakland office to Walnut Creek in 2011. Agilysys closed its Emeryville facility at the end of 2011 and all employees were either relocated outside of Alameda County or now work from home. Similarly, the Clorox Company closed its Oakland branch and all employees have been moved to its Pleasanton location. The Clorox Pleasanton branch is already enrolled in the GRH program and all new employees will be introduced to GRH at a Welcome Event in Pleasanton.

Of the 250 employers currently enrolled in the program, 56 surveys were completed, resulting in a 22% response rate. New questions were added to the employer survey this year about the perceived value of the program and different ways to market it. The goal of these questions was to determine the level of interest in the program if employers are required to pay a fee in the future. In addition, employers were asked how to more effectively market the program to employees.

Use of Alternative Modes

- The survey asked the employer representatives how important the program is in encouraging employees to use alternative commute modes more often. A large majority (84%) reported that they feel participation in the program at least somewhat encourages more alternative mode use.⁷
- Most employers reported that they provide some type of commuter benefits in addition to GRH. The most popular programs are bicycle parking and Commuter Checks.

"Since my one-way commute on public transit takes significantly longer than it would take to drive, GRH is a huge psychological boost that keeps me using public transit. I've never used it [the GRH Program], but I feel so much more secure knowing I can get home quickly in an emergency." Lawrence Livermore National Laboratory Employee, Livermore.

Program Management

- The survey asked respondents how long they have managed the program for their company. In 2011, 73% of respondents have been with GRH for one or more years, compared to 77% in 2010 and only 57% in 2008. Thirteen percent of employer representatives have managed the program for less than six months.
- All employer contact respondents stated that their GRH workload is either "manageable" or that they "could do more work if needed." No employer contacts stated that it was too much work.
- A large majority of employers (74%) inform their new employees about the GRH program and market the program as an employee benefit.
- One of the important features of the program is the instant enrollment voucher, which allows persons not registered in the program to enroll and immediately receive a guaranteed ride home in case of emergencies. Eighty-eight percent of employer representatives stated that they have never issued an instant enrollment voucher, a

⁷ Employers were asked whether they thought that the GRH Program encourages employees to use alternative commute modes more often. Employers did not take a poll or individual survey of their registered employees.

higher number than 2010, when 82% of respondents stated that they had not issued an instant enrollment voucher.

Customer Service Ratings

The survey includes two questions to evaluate the employer representatives' level of satisfaction with the customer service provided with the program in 2011.

- The administrative functions of the GRH program received very high ratings for the quality of customer service, which is consistent with the employee survey results. Eighty percent of respondents stated that the clarity of information is either "excellent" or "good." Of those who have used the GRH Hotline, all respondents stated that the service they received was "excellent" or "good."
- When asked how employers find answers to questions they may have, 71% indicated they use the GRH website (69% on their computer, 2% on their phone). Twenty-one percent said they call the GRH hotline.

Marketing and Outreach

- Employer representatives were asked how they market the GRH program to their employees and to provide their opinion on different strategies that would be effective in marketing the GRH program to new participants.
- Most employers indicated that they make periodic companywide announcements. Twenty-four percent of employers said they use e-mail blasts or include information in company newsletters, and 26% include information on the GRH program as part of their employee benefits orientation for new employees. Thirteen percent of employer representatives said they rely on word of mouth to market the GRH program to their employees.
- Thirty-seven percent of employers felt that internal marketing through the employer contact is the most effective marketing strategy. Nearly a third of respondents felt that a referral program (refer a friend, enter for a prize) can help market the GRH program to new participants. Twenty percent of respondents felt that transportation fairs and onsite outreach were the best forms of marketing, and 11% thought social media (Facebook, Twitter, LinkedIn, Google+) could be useful for informing employees about the GRH program.

"I send emails to all employees suggesting that they sign up." *The College Preparatory School Employer Representative, Oakland.*

Rental Car Awareness

Starting in 2007, the annual survey started asking employer representatives about their awareness of the rental car recommendation for rides over 20 miles and requirement for rides over 50 miles for non-emergency rides.

- The majority (81%) of employer representatives stated that they were aware of the requirement. In 2007, less than half of employer representatives knew about the rental car requirement; in 2008, 69% of employers knew about the requirement; in 2009, 72% of employers knew about the requirement; and last year, 79% of employer representatives knew about the rental car requirement. This shows that marketing outreach has increased awareness of the rental car requirement. As awareness of the rental car

requirement for long-distance non-emergency trips increased, so did rental car usage (see Program Savings).

