



511 Contra Costa Countywide Program Review 2006 - 2008



EXECUTIVE SUMMARY

Since the 1980s Contra Costa has been a leader in the development and implementation of Transportation Demand Management (TDM) and Transportation Systems Management (TSM) programs. Under the current brand known as “511 Contra Costa,” staff implement countywide and local programs that reduce vehicle miles traveled (VMT) and green house gas emissions (GHG) as part of the Contra Costa Growth Management Program, the Congestion Management Program and other legislative mandates (AB 32 and SB 375).

Each jurisdiction in the County is required to have a TSM ordinance or resolution which includes a commitment to promote alternatives to the single occupant vehicle to reduce VMT. With oversight from the Regional Transportation Planning Committees and the Contra Costa Transportation Authority, 511 Contra Costa has the responsibility to provide TDM programs on behalf of the twenty local jurisdictions. Offices are located in San Ramon, Pleasant Hill and San Pablo.

Beginning with the Federal and California Clean Air Acts of 1990/1998; the 1990 Congestion Management legislation (Proposition 111); the Bay Area Air Quality Management District’s (BAAQMD) Regulation 13, Rule 1 in 1992 and its rescission in 1995, TDM has flourished over the past two decades. VMT and GHG emission reduction statistics are exemplary in the 511 Contra Costa programs.

This Program Review provides program results, including VMT reductions and GHG emissions reductions, participant data and financials on the 2006-2008 511 Contra Costa programs.

For more information about the 511 Contra Costa Programs, visit www.511contracosta.org.

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Contra Costa Transportation Authority

The Contra Costa Transportation Authority (CCTA) is the oversight agency funding the 511 Contra Costa TDM programs. The TDM programs are first approved by the Regional Transportation Planning Committees (which include SWAT, TRANSPAC, TRANSPLAN and WCCTAC). CCTA annually approves TDM funds from sources including: half-cent sales tax funds, the Bay Area Air Quality Management District's (BAAQMD) Transportation Fund for Clean Air (TFCA) and the Metropolitan Transportation Commission (MTC) Congestion Mitigation and Air Quality (CMAQ) program funds. In addition, MTC has delegated Employer Outreach activities in Contra Costa County to 511 Contra Costa through 2010.

Three sub-regional offices administer the 511 Contra Costa programs: the SWAT 511 Contra Costa Program, the TRANSPAC/TRANSPLAN 511 Contra Costa Program and the WCCTAC 511 Contra Costa Program. Due to these collaborative programs, the overall 511 Contra Costa program is able to provide a coordinated approach to TDM in the county, while allowing for responsive project planning at the local level.

511 Contra Costa Data Collection and Reporting

Biennially, 511 Contra Costa staff prepares a report for insertion into the TDM/TSM section of each Contra Costa jurisdiction's Growth Management Compliance Checklist, a requirement for receiving Measure C/J "Return to Source" funds. In addition, the 511 Contra Costa staff works with the twenty Contra Costa jurisdictions to implement actions

in the sub-regional Action Plans for Routes of Regional Significance, and provides assistance for the Municipal and Community Climate Action Plans to reduce greenhouse gas emissions. The 511 Contra Costa staff has provided expertise to Contra Costa jurisdictions on land use planning, the use of alternative modes of travel near BART stations, and to substantiate information provided by transportation consultants.

Three Sub-Regional 511 Contra Costa Offices:

SWAT

The Southwest Area Transportation Committee represents the towns of Danville and Moraga and the cities of Lafayette, Orinda, San Ramon, and the unincorporated areas of Southwest Contra Costa County.

SWAT 511 Contra Costa Program

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OVERSIGHT AGENCIES AND STAFF

TRANSPAC/TRANSPLAN

The Transportation Partnership and Cooperation Committee (TRANSPAC) and the Transportation Planning Committee (TRANSPLAN), represents the Central and East County cities of Antioch, Brentwood, Clayton, Concord, Martinez, Oakley, Pittsburg, Pleasant Hill, Walnut Creek and unincorporated areas of Central and East Contra Costa County.

Barbara Neustadter, TRANSPAC Manager

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Matt Wood – Project Manager

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WCCTAC

The West Contra Costa Transportation Advisory Committee represents the cities of El Cerrito, Hercules, Pinole, Richmond, San Pablo and unincorporated areas of West Contra Costa County, as well as AC Transit, BART, and WestCAT.

