



**Alameda County Transportation Commission  
PLANNING, POLICY AND LEGISLATION COMMITTEE  
MINUTES OF NOVEMBER 07, 2011**

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

**1. PLEDGE OF ALLEGIANCE**

**2. PUBLIC COMMENT**

There was no public comment.

**3. CONSENT CALENDAR**

**3A. Minutes of October 10, 2011**

Mayor Green motioned to approve the Consent Calendar. Supervisor Haggerty seconded the motion. The Consent Calendar was passed 7-0.

**4. PLANNING**

**4A. Approval of Amendment No. 1 to the Professional Services Agreement (ACTIA #A10-0021) with Eisen|Letunic for the Countywide Pedestrian and Bicycle Plan Update Project**

Rochelle Wheeler recommended that the Commission approve Amendment No. 1 to the Professional Services Agreement with Eisen Letunic for the Countywide Pedestrian and Bicycle Plan Update. She informed the Commission that the original timeline for completing the plan updates has been extended to allow the plan to be adopted at the same time as the CWTP and TEP. Staff is recommending a year extension to December 31, 2012.

Mayor Green motioned to approve this Item. Supervisor Haggerty seconded the motion. This motion passed 7-0.

**4B. Approval of Final 2011 Congestion Management Program Report**

Saravana Suthanthira recommended that the Commission approve the final 2011 Congestion Management Program Report. She informed the Committee that the draft 2011 CMP was approved by the Commission on September 22, 2011 and was subsequently sent to MTC and libraries in Alameda County and posted on the Alameda CTC website for public comment. The Final CMP will include the final STIP and responses to any comments received by the November 11, 2011 due date. Once approved, the final CMP will be sent to MTC, and printed and distributed to the local jurisdictions in addition to being posted on the Alameda CTC website.

Mayor Green motioned to approve this Item. Supervisor Haggerty seconded the motion. This motion passed 7-0.

**4C. Approval of Final Conformity Findings for the 2011 Congestion Management Program**

Laurel Poeton recommended that the Commission approve the final Conformity Findings for the 2011 Congestion Management Program. All jurisdictions were found to be in conformance.

Mayor Hosterman motioned to approve this Item. Mayor Green seconded the motion. The motion passed 7-0.

**4D. Approval of Amendment No.2 to the 2012 Level of Service (LOS) Monitoring Study Contract (CMA #A09-024)**

Saravana Suthanthira recommended that the Commission approve Amendment No. 2 to the current professional services contract with Jacobs Engineering Group to conduct the 2012 LOS monitoring data collection efforts. Ms. Suthanthira informed that Committee that since the approval of the 2010 and 2012 LOS Monitoring Studies contract, the Commission has approved two additional tasks: monitoring the major corridors in the county during weekends and expansion of the CMP network. These actions require modification to the scope of work for the 2012 LOS Monitoring Study.

Mayor Hosterman motioned to approve this Item. Supervisor Haggerty seconded the motion. This motion passed 7-0.

**4E. Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan and Update on Development of Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP)**

Tess Lengyel provided an update on regional and countywide transportation planning efforts related to the updates of the Countywide Transportation Plan and Sales Tax Transportation Expenditure Plan as well as the Regional Transportation Plan and development of the SCS. She summarized next Quarter Countywide and Regional Planning Activities as well as a CWTP-TEP Implementation Schedule. This Item was for information only.

**5. LEGISLATION AND POLICY**

**5A. Approval of new Master Programs Funding Agreements and Implementation Guidelines**

Tess Lengyel recommended that the Commission review, provide input and approve the draft Master Programs Funding Agreement and Implementation Guidelines. She informed the Committee that these guidelines will serve as the contract documents to distribute funds from the current Measure B Pass-Through Programs and the new VRF Programs.

Councilmember Henson motioned to approve this Item. Supervisor Haggerty seconded the motion. The motion was passed 7-0.

**5B. Legislative Update**

Tess Lengyel provided an update on the State and Federal legislations and budget. Ms. Lengyel highlighted State revenues, the redevelopment lawsuit, a senate map referendum, and the SB 71 sales tax exemption program. On the federal side, Mr. Lengyel highlighted federal deficit reductions as well as surface transportation bill extensions signed by the President.

**5C. Presentation of Alameda CTC Strategic Communications Plan**

The Presentation of Alameda CTC Strategic Communications Plan was moved to the full Commission Meeting.

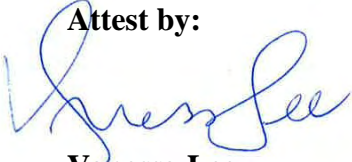
**6 STAFF AND COMMITTEE MEMBER REPORTS**

There were no staff and Committee Reports.

**7 ADJOURNMENT/NEXT MEETING: JANUARY 09, 2012**

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

**Attest by:**



**Vanessa Lee**  
**Clerk of the Commission**

***This page intentionally left blank***




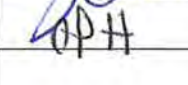








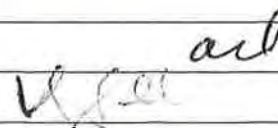
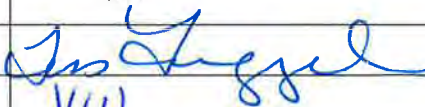

## PLANNING, POLICY AND LEGISLATION COMMITTEE MEETING

### ROSTER OF MEETING ATTENDANCE

November 07, 2011

11:00 a.m.

1333 Broadway, Suite 300, Oakland, CA 94612

BOARD MEMBERS	Initials	ALTERNATES	Initials
Chair: Greg Harper – AC Transit		Elsa Ortiz – AC Transit	
Vice Chair: Olden Henson – City of Hayward		Marvin Peixoto – City of Hayward	
Members:			
Scott Haggerty – County of Alameda, District 1		Bill Harrison – City of Fremont	
Keith Carson – County of Alameda, District 5		Kriss Worthington – City of Berkeley	
Marshall Kamena – City of Livermore		Jeff Williams – City of Livermore	
Jennifer Hosterman – City of Pleasanton		Cheryl Cook-Kallio – City of Pleasanton	
Joyce Starosciak – City of San Leandro		Pauline Russo Cutter – City of San Leandro	
Mark Green – City of Union City		Emily Duncan – City of Union City	
Tim Sbranti- City of Dublin			
<b>LEGAL COUNSEL</b>			
Zack Wasserman – WRBD			
Neal Parish – WRBD			
Geoffrey Gibbs - GLG			
<b>STAFF</b>			
Arthur L. Dao – Executive Director			
Vanessa Lee- Clerk of the Commission			
Beth Walukas – Deputy Director of Planning			
Tess Lengyel – Deputy Director of Policy, Public Affairs and Legislation			
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	<i>MT</i>	Linda Adams – Executive Assistant	
Ray Akkawi – Manager of Project Delivery		Jacki Taylor – Programming Analyst	
Saravana Suthanthira - Senior Transportation Planner		Laurel Poeton – Assistant Transportation Planner	<i>LP</i>
Diane Stark -Senior Transportation Planner		Claudia Leyva – Administrative Assistant	
Vivek Bhat – Senior Transportation Engineer	<i>VB</i>	John Hemiup – Senior Transportation Engineer	<i>JH</i>
Liz Brazil – Contract Compliance & Outreach Analyst		Steve Haas – Senior Transportation Engineer	
Frank Furger, Executive Director, I-680 JPA		James O'Brien	
		Stefan Garcia	

	NAME	JURISDICTION/ ORGANIZATION	PHONE #	E-MAIL
1.	<i>Stewart NG</i>	<i>Alameda CTC</i>	<i>510-208-7437</i>	<i>stewartng@alameda.ctc.org</i>
2.	<i>Bob Vinn</i>	<i>Livermore</i>	<i>925 960 4516</i>	<i>bgvinn@ci.livermore.ca.us</i>
3.	<i>Jane Kramer</i>	<i>STAND</i>	<i>510-532-6423</i>	<i>jane@jrkramer.com</i>
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				



## **Memorandum**

**DATE:** December 16, 2011  
**TO:** Planning, Policy and Legislation Committee  
**FROM:** Laurel Poeton, Assistant Transportation Planner  
**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 regional transportation system. Staff will report to the Alameda CTC Commission on comments made.

In November and December of 2011, staff reviewed 10 NOPs, GPAs and EIRs. Comments were submitted on 6 of them and are attached.

### **Attachments**

Attachment A –

Comment letter for City of Berkeley, West Berkeley Project  
Comment letter for City of Berkeley, Acheson Commons Project  
Comment letter for City of Oakland, 1800 San Pablo Avenue Project  
Comment letter for City of Oakland, Emerald Views Residential Development Project  
Comment letter for City of Oakland, Central Estuary Implementation Guide Project  
Comment letter for City of Berkeley, Iceland Adaptive Reuse Project

***This page intentionally left blank***





November 10, 2011

Debra Sanderson  
Land Use Planning Manager  
City of Berkeley  
2120 Milvia Street, 2<sup>nd</sup> Floor  
Berkeley, CA 94704

SUBJECT: Comments on the Notice of Preparation of a Supplemental Environmental Impact Report (SEIR) for City of Berkeley West Berkeley Project

Dear Ms. Sanderson:

Thank you for the opportunity to comment on the Notice of Preparation (NOP) for a Supplemental Environmental Impact Report (SEIR) for the City of Berkeley. The West Berkeley Project Area covers the area bordered by the City of Albany on the north, the eastern edges of Central Berkeley and South Berkeley adjacent to San Pablo Avenue on the east, the cities of Emeryville and Oakland on the south, and Interstate 80/Interstate 580 on the west, in Berkeley California.

The Supplemental EIR will consider the potential environmental impacts of the following options related to the Master Use Permit process, as directed by the City Council:

- Allow increased housing density within four specific potential Master Use Permit (“MUP”) sites that also include Mixed Use Residential and/or Commercial Warehouse zones property:
  - 1) Peerless Greens, 2246 Fifth Street;
  - 2) Saul Zantz Media Center, 2657 Tenth Street;
  - 3) Marchant Building, 1035 Folger Avenue;
  - 4) OSH/H.S. Heinz Company Plant Building, 1099 Ashby/2900 San Pablo Avenue.
- Allow increase building height (up to 100 feet) for essential industrial equipment and processes in all MUP sites;
- Allow flexible placement of manufacturing and residential uses through MUP sites;
- Address potential impacts of MUP’s on Aquatic Park and its habitat.

The Alameda County Transportation Commission (Alameda CTC), on behalf of the Alameda County Congestion Management Agency (ACCMA) through the powers delegated to Alameda CTC by the joint powers agreement which created Alameda CTC, respectfully submits the following comments:

- The City of Berkeley adopted Resolution No. 56-593 on September 29, 1992 establishing guidelines for reviewing the impacts of local land use decisions consistent with the Alameda County Congestion Management Program (CMP). If the proposed project is expected to generate at least 100 p.m. peak hour trips over existing conditions, the CMP Land Use Analysis Program requires the City to conduct a traffic analysis of the project using the Countywide Transportation Demand Model for projection years 2020 and 2035 conditions. Please note the following paragraph as it discusses the responsibility for modeling.
  - The CMP was amended on March 26<sup>th</sup>, 1998 so that local jurisdictions are responsible for conducting the model runs themselves or through a consultant. The Alameda CTC and ACCMA have a Countywide model that is available for this purpose. The City of Berkeley and the ACCMA signed a Countywide Model Agreement on September 15, 2010. Before the model can be used for this project, a letter must be submitted to the Alameda CTC requesting use of the model and describing the project. A copy of a sample letter agreement is available upon request.
- The SEIR should address all potential impacts of the project on the MTS roadway and transit systems. These include MTS roadways as shown in the attached map as well as BART and AC Transit. The MTS roads in the city of Berkeley in the project study area are; Buchanan Street, Marin Avenue, Gilman Street, University Avenue, Ashby Avenue, Powell Street, 6<sup>th</sup> Street, 7<sup>th</sup> Street, San Pablo Avenue, I-80 and I-580 (see 2011 CMP Figure 2). Potential impacts of the project must be addressed for 2020 and 2035 conditions.
  - Please note that the Alameda CTC has *not* adopted any policy for determining a threshold of significance for Level of Service for the Land Use Analysis Program of the CMP. Professional judgment should be applied to determine the significance of project impacts (Please see chapter 6 of 2011 CMP for more information).
  - For the purposes of CMP Land Use Analysis, 2000 Highway Capacity Manual is used.
- The adequacy of any project mitigation measures should be discussed. On February 25, 1993, the ACCMA Board adopted three criteria for evaluating the adequacy of SEIR project mitigation measures:
  - Project mitigation measures must be adequate to sustain CMP service standards for roadways and transit;
  - Project mitigation measures must be fully funded to be considered adequate;
  - Project mitigation measures that rely on state or federal funds directed by or influenced by the CMA must be consistent with the project funding priorities established in the Capital Improvement Program (CIP) section of the CMP or the Regional Transportation Plan (RTP).

The SEIR should include a discussion on the adequacy of proposed mitigation measures relative to these criteria. In particular, the SEIR should detail when proposed roadway or transit route improvements are expected to be completed, how they will be funded, and what would be the effect on LOS if only the funded portions of these projects were assumed to be built prior to project completion.

- Potential impacts of the project on CMP transit levels of service must be analyzed. (See 2011 CMP, Chapter 4). Transit service standards are 15-30 minute headways for bus service and 3.75-15 minute headways for BART during peak hours. The SEIR should address the issue of transit funding as a mitigation measure in the context of the Alameda CTC/ACCMA policies discussed above.
- The SEIR should also consider demand-related strategies that are designed to reduce the need for new roadway facilities over the long term and to make the most efficient use of existing facilities (see 2011 CMP, Chapter 5). The SEIR should consider the use of TDM measures, in conjunction with roadway and transit improvements, as a means of attaining acceptable levels of service. Whenever possible, mechanisms that encourage ridesharing, flextime, transit, bicycling, telecommuting and other means of reducing peak hour traffic trips should be considered. The Site Design Guidelines Checklist may be useful during the review of the development proposal. A copy of the checklist is enclosed.
- The EIR should consider opportunities to promote countywide bicycle and pedestrian routes identified in the Alameda Countywide Bicycle and Pedestrian Plans, which were adopted in October 2006 and are currently being updated. These plans describe the status of walking and biking in Alameda County and set countywide priorities to guide the bicycle/pedestrian safety grant program, as well as other funding for walking and biking improvements. The approved Countywide Bike and Pedestrian Plans are available at [http://www.actia2022.com/app\\_pages/view/1651](http://www.actia2022.com/app_pages/view/1651).
- For projects adjacent to state roadway facilities, the analysis should address noise impacts of the project. If the analysis finds an impact, then mitigation measures (i.e., soundwalls) should be incorporated as part of the conditions of approval of the proposed project. It should not be assumed that federal or state funding is available.
- Local jurisdictions are encouraged to consider a comprehensive Transit Oriented Development (TOD) Program, including environmentally clearing all access improvements necessary to support TOD development as part of the environmental documentation.

Thank you for the opportunity to comment on this Notice of Preparation. Please do not hesitate to contact me at 510.208.7405 if you require additional information.

Sincerely,



Beth Walukas  
Deputy Director of Planning

Cc: Laurel Poeton, Assistant Transportation Planner  
File: CMP – Environmental Review Opinions – Responses - 2011



November 17, 2011

Greg Powell  
Senior Planner  
City of Berkeley  
Planning and Development Department  
2120 Milvia Street  
Berkeley, CA 94704  
[gpowell@ci.berkeley.ca.us](mailto:gpowell@ci.berkeley.ca.us)

SUBJECT: Comments on the Notice of Preparation (NOP) of a Draft Environmental Impact Report (DEIR) and Scoping Session for the Acheson Commons Project for the City of Berkeley

Dear Mr. Powell:

Thank you for the opportunity to comment on the Notice of Preparation (NOP) for a Draft Environmental Impact Report (DEIR) for the City of Berkeley. The project area is located in Downtown Berkeley bounded by Shattuck Avenue to the west, University Avenue to the south, Walnut Street on the east and Berkeley Way to the north.

The proposed Acheson Project would involve construction of 202 new dwelling units, 3 live/work units and the rehabilitation of approximately 33,250 square feet of commercial space. New five-story residential structures would be built above the MacFarlane, Krishna Copy Center and the Ace Hardware Buildings. Ground floor commercial space would remain and the historic buildings and facades along University Avenue would be retained and rehabilitated. The Acheson Physicians Building would be converted from office use to residential use. The two vacant residential buildings on Walnut Street would be demolished or relocated, and a new mixed-use structure would be built. The ground floor of the Walnut Street Building would include a 50 stall parking garage.

The Alameda County Transportation Commission (Alameda CTC), on behalf of the Alameda County Congestion Management Agency (ACCMA) through the powers delegated to Alameda CTC by the joint powers agreement which created Alameda CTC, respectfully submits the following comments:

- The City of Berkeley adopted Resolution No. 56593 on September 29, 1992 establishing guidelines for reviewing the impacts of local land use decisions consistent with the Alameda County Congestion Management Program (CMP). If the proposed project is expected to generate at least 100 p.m. peak hour trips over existing conditions, the CMP Land Use Analysis Program requires the City to conduct a traffic analysis of the project using the

Countywide Transportation Demand Model for projection years 2020 and 2035 conditions. Please note the following paragraph as it discusses the responsibility for modeling.

- The CMP was amended on March 26<sup>th</sup>, 1998 so that local jurisdictions are responsible for conducting the model runs themselves or through a consultant. The Alameda CTC has a countywide model that is available for this purpose. The City of Berkeley and the Alameda CTC signed a Countywide Model Agreement on September 15, 2010. Before the model can be used for this project, a letter must be submitted to the Alameda CTC requesting use of the model and describing the project. A copy of a sample letter agreement is available upon request.
- The DEIR should address all potential impacts of the project on the MTS roadway and transit systems. These include MTS roadways as shown in the attached map as well as BART and AC Transit. The MTS roads in the city of Berkeley in the project study area are; Shattuck Avenue, University Avenue, Martin Luther King Junior Way, Bancroft Way and Dwight Way. (See 2011 CMP Figure 2). Potential impacts of the project must be addressed for 2020 and 2035 conditions.
  - Please note that the Alameda CTC has *not* adopted any policy for determining a threshold of significance for Level of Service for the Land Use Analysis Program of the CMP. Professional judgment should be applied to determine the significance of project impacts (Please see chapter 6 of 2011 CMP for more information).
  - For the purposes of CMP Land Use Analysis, 2000 Highway Capacity Manual is used.
- The adequacy of any project mitigation measures should be discussed. On February 25, 1993, the ACCMA Board adopted three criteria for evaluating the adequacy of DEIR project mitigation measures:
  - Project mitigation measures must be adequate to sustain CMP service standards for roadways and transit;
  - Project mitigation measures must be fully funded to be considered adequate;
  - Project mitigation measures that rely on state or federal funds directed by or influenced by the CMA must be consistent with the project funding priorities established in the Capital Improvement Program (CIP) section of the CMP or the Regional Transportation Plan (RTP).

The DEIR should include a discussion on the adequacy of proposed mitigation measures relative to these criteria. In particular, the DEIR should detail when proposed roadway or transit route improvements are expected to be completed, how they will be funded, and what would be the effect on LOS if only the funded portions of these projects were assumed to be built prior to project completion.

- Potential impacts of the project on CMP transit levels of service must be analyzed. (See 2011 CMP, Chapter 4). Transit service standards are 15-30 minute headways for bus service and 3.75-15 minute headways for BART during peak hours. The DEIR should address the issue of transit funding as a mitigation measure in the context of the Alameda CTC/ACCMA policies discussed above.

- The DEIR should also consider demand-related strategies that are designed to reduce the need for new roadway facilities over the long term and to make the most efficient use of existing facilities (see 2011 CMP, Chapter 5). The DEIR should consider the use of TDM measures, in conjunction with roadway and transit improvements, as a means of attaining acceptable levels of service. Whenever possible, mechanisms that encourage ridesharing, flextime, transit, bicycling, telecommuting and other means of reducing peak hour traffic trips should be considered. The Site Design Guidelines Checklist may be useful during the review of the development proposal. A copy of the checklist is enclosed.
- The EIR should consider opportunities to promote countywide bicycle and pedestrian routes identified in the Alameda Countywide Bicycle and Pedestrian Plans, which were approved in October 2006. The approved Countywide Bike Plan and Pedestrian Plan are available at [http://www.actia2022.com/app\\_pages/view/58](http://www.actia2022.com/app_pages/view/58)
- For projects adjacent to state roadway facilities, the analysis should address noise impacts of the project. If the analysis finds an impact, then mitigation measures (i.e., soundwalls) should be incorporated as part of the conditions of approval of the proposed project. It should not be assumed that federal or state funding is available.
- Local jurisdictions are encouraged to consider a comprehensive Transit Oriented Development (TOD) Program, including environmentally clearing all access improvements necessary to support TOD development as part of the environmental documentation.

Thank you for the opportunity to comment on this Notice of Preparation. Please do not hesitate to contact me at 510.208.7405 if you require additional information.

Sincerely,



Beth Walukas  
Deputy Director of Planning

Cc: Laurel Poeton, Assistant Transportation Planner  
File: CMP – Environmental Review Opinions – Responses - 2011



November 17, 2011

Lynn Warner  
Planner III  
City of Oakland  
Community and Economic Development Agency  
250 Frank H. Ogawa Plaza, Suite 3315  
Oakland, CA 94612

SUBJECT: Comments on the Revised Notice of Preparation (NOP) of a Draft Supplemental Environmental Impact Report (DSEIR) for the 1800 San Pablo Avenue Project in the City of Oakland (Case Number ER 110014)

Dear Ms. Warner:

Thank you for the opportunity to comment on the Notice of Preparation (NOP) for a Draft Supplemental Environmental Impact Report (DSEIR) for the City of Oakland. The project area site consists of a surface parking lot containing 70 fee parking spaces. The site is surrounded by 19<sup>th</sup> Street (with residential uses beyond) to the north; residential uses to the east; 18<sup>th</sup> Street (with retail uses beyond) to the south; and San Pablo Avenue (with commercial uses beyond) to the west.

The project would construct a seven-story (above grade) structure containing residential and commercial uses and a parking garage. The building would contain approximately 120,000 square feet of commercial space and up to 100 residential units. Up to 309 parking spaces would be constructed on three floors below grade.

The Alameda County Transportation Commission (Alameda CTC), on behalf of the Alameda County Congestion Management Agency (ACCMA) through the powers delegated to Alameda CTC by the joint powers agreement which created Alameda CTC, respectfully submits the following comments:

- The City of Oakland adopted Resolution No.69475 on November 19, 1992 establishing guidelines for reviewing the impacts of local land use decisions consistent with the Alameda County Congestion Management Program (CMP). If the proposed project is expected to generate at least 100 p.m. peak hour trips over existing conditions, the CMP Land Use Analysis Program requires the City to conduct a traffic analysis of the project using the Countywide Transportation Demand Model for projection years 2020 and 2035 conditions. Please note the following paragraph as it discusses the responsibility for modeling.

- The CMP was amended on March 26<sup>th</sup>, 1998 so that local jurisdictions are responsible for conducting the model runs themselves or through a consultant. The Alameda CTC has a Countywide model that is available for this purpose. The City of Oakland and the Alameda CTC signed a Countywide Model Agreement on May 28, 2009. Before the model can be used for this project, a letter must be submitted to the Alameda CTC requesting use of the model and describing the project. A copy of a sample letter agreement is available upon request.
- The DSEIR should address all potential impacts of the project on the MTS roadway and transit systems. These include MTS roadways as shown in the attached map as well as BART and AC Transit. The MTS roads in the city of Oakland in the project study area are; I-980, Martin Luther King Jr. Way, San Pablo Avenue, Telegraph Avenue, Broadway, Harrison Street, West Grand Avenue and 14<sup>th</sup> Street. (See 2011 CMP Figure 2). Potential impacts of the project must be addressed for 2020 and 2035 conditions.
  - Please note that the Alameda CTC has *not* adopted any policy for determining a threshold of significance for Level of Service for the Land Use Analysis Program of the CMP. Professional judgment should be applied to determine the significance of project impacts (Please see chapter 6 of 2011 CMP for more information).
  - For the purposes of CMP Land Use Analysis, 2000 Highway Capacity Manual is used.
- The adequacy of any project mitigation measures should be discussed. On February 25, 1993, the ACCMA Board adopted three criteria for evaluating the adequacy of DSEIR project mitigation measures:
  - Project mitigation measures must be adequate to sustain CMP service standards for roadways and transit;
  - Project mitigation measures must be fully funded to be considered adequate;
  - Project mitigation measures that rely on state or federal funds directed by or influenced by the CMA must be consistent with the project funding priorities established in the Capital Improvement Program (CIP) section of the CMP or the Regional Transportation Plan (RTP).

The DSEIR should include a discussion on the adequacy of proposed mitigation measures relative to these criteria. In particular, the DSEIR should detail when proposed roadway or transit route improvements are expected to be completed, how they will be funded, and what would be the effect on LOS if only the funded portions of these projects were assumed to be built prior to project completion.

- Potential impacts of the project on CMP transit levels of service must be analyzed. (See 2011 CMP, Chapter 4). Transit service standards are 15-30 minute headways for bus service and 3.75-15 minute headways for BART during peak hours. The DEIR should address the issue of transit funding as a mitigation measure in the context of the Alameda CTC/ACCMA policies discussed above.
- The DSEIR should also consider demand-related strategies that are designed to reduce the need for new roadway facilities over the long term and to make the most efficient use of



existing facilities (see 2011 CMP, Chapter 5). The DSEIR should consider the use of TDM measures, in conjunction with roadway and transit improvements, as a means of attaining acceptable levels of service. Whenever possible, mechanisms that encourage ridesharing, flextime, transit, bicycling, telecommuting and other means of reducing peak hour traffic trips should be considered. The Site Design Guidelines Checklist may be useful during the review of the development proposal. A copy of the checklist is enclosed.

- The DSEIR should consider opportunities to promote countywide bicycle and pedestrian routes identified in the Alameda Countywide Bicycle and Pedestrian Plans, which were approved in October 2006. The approved Countywide Bike Plan and Pedestrian Plan are available at [http://www.actia2022.com/app\\_pages/view/58](http://www.actia2022.com/app_pages/view/58)
- For projects adjacent to state roadway facilities, the analysis should address noise impacts of the project. If the analysis finds an impact, then mitigation measures (i.e., soundwalls) should be incorporated as part of the conditions of approval of the proposed project. It should not be assumed that federal or state funding is available.
- Local jurisdictions are encouraged to consider a comprehensive Transit Oriented Development (TOD) Program, including environmentally clearing all access improvements necessary to support TOD development as part of the environmental documentation.

Thank you for the opportunity to comment on this Notice of Preparation. Please do not hesitate to contact me at 510.208.7405 if you require additional information.

Sincerely,



Beth Walukas  
Deputy Director of Planning

Cc: Laurel Poeton, Assistant Transportation Planner  
File: CMP – Environmental Review Opinions – Responses - 2011



November 21, 2011

Heather Klein  
Community and Economic Development Agency  
Planning Division  
City of Oakland  
250 Frank H. Ogawa Plaza, Suite 3315  
Oakland, CA 94612

SUBJECT: Comments on the Draft Environmental Impact Report (DEIR) for City of Oakland Emerald Views Residential Development Project

Dear Ms. Klein:

Thank you for the opportunity to comment on the Draft Environmental Impact Report (DEIR) for the City of Oakland. The proposed project would include the construction of a high-rise residential tower (approximately 457 feet tall) with approximately 370 residential units (including a mix of on- and two- bedroom units). The ground floor of the tower would include a lobby, café, lounge, management offices and other uses. The project is located in Central Oakland, within the block that is bounded by 19<sup>th</sup> Street, Harrison Street, 20<sup>th</sup> Street, Lakeside Drive and Jackson Street.