Transportation Demand Management (TDM) and Usage Fee

Employer representatives were asked which (if any) TDM benefits they would be interested in offering their employees. A follow-up question asked how likely their organization would be to continue with the GRH program if there were a nominal fee each time an employee used the service. They were told that the service fee could be up to 25% of the total cost of the taxi or rental car ride.

- Employers were most interested in offering Commuter Checks and free or discounted transit passes to their employees. The results are similar to the 2010 evaluation.
- Sixty-one percent of respondents stated that their continued participation would be “very unlikely” or “unlikely” if the program charged a usage fee. Thirty-nine percent of employers thought that their participation would either be “very likely” or “likely.” This is a 4% increase in willingness to pay from last year, when only 35% stated that their participation would either be “very likely” or “likely.”

Program Value

The employer survey asked questions specifically addressing the perceived value of the GRH program compared to other transportation benefits offered at the participant’s workplace.

- Over half of respondents (55%) stated that they thought that their employees value the GRH program as much as or more than other transportation benefits offered by their employer.
- Twenty percent of respondents stated that their employer does not offer any other transportation benefits.

*“This is one of the best programs seen to encourage commuting on transit.”
Doric Group of Companies Employer Representative, Alameda.*

GUARANTEED RIDE HOME 2012 RECOMMENDATIONS

Through the Guaranteed Ride Home Program, the Alameda CTC has continued to be successful in changing Alameda County employees’ mode choice for work commutes from driving alone to using alternative transportation modes. Data from this year’s participant survey indicate that the program is continuing to reduce the number of drive-alone trips made within the county by eliminating one of the significant barriers to alternative mode use – namely, the fear of being unable to return home in the event of an emergency or unplanned overtime.

The 2012 Guaranteed Ride Home recommendations are based on an evaluation of the program issues raised by the Alameda CTC Board, and the following funding and schedule considerations:

- Current TFCA funding for the GRH Program has been approved by the Air District and Alameda CTC Board through November 2013;
- The next TFCA funding cycle is 2013 to 2015;
- Alameda CTC plans to prepare a Countywide Transportation Demand Management (TDM) Plan, which is expected to be complete with recommendations in 2014. The TDM

Plan will include recommendations for the Alameda CTC's role in the Guaranteed Ride Home Program, as well as other countywide TDM strategies that aim to reduce vehicle trips and greenhouse gas emissions, and comply with the Congestion Management Plan, AB32 and SB 375.

2012 GRH Program Recommendations:

For current TFCA-funded GRH Program through November 2013

1. Continue operating and evaluating the program with administrative and outreach cost efficiencies, including:
 - a. Initiate new program efficiencies, such as updating website to include links to alternative travel modes, establishing online ride vouchers, and use social media;
 - b. Educate and encourage use of the GRH program throughout the County, regardless of employer size, with a focus on increasing registration in South and Central county; and
 - c. Continue operating and supporting existing program registrants and monitoring effectiveness of program, including for its appropriate usage.

Prior to submitting an application for 2013-2015 TFCA funding

2. Submit recommendations for next steps for the GRH program, subject to approval by Board, which could include:
 - a. **Continue** the GRH program with cost efficiencies (see 1a) or
 - b. **Include** the GRH program in a countywide Transportation Demand Management (TDM) program administered by Alameda CTC. The TDM Plan should include funding recommendations including a review of employer or employee fees for a combined alternative commute incentives program. Implementation of recommendations would be initiated after the TDM Plan is complete (2014).
 - c. **Consolidate the program into a regional program or combine with other counties**, subject to interest and funding of regional or countywide agencies, or
 - d. **Phase out the program** with 250 businesses and 4,784 employees countywide and recommend other specific ways and funding to reduce vehicle miles traveled and greenhouse gas emissions in Alameda County.

More detailed recommendations for 2012 are discussed below.

Existing GRH Program with TFCA funding approved by Board through November 2013:

1a) Initiate new program efficiencies, such as updating website to include links to alternative travel modes, establishing online ride vouchers, and using social media.