Christina Atienza, Executive Director

WCCTAC 511 Contra Costa Program:

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Valerie Lipscomb – Administrative Clerk

COMPREHENSIVE INCENTIVE PROGRAM

Comprehensive Incentive Program (CIP)

The Comprehensive Incentive Program includes the Countywide Carpool and Transit Incentive Programs and the Central/East County SchoolPool programs. In order to provide more administrative efficiency, these three programs were bundled together beginning in FY 2007/08.

FY 2007/2008 CIP Program Highlights

Participants: 5,211

Vehicle trips reduced: 927,212

Vehicle miles traveled (VMT) reduced:
22,052,223

CO 2 emissions reduced: 10,266 tons

Program cost: \$682,236

Countywide Carpool Incentive Program

The Countywide Carpool Program, as one of the three elements of the Comprehensive Incentive Program, provides incentives for commuters driving to, from and through Contra Costa County. Commuters are required to form or join a carpool to be eligible to receive financial incentives valued at \$60, as a one-time only offer. Staff also works in cooperation with BART and MTC's 511 Regional Rideshare Program to offer an incentive to those who carpool to BART instead of driving alone.

The CIP program also includes the College Commute Program which promotes carpool ridematching and bus ridership among college students in Contra Costa.

These programs are marketed through employers and directly to the commuting public via city newsletters, worksite transportation and health fairs, Chamber of Commerce publications and the www.511contracosta.org website. A follow-up survey is conducted each year to determine if incentive recipients continued to carpool and if so, how many days per week.

Results From Previous Years' Countywide Carpool Incentive Program:

	FY 2005/06	FY 2006/07
# vehicle trips reduced/day	3,544	3,124
# vehicle miles reduced per year	17,866,160	14,809,068
program cost	\$174,994	\$195,497
CO 2 emissions reduced ¹	7,941 tons	6,643 tons

¹ CO 2 = carbon dioxide

COMPREHENSIVE INCENTIVE PROGRAM

Transit Incentive Program

This project promotes transit use among residents and commuters traveling to, from and through Contra Costa County. Incentives are offered for County Connection, Tri Delta, AC Transit, WestCAT, BART, ACE train, Capitol Corridor, Benicia Breeze, Fairfield/Solano Express, Vallejo Transit, and Wheels/LAVTA. The Transit Incentive Program is promoted via employers, property managers, New Resident packets, advertisements and on the www.511contracosta.org website. Incentives ranged from a \$60 BART pass to a \$240 monthly Capitol Corridor or ACE train pass.



FY 2007/2008 Program Highlights

Participants: 3,708 (1,139 commuters and 2,569 college students)

Follow-up Survey Response Rate: 39%

Majority of participants continued to take transit over 15 months after receiving the incentive

Results From Previous Years' Countywide Transit Incentive Program:

	FY 2005/06	FY 2006/07 ¹
# vehicle trips reduced per day	3,768	22,455
# vehicle miles reduced per year	15,214,618	36,098,104
program cost	\$188,497	\$465,780
CO 2 emissions reduced	6,794 tons	16,019 tons

¹ In May, 2007 an accident forced the closure of the MacArthur Maze section of the I-580 freeway entry to the Bay Bridge. Additional funds were allocated to this program to encourage commuters to take BART and other public transit to avoid driving through this area to get to Oakland or San Francisco.

COMPREHENSIVE INCENTIVE PROGRAM

SchoolPool And School Transit Program (Central/East County)

Very few schools in Contra Costa offer school bus service for the general student population, and more are reducing service each year due to budget cutbacks. As a result, traffic congestion and safety around schools is an increasing problem throughout the County. Free public bus tickets are offered to parents to encourage their children to try transit instead of having a parent drive the student to school. Carpooling is encouraged if transit ridership is not a viable option. SchoolPool brochures are distributed to all public and private schools in the County.



FY 2007/2008 Program Highlights

school trips reduced per day: 894

Survey Response Rate: 64%

278 participants continued to take transit seven months after receiving the incentive, and those who didn't, formed carpools instead of driving alone

Results From Previous Years' SchoolPool and School Transit Ticket Incentive Program:

	FY 2005/06	FY 2006/07
# vehicle trips reduced by carpooling students per day	2,682	N/A
# trips reduced by student transit trips per day	11,067	11,943
# vehicle miles reduced	8,811,720	5,467,892
days per year	120	152
CO 2 emissions reduced	4,102 tons	2, 544 tons

COUNTYWIDE VANPOOL INCENTIVE PROGRAM

The Contra Costa Countywide Vanpool Incentive Program is designed to encourage drive-alone commuters, with a Contra Costa County origin or destination, to join a vanpool.