The Alameda CTC respectfully submits the following comment:

- MTS Roadways requiring analysis p. 132: Alameda CTC response to the NOP sent on 12/07/07 identified the MTS and CMP roadways that needed to be addressed in the traffic study portion of the DEIR. This list included: I-880, I-580, I-80, I-980, SR 24, West Grand Avenue, San Pablo Avenue, Telegraph Avenue, 14<sup>th</sup> Street, Martin Luther King Jr. Way, Broadway as well as BART and AC Transit. SR 24, I-580, Martin Luther King Junior Way, San Pablo Avenue, and 14<sup>th</sup> Street do not appear to be analyzed in the DEIR Transportation Chapter. These roadways should be added to the DEIR for all scenarios.

Thank you for the opportunity to comment on this Draft Environmental Impact Report. Please do not hesitate to contact me at 510.208.7405 if you require additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Beth Walukas". The signature is fluid and cursive, with the first name "Beth" and last name "Walukas" clearly distinguishable.

Beth Walukas  
Deputy Director of Planning



December 15, 2011

Alicia Parker  
Planner II  
Strategic Planning Division  
City of Oakland Community and Economic Development Agency  
250 Frank Ogawa Plaza, Suite 3315  
Oakland, CA 94612  
[aparker@oaklandnet.com](mailto:aparker@oaklandnet.com)

SUBJECT: Comments on the Notice of Preparation of a Supplemental Environmental Impact Report (SEIR) for the Central Estuary Implementation Guide in the City of Oakland

Dear Ms. Parker:

Thank you for the opportunity to comment on the Notice of Preparation (NOP) of a Supplemental Environmental Impact Report (SEIR) for the Central Estuary Implementation Guide in the City of Oakland. The project area covers the Central Estuary and encompasses about 416 acres of land, including about 319 acres of individual parcels, and about 100 acres of public rights-of-way. The project area is bordered by Interstate 880 (I-880) to the northeast and the Oakland Estuary to the southwest.

The Draft Central Estuary Implementation Guide (CEIG) is a 20-year planning document that would, if approved, modify or clarify land uses and associated densities within the Central Estuary area. As a companion document to the City's 1999 Estuary Policy Plan (EPP), the Draft CEIG identifies steps to be undertaken to implement the recommendations of the EPP.

The majority of the area is currently zoned for heavy industrial uses, although given the evolution of residential, commercial, park, and office uses, simply perpetuating the heavy industrial designation is no longer appropriate or viable. The Draft CEIG proposes to maintain existing industrial uses while allowing for an increment of new commercial, residential, and office development in appropriate locations. Implementation of the CEIG required changes to general plan maps and the zoning code; the development of design guidelines to reconcile conflicting land use priorities, and the implementation of transportation improvements to address infrastructure deficiencies.

The Alameda County Transportation Commission (Alameda CTC), on behalf of the Alameda County Congestion Management Agency (ACCMA) through the powers delegated to Alameda CTC by the joint powers agreement which created Alameda CTC, respectfully submits the following comments:

- The City of Oakland adopted Resolution No. 69475 on November 19, 1992 establishing guidelines for reviewing the impacts of local land use decisions consistent with the Alameda County Congestion Management Program (CMP). It appears that the proposed project will generate at least 100 p.m. peak hour trips over existing conditions and therefore the CMP Land Use Analysis Program requires the City to conduct a traffic analysis of the project using the Countywide Transportation Demand Model for projection years 2020 and 2035 conditions. Please note the following paragraph as it discusses the responsibility for modeling.
  - The CMP was amended on March 26<sup>th</sup>, 1998 so that local jurisdictions are responsible for conducting the model runs themselves or through a consultant. The Alameda CTC has a Countywide model that is available for this purpose. The City of Oakland and the Alameda CTC signed a Countywide Model Agreement on May 28, 2009. Before the model can be used for this project, a letter must be submitted to the Alameda CTC requesting use of the model and describing the project. A copy of a sample letter agreement is available upon request.
- The SEIR should address all potential impacts of the project on the MTS roadway and transit systems. These include MTS roadways as shown in the attached map as well as BART and AC Transit. The MTS roads in the city of Oakland in the project study area are; I-880, International Boulevard, San Leandro, Fruitvale Avenue, Park Street, High Street and 42<sup>nd</sup> Avenue. (See 2011 CMP Figure 2). Potential impacts of the project must be addressed for 2020 and 2035 conditions.
  - Please note that the Alameda CTC has *not* adopted any policy for determining a threshold of significance for Level of Service for the Land Use Analysis Program of the CMP. Professional judgment should be applied to determine the significance of project impacts (Please see chapter 6 of 2011 CMP for more information).
  - For the purposes of CMP Land Use Analysis, 2000 Highway Capacity Manual is used.
- The adequacy of any project mitigation measures should be discussed. On February 25, 1993, the ACCMA Board adopted three criteria for evaluating the adequacy of DEIR project mitigation measures:
  - Project mitigation measures must be adequate to sustain CMP service standards for roadways and transit;
  - Project mitigation measures must be fully funded to be considered adequate;
  - Project mitigation measures that rely on state or federal funds directed by or influenced by the CMA must be consistent with the project funding priorities established in the Capital Improvement Program (CIP) section of the CMP or the Regional Transportation Plan (RTP).

The DEIR should include a discussion on the adequacy of proposed mitigation measures relative to these criteria. In particular, the DEIR should detail when proposed roadway or

transit route improvements are expected to be completed, how they will be funded, and what would be the effect on LOS if only the funded portions of these projects were assumed to be built prior to project completion.

- Potential impacts of the project on CMP transit levels of service must be analyzed. (See 2011 CMP, Chapter 4). Transit service standards are 15-30 minute headways for bus service and 3.75-15 minute headways for BART during peak hours. The DEIR should address the issue of transit funding as a mitigation measure in the context of the Alameda CTC/ACCMA policies discussed above.
- The DEIR should also consider demand-related strategies that are designed to reduce the need for new roadway facilities over the long term and to make the most efficient use of existing facilities (see 2011 CMP, Chapter 5). The DEIR should consider the use of TDM measures, in conjunction with roadway and transit improvements, as a means of attaining acceptable levels of service. Whenever possible, mechanisms that encourage ridesharing, flextime, transit, bicycling, telecommuting and other means of reducing peak hour traffic trips should be considered. The Site Design Guidelines Checklist may be useful during the review of the development proposal. A copy of the checklist is enclosed.
- The EIR should consider opportunities to promote countywide bicycle and pedestrian routes identified in the Alameda Countywide Bicycle and Pedestrian Plans, which were approved in October 2006. The approved Countywide Bike Plan and Pedestrian Plan are available at [http://www.actia2022.com/app\\_pages/view/58](http://www.actia2022.com/app_pages/view/58).
- For projects adjacent to state roadway facilities, the analysis should address noise impacts of the project. If the analysis finds an impact, then mitigation measures (i.e., soundwalls) should be incorporated as part of the conditions of approval of the proposed project. It should not be assumed that federal or state funding is available.
- Local jurisdictions are encouraged to consider a comprehensive Transit Oriented Development (TOD) Program, including environmentally clearing all access improvements necessary to support TOD development as part of the environmental documentation.

Thank you for the opportunity to comment on this Notice of Preparation. Please do not hesitate to contact me at 510.208.7405 if you require additional information.

Sincerely,



Beth Walukas  
Deputy Director of Planning

Cc: Laurel Poeton, Assistant Transportation Planner  
File: CMP – Environmental Review Opinions – Responses - 2011



December 20, 2011

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

SUBJECT: Comments on 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 the opportunity to comment on the Draft Environmental Impact Report (DEIR) for the Berkeley Iceland Adaptive Reuse Project (2727 Milvia Street) in the City of Berkeley. The Berkeley Iceland Adaptive Reuse project proposes to rehabilitate the 53,334 square-foot Berkeley Iceland building consistent with the Secretary of the Interior's Standards for Historic Rehabilitation and convert the building to commercial retail use. The adaptation of the structure would include the removal of the existing internal and external earthen berms to accommodate off-street parking and interior improvements including the removal of wood bleachers and construction of the two interior mezzanine areas. The renovated building would include a total of 71,862 square foot of commercial retail space (including accessory office and storage areas). Approximately 5,196 square feet of the building would be available to host community events. The project proposes a total of 44 off-street vehicle parking spaces, two off-street loading spaces, 64 off-street bike parking spaces and an additional 40 employee bicycle parking spaces within the store.

The Alameda County Transportation Commission (Alameda CTC), on behalf of the Alameda County Congestion Management Agency (ACCMA) through the powers delegated to Alameda CTC by the joint powers agreement which created Alameda CTC, respectfully submits the following comments:

- As part of the Alameda County Congestion Management Program's Land Use Analysis Program, the City of Berkeley is required to send all Notices of Preparation (NOP) to the Alameda CTC for review and comment. While the City of Berkeley has in the past forwarded all NOPs to us, to our knowledge we never received the NOP for this project. We assume this is an oversight or a mail delivery issue, but would appreciate the City double checking that the Alameda County Transportation Commission is included on the City's mailing list to receive future notifications.

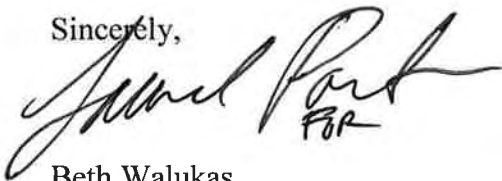
- Based on our review of the information provided in the DEIR, specifically the trip generation calculations shown on page 81 Table IV C-5, the project is expected to generate more than 100 p.m. peak hour trips over existing conditions which triggers a Tier 1 transportation analysis. Therefore, the following comments are respectfully submitted.
- The City of Berkeley adopted Resolution No. 56,593 on September 29, 1992 establishing guidelines for reviewing the impacts of local land use decisions consistent with the Alameda County Congestion Management Program (CMP). If the proposed project is expected to generate at least 100 p.m. peak hour trips over existing conditions, the CMP Land Use Analysis Program requires the City to conduct a traffic analysis of the project using the Countywide Transportation Demand Model for projection years 2020 and 2035 conditions. Please note the following paragraph as it discusses the responsibility for modeling.
  - The CMP was amended on March 26<sup>th</sup>, 1998 so that local jurisdictions are responsible for conducting the model runs themselves or through a consultant. The Alameda CTC has a Countywide model that is available for this purpose. The City of Berkeley and the Alameda CTC signed a Countywide Model Agreement on September 15, 2010. Before the model can be used for this project, a letter must be submitted to the Alameda CTC requesting use of the model and describing the project. A copy of a sample letter agreement is available upon request.
- The DEIR should address all potential impacts of the project on the MTS roadway and transit systems. These include MTS roadways as shown in the attached map as well as BART and AC Transit. The MTS roads in the City of Berkeley in the project study area are: Sacramento Street, Martin Luther King Jr. Way, Shattuck Avenue, Bancroft Way, Dwight Way, SR 13, and Adeline Street. (See 2011 CMP Figure 2). Potential impacts of the project must be addressed for 2020 and 2035 conditions.
  - Please note that the Alameda CTC has *not* adopted any policy for determining a threshold of significance for Level of Service for the Land Use Analysis Program of the CMP. Professional judgment should be applied to determine the significance of project impacts (Please see chapter 6 of 2011 CMP for more information).
  - For the purposes of CMP Land Use Analysis, 2000 Highway Capacity Manual is used.
- The adequacy of any project mitigation measures should be discussed. On February 25, 1993, the ACCMA Board adopted three criteria for evaluating the adequacy of DEIR project mitigation measures:
  - Project mitigation measures must be adequate to sustain CMP service standards for roadways and transit;
  - Project mitigation measures must be fully funded to be considered adequate;
  - Project mitigation measures that rely on state or federal funds directed by or influenced by the CMA must be consistent with the project funding priorities established in the Capital Improvement Program (CIP) section of the CMP or the Regional Transportation Plan (RTP).

The DEIR should include a discussion on the adequacy of proposed mitigation measures relative to these criteria. In particular, the DEIR should detail when proposed roadway or transit route improvements are expected to be completed, how they will be funded, and what would be the effect on LOS if only the funded portions of these projects were assumed to be built prior to project completion.

- Potential impacts of the project on CMP transit levels of service must be analyzed. (See 2011 CMP, Chapter 4). Transit service standards are 15-30 minute headways for bus service and 3.75-15 minute headways for BART during peak hours. The DEIR should address the issue of transit funding as a mitigation measure in the context of the Alameda CTC/ACCMA policies discussed above.
- The DEIR should also consider demand-related strategies that are designed to reduce the need for new roadway facilities over the long term and to make the most efficient use of existing facilities (see 2011 CMP, Chapter 5). The DEIR should consider the use of TDM measures, in conjunction with roadway and transit improvements, as a means of attaining acceptable levels of service. Whenever possible, mechanisms that encourage ridesharing, flextime, transit, bicycling, telecommuting and other means of reducing peak hour traffic trips should be considered. The Site Design Guidelines Checklist may be useful during the review of the development proposal. A copy of the checklist is enclosed.
- The EIR should consider opportunities to promote countywide bicycle and pedestrian routes identified in the Alameda Countywide Bicycle and Pedestrian Plans, which were approved in October 2006. The approved Countywide Bike Plan is and Pedestrian Plan are available at [http://www.actia2022.com/app\\_pages/view/58](http://www.actia2022.com/app_pages/view/58)
- For projects adjacent to state roadway facilities, the analysis should address noise impacts of the project. If the analysis finds an impact, then mitigation measures (i.e., soundwalls) should be incorporated as part of the conditions of approval of the proposed project. It should not be assumed that federal or state funding is available.
- Local jurisdictions are encouraged to consider a comprehensive Transit Oriented Development (TOD) Program, including environmentally clearing all access improvements necessary to support TOD development as part of the environmental documentation.

Thank you for the opportunity to comment on this Notice of Preparation. Please do not hesitate to contact me at 510.208.7405 if you require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Beth Walukas", with a stylized flourish underneath.

Beth Walukas  
Deputy Director of Planning

Cc: Laurel Poeton, Assistant Transportation Planner  
File: CMP – Environmental Review Opinions – Responses - 2011





## MEMORANDUM

**Date:** December 20, 2011

**To:** Planning Policy and Legislative Committee

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

**Subject:** **Review of Draft Bike to Work Day and Ride into Life/Get Rolling Campaign Assessment Report**

### Recommendations

It is requested that PPLC review and provide input on the draft Bike to Work Day and *Get Rolling* Advertising Campaign Assessment Report in Attachment A. ACTAC is scheduled to review this item at its January 3, 2012 meeting. Comments are due by January 16, 2012.

### Summary

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

### Background

In October 2009, the Alameda CTC Board approved Transportation for Clean Air (TFCA) funding to conduct a two year study to assess how effective the *Get Rolling* advertising campaign and the Bike to Work Day program are at encouraging commuters to travel to work by bicycle. The information from the study was intended to provide information to help guide the Board's decisions about whether the Bike to Work Day Program should continue to be funded at the same level and to identify other ways to encourage commuters to bicycle to work, and to bicycle in general. The Board has been supporting the Bike to Work Day effort with funding since 2007. The *Get Rolling* advertising campaign was initiated in 2008, and has been implemented every year since then. The campaign name was changed to *Ride into Life* in 2011. The Bike to Work Day effort is one of the ways that Alameda CTC encourages Alameda County residents to make trips via other transportation modes besides driving alone in their cars. This is part of Alameda CTC's mission and legislative requirements under the Congestion Management Program and state clean air legislation (SB 375 and AB 32) to reduce traffic congestion, promote transportation choices and reduce air pollution emissions from cars.

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

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

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

The Draft Report was brought to a Working Group of stakeholders for their input on December 13, 2011, to the Bicycle Pedestrian Advisory Committee (BPAC) meeting on December 15, 2011, and to ACTAC at the meeting on January 3, 2012. It will be presented to the Planning, Policy and Legislation Committee on January 9, 2012 and the full Commission January 26, 2012. Comments are due by January 16, 2012.

## **Attachments**

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



MARKET  
& OPINION  
RESEARCH  
SERVICES

811 First Avenue  
Suite 451  
Seattle, WA 98104  
(206) 652-2454 TEL  
(206) 652-5022 FAX

436 14th Street  
Suite 820  
Oakland, CA 94612  
(510) 844-0680 TEL  
(510) 844-0690 FAX

## Attachment A

3857 N. High Street  
Suite 302  
Columbus, OH 43214  
(614) 268-1660 TEL

**EMCresearch.com**

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

Conducted for:

**Alameda County Transportation Commission (ACTC)**

EMC Research, Inc.

436 14<sup>th</sup> Street, Suite 820

Oakland, CA 94612

(510) 844-0680

[www.EMCresearch.com](http://www.EMCresearch.com)

**DRAFT 12/19/2011**



MARKET  
& OPINION  
RESEARCH  
SERVICES

811 First Avenue  
Suite 451  
Seattle, WA 98104  
(206) 652-2454 TEL  
(206) 652-5022 FAX

436 14th Street  
Suite 820  
Oakland, CA 94612  
(510) 844-0680 TEL  
(510) 844-0690 FAX

3857 N. High Street  
Suite 302  
Columbus, OH 43214  
(614) 268-1660 TEL

**EMCresearch.com**

## Table of Contents

Table of Contents .....	2
Background .....	4
Top Research Findings .....	9
Bicycling in Alameda County .....	9
Bike to Work Day .....	10
Team Bike Challenge .....	11
Walk and Roll to School Day .....	11
Advertising .....	11
Segmentation of Bicyclists and Potential Targets.....	12
Summary of Findings from Comparative Bike to Work Day Program Analysis .....	13
Programs Surveyed .....	13
Program Highlights and Successes .....	13
Lessons Learned .....	14
Recommendations .....	15
Bike to Work Day .....	15
Advertising .....	16
Additional Approaches to Encouraging Bicycling in Alameda County .....	17
Recommendations from Comparative Bike to Work Day Program Analysis .....	17
Overall .....	17
Trip Tracking.....	17
Team Bike Challenge .....	18
Encouragement.....	18
Marketing.....	18
Research Methodology .....	19
Detailed Research Findings .....	21
Bicycling Habits and Perceptions .....	21
Bicycling Habits .....	21
Bicycling Perceptions .....	23
Advertising Campaign .....	29

Bike to Work Day/Bike to Work Events .....	35
2011 Estimate of Vehicle Miles Reduced by BTWD .....	35
2010 Estimate of Vehicle Miles Reduced by BTWD .....	36
Bike to Work Day Awareness and Participation .....	37
Team Bike Challenge Awareness and Participation .....	45
Walk & Roll to School Day Awareness and Participation.....	47
Targeting Future Promotion .....	49
2010 Segmentation Analysis .....	49
2011 Segmentation Analysis .....	72
Regional Target Analysis .....	76
Sub-County Level Analysis .....	77
“Get Rolling/Ride Into Life” .....	79
Bike to Work Day .....	80
Travel Habits .....	80
Bicycling Perceptions .....	83
Appendix A (Questionnaires with overall survey results)	
Appendix B (Images shown in web surveys)	
Appendix C (Powerpoint decks)	
Appendix D (Crosstabulations)	
Appendix E (Comparative Bike to Work Day Report by Alta)	

## Background

### Alameda County Transportation Commission

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

### Bike to Work Day

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

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

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

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

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

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

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

## **2010 Advertising Campaign**

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

## 2010 Advertising Summary

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

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

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

## **2011 Advertising Campaign**

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

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

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

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



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

#### Differences between 2010 and 2011 Ad Campaigns

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

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

#### Project

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

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

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

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

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

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

## Top Research Findings

### Bicycling in Alameda County

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

## Bike to Work Day

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

### Team Bike Challenge

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

### Walk and Roll to School Day

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

### Advertising

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

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

### Segmentation of Bicyclists and Potential Targets

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

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

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

### Programs Surveyed

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

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

### Program Highlights and Successes

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

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

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

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

### Lessons Learned

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

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

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

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



## Recommendations

### **Bike to Work Day**

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

## Advertising

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

### Additional Approaches to Encouraging Bicycling in Alameda County

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

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

#### Overall

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

#### Trip Tracking

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

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

### Team Bike Challenge

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

### Encouragement

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

### Marketing

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

## Research Methodology

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

### **Wave 1 Surveys:**

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

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

### **Wave 2 Surveys:**

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

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

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

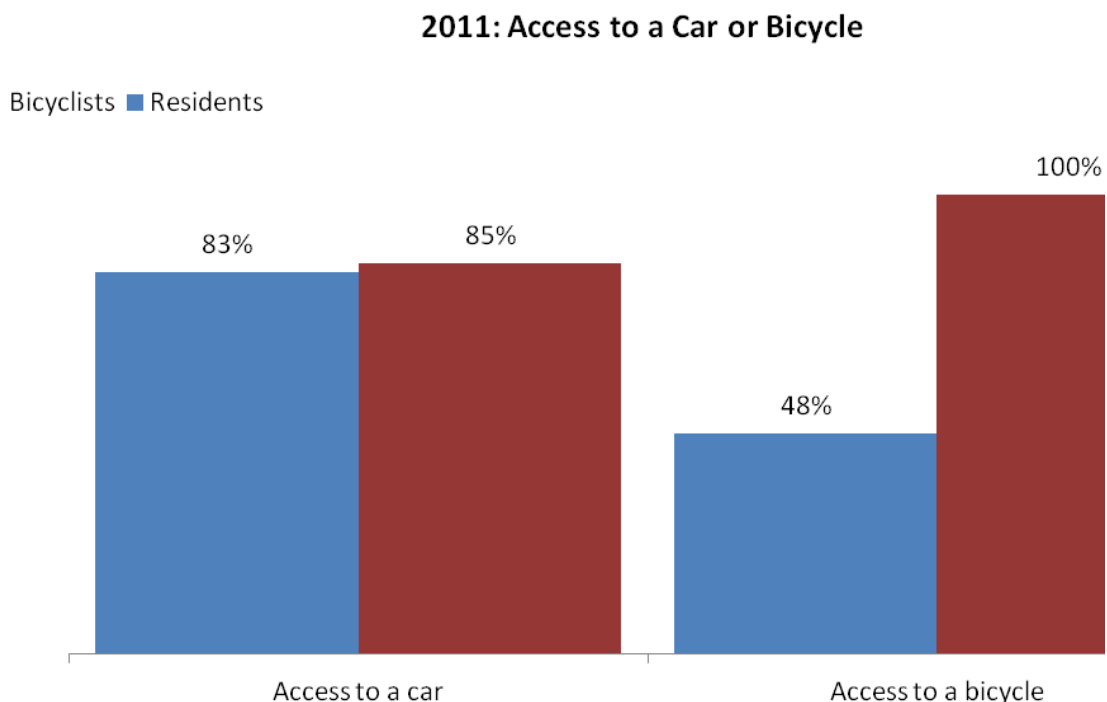
- Telephone surveys (Residents) – Representative samples of adult residents of Alameda County. **Data from these surveys are reliable and projectable across the entire county adult resident population, each with a margin of error of  $\pm 4.9$  percentage points.** Quotas were set by region to allow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

## Detailed Research Findings

### Bicycling Habits and Perceptions

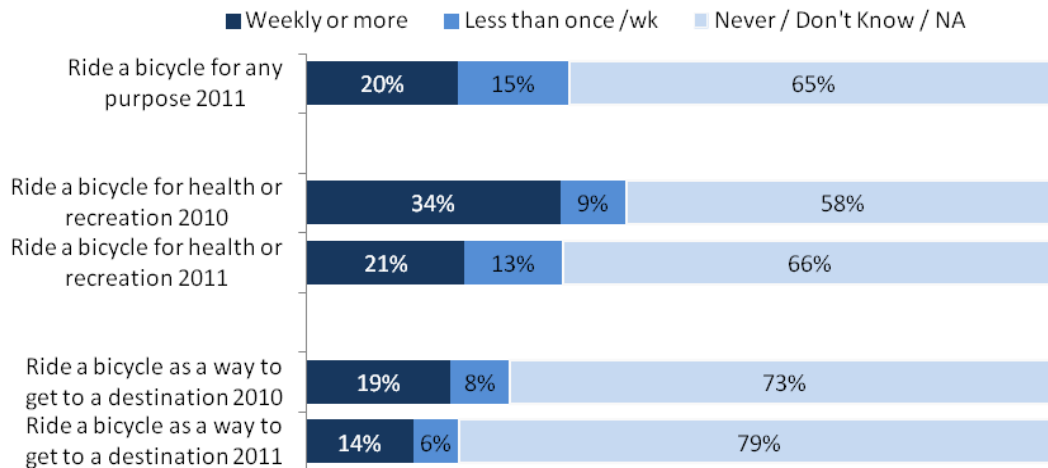
#### Bicycling Habits

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



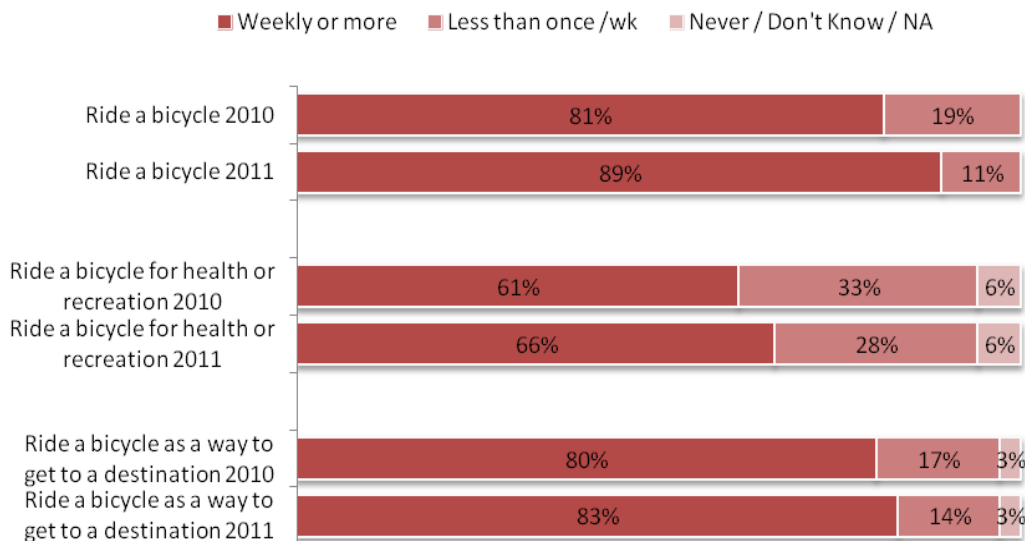
In the 2011 survey, one in five residents (20%) report riding a bicycle at least once a week for any purpose, while another 15% say they ride less frequently (but more than never). Specifically, 21% of residents ride at least once a week for health or recreation, while 14% ride to get to a destination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

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



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

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



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



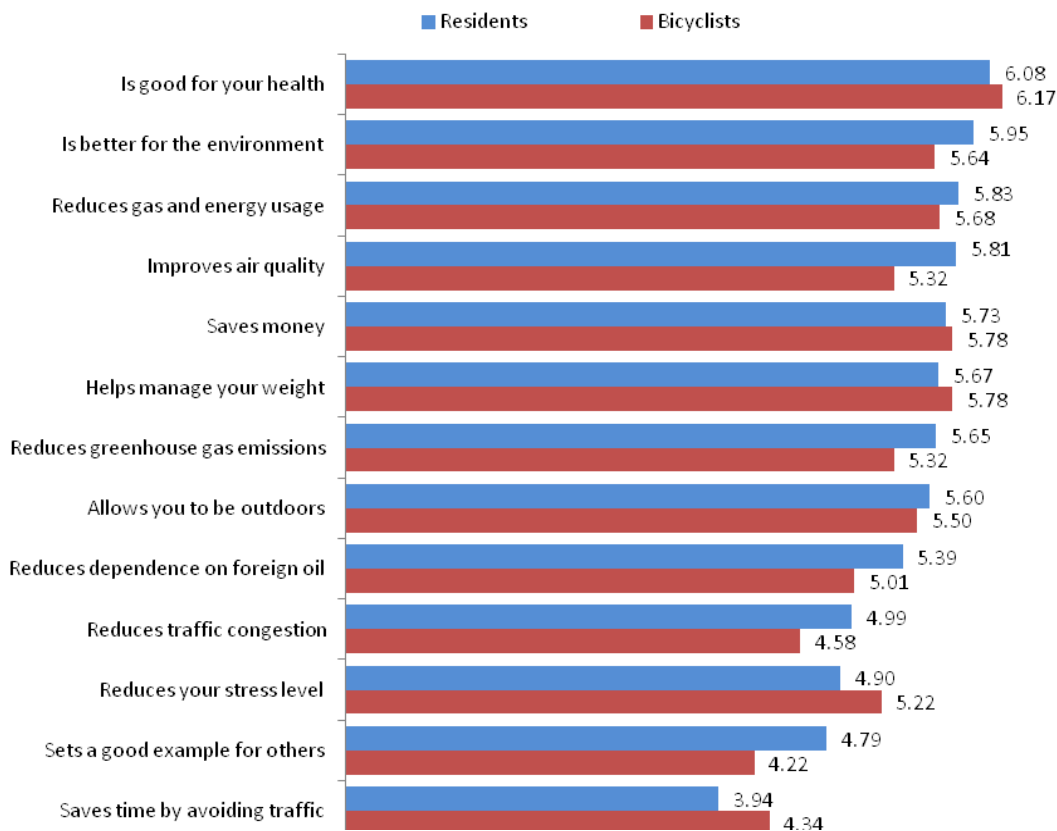
From the phone survey, two-thirds (66%) of adult residents of Alameda County who work outside their home work within the county, and another 15% work in San Francisco. On average, residents surveyed by phone work about fifteen and a half miles from home, with one in five (22%) working within three miles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