New program efficiencies should be initiated in 2012/2013, including:

- Update website content and links for easy online use and access to other websites with alternative transportation modes, such as transit, carpool, and bicycle and pedestrian routes. To increase awareness and use of the GRH program, the website should provide easy access for employees in Alameda County to gather information about their commute options. The updated GRH website can contain a page with

links and information on multi-modal support including carpool, vanpool, bike, walk, and transit in Alameda County. This information can be used by employer representatives to promote commuting options for their employees. It can also be used for new employee orientations to help guide employees exploring a variety of commuting options. Providing this type of information will help ensure that the GRH program is understood in the context of overall commuting options rather than just a standalone commute alternatives program in Alameda County.

- *If feasible, set up a system for online vouchers for those registered in program.* Online vouchers can be helpful to reduce the amount of administrative time spent mailing packets to registered users. Currently, most information is mailed to users, including vouchers and follow-up surveys when a ride is taken. A great deal of administrative time can be reduced if these tasks become automated and available online.
- *Initiate a social media marketing campaign to promote the GRH program to employers and employees throughout Alameda County.* Social media tools, such as Facebook and Twitter, are commonly used by other programs and services in Alameda County, including Alameda County Safe Routes to School Program, Oakland Broadway Shuttle, BART, and Alameda Harbor Bay Ferry. In addition, many large and small employers use social media to announce community events, such as Transportation and Health Fairs. Social media tools would help marketing and co-marketing efforts become more effective, allowing GRH to promote events in Alameda County and stay in communication with major employers and other program partners. The social media campaign would be coordinated with Alameda CTC's initiation of social media.

1b) Focus new marketing on increasing awareness of the availability of the GRH Program to all employers in Alameda County, regardless of size; and continue to expand the program's reach to underserved areas, such as South and Central County. This includes using creative outreach and education strategies, such as co-marketing. (Complementary social media and website update recommendations are included in number 1a, above).

Targeted Outreach:

- *Encourage Small Businesses:* In February 2009, the employer size requirement was eliminated and the GRH program became available to any employer in the county, regardless of size. It is recommended to continue to increase program awareness among smaller businesses in Alameda County in order to further encourage mode shifts from driving alone to alternative forms of transportation. This can be accomplished through cost-effective measures such as working with partner agencies to further co-marketing efforts and using social media.
- *Encourage South and Central County Participation:* Educate and encourage use of the GRH program throughout the County with a focus on increasing registration in South and Central county. See Outreach Methods, below.

Cost Savings Message:

- *Educate enrollees about Car Rental Requirement:* Outreach should continue to inform new employers and employees about the car rental requirement for rides over 50 miles. This effort should include continuing to telephone and email participants who used the program for non-emergency rides and live over 50 miles from their

workplace to remind the participant of the program requirement, and attaching reminders to all vouchers about the requirement.

Outreach Methods:

- *Varied Outreach:* GRH staff should continue to work with Chambers of Commerce and create press releases to advertise the change in the program and continue to form partnerships with TMAs and business associations to more effectively market the program to all employers regardless of size. Additional outreach strategies can include: local newspapers, newsletters, magazines, radio ads, and community fairs.
- *Co-marketing* is based on developing partnerships with agencies whose missions are similar to GRH and who seek to encourage the use of sustainable transportation in Alameda County. Co-marketing efforts not only expand the reach of GRH marketing efforts in a cost-effective manner, they help present GRH as a service that complements alternative modes of transportation. These efforts include continuing and expanding collaboration with partner agencies, such as the Alameda CTC Bicycle and Pedestrian Program, Alameda CTC Safe Routes to School Program, East Bay Bicycle Coalition, 511, VSPI commute vanpools, and AC Transit EasyPass Program, to expand the reach of GRH marketing efforts in a cost-effective manner. With GRH's recent rebranding, new marketing materials can be developed for use at marketing events.

1c) Continue to manage the existing program, provide customer support and services, and monitor and report program use and effectiveness.

- *Ensure ongoing efficient operations* with excellent service for registered employers and employees. This includes maintaining the database, monitoring the requirement for employees to use rental cars for non-emergency rides greater than 50 miles, monitoring appropriate usage of rides, managing agreements and invoices with cab companies and car rental agencies, and maintaining the website, as needed.
- *Employee and employer surveys* should be completed as part of the annual program evaluation report. The surveys for the 2012 evaluation should be scheduled for late January/early February 2013.