Vanpool participants were offered 50% of their vanpool expenses for the first three consecutive months, and new vanpool drivers/coordinators who maintained a vanpool for twelve consecutive months with a minimum of six passengers, received a \$1,000 bonus.

A follow-up survey was conducted to determine the effectiveness of the program, and to gather information about vanpoolers' commutes. Survey questions included:

- Whether the respondent was currently in a vanpool
- What their prior commute mode was
- What commute mode they used to meet the vanpool
- What the average one-way commute distance was
- How they heard about the program.

The survey was distributed to all participating vanpool passengers. The response was 46%, with five individuals randomly selected to receive \$132.00 prize checks for the vanpool commute costs.



Results from the Countywide Vanpool Program:

	FY 2005/06	FY 2006/07	FY 2007/08
# vehicle trips reduced per day (one way)	207	152	115
# vehicle miles reduced per year	1,754,806	1,231,162	1,001,160
program cost	\$80,000	\$90,000	\$83,275
CO 2 emissions reduced	763 tons	519 tons	412 tons

COUNTYWIDE GUARANTEED RIDE HOME PROGRAM

The Countywide Guaranteed Ride Home Program (GRH) offers anyone who works in Contra Costa County and uses a commute alternative to reach the workplace, the option of a free taxi ride or rental car voucher for the trip home in the event of a personal or family illness or injury. Unscheduled overtime and commute vehicle breakdowns are also considered valid emergencies.

Program participants receive a voucher to “pay” for the taxi or rental car. After the participant has used the voucher they complete an Evaluation Questionnaire which asks the nature of the emergency and the quality of the service provided. When the Evaluation Questionnaire is received at the 511 Contra Costa office, another voucher is sent to the participant. Six vouchers per calendar year are available to the participant.

The GRH Program is free of charge to participants and employers in Contra Costa County. The participating employer size ranges from two to more than 2,000 employees.

Over 4,000 participants are enrolled in the Guaranteed Ride Home Program with 605 new enrollments in FY 2007/2008.

FY 2007/2008 Program Highlights

GRH participants reach the workplace by the following methods:

Carpool: 38%

Transit—Bus/BART/Train: 30%

Vanpool: 22%

Bike/Walk: 5%

75% of the GRH participants say they normally use a commute alternative four or more days per week.

Results From the Countywide Guaranteed Ride Home Program:

	FY 2005/06	FY 2006/07	FY 2007/08
# vehicle trips reduced per day (one way)	640	560	587
# vehicle miles reduced per year	6,144,000	5,376,000	5,635,200
program cost	\$150,000	\$165,300	\$127,018
CO 2 Emissions Reduced	2,860 tons	2,503 tons	2,623 tons

CARPOOL TO SCHOOL & TRANSIT PROGRAM

Southwest Area Program (SWAT)



The online Carpool to School Ridematching program allows families to use a secure website at www.pooltoschool.org and follow the step-by-step instructions for obtaining a match-list registration form. Once a family registered, a list of other interested parents looking for a carpool is generated. If a family was unable to locate a carpool partner after the first visit to the website, they were advised to try again at

a later date. The ridematching program provides a list of parents within the same neighborhood whose children attend the same school. SWAT staff provide program oversight and was the liaison between the school district, parents, and the community for the on-line Carpool to School Ridematching program.

For those students who did not find a successful carpool match or those who chose to ride public transit, the Student Transit Ticket program provided two 12-ride public bus passes. The passes were distributed at the beginning of the school year to eligible students.