### Bicycling Perceptions

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

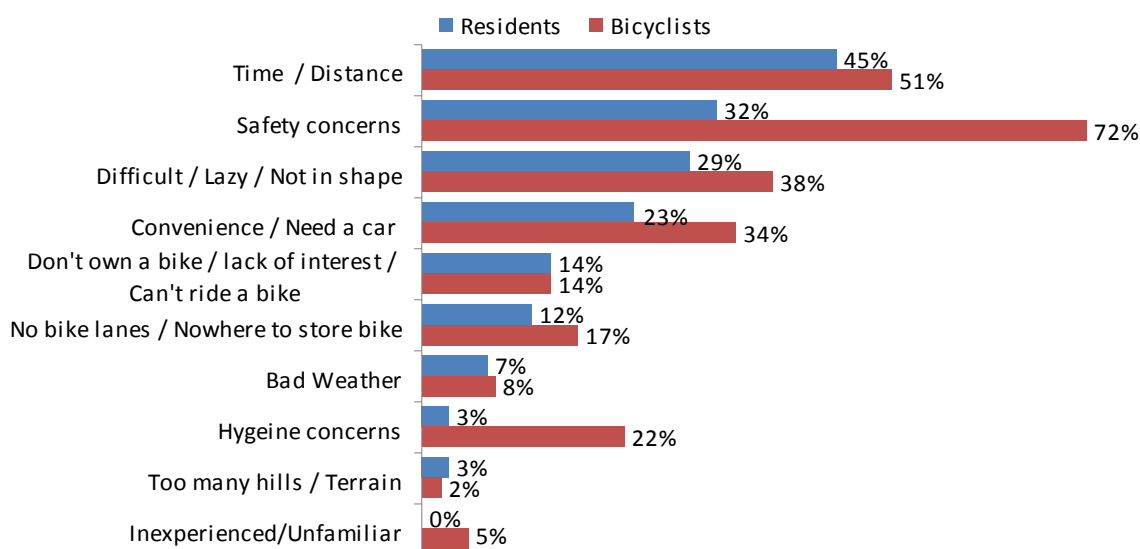
Priorities are similar among those who participating in the bicyclists survey, with “Is good for your health” again scoring the top mean response, at 6.17. After that, bicyclists have more pragmatic reasons to ride, with a mean score of 5.78 for both “Saves money” and “Helps manage your weight.” Reducing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

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



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

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

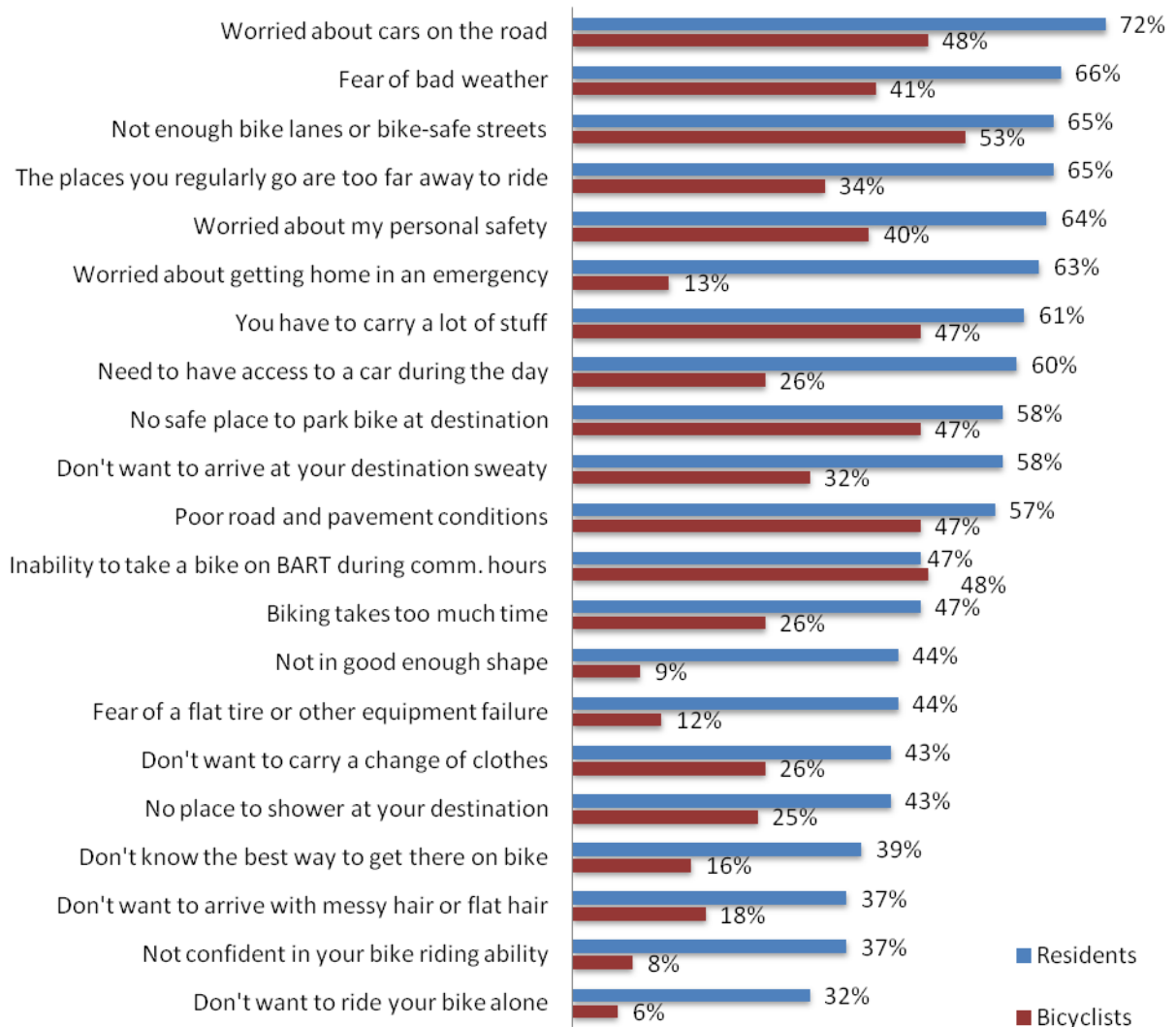


Response	Residents 2010	Bicyclists 2010
Time / Distance	49%	42%
Safety Concerns	43%	71%
Difficult / Lazy / Not in Shape	28%	35%

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

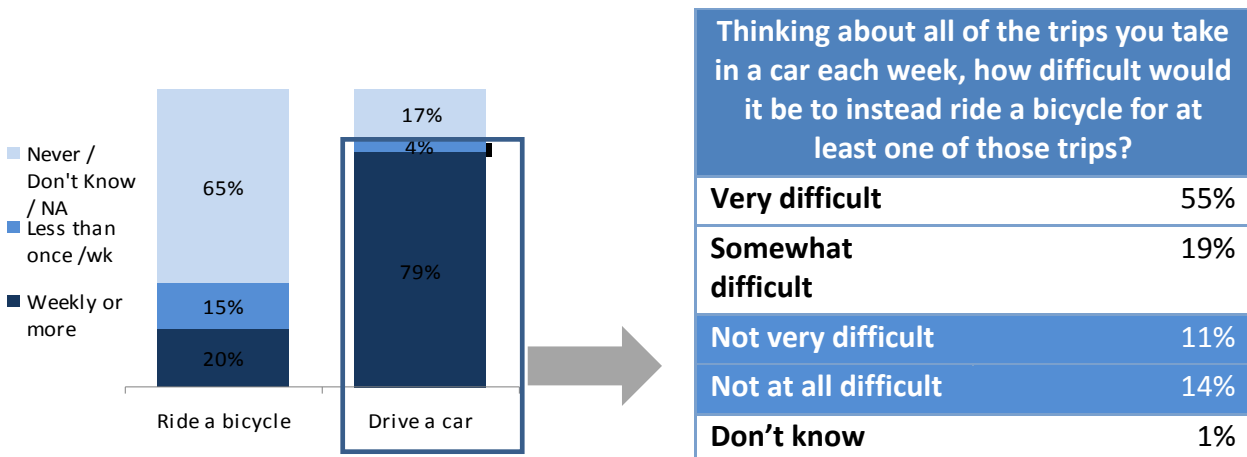
On the same set of questions in 2010, respondents to the bicyclists' survey had a generally lower level of concern about all of the barriers tested, and their concerns were generally more practical day-to-day matters. Bicyclists' top worry was that there are not enough bike lanes or bike-safe streets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

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



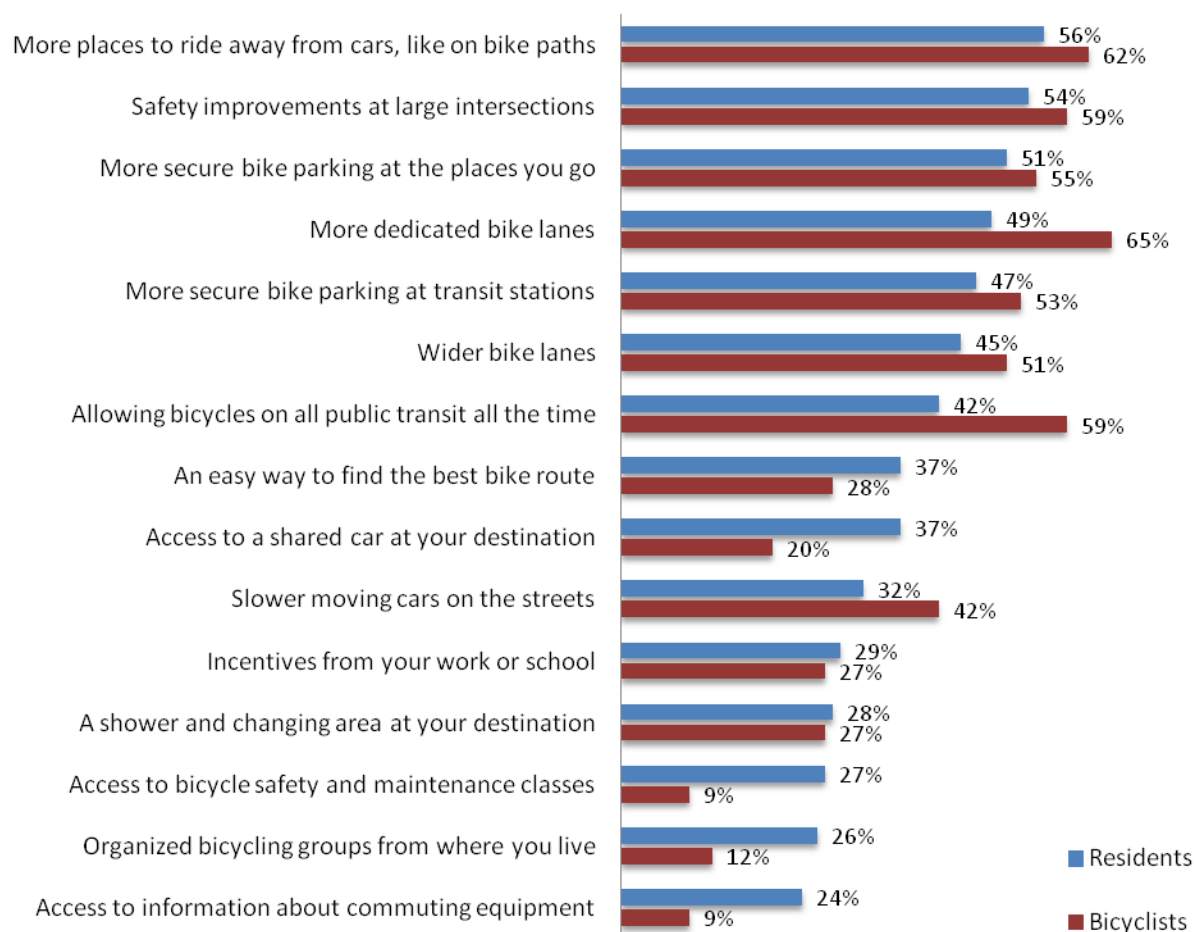
In the residents survey in 2011, four in five (79%) said they drive a car at least one day a week. Of that group, one quarter (25%) believe it would **not** be difficult to replace at least one of their weekly car trips with a bicycle trip, with 11% saying not very difficult, and 14% saying it would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

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



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

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



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

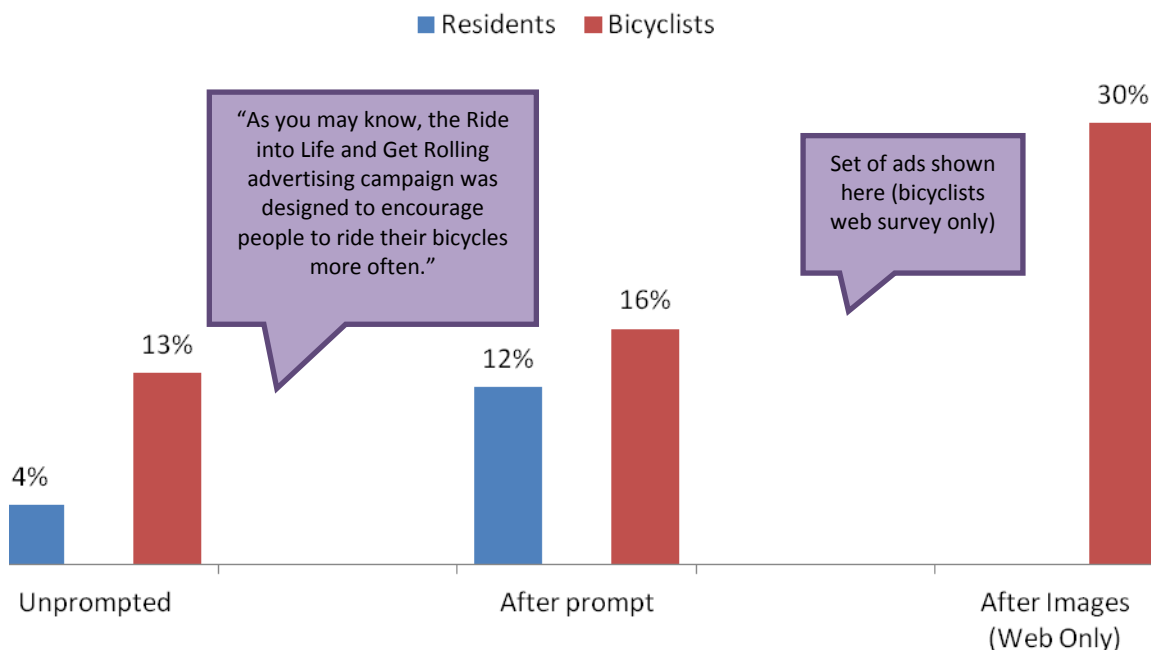
Sources for information about bicycling are disparate. In the web survey of bicyclists about one in five (22%) say they get bike event and route information from the East Bay Bicycle Coalition (EBBC) or the EBBC newsletter (which is not surprising given that the bicyclists survey was distributed by the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

## Advertising Campaign

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

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

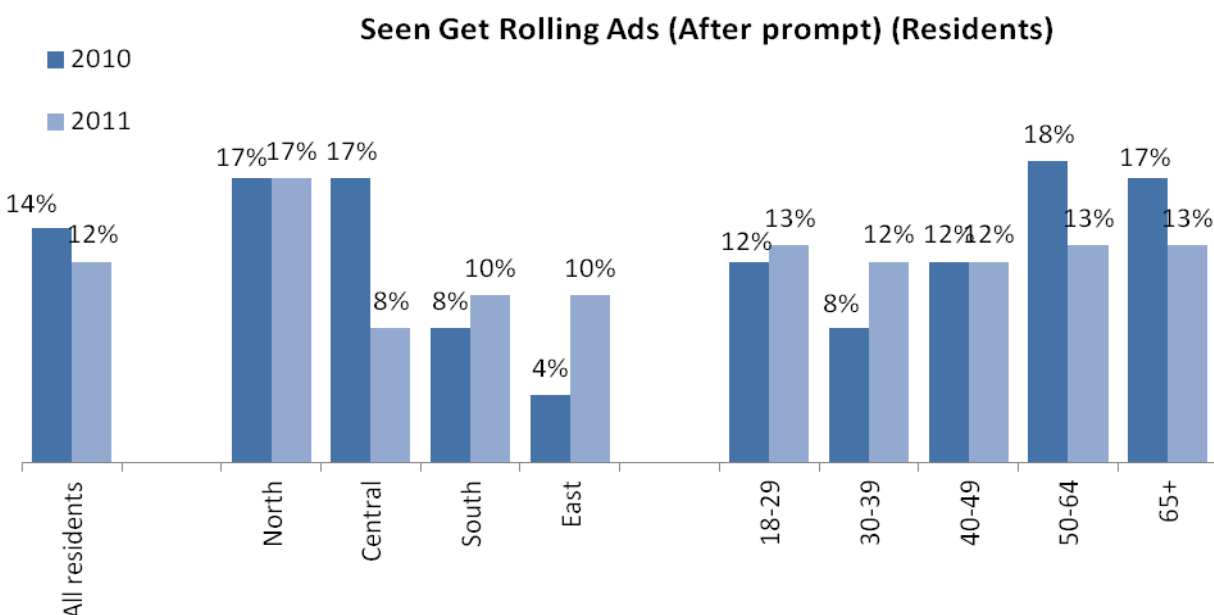
### 2011: Recall Seeing Advertisements



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

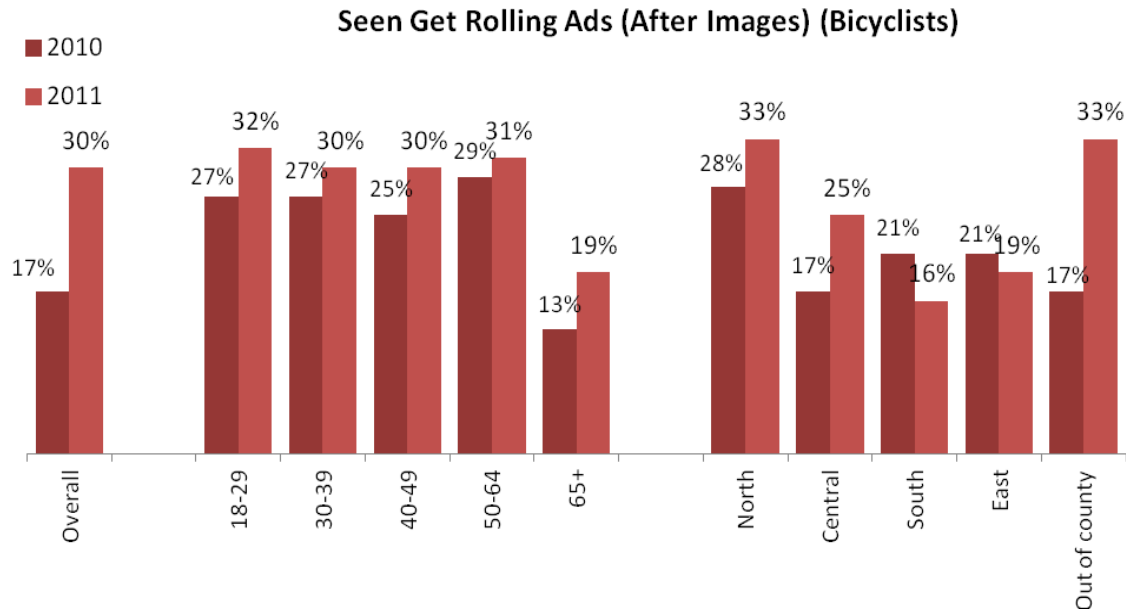
In the 2011 survey, North County residents are the most likely to recall seeing the advertisements after being reminded of the campaign's message, with 17% of residents from the region recalling the ads (the same as in the 2010 survey). South and East County have ad recall rates in 2011 of 10%, which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

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



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





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

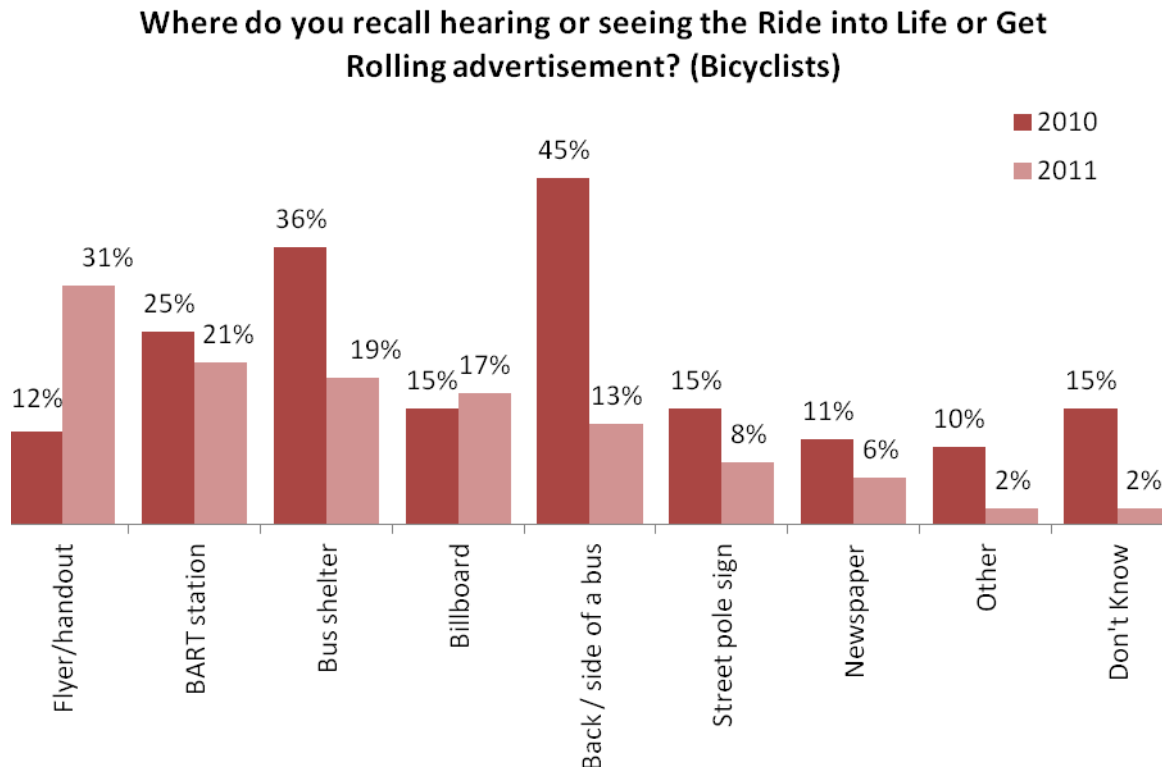
For those who could recall seeing the advertisements (prior to being prompted or shown images), recall of what they were about is reasonably accurate. Four out of five (81%) of those from the 2011 bicyclists survey who said they had seen *Get Rolling/Ride Into Life* ads thought they had something to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

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

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

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

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



#### Ad placements for 2010 & 2011

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

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

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

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

## Bike to Work Day/Bike to Work Events

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

## 2011 Estimate of Vehicle Miles Reduced by BTWD

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

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

+

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

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

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

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

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

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

### 2010 Estimate of Vehicle Miles Reduced by BTWD

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

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

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

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

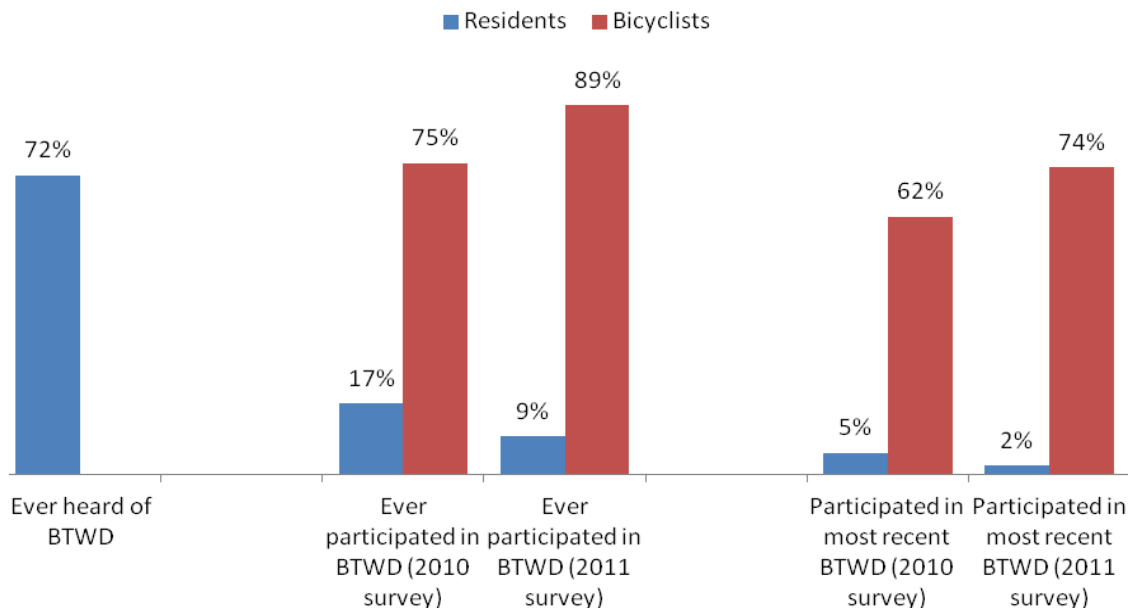
*58,500 participants x 25% travel alone in a car =  
15,210 solo car trips replaced with bicycle trips on BTWD by  
Alameda County residents*