Prior to submitting an application for 2013-2015 TFCA funding

2. Submit recommendations for next steps for the GRH program, subject to approval by Board, which could include one or more of the following:

- a) **Continue** the GRH program with cost efficiencies (see 1a, above)
- b) **Include the GRH program as part of a countywide Transportation Demand Management (TDM) program** administered by Alameda CTC, in coordination with implementing recommendations proposed the Alameda CTC's Countywide TDM Plan. Recommendations should include a review of employer or employee fees for a combined alternative commute incentives program. Implementation of recommendations would be initiated after the TDM Plan is complete (2014). The Final Draft Countywide Transportation Plan includes a recommendation for Alameda CTC to prepare a Countywide Transportation Demand Management (TDM) Plan. The TDM Plan will review several TDM strategies and recommend Alameda CTC's role in their implementation in compliance with the Congestion Management Plan, AB 32, SB375 and regional and local goals and policies to reduce vehicle miles traveled and greenhouse gas emissions. As part of this effort,

the GRH Program will be reviewed as a TDM program that encourages alternative travel modes during commutes. A recommendation will be made regarding the role of Alameda CTC GRH program as a possible part of a larger TDM commute strategy and possible funding alternatives that could be used, including the feasibility of initiating employer or employee fees.

c) Consolidate the program into a regional program or combine with other counties, subject to interest and funding of regional or countywide agencies,

- Staff should meet with MTC and regional Congestion Management Agencies implementing GRH programs and determine the feasibility, interest and fund sources to combine Alameda County's GRH program with one or more county programs or MTC's 511 program.

d) Phase out the program with 250 businesses and 4,784 employees countywide and recommend other specific ways and funding to reduce vehicle miles traveled and greenhouse gas emissions in Alameda County.

- Determine the procedures, cost and schedule of phasing out the Alameda County GRH program, including, and not limited to, contacting the 250 employers and approximately 4,700 employees registered in the program, determining a system to invalidate remaining ride vouchers, changing the website and materials.

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Attachment B

Responses to Alameda CTC's Boards Primary Concerns about the GRH Program

The four primary concerns raised by Alameda CTC Board about the current GRH Program are discussed below.

Administrative Costs

As a program designed to encourage employers and employees to reduce the number of vehicle trips they take, the majority of the program budget is used for three areas:

- encouraging new employers and employees to enroll,
- maintaining the current registered employees, and
- monitoring the use and effectiveness of the program.

These three areas comprise 85% of the program budget.

Direct costs of the programs, including rides and administrative costs, comprise 15% of the program budget. Since the rides are used as a backup insurance program, which 92% of the employees never take, they comprise a small portion of the program budget. Examples of tasks incurred to encourage new enrollment include contacting employers directly through TMAs and Chamber of Commerce, transportation and community fairs.

Examples of maintaining the current over 4,700 employees and 250 employers includes providing customer service, managing the database, invoicing and managing contracts with cab and car rental companies.

Monitoring includes conducting the annual evaluation survey for registered employers and employees, and monitoring appropriate usage of the program.

A breakdown of percentages of the program used for different tasks is included in the Annual Evaluation Report, which is available on the Alameda CTC website. The current program budget is \$125,000 per year and resulted in over 405,000 less vehicle trips taken per year (see details and calculations in the Annual Evaluation Report, Chapter 3, Employer and Employee Participation).

Due to program cost efficiencies, such as adding on line registration and increasing the use of car rentals for long trips, the currently funded program budget initiated in January 2012 showed a 12 percent annual budget reduction since the previous TFCA funding cycle.

Employer or Employee Fees

In response to the Alameda CTC's Board's concerns about charging employer or employee fees for a program that provides them benefits, an analysis was undertaken to review methods, revenue and costs of implementing an employer or employee fee program and is described below. (See the Annual Evaluation Report, Appendix B on the Alameda CTC website for a detailed discussion.)

Employee Fees: Employee fees were investigated that included methods to initiate them, estimated administrative and start up costs, and estimated attrition. Based on the potential revenues expected from employee fees and estimated costs to administer the fee, it was found the amount of revenue that would be collected from participants would either balance or not fully cover the operational costs of collecting and accounting for those funds. When factoring in potential financial reporting costs and loss of program participants (based on three years of results of employee surveys), as well as start-up costs for the first year of the program, it would actually cost the program more than the estimated revenue that would be generated with the fees. In addition, the program attrition expected to result from the fee would conflict with the overall goals of reducing vehicle miles traveled (VMT) and greenhouse gas emissions. Therefore, charging a fee for this program is not recommended at this time while the TFCA funds are continuing to cover the entire cost of the program.