FY 2007/2008 Program Highlights

Carpool to School Ridematching Program

Participants: 1,158

Newly formed carpools: 301 (26%)

% who made fewer trips in a course of a day: 54%

Student Transit Ticket Program

Participants: 1,636

Survey Response Rate: 40%

% of students who used the two 12-ride passes: 77%

Results from the Southwest County School Ridematching Program and Student Transit Program:

	FY 2005/06	FY 2006/07	FY 2007/08
# vehicle trips reduced by carpooling students per day	344	Program not offered	1,158
# trips reduced by student transit trips per day	188	1,500	1,636
# vehicle miles reduced	454,860	531,000	3,017,520
days per year	180	120	120
program cost	\$50,000	\$97,453	\$95,648
CO 2 emissions reduced	212 tons	247 tons	1,405 tons

SHOWCASE PROGRAMS

Showcase programs are successful demonstration projects or advertising campaigns that promote the use of commute alternatives. Some of the programs highlighted here have received national recognition.

The original Contra Costa SchoolPool program was developed in 1995 in response to concerns about traffic congestion near schools. SchoolPool promotes carpooling and public transit ridership for elementary, middle school and high school students. The success of the program was highlighted in the 1997 Federal Highway Administration (FHWA) publication "TDM Best Practices."

The first Bay Area transportation information website was launched by the TRANSPAC TDM program in 1997 under the TR@KS.org URL.

As part of this project, 22 kiosks with real-time transportation information and touch screen technology were placed at key locations throughout the County.



This project was highlighted for its innovation in the Federal Transit Administration's 1998 publication "Advanced Public Transportation Systems/State of the Art."

The BART Pilot Student Discount Program was developed in response to the BART Board's concern over the fiscal implications of offering discounts to students taking BART to school. The TRANSPAC/TRANSPLAN TDM staff implemented a three-month pilot program in the fall of 1997 in Alameda and Contra Costa counties. The program was such a success that in the fall of 1998, BART instituted a discounted school-trip fare.



A special promotional campaign was developed to encourage employers to register with 511 Contra Costa. The "Shuffle Your Commute" campaign was featured at the Association for Commuter Transportation Annual conference. Specially designed playing cards depicting alternative transit modes: bicycles, carpools, buses and trains were produced. In a number of prize drawings, iPod Shuffles were awarded to employers who registered with 511 Contra Costa. These cards continue to be very popular give-aways.

EMPLOYER-BASED TRIP REDUCTION

511 Contra Costa offers complimentary services to all employers in Contra Costa County by providing commute assistance that encourages employees to rideshare, take transit or use other options to the single occupant vehicle. Services include:

- Providing Bay Area transportation and commute alternative information on the www.511ContraCosta.org website
- Coordinating commuter campaigns
- Developing parking management programs
- Providing presentations on “transportation options” to employers and commuters in the process of corporate relocations
- Distributing and providing analyses of employee transportation surveys
- Promoting ridematching and transit at transportation and health fairs
- Providing training and informational workshops on telework, car-sharing and e-lockers
- Purchasing and install bicycle racks, lockers and e-lockers at employment sites
- Developing on-site assessments of commute alternative options, including shuttles, express bus service, alternative work schedules, preferential parking and electric charging station infrastructure

Employee Transportation Surveys

Each year staff assists employers with the development, distribution and analysis of site-specific employee transportation surveys. These surveys provide information about employee commute behavior and help to identify opportunities for employees to take an alternative to the single occupant vehicle. This information is used by staff to optimize employee home-to-work travel patterns, to form carpools, vanpools, and to encourage transit ridership. This reduces vehicle miles travelled and reduces GHG emissions.



EMPLOYER-BASED TRIP REDUCTION

Results From The Three Sub-Regional Employer Programs:

SWAT (Southwest County) Employer Outreach Program:

	FY 2005/06	FY 2006/07	FY 2007/08
# vehicle trips reduced per day	550	300	257
# VMT reduced per year	2,805,000	1,530,000	1,301,520
program cost	\$65,000	\$100,190	\$109,990
CO 2 emissions reduced	1,306 tons	712 tons	606 tons

TRANSPAC/TRANSPLAN (Central and East County) Employer Outreach Program:

	FY 2005/06	FY 2006/07	FY 2007/08
# vehicle trips reduced per day	594	2,260	2,405
# vehicle miles reduced per year	3,136,320	11,932,800	12,178,920
program cost	\$119,972	\$207,268	\$109,988
CO 2 emissions reduced	1,440 tons	5,328 tons	5,845 tons

Results from the WCCTAC (West County) Employer Outreach Program:

	FY 2005/06	FY 2006/07	FY 2007/08
# vehicle miles reduced per day	332	325	348
# vehicle miles reduced per year	1,752,960	1,716,000	1,837,440
program cost	\$89,000	\$113,515	\$100,000
CO 2 emissions reduced	816 tons	799 tons	855 tons

COUNTYWIDE BICYCLE PROGRAMS



Bike To Work Day

Bike to Work Day is an annual Bay Area-wide campaign that promotes bicycling to work for the month of May.