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

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

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

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



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

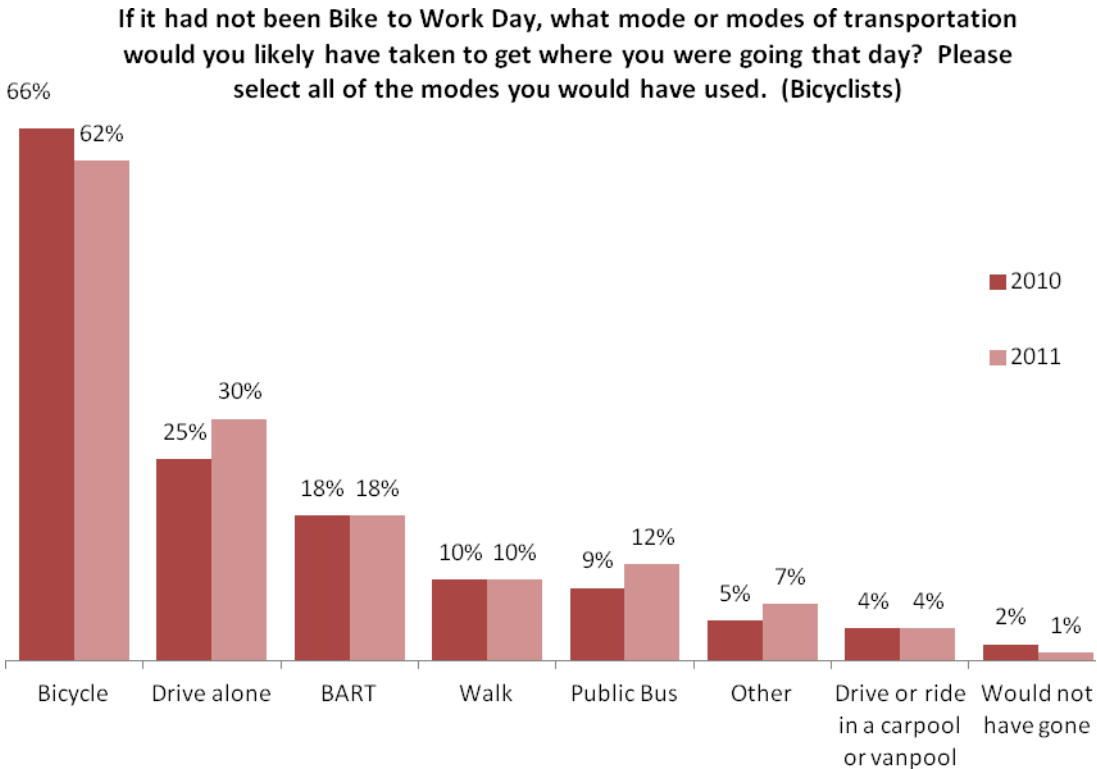
Three quarters (74%) of 2011 BTWD participants from the bicyclist's web survey rode their bikes the entire distance to work on Bike to Work Day, nearly identical to the 2010 figure. The average distance ridden was 13.17 miles. In 2011, 20% combined biking and public transit, and 2% combined biking and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

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



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

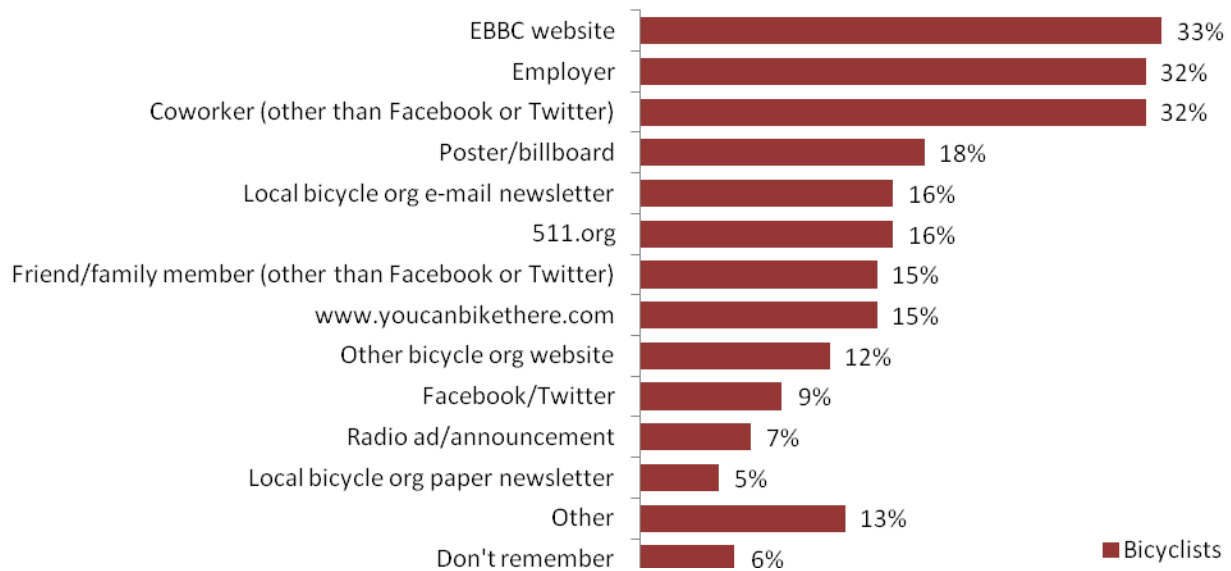
When asked how they would have gotten to work had it not been Bike to Work Day, three in ten Bike to Work Day participants (30%) in the 2011 bicyclist web survey said they would have driven alone in a car to work that day otherwise (25% in 2010), and another 4% in each survey said they would have driven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



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

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

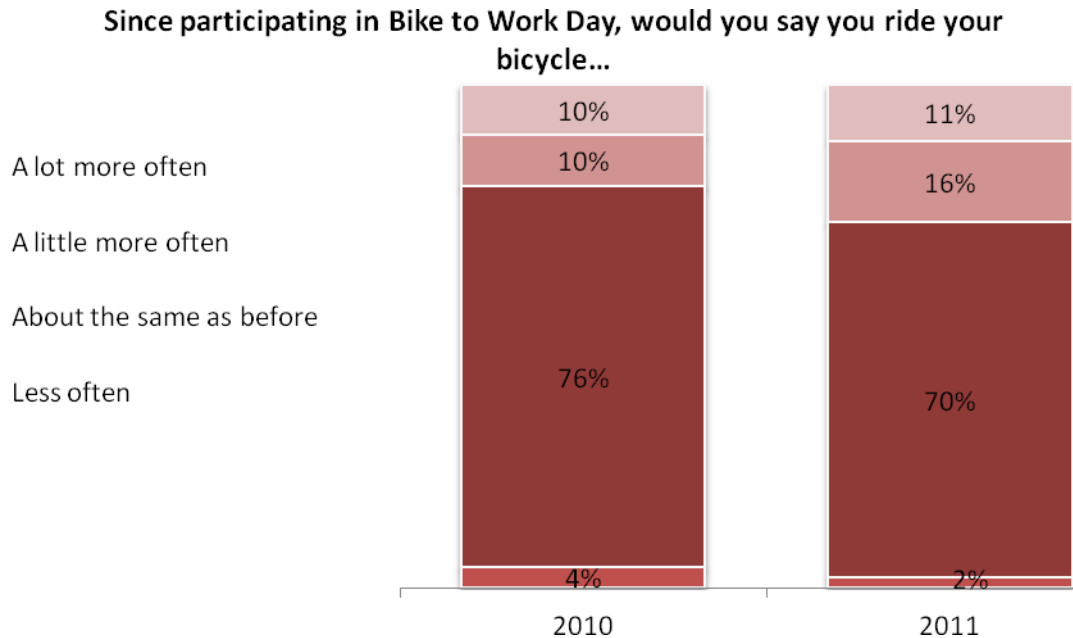
### 2011: How did you learn about BTWD? (Bicyclists) (Choose all that apply)



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

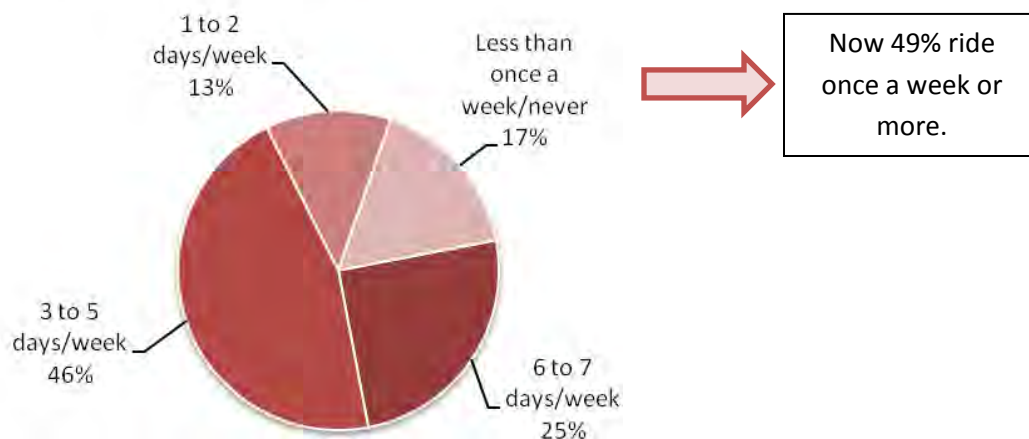
Almost all Bike to Work Day participants are likely to repeat. In 2011, 67% of residents and 94% of bicyclists who participated in Bike to Work Day say they are **very** likely to participate in 2012, with most of the remainder saying they are somewhat likely.

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



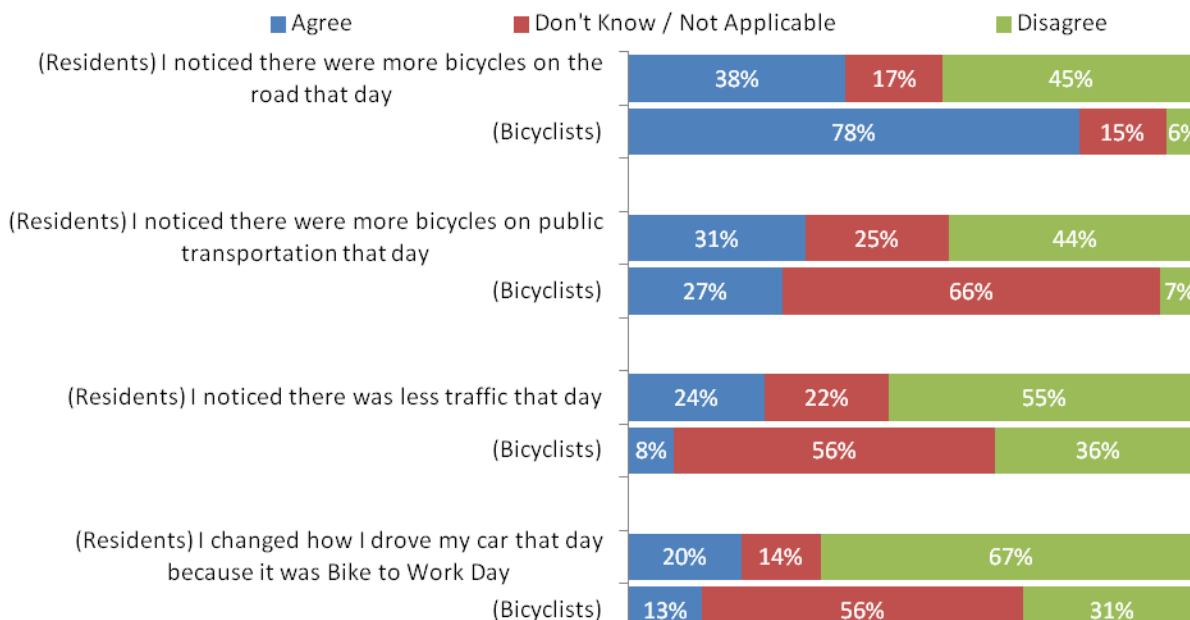
Seventeen percent (17%) of BTWD participants from the 2011 bicyclists' web survey said they rode their bicycle less than once a week prior to participating in their first BTWD. For that group, the primary reasons for participation were to try our biking and see if it works for them (21%), for fun (21%),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

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



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

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

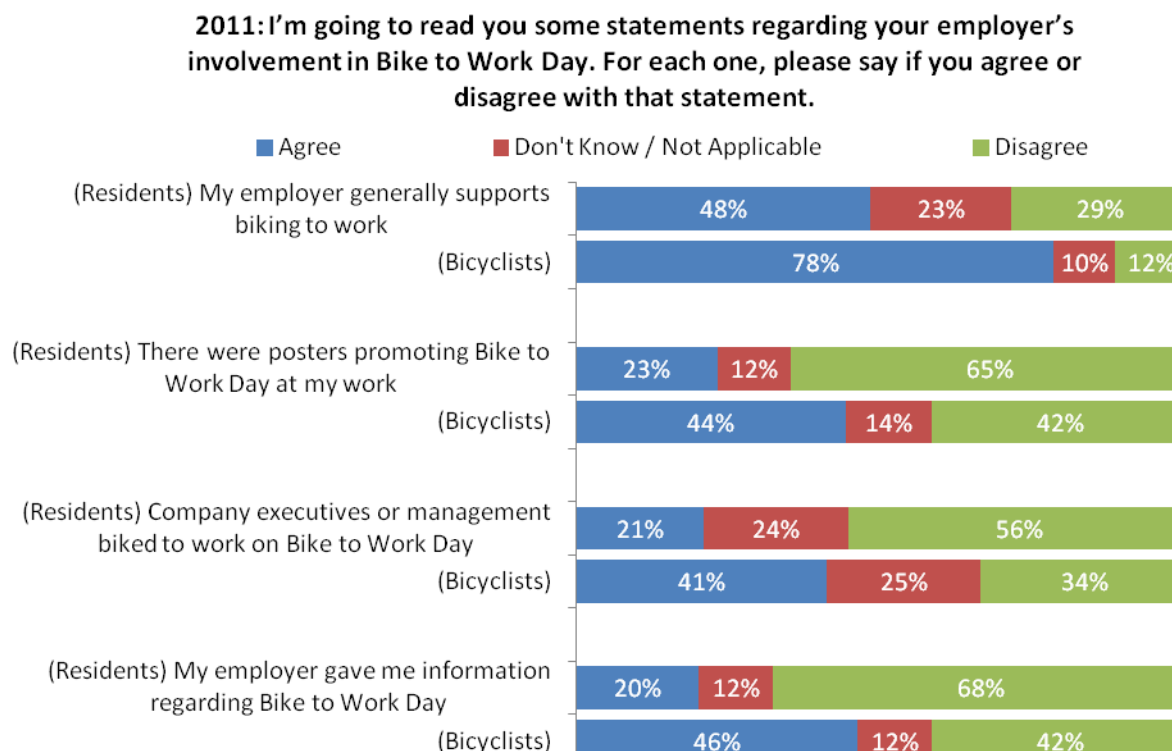


Employer support, as reported by employees, for bicycling to work in general, and Bike to Work Day in particular, is not consistent. Among the 66% of Alameda County adult residents from the telephone survey who go to a job outside their home, about half (48%) say their employer generally supports biking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

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

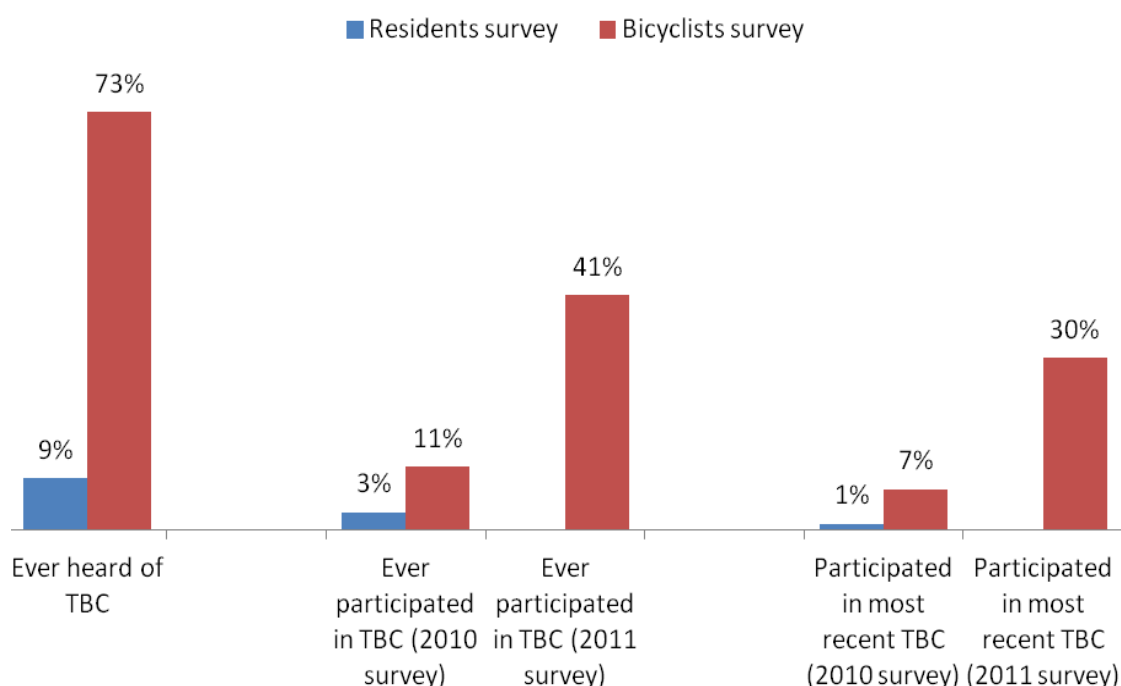
employed county residents with a supportive employer, 22% have participated in Bike to Work Day at some point, and 4% participated in 2011. For those with a less supportive employer, 7% have participated in Bike to Work Day at some point, and 2% participated in 2011.

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



## Team Bike Challenge Awareness and Participation

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



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

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

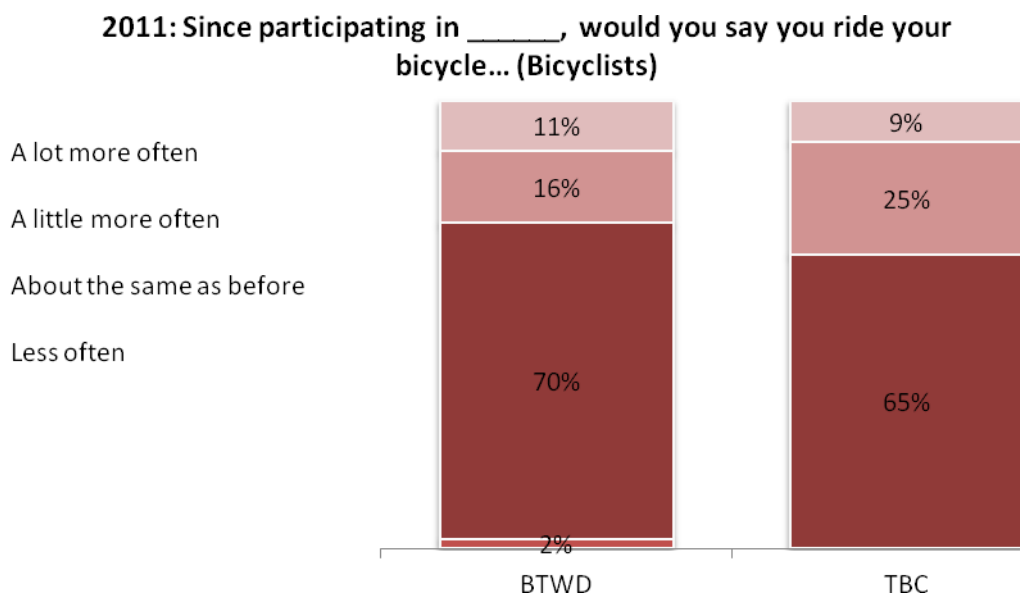
Nearly half (46%) of cyclists who participated in the Team Bike Challenge did so because of their work environment or peer pressure. Fifteen percent (15%) participated for fun, and 11% wanted to motivate their coworkers to ride more. For those who did not participate in the Challenge, but were aware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

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

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



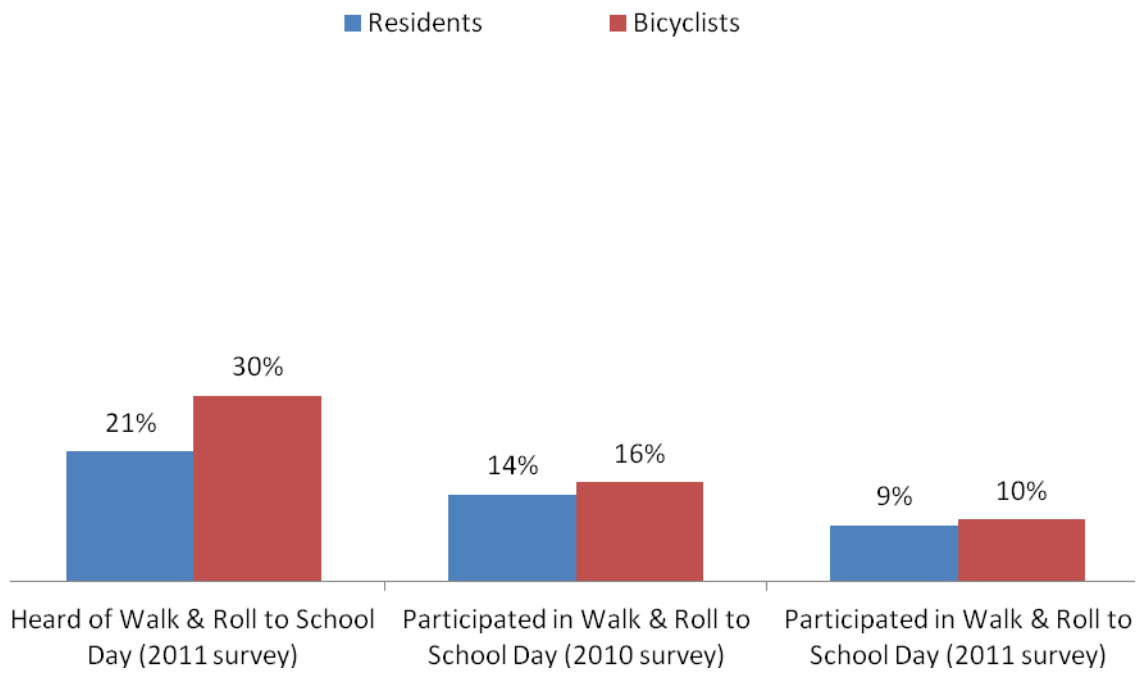
Looking at BTWD and TBC participants from the bicyclists' web survey, 27% of BTWD participants say they bicycle more after participating in BTWD (11% a lot more), while 35% of TBC participants say they bicycle more after participating in TBC (9% a lot more).



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

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

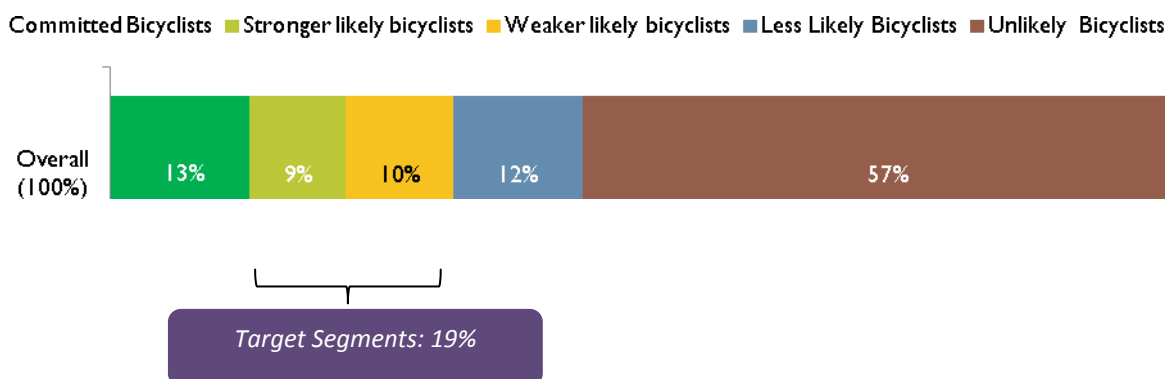
Awareness of Walk and Roll to school day is significantly lower in Central County amongst adult residents (10%) than in South (23%), East (25%) or North County (27%); participation rates amongst adult residents show similar disparities (17% in the East, 12% in the South, 11% in the North, and 2% in Central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



## Targeting Future Promotion

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

## 2010 Segmentation Analysis



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

The bicyclist segments were defined as follows:

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

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

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

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

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

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

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

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

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

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

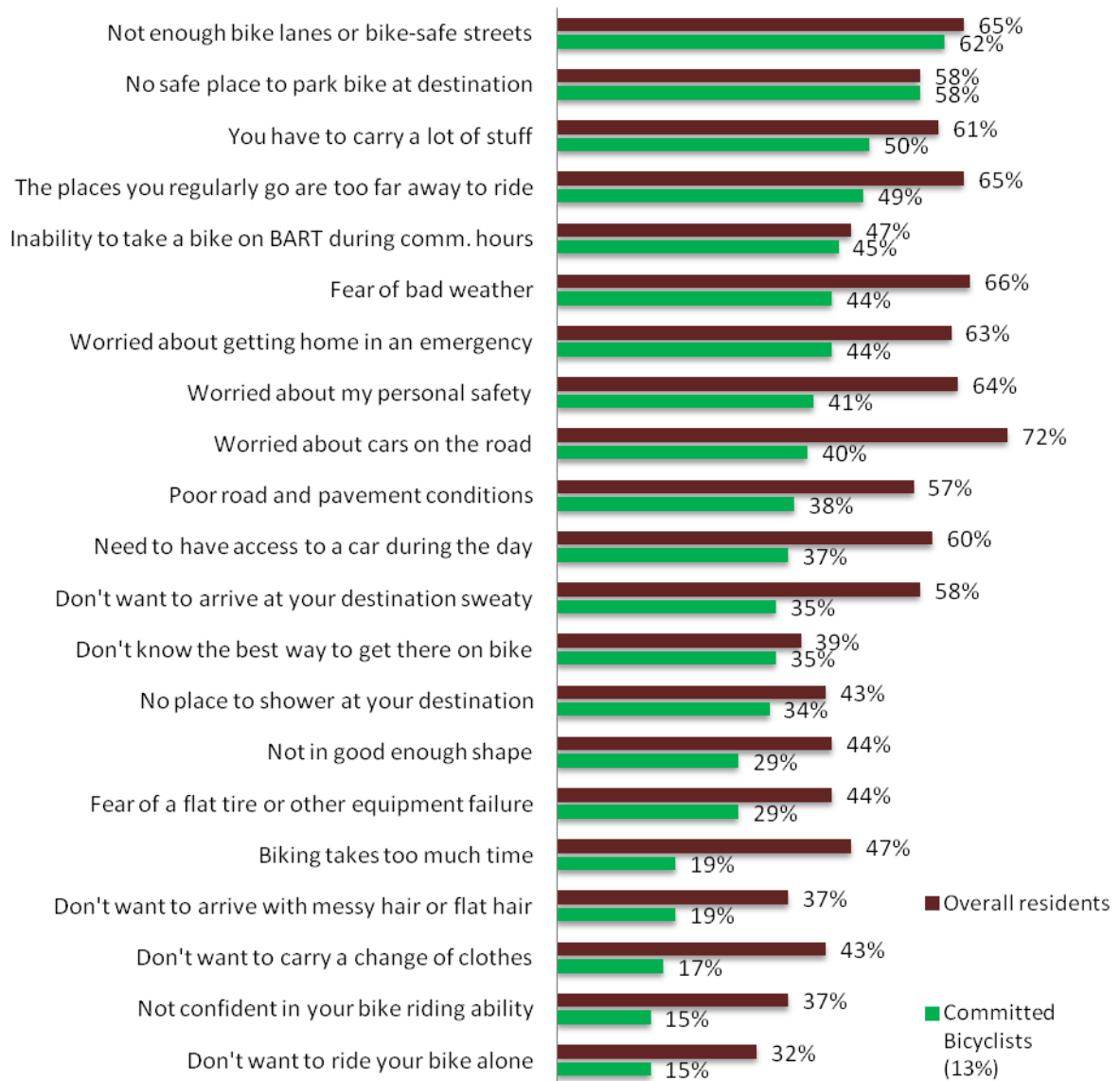
Committed Bicyclists are the most frequent transit riders, in addition to being the most frequent bicyclists. About half ride BART or AC Transit at least once a week, and one in five a train or ferry. They are also the least likely to drive solo and the least likely to carpool, with two-thirds reporting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