Charging a fee should be reconsidered if the program becomes part of a larger Transportation Demand Management (TDM) program should such recommendations be made as part of the Countywide TDM Plan expected to be completed in 2014. A fee for a suite of TDM programs is consistent with other programs throughout the U.S., which charge an employer or employee fee.

Employer fees were not considered as an alternative to employee fees at this time because employees are the main beneficiaries of the program; employer representatives volunteer their time to serve as liaison and promote the program; employer surveys show a high rate of attrition should a fee be charged, the economic climate does not support employer fees, and Alameda CTC's GRH Program is a standalone commute Program.

In comparison, in the Bay Area, the two GRH programs that charge fees—San Francisco and San Mateo—are part of a larger TDM Program. Additionally, San Francisco has an ordinance requiring employers with more than 20 employees to offer incentives to using transit. San Francisco's Emergency Ride Home Program reimburses the full cost of all employee rides until the total amount of reimbursements for an employer reaches \$1,000. After that point, they reimburse half the cost of rides. San Francisco has 500 registered employers and 90,000 employees in the program, who took 30 rides in the most recent year. They have not yet had an employer reach \$1,000 worth of reimbursements, so no employers have been reimbursed. Alameda County has not experienced \$1,000 in ride fees from any employer. San Mateo, which offers the GRH program as part of a larger

TDM program charges 25 percent of trips costs, and all costs beyond the first 25 miles of a cab ride. Sixty large employers with 41,000 registered employees are enrolled in the program, and have taken an average of 200 rides per year.

Monitoring Appropriate Use of Rides

A total of 4,784 employees and 250 employers located in Alameda County were registered in the GRH program in 2011. In exchange for registering in the GRH Program and agreeing not to drive alone to work one for more days per week, each registrant is eligible for up to six free emergency rides per year, however, the rate that guaranteed rides are taken is very low. Most program participants (92%) do not ever take a guaranteed ride home. This demonstrates that participants see the GRH program as an “insurance policy” and do not abuse the program or take more rides per year than they need. For example, for the year 2011, a total of 28,704 potential rides could have been taken based on a total enrollment of 4,784 employees and a maximum of six rides allowed per employee per year. However, only 55 rides were actually taken in 2011, which is less than 1% (approximately 0.19%) of potential rides. This indicates that registrants do not abuse or overuse the program, and that the security of having those trips available provides a strong incentive in assuring participants that they will not be stranded at work, removing a barrier to non-drive alone commutes.

Increase Program Enrollment in South and Central County:

Targeted outreach efforts to Central County and South County in 2011 resulted in a 33% increase in enrolled employers in Central County and a 16% increase in South County. This reflects responsiveness to the Board’s direction to specifically focus on these areas to broaden the reach and use of the GRH Program, the majority of registered employers have been located in North and East County. To encourage increased participation in South and Central Alameda County, in 2011, the GRH program focused marketing efforts on employers in these areas, such as the Chamber of Commerce of Newark, San Leandro, Union City, Hayward, and Fremont, city staff from Union City and San Leandro, businesses along the LINKS shuttle route in San Leandro, and school districts in South and Central County.

Location	Number of Employers		% Change
	2010	2011	
North County	126	159	26%
East County	52	57	10%
South County	19	22	16%
Central County	9	12	33%
Total	206	250	21%

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Alameda County CMA Guaranteed Ride Home Program Scope of Work

The Alameda County Transportation Commission (CTC) Guaranteed Ride Home Program is sponsored by the Alameda CTC and funded with Transportation Funds for Clean Air (TFCA) from the Bay Area Air Quality Management District. The GRH program, which was initiated in Alameda County in April 1998, provides an incentive for Alameda County employees to travel to work by a mode other than driving alone. Alameda County employees who are registered in the program and traveling to work by an alternative mode are eligible for a “guaranteed ride home” in the event of an emergency or unscheduled overtime. The program provides employees the assurance that they can still safely get home in an emergency, even when they take a bus, train, ferry, bike or walk to work.