This one-day event is marked by thousands of commuters riding their bikes to work instead of driving. Staff coordinates volunteers that host bicycle rest stops called “Energizer Stations” throughout the County. Refreshments, bicycle maps, sponsor-products and additional commuter information are provided to all of the Energizer Stations.

Bike to Work Day packets are sent to all employers registered with 511 Contra Costa. Employers are encouraged each year to form teams for the Team Bike Challenge, and the public is encouraged to nominate a Bicycle Commuter of the Year.

Bicycle Parking Infrastructure

Each year throughout the county, bicycle racks and lockers are installed at various locations for public use. Whenever possible, new locker installations utilize the electronic, on-demand, paid, bicycle system developed by eLock™. This technology allows multiple parking sessions in a 24-hour period.

Ten bicycle lockers were installed at the Martinez City Hall and Corporation Yard to encourage employees to cycle to work and for the public to use when conducting business at the City Hall. Four bicycle racks with an 11-bike capacity were installed at Ygnacio Valley High School in Concord and four were provided to the Martinez Sheriff’s department to encourage correctional facility staff to cycle to work instead of driving.

Staff continues to work with local jurisdictions and transit agencies to identify locations for locker and rack installations in order to provide more bicycle parking infrastructure throughout Contra Costa County.



On-demand bicycle lockers with eLock™ technology

Bicycle Commuter Assistance Program

The 2008 Bicycle Commuter Assistance Program (BCAP) attracted over 125 applications from around Contra Costa County. Thirteen individuals were chosen to participate in a two-day class that covered Department of Motor Vehicle code which reinforces the rights and responsibilities of cyclists. Class participants also learned bicycle handling skills and basic bicycle mechanics.

Participants were given financial incentives based on the number of miles they rode their bicycles to work. They also received free helmets, locks and bicycle tune-ups if needed, as well as free transit if transit was used as part of their bicycle commute.

BCAP Results

Program: June through September 2008
Average bicycle commute: 12 days per month
Average length of bicycle commute: 12 miles.
3 bicycle commuters used BART plus bike.

The BCAP is the only program of its kind in the United States. Participants not only gain confidence in their ability to ride their bicycles on city streets, but they learn that a bicycle can become their main mode of transportation.



Contra Costa County employee who started cycling to work as a result of his participation in the BCAP.

ADDITIONAL SWAT PROGRAMS

In addition to implementing local commuter and employer programs and the Countywide Vanpool Program, the SWAT 511 Contra Costa staff also developed the following programs in Fiscal Year 2007/2008:

In December 2006, County Connection, the City of San Ramon, Contra Costa County, and developers Shapell and Windemere initiated bus Route 135 through the Dougherty Valley. The Route originates at the San Ramon Transit Center and travels along Bollinger Canyon Road to the Dublin/Pleasanton BART Station. In two years, ridership has exceeded expectations.



The SWAT 511 Contra Costa program has worked with Miramonte High School in Orinda and California High School in San Ramon to promote a Carpool Incentive Program for student drivers. The purpose of the program is to reduce traffic congestion during morning and afternoon school bell times. The Carpool Incentive Program includes a \$10.00 gas card for the driver of each carpool. All participants are entered in a weekly drawing to receive gift cards at local merchants.



In September of 2007, the City of Lafayette distributed a "Downtown Strategy Survey" which was used to gather input from the downtown community to assist the City in planning the downtown area. Parking and traffic congestion are key concerns for both employers and patrons of local businesses.

To encourage cycling to work, funds have been made available to employers to install bike racks and/or bicycle lockers. In 2007, for example, bicycle lockers were installed at the Lafayette Mercantile Exchange to encourage residents and employees to bike into the downtown area rather than driving alone.

The Lamorinda School Bus Program provided daily school bus service to nearly 1,900 K-8 grade students in the Lafayette, Orinda, and Moraga School Districts. A Joint Powers Authority composed of elected officials from the three cities and school districts in Lamorinda oversee the program. The purpose of this program is to reduce traffic congestion and to provide safe, convenient and reliable transportation.