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

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

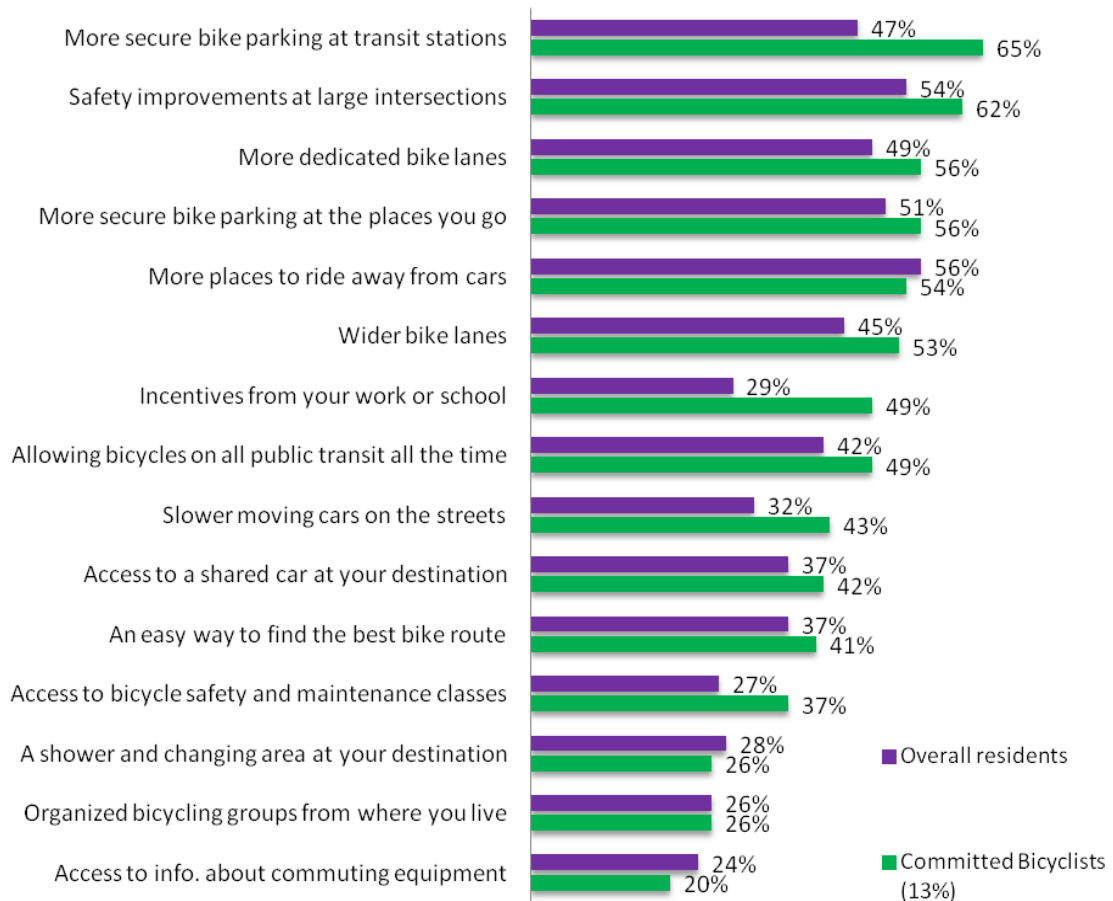
Not surprisingly, the top barriers to biking more for this group are the day-to-day logistics of bicycling. When read a list of possible barriers to themselves personally biking more often, the Committed Bicyclist segment ranks "Not enough bike lanes or bike safe streets on my route" number one, with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

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



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

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



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

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

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

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



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

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

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

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

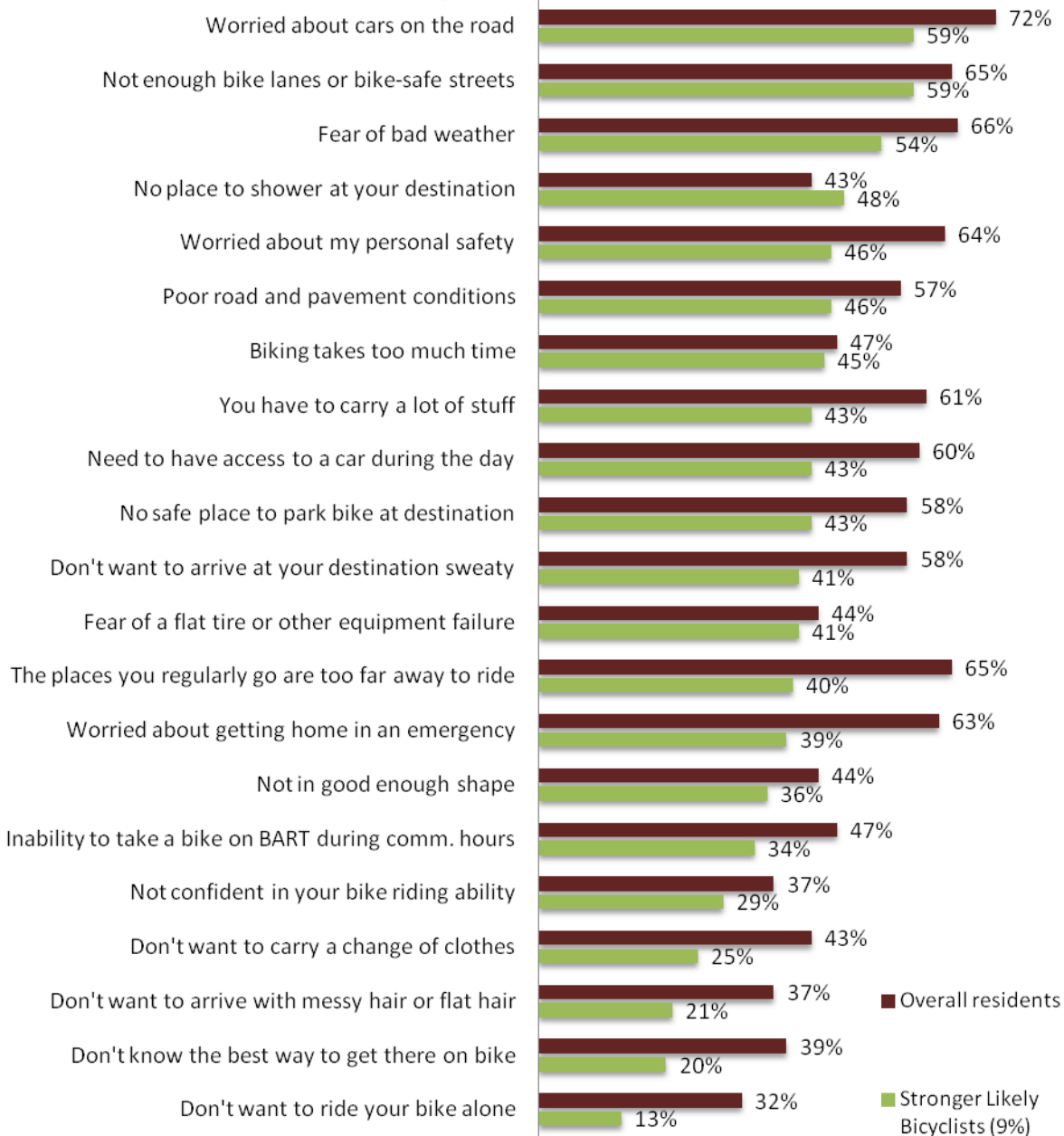
One-third of the Stronger Likely Bicyclists group (32%) rides BART at least once a week, more likely than the overall population. Four out of five drive solo at least once a week, and 54% drive solo five days a week or more. Nine in ten of the members of this group carpool at least once a week.

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

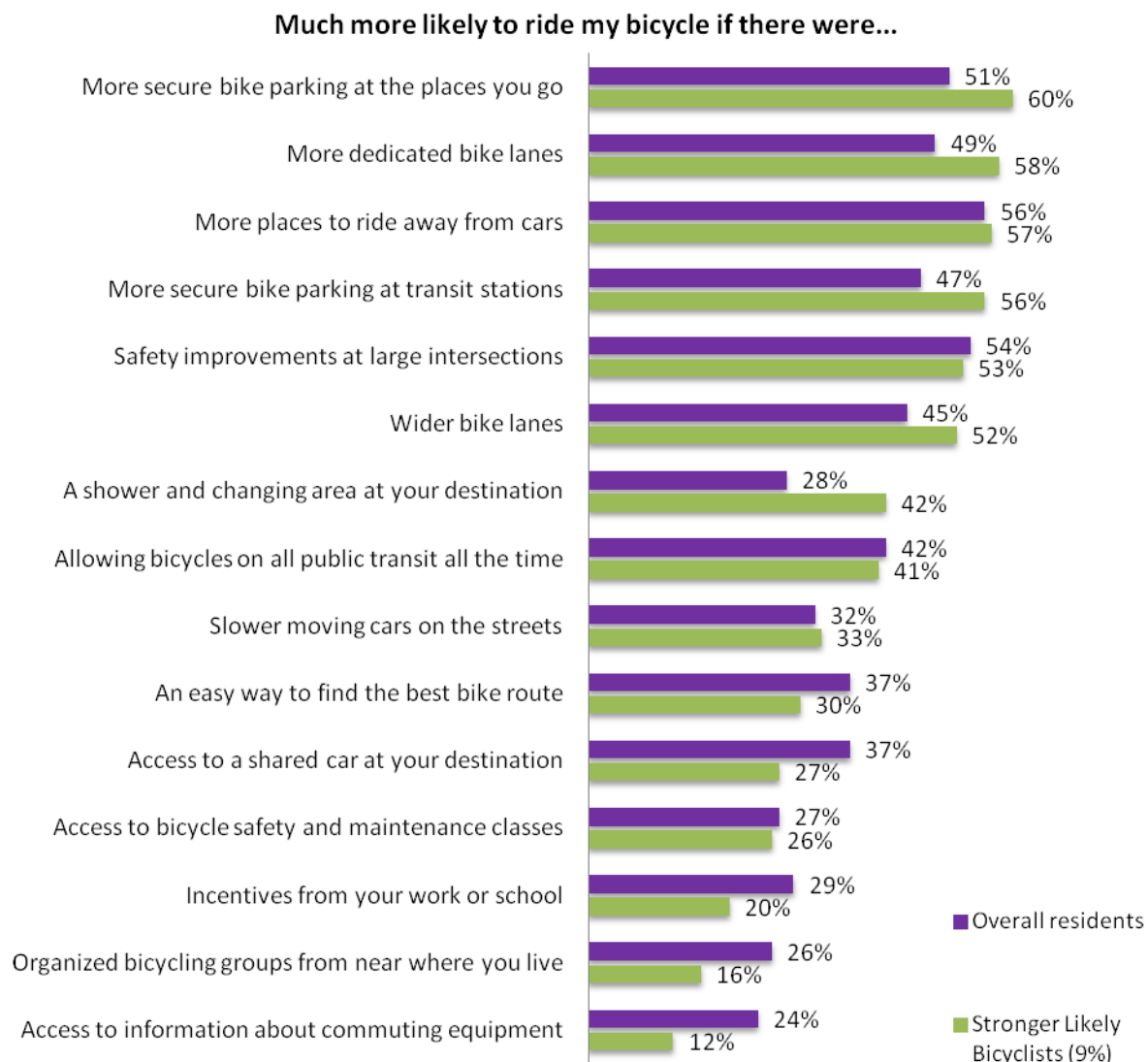
In an open-ended multiple response question about why people don't ride their bicycles more as transportation, "safety issues/biking is unsafe/dangerous" comes out on top, with 42% citing it as a reason people don't bike more. This is followed by "difficult/lazy/takes too much energy," with 30%, and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

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

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



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



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

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

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

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

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

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

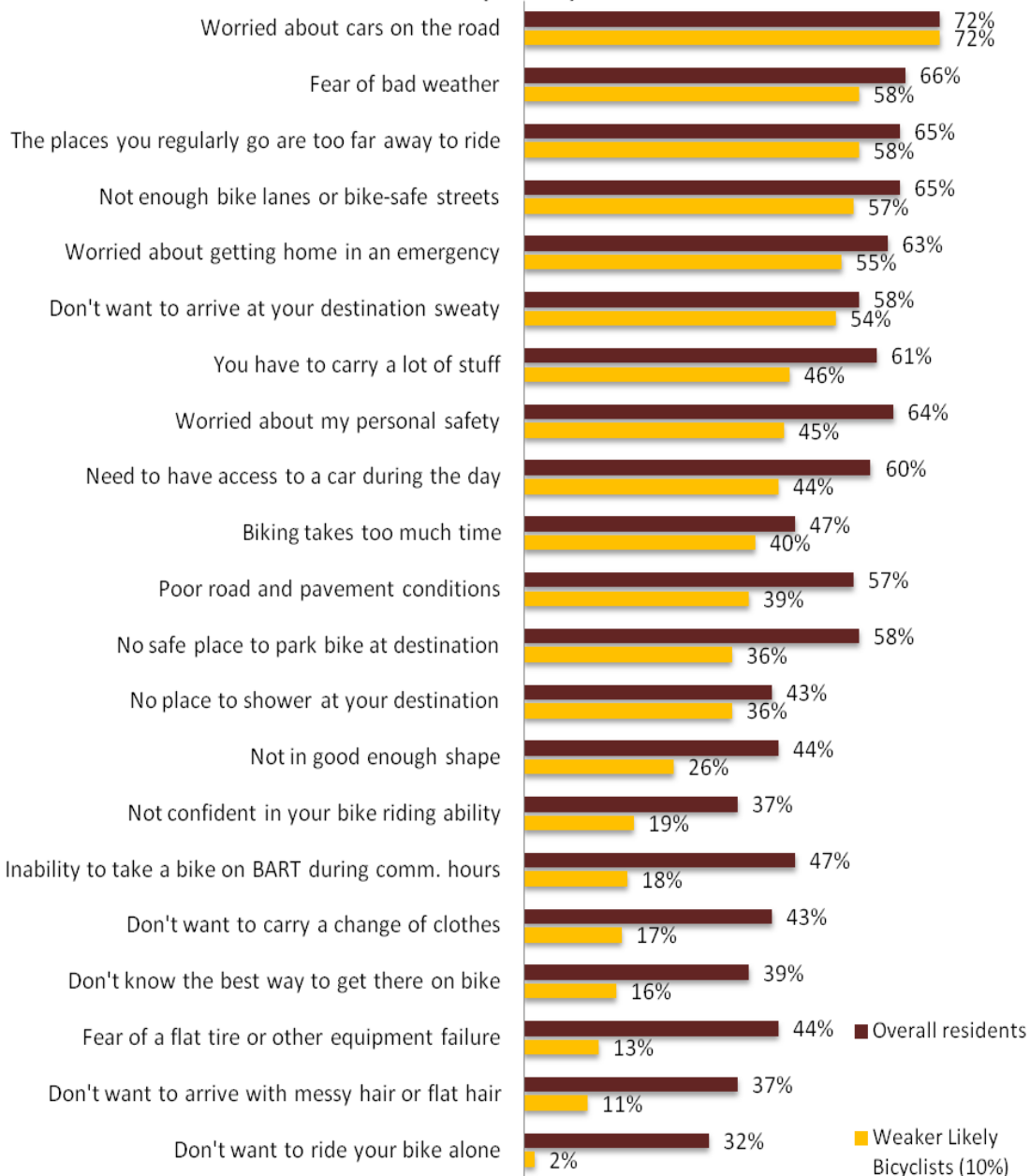
This group is heavily made up of drivers, with nine in ten saying they drive solo at least once a week, and 75% driving solo five or more days a week. They are very likely to do some ride-sharing as well, with 94% reporting weekly shared rides, and 23% sharing rides every day of the week. Very few in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

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

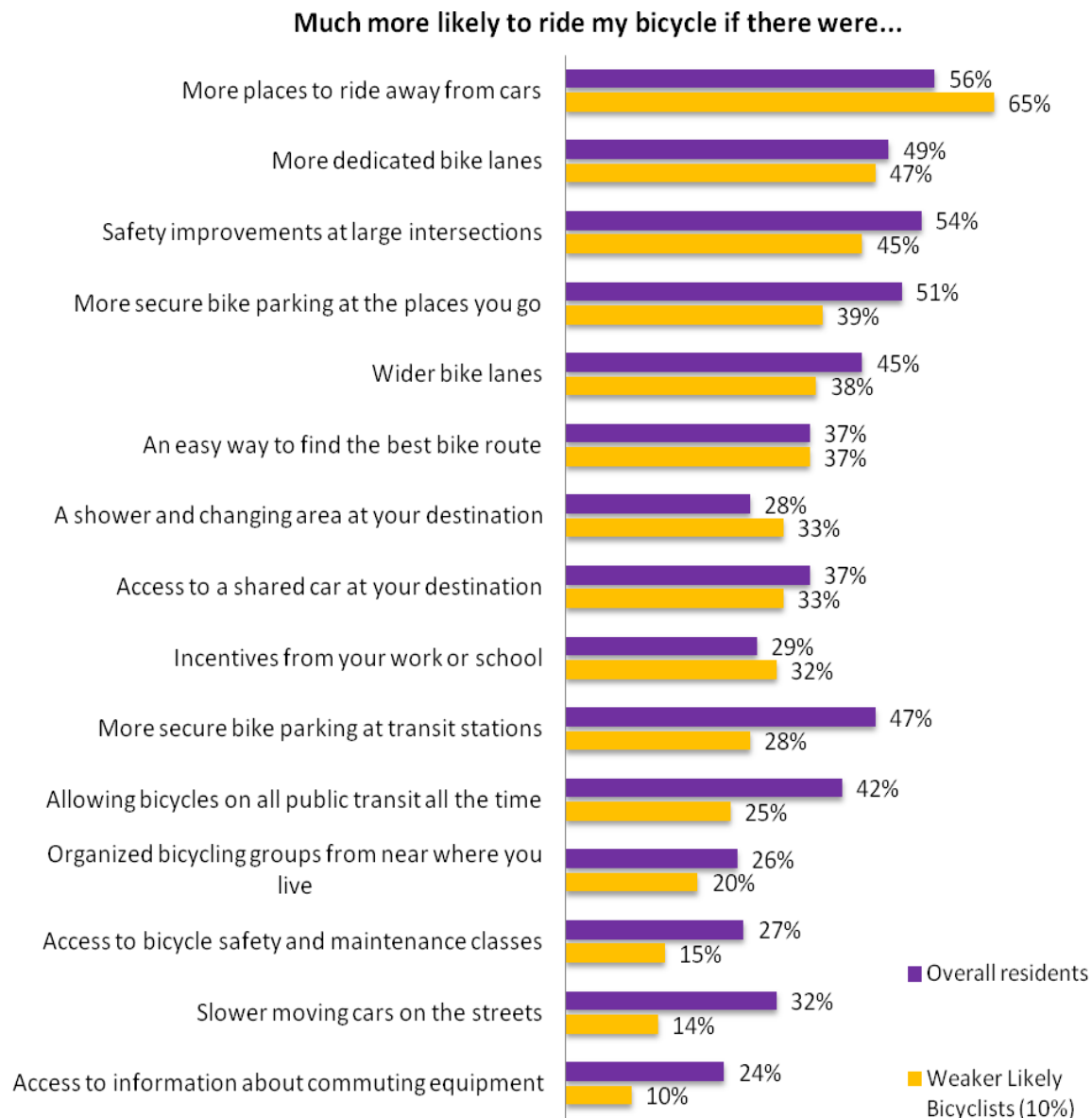
In an open-ended multiple response question about why people don't ride their bicycles more as a form of transportation, distance, weather, and time come out as top reasons. "Too far of a distance to travel" is the response from 40% of Weaker Likely Bicyclists, followed by "being protected from the weather"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

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

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



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





### 2010: Less Likely Bicyclists (12%)

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

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

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

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

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

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

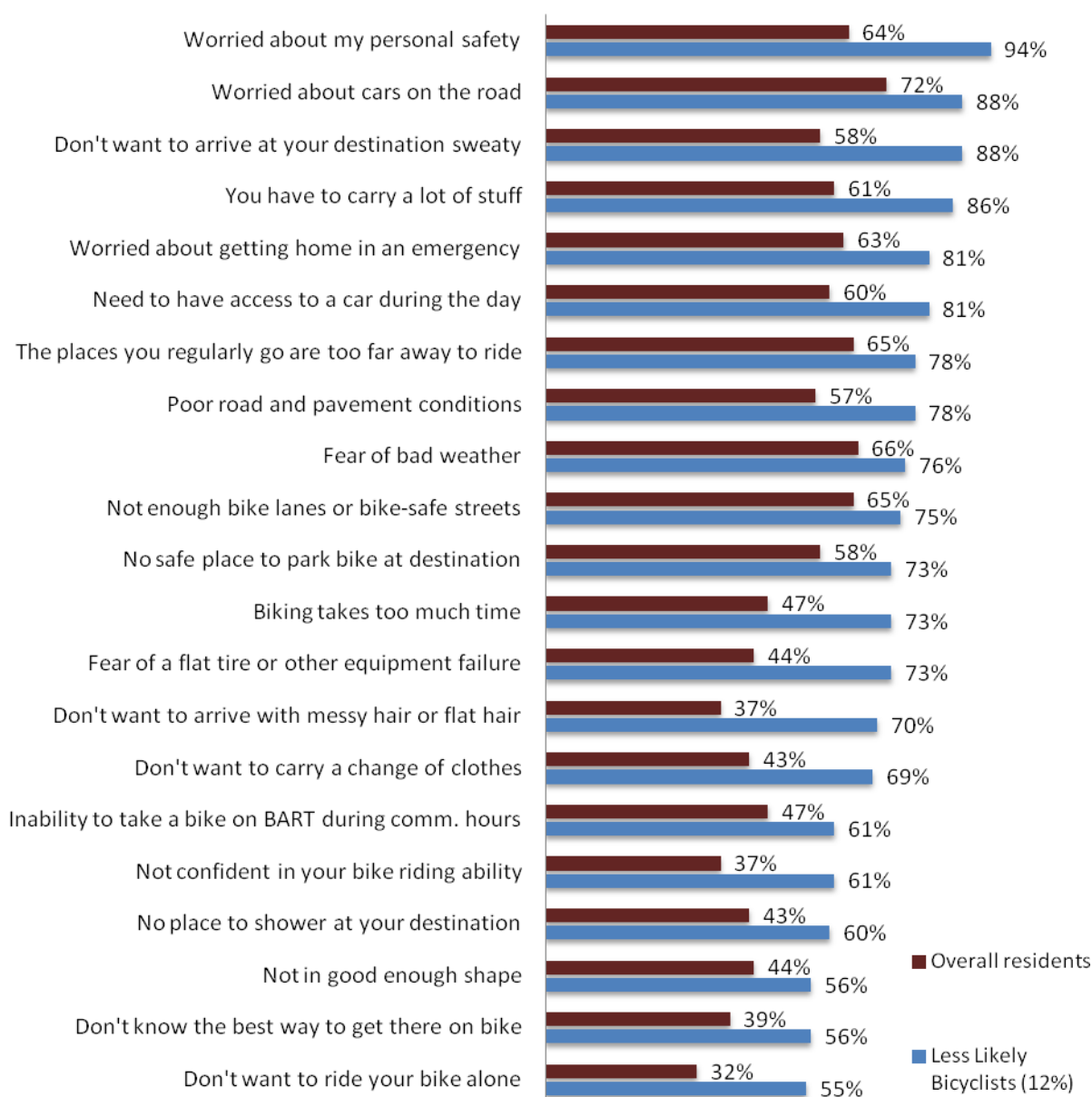
This group is heavily made up of drivers, with almost all (97%) saying they drive solo at least once a week, and 33% driving solo all seven days a week. They are very likely to do some ride-sharing as well, with 94% reporting weekly shared rides. The ride sharing in this group, however, is likely in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

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

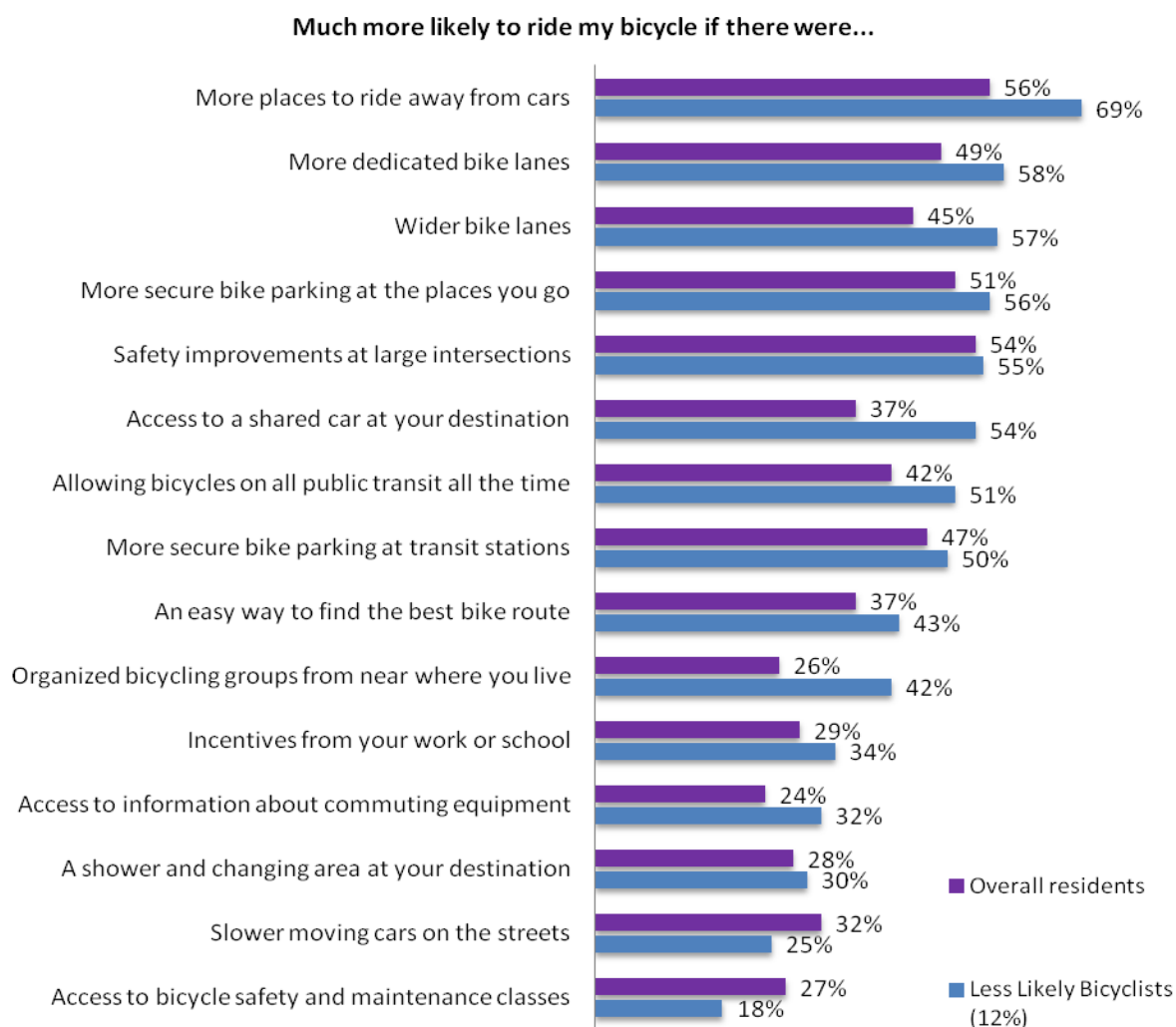
In an open-ended multiple response question about why people don't ride their bicycles more as transportation, distance, safety, and time come out as top reasons. "Too far of a distance to travel" is the response from 42% of this group, followed by "safety issues/biking is unsafe/dangerous" (33%) and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