Based on annual employee and employer surveys, the program has successfully encouraged Alameda County employees to take an average of 180,000 less round-trip rides per year for 14 years. By encouraging commuters to take alternative modes of transportation, the GRH Program reduces traffic and greenhouse gas emissions, in keeping with state legislation and regional and countywide goals, and meets Alameda CTC’s goals of providing sustainable, multi-modal transportation.

The following is the proposed Work Scope. The program is currently funded through Transportation for Clean Air funds (TFCA) through November 2013. It may be extended after that time for up to five years with the selected consultant, in accordance with Alameda CTC policy, pending Alameda CTC approval and additional funding. Should the program be extended, the scope may be revised every year, subject to recommendations made by the Commission after reviewing the annual evaluation report (see Task 1b, below.)

Summary of Tasks

Task 1. Manage Current Program Funded through November 2013 with Cost Efficiencies

Maintain and expand registration and service in existing, funded program while ensuring cost efficiencies in its operation, monitoring appropriate program usage and efficiency, and providing outreach and marketing to all employers and employees throughout the County, with a concentration on underserved employer and areas, such as small businesses, and those in South and Central County.

Task 2. Recommend options for program for Commission approval for 2013 to 2015

Investigate and recommend options with steps and schedules for next steps of program, which may include one or more of the following: 1) continue the program with cost efficiencies, 2) expand into a countywide TDM program consistent with recommendations of Countywide TDM Plan (to be completed 2014), which includes an analysis of varied funding mechanisms including an employee or employer fee, 3)

transfer program to a regional or multi-county program or 4) eliminate program with a phase out plan.

Task 3. Subject to Funding and Commission Approval, Recommend and Implement Modifications to Program Annually to Improve its Efficiency While Increasing the Number of Enrollees

Based on results of the Annual Performance Evaluation and recommendations of the Commission, make and implement program recommendations to improve program efficiency and attract new employers and employees to register in the program with a goal of providing a TDM incentive or encouragement to reduce car ridership and vehicle emissions for employees in Alameda County.

Current Program Administration Funded through November 2013

Task 1. Manage existing program, provide customer support and services, and monitor and report program use and effectiveness.

Task 1 a) Manage program with Cost Efficiencies

Manage the program. As of 2011, the GRH Program has approximately 4,700 registered employees and 250 registered employers. Operations include providing information to current employees and employers, administering the employee hotline, and updating the database of registrants to reflect the registration status of employers and employees. It also includes enrolling new participants in the program. Additionally, manage and pay contracts with taxi companies and Enterprise Rent-a-car, submit reimbursement invoices to Alameda CTC.

Initiate new program efficiencies with cost savings, such as updating the website for ease of use and to provide links to optional travel modes for commuters and have a consistent look and feel as the Alameda CTC website, initiate on-line vouchers for registered employees, if feasible, to reduce administrative program time, and initiate a social media campaign in collaboration with Alameda CTC's social media efforts.

Continue cost efficiencies for the program through monitoring rental car use: Track and monitor use of rental cars, which save program costs for rides. This includes ongoing and monthly monitoring and reviewing all rental car receipts, invoices, and vouchers and payments to the rental car company. Rental car usage is tracked on a monthly basis and included in the monthly reports provided to the ACCMA. Monitoring efforts for this task are on-going. Continue to telephone and email participants who used the GRH program for non-emergency rides and live over 50 miles from their workplace to remind the participant of the program requirement, and attach reminders to all vouchers about the requirement. For those registered in the program, promote the rental car program countywide. Use of rental cars saves program funds by providing a fixed fee for long trips rather than a variable fee for using cabs. By further marketing and advocating the use of rental cars for non-emergency trips for participants living over 50 miles away from their worksite, the GRH program can continue to experience considerable savings.

Task 1b) Monitor and Evaluate Program

Report to Alameda CTC and GRH Program funder (TFCA): Submit monthly reports to the Alameda CTC providing updates on the program's progress. Completed annual evaluations detailing program usage and the results of the employee and employer surveys. In addition, provide information for the Transportation Fund for Clean Air (TFCA), or any future funding and monitoring process and assists Alameda CTC staff with all TFCA reports.