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

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



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



### 2010: Unlikely Bicyclists (57%)

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

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

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

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

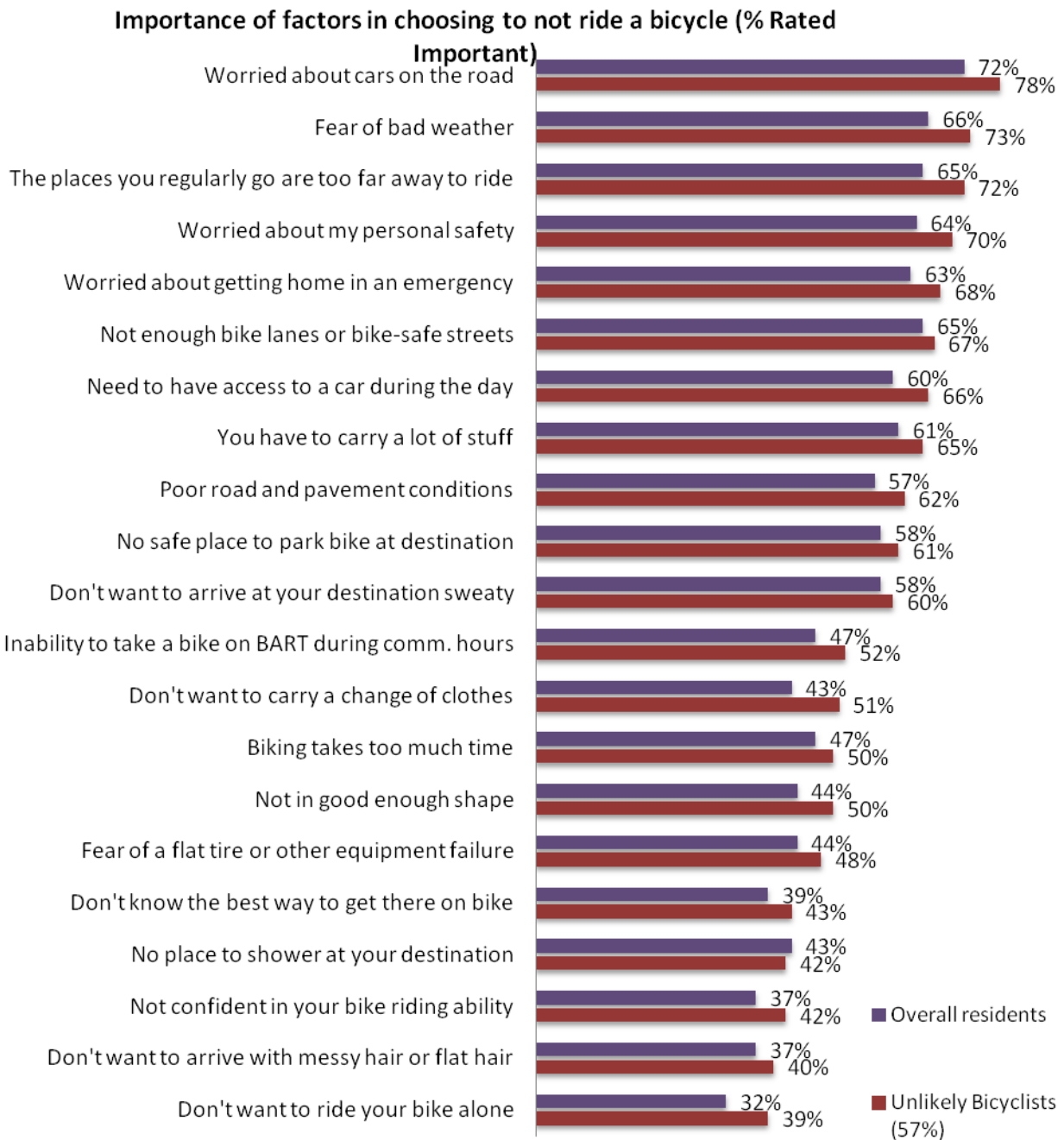
The Unlikely Bicyclists group is the least likely segment to work outside the home at least once a week (64%), and most of those (78%) drive in a car alone to get there. This group is the most likely to work outside of Alameda County (36%), although more than half live within 10 miles of their workplace.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

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

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

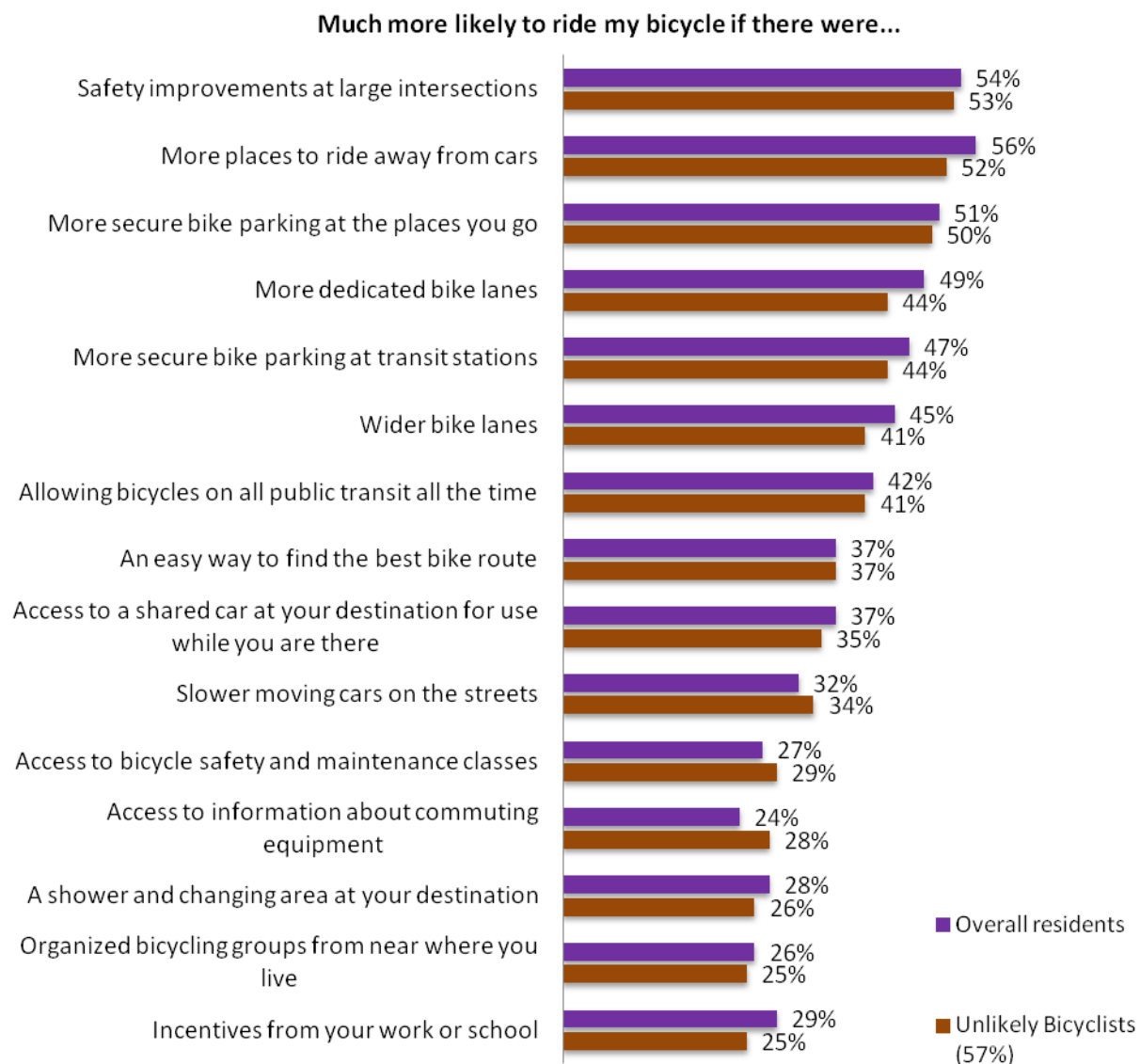
In an open-ended multiple response question about why people don't ride their bicycles as transportation more, the same theme emerges as with some of the other segments: safety, distance, and weather. "Safety issues/biking is unsafe/dangerous" is the top response here, at 33%, followed by "too far of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

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





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



## 2011 Segmentation Analysis

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

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

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



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

### 2011: Target (21%)

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

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

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

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

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

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

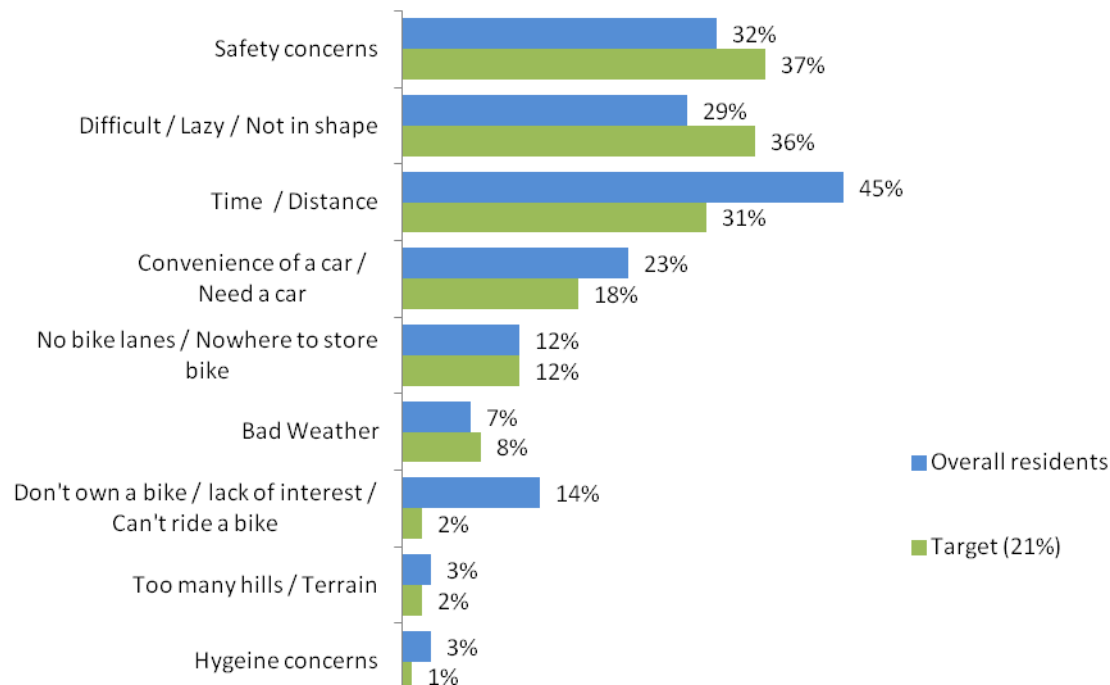
This group is made up of about one-quarter bicycle riders, with 23% saying they ride a bike at least once per week. They are not particularly frequent transit riders. Almost everyone in this group (92%) drives solo in a car at least once a week, and 62% drive solo five days a week or more.

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

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

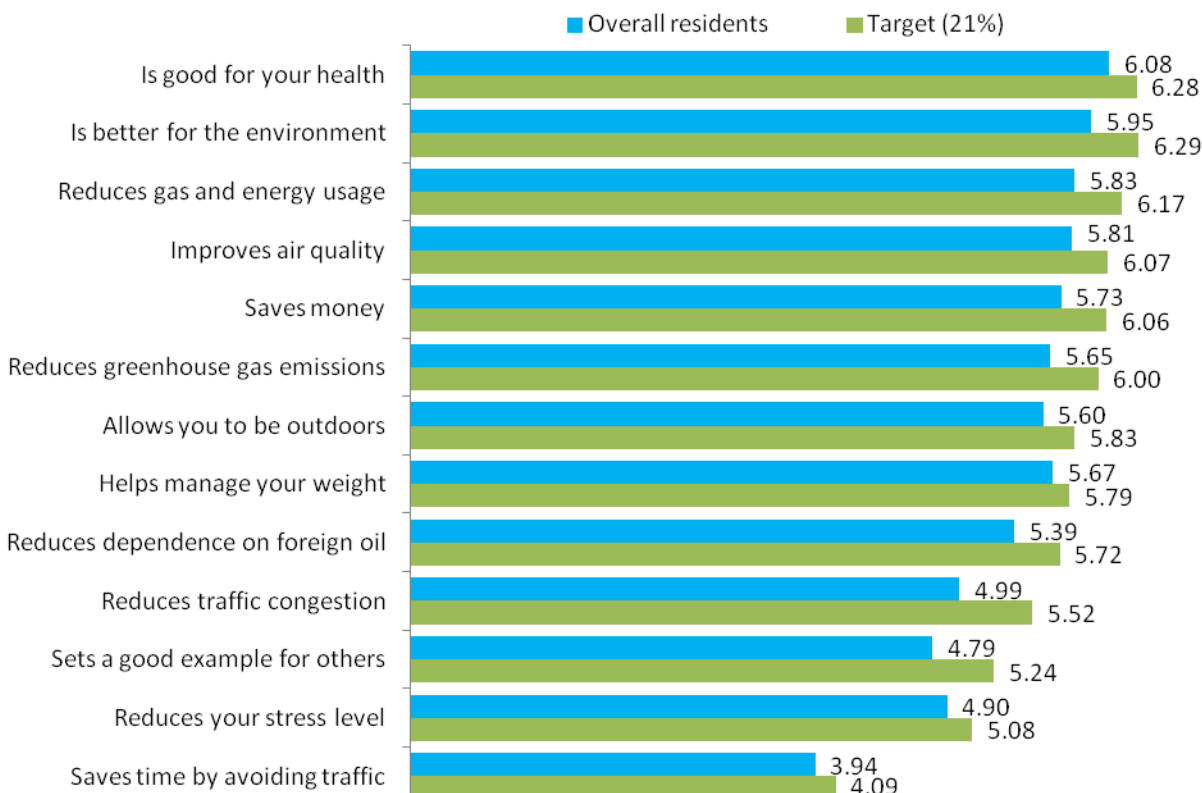
In an open-ended multiple response question about why people don’t ride their bicycles more as transportation, safety concerns come out on top, with 37% citing it as a reason people don’t bike more. This is followed closely by “difficult/lazy/takes too much energy,” with 36%, and the time and distance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

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



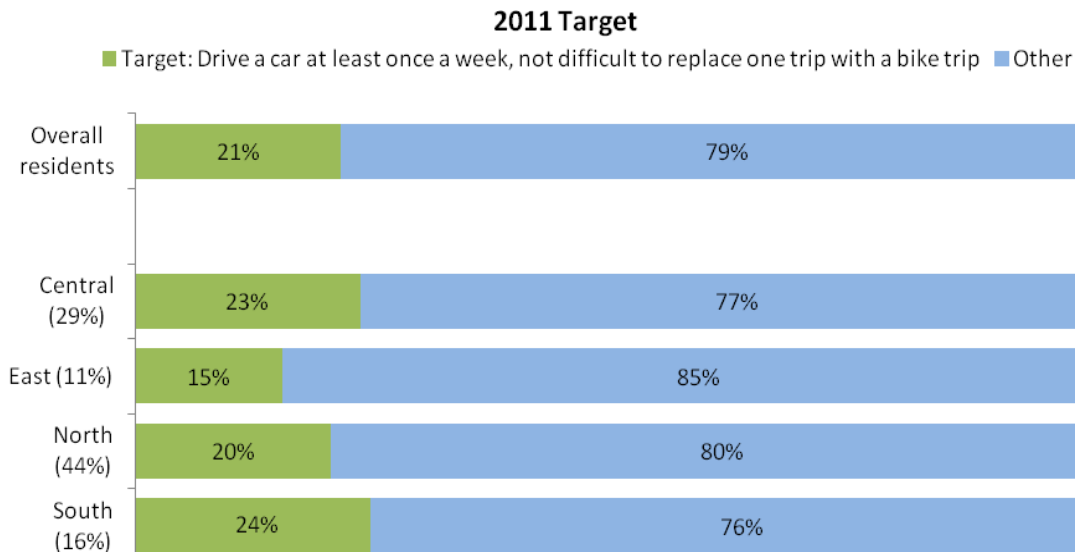
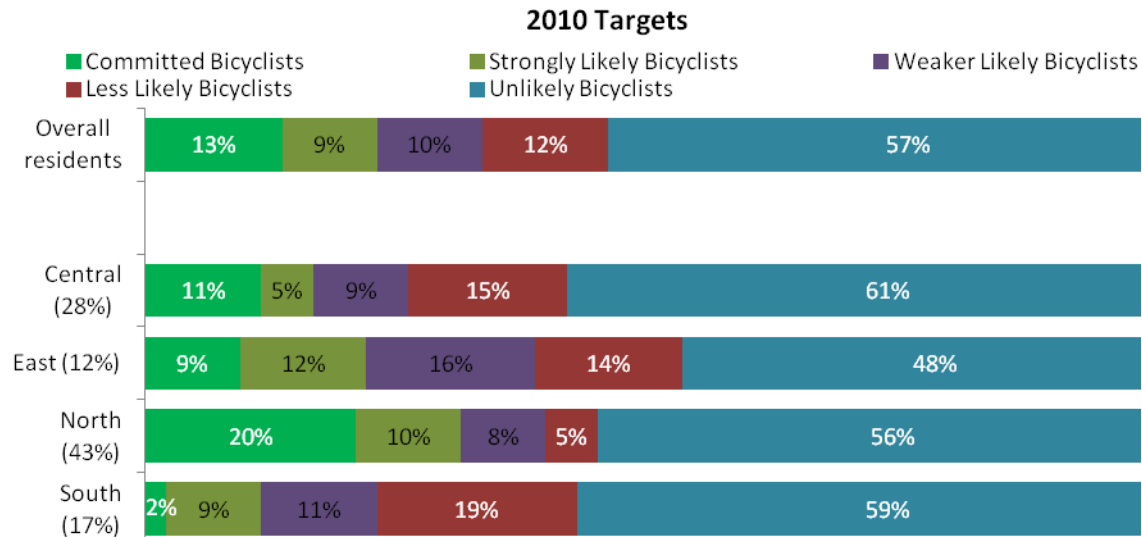
When read a list of possible reasons people might ride their bikes as a form of transportation, the Target group is generally in agreement with adults in the county overall, but with somewhat higher intensity in their responses. Health, the environment, and saving money all top the list with this Target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

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



### Regional Target Analysis

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



### Sub-County Level Analysis

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

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

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

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

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

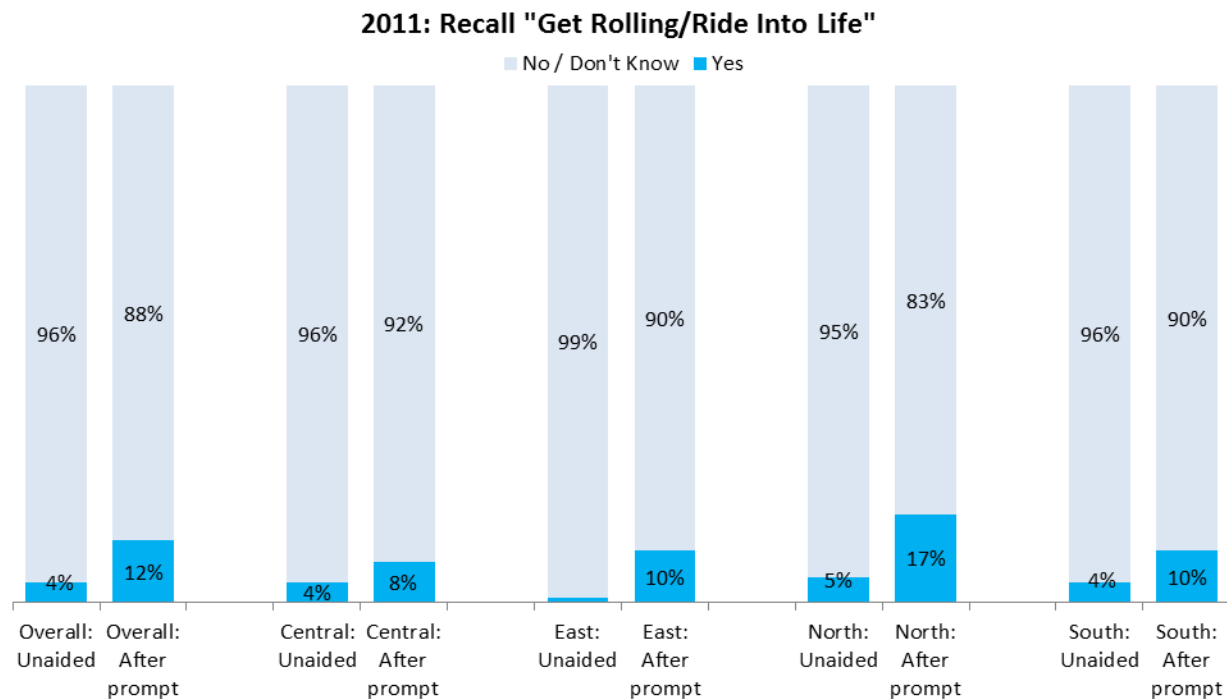
**South:** Fremont, Newark, Union City

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



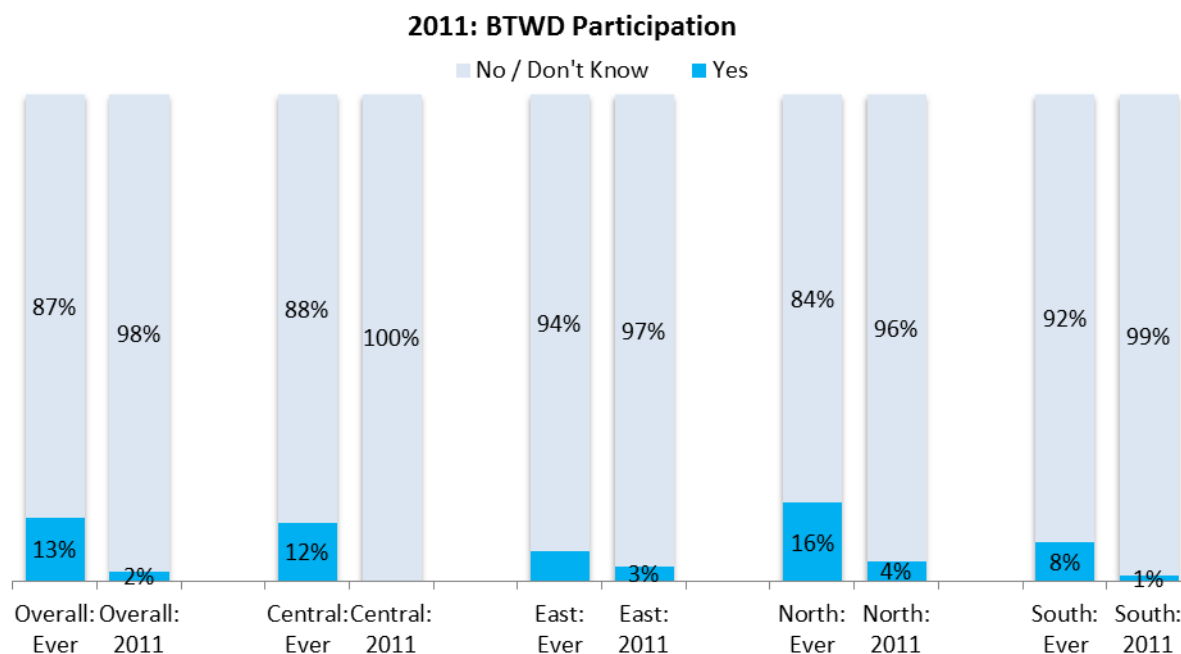
### "Get Rolling/Ride Into Life"

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



## Bike to Work Day

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



## Travel Habits

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

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

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

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

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

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

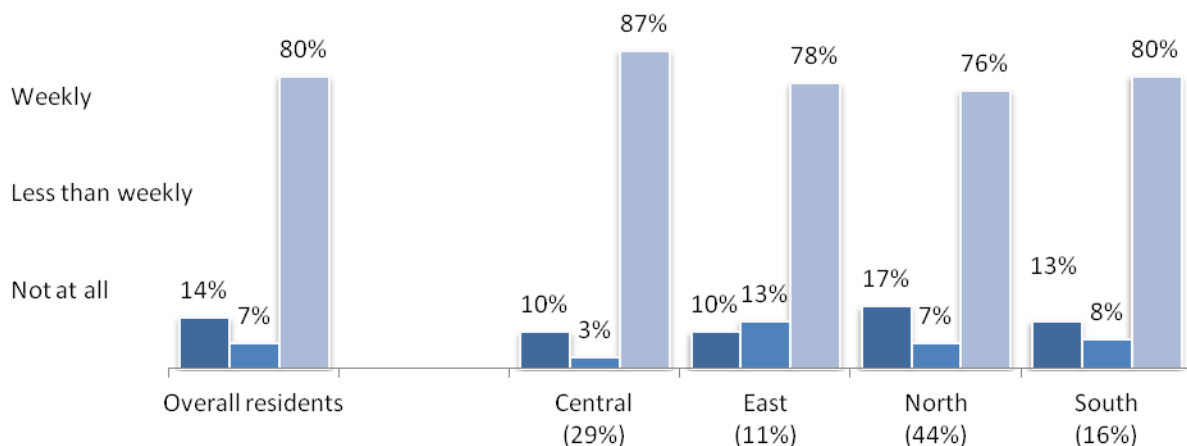
North Alameda County leads in bicycle riding for all purposes among adult residents. About a quarter of adult residents of North Alameda County ride a bicycle for any purpose at least once per week. North County also leads in bike riding for transportation, with 17% saying they ride for that purpose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

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

(Maximum: 7.0 days)

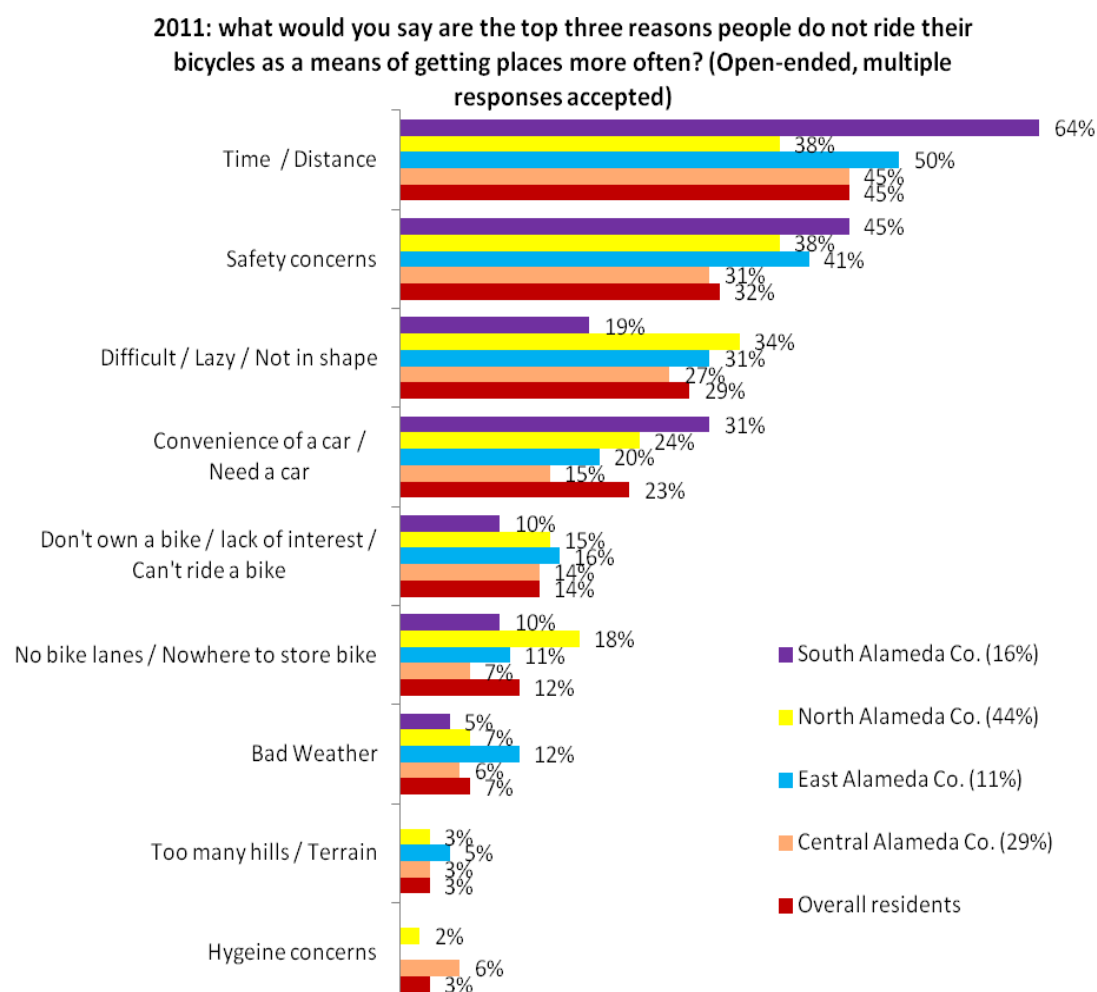
	Overall (100%)	Central Alameda Co. (28%)	East Alameda Co. (12%)	North Alameda Co. (43%)	South Alameda Co. (17%)
Drive a car	4.26	4.37	5.37	3.78	4.65
Drive a car alone	3.62	3.80	4.38	3.27	3.75
Go to work outside of your home	3.03	3.15	3.31	2.87	3.05
Travel in a car with someone else, whether you are the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