Draft and Final Evaluation Report: Write an annual evaluation report that presents the result of the Annual Program Evaluation and survey (Task 1d) and covers program operations during the previous calendar year, which will include a comparison with previous years. A draft report will be submitted to Alameda CTC staff for review by April. The report will be present to two Alameda CTC committees and the Board in May for approval. The approved report will be posted on the Alameda CTC website. The evaluation will provide information about:

- The program's success in causing an increase in the use of alternative modes;
- Statistics on employer and employee participation and rides taken;
- The effectiveness of the program's administration; and
- The status of Board recommendations made for the previous calendar year and proposed recommendations for the next calendar year.

Task 1c) Conduct Annual Survey and Evaluate GRH Program

Administer an annual survey to all program participants. The goal of the survey is to quantify the benefits of the GRH program such as the number of single occupancy vehicles removed from the road, learn the commute profile of the participants and assess participant satisfaction with the service. Include questions in the survey such as whether participants in the program would continue to commute by alternative modes without the GRH Program, whether and how much of a fee they would be willing to pay as a stand-alone or larger TDM Program, and what other commute options the employers offer. Prior to administering surveys, submit draft surveys to Alameda CTC staff for approval. Surveys should be conducted late January or February.

Task 1d) Program Outreach and Marketing

Conduct outreach about the GRH Program to encourage more employers and employees to enroll and take less automobile trips.

Focus new marketing on increasing awareness of availability to all employers in county, regardless of size, and on continuing to expand reach to underserved areas such as South and Central Alameda County

Task 1e) Initiate or expand new cost-efficient marketing and outreach efficiencies for the program, such as:

- **Initiate a social media marketing campaign:** To expand outreach and awareness of the GRH program to employers and employees throughout Alameda County, coordinate with Alameda CTC to use social media tools, such as Facebook and Twitter. The goal is to increase effectiveness of marketing and co-marketing efforts, allowing GRH to communicate to major employer and other program partners throughout the county about the GRH Program.
- **Continue and expand co-marketing,** to extend the reach of marketing through cost efficient measures, such as working with partner agencies to further co-marketing efforts. Continue and expand partnering with 511 and other commute alternative partners (VSPi Commute Vanpools, Enterprise, AC Transit, and LAVTA) to help get a foothold in businesses and to encourage participation. Co-marketing can use a variety of media with a shared message. This can include writing weblinks, press releases for newspaper and newsletter articles, providing information with others attending transportation fairs and other community events.
- **Conduct outreach to eligible employers** through Transportation Management Associations (TMA), business parks, and Chambers of Commerce, in Alameda County cities. Continue to increase program awareness among smaller businesses in Alameda County in order to further encourage mode shifts from driving alone to alternative forms of transportation.
- **Promote awareness and encourage GRH program enrollment through marketing strategies** such as local newspapers, newsletters, magazines, radio ads, and community fairs.

Task 2. Recommend next steps, schedule and budget for the GRH program.

The Alameda CTC GRH Program has been funded through TFCA funds since 1998. The current funding cycle ends November 2013. By December 2012, prepare an analysis for staff to make recommendations to the Commission about the feasibility and next steps of the following options:

- Continue the GRH program with cost efficiencies (see #1a, above), or
- Coordinate with update of the Countywide TDM Plan to plan, implement and recommend funding mechanisms to expand the GRH program into a countywide TDM program administered by Alameda CTC, including the feasibility and cost effectiveness of implementing employee or employer fees,
- Plan next steps to transfer program into a regional program or combine with other counties, if other agencies have interest and funding, or
- Develop an Implementation Plan to phase out the GRH program with 250 businesses and 4,784 employees throughout the county and an average of 180,000 round trips saved per year and recommend other specific ways and funding to reduce vehicle miles traveled and greenhouse gas emissions.

Attachment D

Highlights of Annual GRH Survey and Evaluation

The Draft Annual Evaluation Report presents the results of the 2011 evaluation. The Executive Summary is found in Attachment A and the complete report is available on the Alameda CTC website. The report includes the program's success in increasing the use of alternative travel modes; the effectiveness of the program's operations; employer and employee participation in the GRH Program, and rides taken in exchange for not driving solo to work. It also includes responses to the Board's primary concerns about the program raised in May 2011; results of Board recommendations made for the GRH program in 2011, and proposed recommendations for 2012.

Highlights from the 2011 program are presented below:

Commuter Trips Reduced

- In 2011, approximately 3,899 drive-alone roundtrips or 7,798 drive-alone one-way trips per week were replaced by alternative mode trips by those who joined the program. This is equivalent to a reduction of 405,496 total drive-alone, one-way trips per year.¹
- In the annual survey of GRH program registrants, 93% of respondents stated that the GRH program likely encourages participants to use alternative modes more often, and 65% of respondents stated that the program was at least somewhat important in encouraging them to use alternative modes at least one more day per week.

Environmental Benefits

- In 2011, the GRH program resulted in savings of 348,372 gallons of gas.
- The program saved 3,300 tons of carbon dioxide (CO₂) from being emitted into our air.

Increased Employee and Employer Enrollment in Program

- In 2011, the 4,784 employees registered in the GRH program represent the highest registration rate since the program started in 1998.
- 736 of the total number of registered employees registered in 2011. This is the highest number of new employees since 1999.
- 250 employers were registered in the GRH program as of 2011, the highest number of employers since the program kicked off in 1998.
- 49 of the 250 employers registered in 2011, the second highest number of new employers since the program inception.
- While the program grew, the number of trips employees took for emergencies remained at 55, the lowest ever taken for the second year in a row. This represents approximately one percent of all eligible rides employees can take (with each employee allowed to take up to six rides per year).
- Targeted outreach efforts to Central County and South County resulted in a 33% increase in enrolled employers in Central County and a 16% increase in South County.

¹ This is based on the program enrollment as of December 2011 and 52 weeks per year.

Program Savings and Efficiencies

- Reduced cost for rides: Since 2002, the GRH Program began using rental cars for long distance, non-emergency trips to save program costs. Instead of a per mile rate for cabs, resulting in an average taxi cost of \$77.36/trip in 2011, rental cars have a flat rate of \$55 per trip regardless of the number of miles traveled.
 - The use of rental cars for the GRH program saved approximately \$1,350 on ride costs in 2011. Since the rental car policy kicked off in 2002, \$10,733 has been saved on the cost of rides.
 - Use of rental cars has increased to 42% of all rides in 2011.
- Cost savings in online registration: On-line registration has reduced the amount of administrative time associated with running the GRH program and has made it easier for employers and employees to enroll in the program.
 - In 2011, nearly all new employers and employees completed their enrollment applications online.

Table 1 - Estimated Program Savings and Highlights in 2011

Category	2011 Savings
Program enrollment at end of program year	4,784
Drive-alone roundtrips reduced per week	3,899
Drive-alone one-way trips reduced per week	7,798
Drive-alone roundtrips reduced per weekday	780
Drive-alone one-way trips reduced per weekday	1,560
Total drive-alone roundtrips reduced per year (52 weeks)	202,748
Total drive-alone one-way trips reduced per year (52 weeks)	405,496 ²
GRH rides taken in 2011	55
Average commute distance of GRH participants in 2011	30.2
Average miles saved per workday	47,100

² 1 Number of trips reduced per year, = number of people enrolled in the program (4,784 in 2011) X an extrapolation of the frequency of alternative mode use of each employee per week (i.e., the percentage of people who would otherwise have driven alone to work 1, 2, 3, 4 or 5 days per week) X 52 weeks per year. Based on this analysis, approximately 3,899 drive-alone roundtrips or 7,798 drive-alone one-way trips per week were replaced by alternative mode trips by those who joined the Guaranteed Ride Home Program. For one way trips reduced per year, 7,798 drive-alone one-way trips per week X 52 weeks = 405,496 trips reduced per year. This is the calculation submitted to the Air District for the TFCA funds since they began fully funding the program in 1998.

Annual miles saved per work year (250 days)	11,774,980
Average U.S. vehicle fuel economy (MPG)	33.8
Average gallons of gas saved per workday	1,393.5
Annual gallons of gas not burned per work year (250 days)	348,372
Average gas price in 2011	\$3.83
Average dollars saved on gas per workday	\$5,337
Annual dollars saved on gas per work year (250 days)	\$1,334,265
Annual tons of carbon dioxide reduced from the air	3,300 ³

Program operations:

- While 4,784 Alameda County employees were registered in the program, 37 people took one ride and nine took two rides. No one in the program took more than two rides in 2011, whereas each registered employee is eligible to take up to six rides per year in case of an emergency or unscheduled overtime.

³ The Air District calculates approximately 19 gallons of carbon dioxide are reduced for every gallon of gas that is saved. 348,372 X 19 gallons or 3,300 tons of CO₂ saved per year.

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