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



## Bicycling Perceptions

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



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

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

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

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

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

*\*Top 3 responses*

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

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

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

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

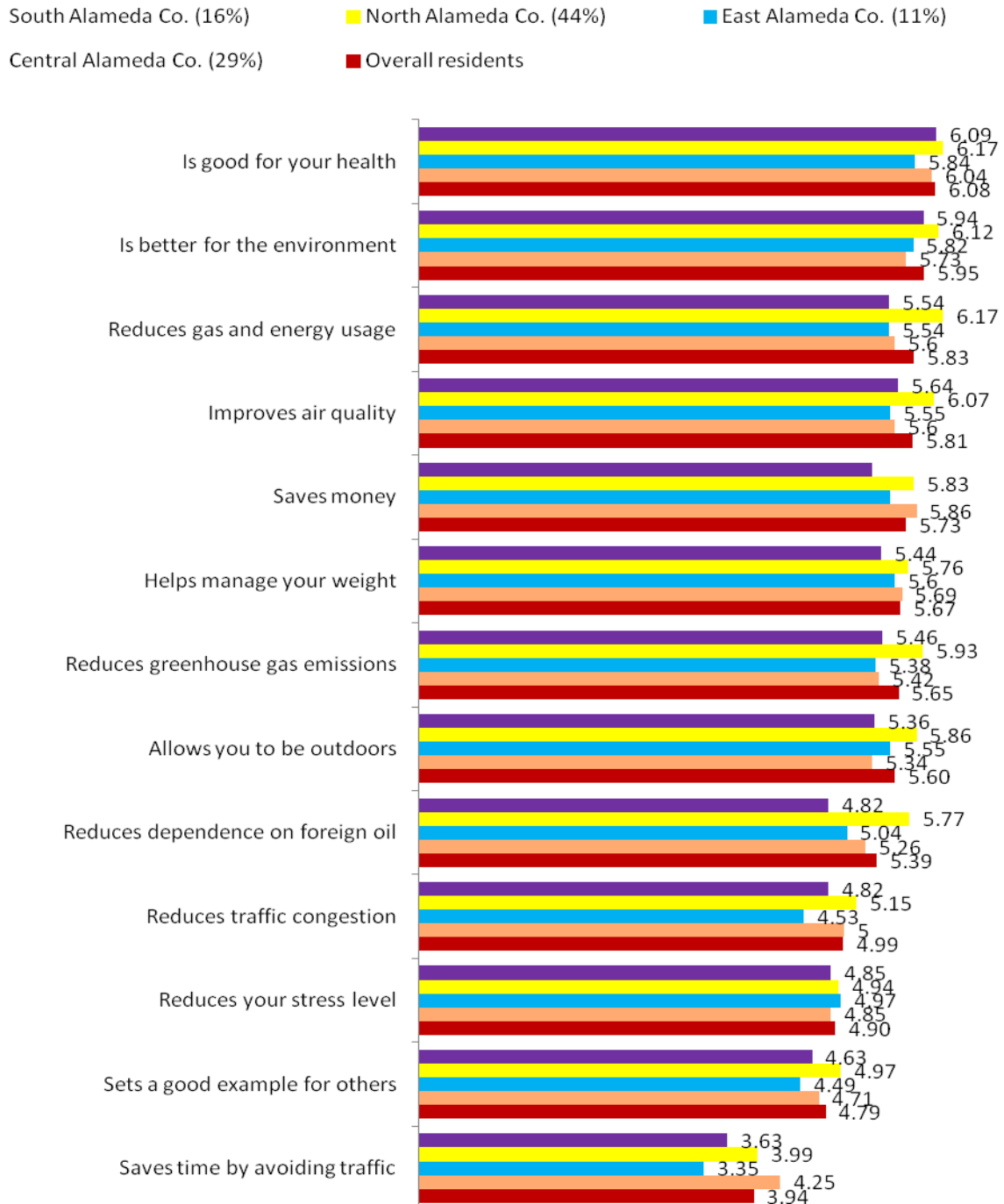
*\*Top 3 responses*

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



**2011: How convincing is each as a reason to ride a bicycle as a form of transportation?**

*Mean response where 1 = not at all convincing & 7 = very convincing*



***This page intentionally left blank***



## **Memorandum**

**DATE:** December 30, 2011

**TO:** Planning, Policy and Legislation Committee

**FROM:** Rochelle Wheeler, Countywide Bicycle and Pedestrian Coordinator  
Beth Walukas, Deputy Director of Planning

**SUBJECT:** **Approval of Bike to Work Day 2012 Funding Request**

### **Recommendations**

It is recommended that the Alameda County Transportation Commission (Alameda CTC) authorize the use of \$20,000 in Measure B Countywide Bicycle and Pedestrian Safety Funds to contribute towards the local and regional funding for Alameda County's 2012 Bike to Work Day promotion.

The Alameda CTC's Bicycle and Pedestrian Advisory Committee (BPAC) concurred with this recommendation at its December 15, 2011 meeting.

### **Summary**

The Alameda CTC and its predecessor agencies have supported the countywide Bike to Work Day efforts for the past five years. The proposed Measure B funding would contribute toward implementing Bike to Work Day 2012 in general, and specifically the countywide advertising campaign, which has been coordinated with Bike to Work Day over the past four years and promotes bicycling for all purposes (see Attachment A for sample images of the ads over these years). Alameda CTC staff also would provide in-kind support, through staffing and existing consultant contracts, which would be dedicated primarily to the advertising campaign. The recently completed evaluation of the effectiveness of the Bike to Work Day effort and the *Get Rolling* campaign determined that both efforts are generally successful. The recommendations from this evaluation will guide improvements to the 2012 and future Bike to Work Day efforts, including the promotion of bicycling in Alameda County.

### **Background**

On May 10, 2012, Alameda County residents and employees will participate in the region's 18th annual Bike to Work Day event. This statewide event encourages people to bicycle to work and school, and promotes safe bicycle riding. Over the years, the event has grown to include both events and promotions on the day of Bike to Work Day (BTWD), and also many events leading up to BTWD, and during the month of May.

Based on counts at energizer stations, the number of bicyclists participating in Bike to Work Day in Alameda County has been steadily increasing since 2006, as shown below:

- 5,350 cyclists in 2007
- 6,682 cyclists in 2008
- Over 10,000 cyclists in 2009
- 9,799 cyclists in 2010
- 11,083 cyclists in 2011

Bike to Work Day 2011 and the many other events leading up to it were a success, as demonstrated by the following:

- Increases in participating bicyclists by 13% from 2010 to 2011 (as counted at energizer stations).
- For the first time, four energizer stations counted over 500 bicyclists each during the morning commute.
- Increases in the number of energizer stations available to bicycle commuters throughout the East Bay from 101 in 2010, to 110 in 2011.
- Increases in sponsorship support by 26% from 2010 to 2011, amounting to \$86,700.
- Over 1200 businesses receiving materials about Bike to Work Day and the related events.
- Continuing the successful Bike to Market Day, with over 8 participating East Bay markets.
- The City of San Leandro hosting its first City Council ride on Bike to Work Day, and the City of Oakland continuing its long-standing Council ride.
- The largest Bike Away from Work Party yet, with approximately 700 cyclists.
- Continuing Bike-In Movie Nights, a popular set of events leading up to BTWD.
- Awarding the Bike-Friendly Business Awards for small, large, retail and non-retail employers.

A base amount of funding for BTWD is provided by MTC to the Bay Area Bicycle Coalition (BABC) to organize the regional Bike to Work Day activities. In turn, BABC provides funding to each county to organize county-level promotional activities such as energizer stations, the Team Bike challenge and outreach. Each county must designate a “lead agency” to be responsible for these county-level activities. In Alameda County, the East Bay Bicycle Coalition (EBBC) is the lead agency, and has received a \$10,000 stipend from BABC for organizing BTWD. EBBC organizes many safety, encouragement and fun activities to promote bicycling in the months leading up to BTWD, and on BTWD itself.

For the past five years, the Alameda CTC and its predecessor agencies have supported Bike to Work Day and related activities, as shown in the table below.

<b>Year</b>	<b>Amount *</b>	<b>Agency</b>	<b>Source</b>	<b>Activities supported</b>
2007	\$6,000	ACTIA	Measure B	Bike safety classes and outreach to minority communities
2008	\$10,000	ACTIA	Measure B	Ad campaign
2009	\$10,000	ACTIA	Measure B	Ad campaign
2010	\$20,000	ACTIA & ACCMA	Measure B & TFCA	Ad campaign
2011	\$20,000	Alameda CTC	Measure B & TFCA	Ad campaign

\* *These amounts do not include significant in-kind support through existing Alameda CTC contracts.*

For the past four years EBBC and the Alameda CTC have worked collaboratively on an advertising campaign that runs in the weeks leading up to BTWD and promotes bicycling for all purposes (see ads in Attachment A). This ad campaign, now called “Ride into Life” (previously it had been called “Get Rolling”) was started in 2008. In past years, EBBC has raised between \$30,000 to \$68,000 for the campaign, including from local jurisdictions and businesses. These funds, plus in-kind staffing from Alameda CTC and EBBC, cover the development of the print advertising campaign, plus the purchase of ad space.

As reported in a separate item on this same PPLC meeting agenda, an assessment of the effectiveness of Bike to Work Day and the advertising campaign was conducted in 2010 and 2011, using TFCA funding. Two sets of random countywide telephone surveys and web-based surveys of BTWD participants were conducted (once in 2010 and once in 2011). Highlights of research findings from this assessment include:

- About 70% of Alameda County adult residents have heard of Bike to Work Day.
- Between 9% and 17% of residents have participated in BTWD in the past.
- From the survey of bicyclists, 27% said that they ride their bicycles more often since participating in the Bike to Work Day, with 11% of this group saying they ride *a lot* more often than before.
- From 4% to 12% of residents, and about 15% of surveyed bicyclists, recalled seeing the “Ride into Life” ads in 2011 (one month after the ads ran).
- The vast majority of surveyed bicyclists (about 80%) understood the message of the ads - that they were about encouraging bicycling, whether for everyday transportation or for Bike to Work Day.
- A majority of the surveyed bicyclists (60%) felt the ads were either very or somewhat effective.

Given the above results, the increasing amounts of bicycling in the county, and the potential to target specific groups of people to bicycle more often, as described in the *Assessment Report*, staff recommends continuing to fund Bike to Work Day and the advertising campaign. Staff will work with EBBC to implement the recommendations in the *Assessment Report*, with the goal of a promotional program that reaches all parts of the county to increase bicycling. The recommendations will be used to shape the images used in the ad campaign, the groups targeted, the geographic areas targeted and the best mediums for advertising.

Staff is recommending that \$20,000 in Measure B Bicycle/Pedestrian Safety funds be dedicated to Bike to Work 2012. The BPAC concurred with this recommendation at its December 15, 2011

meeting. Staff also explored using Transportation Fund for Clean Air funds, which have been used over the past two years for BTWD. The previous TFCA allocation was for two years only and the funds have been expended. While it is unlikely that additional TFCA funds will be received from this source in the upcoming funding cycle, staff will continue to pursue this and other sources of funding for future BTWD efforts.

The adopted 2006 Countywide Bicycle and Pedestrian Plans both identify the promotion of bicycling and walking as priorities for the county. Bike to Work Day is a regionally and statewide recognized effort with Alameda CTC as a key participant. The draft Bicycle and Pedestrian Plan updates will both also continue to include promotion as an important element of encouraging increased walking and biking in the county.

### **Fiscal Impacts**

This action would allocate \$20,000 from the Measure B Bicycle and Pedestrian Safety fund.

### **Attachments**

A: Get Rolling Ads from 2008 to 2011

## 2008 GET ROLLING ADS

**Family today.**

**GET ROLLING**

511.org  
EAST BAY BICYCLE COALITION  
www.ebbc.org  
ACTIA  
KAISER PERMANENTE. thrive

**Commuting today.**

**GET ROLLING**

KAISER PERMANENTE. thrive

**Shopping today.**

**GET ROLLING**

511.org  
EAST BAY BICYCLE COALITION  
www.ebbc.org  
ACTIA  
KAISER PERMANENTE. thrive

**Fitness today.**

**GET ROLLING**

511.org  
EAST BAY BICYCLE COALITION  
www.ebbc.org  
ACTIA  
KAISER PERMANENTE. thrive



# 2009 GET ROLLING ADS

Saving today.

GET ROLLING

511.org

BIKE TO WORK DAY MAY 14, 2009

EAST BAY BICYCLE COALITION www.ebbc.org

ACTIA

KAISER PERMANENTE. thrive

Working today.

GET ROLLING

511.org

BIKE TO WORK DAY MAY 14, 2009

EAST BAY BICYCLE COALITION www.ebbc.org

KAISER PERMANENTE. thrive

Learning today.

GET ROLLING

511.org

BIKE TO WORK DAY MAY 14, 2009

EAST BAY BICYCLE COALITION www.ebbc.org

KAISER PERMANENTE. thrive

Entertainment tonight.

GET ROLLING

511.org

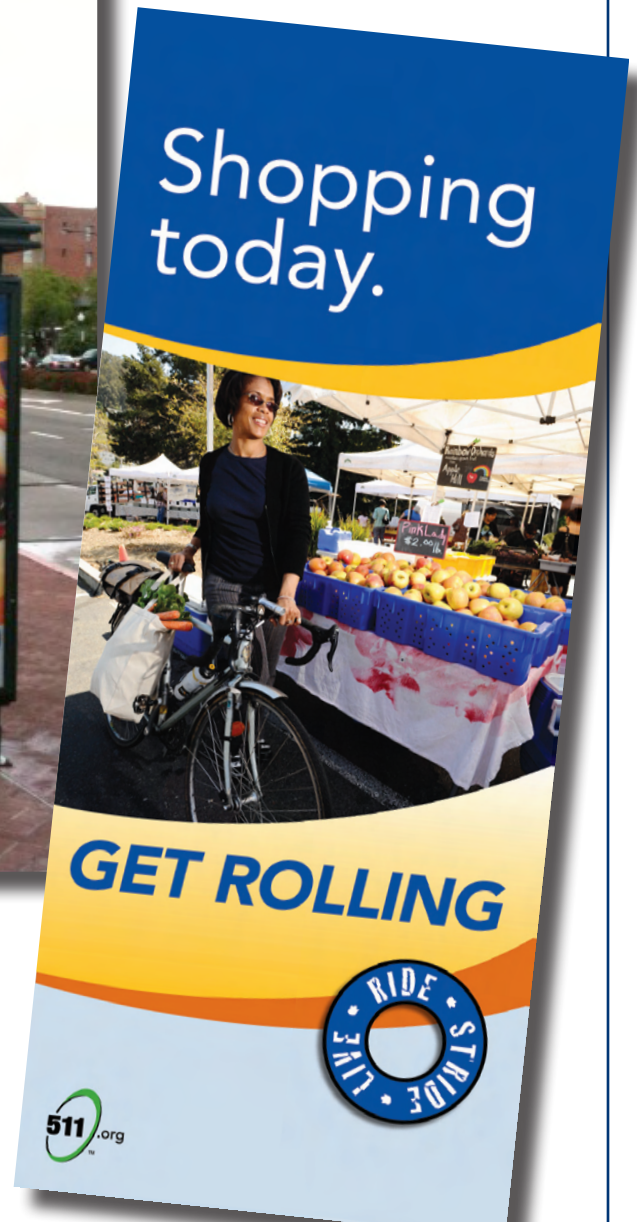
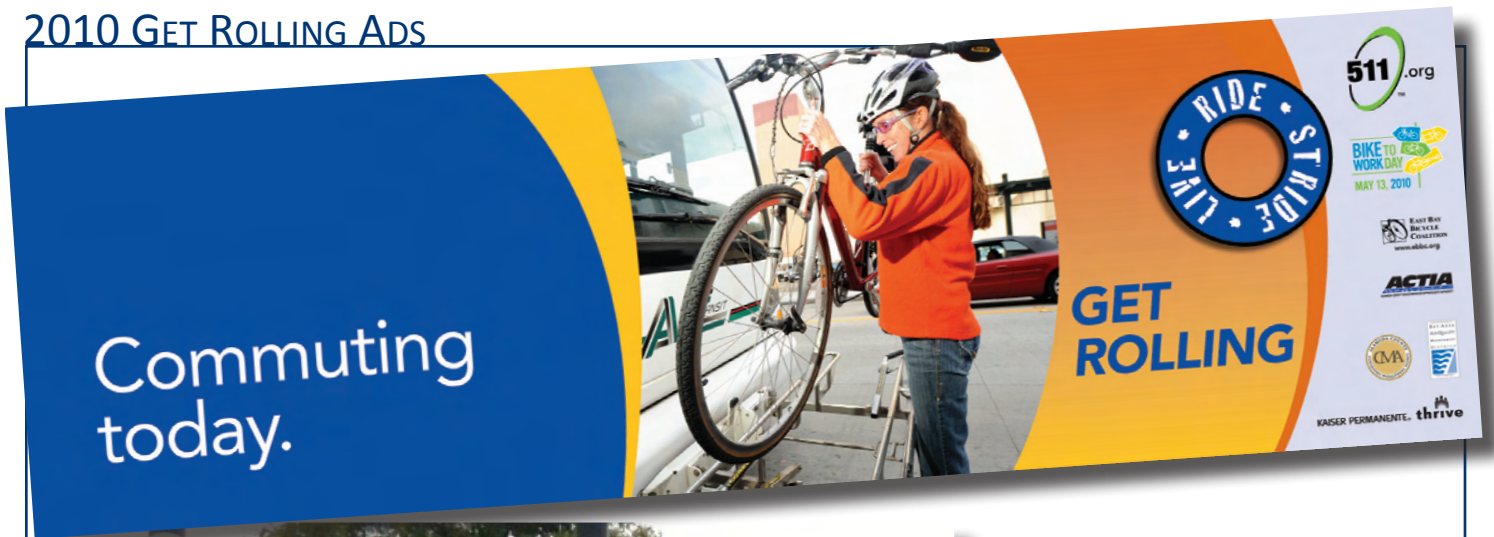
BIKE TO WORK DAY MAY 14, 2009

EAST BAY BICYCLE COALITION www.ebbc.org

KAISER PERMANENTE. thrive



## 2010 GET ROLLING ADS





# 2011 RIDE INTO LIFE ADS

**Ride into *life!***

**Get Rolling**

511.org

Kaiser Permanente. thrive

ALAMEDA

EAST BAY BICYCLE COALITION

BIKE TO WORK DAY  
MAY 12, 2011

**iMonta hacia la vida!**

**Vamos andando**

**Get Rolling**

511.org

Kaiser Permanente. thrive

ALAMEDA

EAST BAY BICYCLE COALITION

BIKE TO WORK DAY  
MAY 12, 2011



**Ride into *life!***

**Get Rolling**

511.org

Kaiser Permanente. thrive

ALAMEDA

EAST BAY BICYCLE COALITION

BIKE TO WORK DAY  
MAY 12, 2011



## **Memorandum**

**DATE:** December 28, 2011

**TO:** Planning, Policy and Legislation Committee

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

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

### **Recommendation**

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

### **Summary**

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

### **Discussion**

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

### **January 2012 Update:**

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

### *1) SCS/RTP*

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

### *2) CWTP-TEP*

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

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

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

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

### **Fiscal Impact**

None.

### **Attachments**

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

***This page intentionally left blank***

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

Countywide Planning Efforts (CWTP-TEP)

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

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

Regional Planning Efforts (RTP-SCS)

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

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

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

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

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

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

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

#### *Sustainable Communities Strategy:*

Presentation of SCS information to local jurisdictions: Completed

Initial Vision Scenario Released: March 11, 2011: Completed

Draft Alternative Land Use Scenarios Released: Completed (released August 26, 2011)

Preferred SCS Scenario Released/Approved: March/May 2012

#### *RHNA*

RHNA Process Begins: January 2011

Draft RHNA Methodology Adopted: July 2012

Draft RHNA Plan released: July 2012

Final RHNA Plan released/Adopted: April/May 2013

#### *RTP*

Develop Financial Forecasts and Committed Funding Policy: Completed

Call for RTP Transportation Projects: Completed

Conduct Performance Assessment: Completed

Transportation Policy Investment Dialogue: November 2011 – April 2012

Prepare SCS/RTP Plan: April 2012 – October 2012

Draft RTP/SCS for Released: November 2012

Prepare EIR: December 2012 – March 2013

Adopt SCS/RTP: April 2013

#### *CWTP-TEP*

Develop Alameda County Locally Preferred SCS Scenario: May 2011 – May 2012

Call for Projects: Completed

Administrative Draft CWTP: Completed

Preliminary TEP Program and Project list: Completed

Draft TEP Released: January 2012

Draft CWTP Released: March 2012

TEP Outreach: January 2011 – June 2012

Adopt Final CWTP and TEP: May/June 2012

TEP Submitted for Ballot: July 2012



Calendar Year 2010

Task	2010						FY2010-2011		2010			
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alameda CTC Committee/Public Process												
Steering Committee			Establish Steering Committee	Working meeting to establish roles/responsibilities, community working group	RFP feedback, tech working group	Update on Transportation/Finance issues	Approval of Community working group and steering committee next steps	No Meetings		Feedback from Tech, comm. working groups	No Meetings	Expand vision and goals for County ?
Technical Advisory Working Group								No Meetings		Roles, resp. schedule, vision discussion/ feedback	No Meetings	Education: Trans statistics, issues, financials overview
Community Advisory Working Group								No Meetings		Roles, resp. schedule, vision discussion/ feedback	No Meetings	Education: Transportation statistics, issues, financials overview
Public Participation								No Meetings			Stakeholder outreach	
Agency Public Education and Outreach												
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

Calendar Year 2011

Task		2011					FY2011-2012		2011				
		January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
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, land 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		
	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft, CWTP, TEP potential project and program packages, outreach and polling discussion	Review 2nd draft CWTP, 1st draft TEP, poll results update	No Meetings		
Community Advisory Working Group	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft, CWTP, TEP potential project and program packages, outreach and polling discussion	Review 2nd draft CWTP, 1st draft TEP, poll results update	No Meetings		
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												

Calendar Year 2012

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

***This page intentionally left blank***

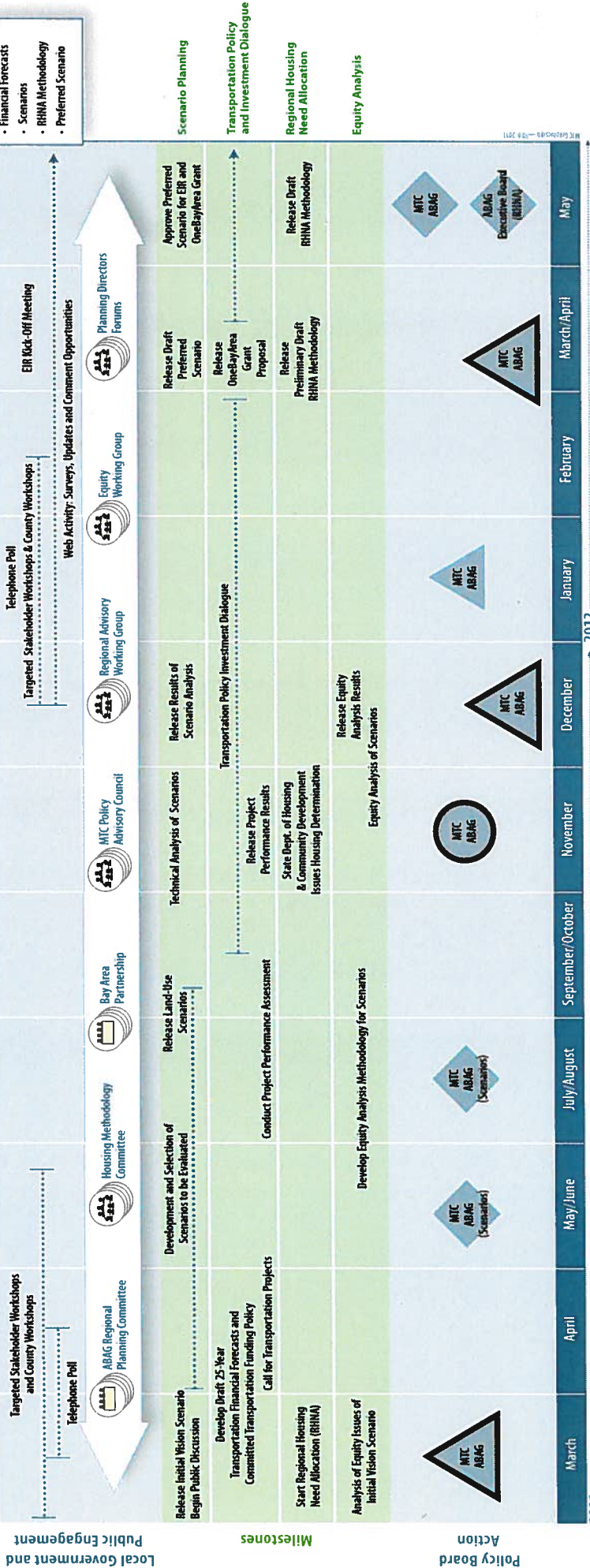
# Plan Bay Area Planning Process: Phase 2 Detail\*

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

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](http://OneBayArea.org)



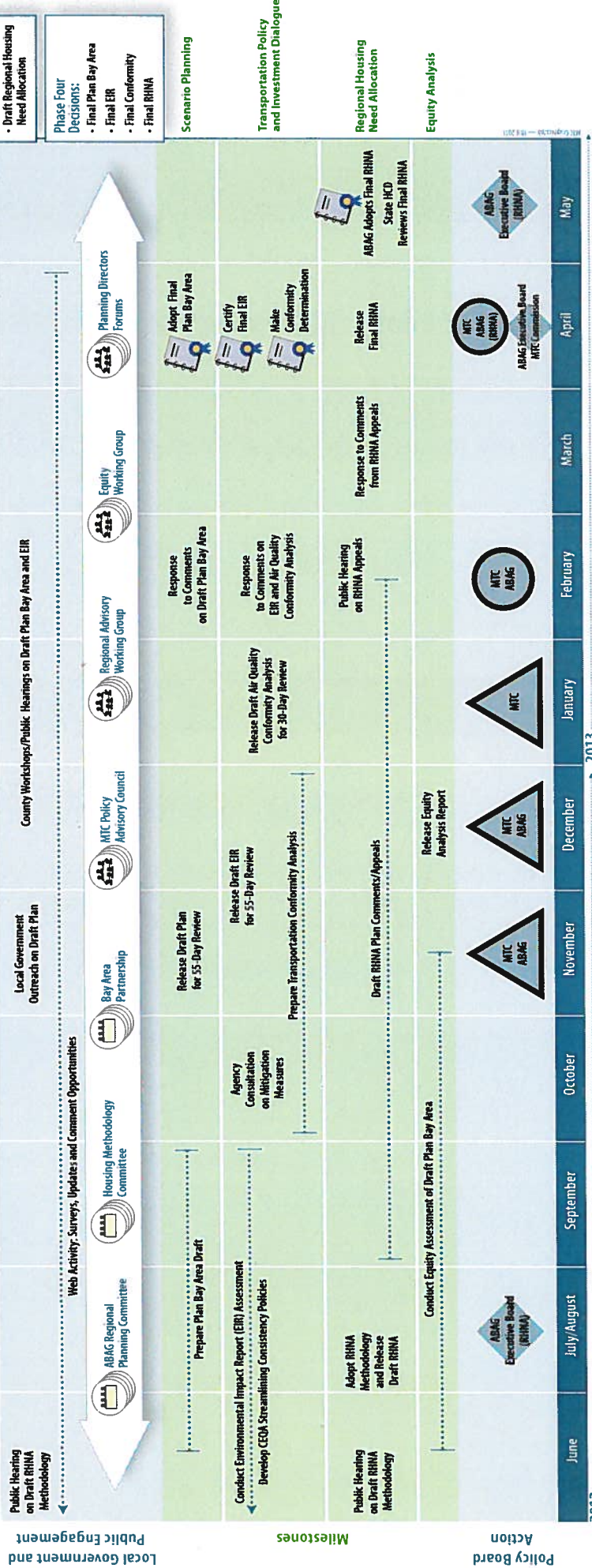
# BayArea Plan

## 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](http://OneBayArea.org)



## **Memorandum**

**DATE:** December 27, 2011

**TO:** Planning, Policy and Legislation Committee

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

**SUBJECT:** **Approval of 2012 Alameda CTC Legislative Program**

### **Recommendations:**

Staff recommends approval of the 2012 Alameda CTC Legislative Program.

### **Summary:**

The Alameda CTC's Legislative Program will guide legislative actions and policy direction on legislative issues during the year.

Some of the highest priorities in 2012 will be to participate in the federal transportation bill reauthorization, address the challenges faced with declining revenues and increasing deterioration of the transportation system, ensure that transportation is not negatively affected by the anticipated state budget deficit in the coming year, implementation of climate change legislative mandates, and to work to educate people about the benefits of Alameda County's Transportation Expenditure Plan in relation to other measures that will be placed on the November ballot.

### **Background:**

Each year, the Alameda CTC adopts a Legislative Program to provide direction for its legislative and policy activities for the year. The purpose of the Legislative Program is to establish funding, regulatory and administrative principles to guide Alameda CTC's legislative advocacy in the coming year. The program is designed to be broad and flexible to allow Alameda CTC the opportunity to pursue legislative and administrative opportunities that may arise during the year, and to respond to political processes in Sacramento and Washington, DC.

This draft legislative program focuses on the federal bill reauthorization, project and program implementation, and climate change.

The draft 2012 Legislative Program is divided into six sections:

- Federal Transportation Bill Reauthorization
- Transportation Funding
- Project Delivery

- Multi-modal and Transit Oriented Development
- Transportation and Social Equity
- Climate Change

Our state and federal lobbyists will be scheduling meetings in early spring with various Legislators in Sacramento and Washington, D.C. to discuss the Alameda CTC legislative needs in 2012. We invite Board members who are interested to participate in these meetings.

**Attachments**

Attachment A: 2012 Legislative Program

Attachment B: Summary of Senate EPW MAP 21 Legislation



**Attachment A**

**2012 Alameda CTC Legislative Program**

## **2012 LEGISLATIVE PROGRAM**

### **Introduction**

Each year, the Alameda County Transportation Commission (Alameda CTC) adopts a Legislative Program to provide direction for its legislative and policy activities for the year.

The purpose of the Legislative Program is to establish funding, regulatory and administrative principles to guide Alameda CTC's legislative advocacy in the coming year. The program is developed to be flexible, allowing opportunities to pursue legislative and administrative opportunities that may arise during the year, and to respond to the changing political processes in Sacramento and Washington, DC.

While Alameda CTC is required to fulfill the roles and responsibility of the voter mandated transportation expenditure plan and the roles of a congestion management agency, the current transportation climate with respect to reauthorization of the federal transportation bill, climate change issues, demographic shifts, and other policy development in the Bay Area affects the direction of state and federal advocacy efforts by the Alameda CTC. Further, Alameda CTC projects and programs can be advanced by additional funding and policy decisions supported through a legislative program.

Finally, there are increasing efforts to implement a more sustainably integrated transportation system that provides substantial funding to all modes to advance mobility, access and quality infrastructure that supports the economy and advances healthy communities and the environment, particularly through the requirements of SB 375 and the development of a Sustainable Communities Strategy (SCS).

This legislative program recognizes significant countywide, regional, state and federal activities that have or will impact transportation funding and implementation in the coming years. Some of these include:

- The Statewide Transportation Needs Assessment released by the California Transportation Commission shows an estimated statewide funding need over the next 10 years for system preservation, management and expansion as \$538 billion, with the system preservation portion estimated at \$341 billion (for state of good repair). Projections of funding availability over the same 10-year period are \$242 billion from all sources, representing about 45% of the overall estimated needs.
- Continued state and federal budget shortfalls could potentially negatively impact transportation funding for project planning, development and implementation;
- Renewal efforts for the Federal Surface Transportation Bill and the current shortfalls of funding for authorized levels of spending from the Highway Trust Fund;
- Updates to the Alameda County Countywide Transportation Plan, that will flow into the update of the Regional Transportation Plan (RTP), including advocacy policies for Alameda County;
- Reauthorization of Alameda County's half-cent transportation sales tax measure, anticipated

to be placed on the November 2012 ballot;

- Development of many new policies and planning efforts at the Alameda CTC that will focus on Complete Streets, Transit Oriented Development, Youth Transit Pass Program opportunities, Capital Improvement Program and Congestion Management Program policy updates, a Comprehensive Countywide Transit plan that tiers off the regional Transit Sustainability Project, a Comprehensive Transportation Demand Management Plan and a Goods Movement Plan, as well as multi-modal corridor studies, an arterial performance initiative and other studies and plans the support integration and incentives for linking transportation and land use investments.

The 2012 draft Legislative Program is divided into six sections:

- Federal Transportation Bill Reauthorization
- Transportation Funding
- Project Delivery
- Multi-modal and Transit Oriented Development
- Transportation and Social Equity
- Climate Change

The first section regarding Federal Transportation Bill Reauthorization is specific to federal legislative efforts, while the remaining sections relate broadly to both state and federal legislative and administrative issues as applicable.

### **Federal Transportation Bill Reauthorization Legislative Priorities**

The Safe Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users, SAFETEA-LU, expired on September 30, 2009 and has been continued at its same funding level through four separate continuing resolutions, with the next expiration date of March 31, 2012. In November 2011, the Senate Environment and Public Works Committee released a the Highway portion of a proposed two-year surface transportation authorization to replace SAFETEA-LU, entitled, “Moving Ahead for Progress in the 21<sup>st</sup> Century”, or MAP 21. Attachment B provides a summary of MAP-21. The bill proposes funding for \$109 billion, an estimated \$12 billion over the anticipated amounts that will flow into the Highway Trust Fund. Three other Senate Committees are needed to act to address different aspects of a complete bill, including Senate Finance to focus on the tax and revenue portion of the bill (which needs to identify how to cover the \$12 billion gap), Senate Banking, Housing and Urban Affairs for the transit portion of the bill, and Senate Commerce, Science and Transportation for rail and safety issues.

It is recommended that the draft 2012 Alameda CTC Legislative Program continue support of the California Consensus Principles which are intended to provide a uniform statewide position on surface transportation policies to Congress and the President. At the statewide level, these principles may be re-evaluated in 2012, and staff will bring to the Commission any changes to these principles for consideration. The Consensus Principles listed below were developed over the summer of 2008 with a broad array of transportation stakeholders throughout California which included many transportation agencies, Caltrans, the Business Transportation and Housing Agency, and the Governor. It is also recommended that the Commission continue support of Alameda County’s “Principles Plus” which support specific areas of importance not fully articulated in the California

Consensus Principles on SAFETEA-LU. The Consensus Principles and Principles Plus are listed below:

### **California Consensus Principles**

#### **1. Ensure the financial integrity of the Highway Trust Fund**

The financial integrity of the transportation trust fund is at a crossroads. Current user fees are not keeping pace with needs or even the authorized levels in current law. In the long-term, the per-gallon fees now charged on current fuels will not provide the revenue or stability needed, especially as new fuels enter the marketplace. This authorization will need to stabilize the existing revenue system and prepare the way for the transition to new methods of funding our nation's transportation infrastructure.

- Maintain the basic principle of a user-based, pay-as-you-go system.
- Continue the budgetary protections for the Highway Trust Fund and General Fund supplementation of the Mass Transportation Account.
- Assure a federal funding commitment that supports a program size based on an objective analysis of national needs, which will likely require additional revenue.
- To diversify and augment trust fund resources, authorize states to implement innovative funding mechanisms such as tolling, variable pricing, carbon offset banks, freight user fees, and alternatives to the per-gallon gasoline tax that are accepted by the public, and fully dedicated to transportation.
- Minimize the number and the dollar amount of earmarks, reserving them only for those projects in approved transportation plans and programs.

#### **2. Rebuild and maintain transportation infrastructure in a good state of repair.**

Conditions on California's surface transportation systems are deteriorating while demand is increasing. This is adversely affecting the operational efficiency of our key transportation assets, hindering mobility, commerce, quality of life and the environment.

- Give top priority to preservation and maintenance of the existing system of roads, highways, bridges and transit.
- Continue the historic needs-based nature of the federal transit capital replacement programs.

#### **3. Establish goods movement as a national economic priority.**

Interstate commerce is the historic cornerstone defining the federal role in transportation. The efficient movement of goods, across state and international boundaries, increases the nation's ability to remain globally competitive and generate jobs.

- Create a new federal program and funding sources dedicated to relieving growing congestion at America's global gateways that are now acting as trade barriers and creating environmental hot spots.
- Ensure state and local flexibility in project selection.
- Recognize that some states have made a substantial investment of their own funds in nationally significant goods movement projects and support their investments by granting them priority for federal funding to bridge the gap between need and local resources.
- Include adequate funding to mitigate the environmental and community impacts associated

with goods movement.

#### **4. Enhance mobility through congestion relief within and between metropolitan areas.**

California is home to six of the 25 most congested metropolitan areas in the nation. These mega-regions represent a large majority of the population affected by travel delay and exposure to air pollutants.

- Increase funding for enhanced capacity for ALL modes aimed at reducing congestion and promoting mobility in the most congested areas.
- Provide increased state flexibility to implement performance-based infrastructure projects and public-private partnerships, including interstate tolling and innovative finance programs.
- Consolidate federal programs by combining existing programs using needs, performance-based, and air quality criteria.
- Expand project eligibility within programs and increase flexibility among programs.

#### **5. Strengthen the federal commitment to safety and security, particularly with respect to rural roads and access.**

California recognizes that traffic safety involves saving lives, reducing injuries and optimizing the uninterrupted flow of traffic on the state's roadways. California has completed a comprehensive Strategic Highway Safety Plan.

- Increase funding for safety projects aimed at reducing fatalities, especially on the secondary highway system where fatality rates are the highest.
- Support behavioral safety programs – speed, occupant restraint, driving under the influence of alcohol or drugs, road-sharing, etc. -- through enforcement and education.
- Address licensing, driver improvement, and adjudication issues and their impact on traffic safety.
- Assess and integrate emerging traffic safety technologies, including improved data collection systems.
- Fund a national program to provide security on our nation's transportation systems, including public transit.

#### **6. Strengthen comprehensive environmental stewardship.**

Environmental mitigation is part of every transportation project and program. The federal role is to provide the tools that will help mitigate future impacts and to cope with changes to our environment.

- Integrate consideration of climate change and joint land use-transportation linkages into the planning process.
- Provide funding for planning and implementation of measures that have the potential to reduce emissions and improve health such as new vehicle technologies, alternative fuels, clean transit vehicles, transit-oriented development and increased transit usage, ride-sharing, and bicycle and pedestrian travel.
- Provide funding to mitigate the air, water and other environmental impacts of transportation projects.

#### **7. Streamline Project Delivery**

Extended processing time for environmental clearances, federal permits and reviews, etc. add to the cost of projects. Given constrained resources, it is all the more critical that these clearances and reviews be kept to the minimum possible consistent with good stewardship of natural resources.

- Increase opportunities for state stewardship through delegation programs for NEPA, air quality conformity, transit projects, etc.
- Increase state flexibility for using at-risk design and design-build.
- Ensure that federal project oversight is commensurate to the amount of federal funding.
- Require federal permitting agencies to engage actively and collaboratively in project development and approval.
- Integrate planning, project development, review, permitting, and environmental processes to reduce delay.

### **“Principles Plus”**

Support the following efforts to address on-going transportation needs in Alameda County, including:

- **Support methods to increase the gas tax and alternative methods of financing.** As the primary source of funding for surface transportation, the gas tax needs to be modified to allow for increases over time. Without the ability to increase the gas tax purchasing power, and in the absence of other funding methods, transportation funding will continue to decline. Alternative methods of financing such as high-occupancy toll lanes, public-private partnerships, and other user-based-type fees are important elements to continue critical investments in our core transportation infrastructure and should be allowed, provided they protect the public investment.
- **Support rewarding states that provide significant funding into the transportation systems.** California is considered a “Self-Help” state, one that raises funds both locally and statewide to fund local, state and federal transportation projects. Over time, federal funds have provided a smaller share of the overall funding need in California. Each year, the Bay Area taxpayers alone provide almost \$1 billion in local funds to support the transportation system, and California as a whole provides billions of dollars into transportation to support one of the top ten highest producing economies in the world. The infusion of \$20 billion for transportation bonds approved by voters in 2006 is on top of this amount, as well as the vehicle registration fees approved in five out of seven Bay Area counties in November 2010. These effort must be acknowledged and rewarded by providing priority funding for California’s projects, bonus federal matching funds or simple increases in overall funding commensurate with the state’s investment. This could include a Federal-State Partnership Program modeled after California’s State and Local Partnership Program (SLPP), whereby counties with voter approved transportation sales tax measures received proportional funding from the SLPP program in the voter approved bonds related to the amount of sales tax generated.
- **Increase funding for and flexibility of transit investments.** This effort directly addresses the need to shift a portion of trips away from auto use to address climate change and to reduce congestion. With legislative mandates to implement a Sustainable Communities

Strategy aimed at integrating land use and transportation decisions to reduce greenhouse gas emissions and meet the State's goals, more emphasis on transit and access to transit will be made to address goal attainment.

- Support funding to assist in completion of Alameda CTC's remaining sales tax funded transit projects.
  - Support increasing, combining and integrating federal funding programs for seniors and disabled, and ensure flexibility of these programs to address the dramatically increasing senior population in Alameda County and the country.
  - Support transit safety and security programs that are not at the expense of existing transit funding, but rather augment transit funding.
  - Increase transit funding and implementation flexibility to allow for transit operators to reduce service cuts, seek more transit operating funds, and allow operators to provide school related services as well as flexible services for senior transport and other needs as deemed necessary through transit planning efforts.
  - Support parity in pre-tax transportation benefits for public transit and vanpooling for those given for parking.
- **Increase funding for non-motorized transportation.** This effort recognizes the opportunity for walking and biking to address GHG reduction goals, particularly for access to transit and with specialized educational programs that support and encourage shifts in mode uses to reduce vehicle miles traveled and emissions.
    - Recognize non-motorized transportation, also known as active transportation, as a viable mode for reducing VMT, increasing transit use, supporting effective climate change, and increasing the health of communities.
    - Support funding for active transportation in the federal bill, and in particular, fund the approved Active Transportation Program – *Active Alameda: Kids, Commuters and Community*.
      - This program is focused on walking and biking access to transit, connecting communities through urban greenways, and inspiring people to walk and bike through programs such as Safe Routes to Schools and Safe Routes for Seniors
      - The program is broadly supported throughout Alameda County as shown by the wide array of support for the program, including the Alameda County Board of Supervisors, the Alameda County Mayor's Conference, and cities throughout the County.
    - Support completion of major trail networks throughout the County, with priority for the East Bay Greenway, Iron Horse Trail and the Bay Trail.

### **General Legislative Issues**

The following legislative areas are related to both federal and state legislative efforts as applicable.

### **Transportation Funding**

Over the past several years, additional local sales tax measures have surpassed the 2/3 voter hurdle, voters have supported statewide bond measures to fund transportation infrastructure throughout the state, and in November 2010, five out of seven counties in the Bay Area approved increasing the vehicle registration fees to fund transportation improvements, and voters also supported protecting certain transportation funding even further with passage of Proposition 22. Governor Brown's

signing of AB 105 in early 2011 ratified a gas tax swap made in March 2010, further protecting both transit and other transportation funding. These advances in funding and protections demonstrate the public's will to support essential infrastructure and transportation programs, and underscore the need for improving the quality of our transportation systems. Alameda CTC's recent polls related to the development of a new Transportation Expenditure Plan also showed public support for transportation infrastructure investments with 79% supporting an augmentation and extension of the existing sales tax measure.

However, while voters are willing to support measures to increase funding, Alameda County, the state and country continue to face profound transportation funding challenges, which become increasingly exacerbated over time. The purchasing power of the gas tax, which has not been increased since the early 1990's, has not kept pace with current and projected growth. At the same time, environmental review times are often too long causing implementation delays.

### **General Transportation Funding Priorities**

- Support legislation that increases and/or requires the gas tax to be adjusted regularly to support its "buying power".
- Protect and increase funding for Alameda CTC projects in the State Transportation Improvement Program (STIP), the federal transportation bill and other funding sources.
- Support legislation that protects and provides increased funding for operating, maintaining, rehabilitating, and improving transportation infrastructure, including state highways, public transit and paratransit, local streets and roads, bicycle and pedestrian facilities, seismic safety upgrades, and goods movement, including making the use of these funds more flexible from different fund sources.
- Support efforts that give priority funding to voter approved measures.
- Support efforts to lower the 2/3 voter requirement for voter-approved transportation measures.
- Oppose efforts that negatively affect the ability to implement voter approved measures.
- Support legislation that improves the ability of the Commission and its partners to deliver, enhance or augment Alameda CTC projects and programs.
- Support seeking, acquiring and implementing grants that advance Alameda CTC planning, funding and delivery of projects and programs.
- Support Alameda County as a recipient of funds to implement pilot programs that support innovative project implementation or transportation funding mechanisms.
- Support legislation that encourages regional cooperation and coordination to develop, promote and fund solutions to regional problems.
- Support legislation and policies that promote governmental efficiencies and cost savings.



## **Major Transportation Funding Priorities related to Alameda CTC Projects and Programs**

While transportation funding has many general categories for legislative advocacy as listed above, the following specific project and program related areas for 2012 are:

- **Increase funding and flexibility for transit**
  - Support efforts to increase funding for transit, increase the flexibility of that funding to address climate change, senior population increases, transit security, and transit operations, particularly to reduce service cuts.
  - Protect funding intended for transit. In particular, support efforts that ensure anticipated transit funds are delivered to transit operators.
- **Increase funding and resources for non-motorized transportation**
  - Continue support of the national Active Transportation effort sponsored by Rails to Trails Conservancy to increase non-motorized transportation funding in the upcoming federal transportation bill.
  - Support full implementation of the East Bay Greenway project and all related project development and implementation efforts. Alameda CTC is the project sponsor for this project.

### **Project Delivery**

Delivery of new transportation infrastructure expeditiously is a key element in ensuring mobility of people and goods while protecting air and environmental quality, jobs and a high quality of life. However, delivery of projects is often bogged down by the multiple stages and long time frames of current project delivery processes, including environmental clearance and mitigation, design, right of way and project financing. To that end, support innovative ways to deliver projects quickly which reduce costs to taxpayers and provide essential transportation mobility options.

- Support legislation and policies that improve environmental streamlining, including requiring specific time frames for state and federal reviews and approvals, to expedite project delivery while ensuring appropriate environmental protection and mitigation.
- Support legislation that improves the ability to deliver Alameda CTC projects and programs in a timely and cost-effective manner and that makes the best use of contracting flexibility.
- Support innovative project delivery methods including the design-build and design-sequencing methods of contracting for transportation projects, and public/private partnerships.
- Support the expansion of HOT lane implementation opportunities in Alameda County and the Bay Area.
- Support legislation and policies that accelerate funding for transportation infrastructure projects that create additional jobs and economic activity in Alameda County.

### **Multi-Modal and Transit Oriented Development**

Transportation in the Bay Area must serve the multiple needs of its populace. There is not one single transportation type that serves all people, nor delivery of all goods. Support legislation that furthers transportation options and choices in Alameda County.

- Support efforts that encourage, fund and provide incentives and/or reduce barriers for developing around transportation centers and for encouraging the use of transit, walking and biking.
- Support efforts that expedite delivery of transit-oriented development and other efforts that enhance the effectiveness of public transit and non-motorized modes of transportation and that are supported by local communities.
- Support efforts that ensure multi-modal transportation systems that provide multiple choices for transportation consumers.
- Support efforts that increase the amount and flexibility of transportation projects and programs that support senior and disabled mobility and their access to transit.

### **Transportation and Social Equity**

All people rely on transportation to meet some basic needs, whether that is delivery of food, goods, or simply movement from one place to another. Transportation systems must serve all of society to meet the mobility needs of youth, seniors, disabled, working people, and people at all income levels in our communities. Creating a balanced system with multiple transportation options ensures access for all transportation users.

- Support efforts that provide additional funding and increased flexibility for transportation services for seniors, disabled and low income people (i.e. senior shuttles, travel training, volunteer transportation support services, low-income scholarship programs, transit pass programs)
- Support efforts to maintain and expand women, minority and small business participation in state and local contracting procedures.
- Support efforts that provide incentives for employees/employers to utilize/offer public transportation or alternatives to the auto to commute to work.
- Support efforts that invest in transportation to serve transit-dependent communities that provide enhanced access to goods, services, jobs and education.

### **Climate Change**

In 2006, AB32, the California Global Solutions Warming Act, was signed by the Governor and two years later SB 375, the Redesigning Communities to Reduce Greenhouse Gases Act, which focuses on climate change by aligning transportation and housing planning and funding was also signed. Development of a new transportation expenditure plan and the update of the countywide transportation plan require supporting SB 375 mandates and the region's Sustainable Communities Strategy to enable the County's projects to be incorporated into the RTP.

- Support climate change legislation that provides funding for innovative infrastructure (i.e. hydrogen fuel cell vehicles, hydrogen fueling stations, electric charging stations, etc.), operations and programs that relieve congestion, improve air quality, reduce GHG emissions, support economic development, and support the planning and implementation efforts associated with this work.
- Support climate change legislation that expands transit services and supports safe, efficient and clear connections to transit services, including walking and biking infrastructure and programs.
- To achieve necessary increases in public transit ridership to address GHG emissions from the

transportation sources, legislation should support funding that augments transit funding and does not replace it, does not create unfunded mandates, and has well thought out planning and implementation efforts.

- Support legislation and policies that support emerging technologies offering incentives for alternative fuels and fueling technology, as well as research for transportation opportunities to reduce GHG emissions.

***This page intentionally left blank***

# SUMMARY OF MOVING AHEAD FOR PROGRESS IN THE 21<sup>ST</sup> CENTURY (MAP-21)

## **Bill Highlights**

- Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) reauthorizes the Federal-aid highway program at the Congressional Budget Office's baseline level—equal to current funding levels plus inflation—for two fiscal years.
- MAP-21 consolidates the number of Federal programs by two-thirds, from about 90 programs down to less than 30, to focus resources on key national goals and reduce duplicative programs.
- Eliminates earmarks.
- Expedites project delivery while protecting the environment.
- Creates a new title called “America Fast Forward,” which strengthens the Transportation Infrastructure Finance and Innovation Program (TIFIA) program to leverage federal dollars further than they have been stretched before.
- Consolidates certain programs into a focused freight program to improve the movement of goods.

## **Authorizations and Programs**

MAP-21 continues to provide the majority of Federal-aid highway funds to the states through core programs. However, the core highway programs have been reduced from seven to five, as follows:

- **National Highway Performance Program [New core program]** – This section consolidates existing programs (the Interstate Maintenance, National Highway System, and Highway Bridge programs) to create a single new program, which will provide increased flexibility, while guiding state and local investments to maintain and improve the conditions and performance of the National Highway System (NHS). This program will eliminate the barriers between existing programs that limit states' flexibility to address the most vital needs for highways and bridges and holds states accountable for improving outcomes and using tax dollars efficiently.
- **Transportation Mobility Program [New core program]** – This program replaces the current Surface Transportation Program, but retains the same structure, goals and flexibility to allow states and metropolitan areas to invest in the projects that fit their unique needs and priorities. It also gives a broad eligibility of surface transportation projects that can be constructed. Activities that previously received dedicated funding in SAFETEA-LU, but are being consolidated under MAP-21, will be retained as eligible activities under the Transportation Mobility Program.
- **National Freight Network Program [New core program]** – Our nation's economic health depends on a transportation system that provides for reliable and timely goods movements.

Unfortunately, the condition and capacity of the highway system has failed to keep up with the growth in freight movement and is hampering the ability of businesses to efficiently transport goods due to congestion.

MAP-21 addresses the need to improve goods movement by consolidating existing programs into a new focused freight program that provides funds to the states by formula for projects to improve regional and national freight movements on highways, including freight intermodal connectors.

- **Congestion Mitigation and Air Quality Improvement Program [Existing core program]**  
The Congestion Mitigation and Air Quality Improvement (CMAQ) Program provides funds to states for transportation projects designed to reduce traffic congestion and improve air quality.

MAP-21 improves the existing CMAQ program by including particulate matter as one of the pollutants addressed, and by requiring a performance plan in large metropolitan areas to ensure that CMAQ funds are being used to improve air quality and congestion in those regions.

Reforms the Transportation Enhancements program with more flexibility granted to the states on the use of the funds within the program.

- **Highway Safety Improvement Program [Existing core program]** – MAP-21 builds on the successful Highway Safety Improvement Program (HSIP). MAP-21 substantially increases the amount of funding for this program because of the strong results it has achieved in reducing fatalities. Under HSIP, states must develop and implement a safety plan that identifies highway safety programs and a strategy to address them.
- **Transportation Infrastructure Finance and Innovation Program (TIFIA)** – The TIFIA program provides direct loans, loan guarantees, and lines of credit to surface transportation projects at favorable terms. TIFIA will leverage private and other non-federal investment in transportation improvements.

Included in the “America Fast Forward” title of MAP-21 will be provisions that build upon the success of the TIFIA program. MAP-21 modifies the TIFIA program by increasing funding for the program to \$1 billion per year, by increasing the maximum share of project costs from 33 percent to 49 percent, by allowing TIFIA to be used to support a related set of projects, and by setting aside funding for projects in rural areas at more favorable terms.

- **Projects of National and Regional Significance Program** –This bill authorizes a program to fund major projects of national and regional significance which meet rigorous criteria and eligibility requirements. This program authorizes for appropriation \$1 billion in Fiscal Year 2013.
- **Federal Lands and Tribal Transportation Highways Programs** – MAP-21 consolidates the existing program structure by creating a new Federal lands and tribal transportation program. The bill maintains funding for maintenance and construction of roads and bridges that are vital to the federal lands of this country.
- **Territorial and Puerto Rico Highways Program** –This program provides funds to the U.S. territories and Puerto Rico to construct and maintain highway, bridge, and tunnel projects.
- **Administrative Expenses** – Funds the general administrative operations of the Federal Highway Administration.
- **Emergency Relief** – Provides funds to states to repair highways and bridges damaged by natural disasters.
- **Highway Bridge and Tunnel Inventory and Inspection Standards** – Improves the existing highway bridge inspection program and authorizes a national tunnel inspection program to ensure the safety of our nation’s bridges and tunnels.

## **Performance Management**

- Performance Measures and Targets in MAP-21
  - The bill establishes an outcome-driven approach that tracks performance and will hold states and metropolitan planning organizations accountable for improving the conditions and performance of their transportation assets.
- State and Metropolitan Transportation Planning
  - MAP-21 improves statewide and metropolitan planning processes to incorporate a more comprehensive performance-based approach to decision making. Utilizing performance targets will assist states and metropolitan areas in targeting limited resources on projects that will improve the condition and performance of their transportation assets.

## **Acceleration of Project Delivery**

MAP-21 includes program reforms designed to reduce project delivery time and costs while protecting the environment. Examples of improvements include: expanding the use of innovative contracting methods; creating dispute resolution procedures; allowing for early right-of-way acquisitions; reducing bureaucratic hurdles for projects with no significant environmental impact; encouraging early coordination between relevant agencies to avoid delays later in the review process; and accelerating project delivery decisions within specified deadlines.

## **Research and Education**

- **Transportation Research Programs** – MAP-21 funds research and development, technology deployment, training and education, intelligent transportation system (ITS), and university transportation center activities to further innovation in transportation research. The primary research areas include: improving highway safety and infrastructure integrity; strengthening transportation planning and environmental decision-making; reducing congestion, improving highway operations; and enhancing freight productivity.