A collaborative partnership between County Connection, SWAT and TRANSPAC/TRANSPLAN provided supplemental funding for the Altamont Commuter Express (ACE) shuttle service from the San Ramon Transit Center and the Sycamore Park & Ride lot in Danville to the Pleasanton ACE Train Station.

During the 2007/2008 Spare the Air Summer and the Spare the Air Tonight programs, the 511 Contra Costa Countywide Vanpool Incentive Program offered an extra incentive to increase participation by offering the first five "new" vanpools with two "free" months of their vanpool leasing costs (not to exceed \$1000 per month). As a result, four vanpools were formed.

High Gas Prices Hurt Commuters
...NO END IN SIGHT

New Funding Is Available for Vanpool Start-ups

COMMUTERS SAVE TIME, MONEY AND STRESS

New 511 Contra Costa Vanpool Incentives... OFFER COMMUTER RELIEF FROM HIGH COST OF GAS!

SPARE THE AIR SEASON July-October 2007...

Start a Vanpool... NEW Driver Incentive BUY 1 GET 2 FREE*

Join a Vanpool... NEW Rider Incentive 50% OFF FIRST 3 MONTHS*

New drivers: 511 Contra Costa will pay for the 2nd and 3rd months of a new driver lease cost. Leasing costs not to exceed \$1000 per month are paid directly to the leasing company.

New riders: 511 Contra Costa will reimburse half of your vanpool fare for the first three months. Once you're in a vanpool, complete the Vanpool Incentive Program Passenger Application within three months of joining the vanpool.

ADDITIONAL WCCTAC PROGRAMS

In Fiscal Year 2007/2008, the WCCTAC 511 Contra Costa staff implemented the Countywide Guaranteed Ride Home Program and the West County Employer Outreach Program. In addition, the staff also developed the following programs.



Installation of bicycle storage facilities at businesses, schools and transit hub locations has increased the use of bicycles as a commute mode. The popular eLock™ bicycle lockers have provided commuters with a safe and secure method to park bicycles at work or when taking public transit to complete a trip. The City of Richmond installed eLock™ lockers at City Hall to encourage the use of “shared bikes” for city employees accessing the Richmond Intermodal facility. The California Department of Health Services (DHS) installed a state-of-the-art bicycle facility at their Richmond campus with help from WCCTAC.

In response to the increased moving of Biotech firms to the East Bay, WCCTAC 511 Contra Costa staff has participated in the Bay Bio Association Network which provides assistance to companies looking to relocate research and development facilities to West Contra Costa.

In September of 2007, the Climate Change Committee at the California Department of Health Services (DHS) hosted an event challenging commuters to become part of a Global Warming Solution campaign. The highlights of this day-long event were presentations by international experts, detailed findings of the Kyoto Summit and the introduction the “Surfer Dude Penguin – Endless Summer” mascot. As a result of the work by the Committee, DHS has adopted a campus-wide workplan from a book by David Gershon entitled, *The Low Carbon Diet – A 30-Day Program to Lose 5,000 Pounds*.



Staff worked with West County READS!, the City of Richmond and the West Contra Costa County Libraries to promote the use of public transit to access the public libraries. Each summer, library staff reaches out to the community to encourage students to maintain their reading skills during the vacation. WCCTAC 511 Contra Costa provided 10-Ride bus tickets to students who participated in the program. Each library in West Contra Costa noted increased participation in the summertime reading program.

ADDITIONAL TRANSPAC/TRANSPLAN PROGRAMS

In addition to implementing the Countywide Transit Program, Countywide Carpool Program and the 511ContraCosta.org website, the TRANSPAC/TRANSPLAN 511 Contra Costa staff also developed the following programs:

The Commuter Resource Guide continues to be a popular resource for Bay Area commuters. The guide includes contact information (phone numbers, addresses and website addresses) for transit operators, ferry services, rideshare agencies, carpool and vanpool companies, bicycle organizations, shuttle and taxi services and commute programs. The guide is updated biennially and is also posted on the 511contracosta.org website.

511 Contra Costa partnered with the Associated Student Union and Tri Delta Transit to implement a Class Pass program which allowed students, faculty and staff of Los Medanos College (LMC) to purchase a \$15 decal good for unlimited rides on Tri Delta Transit. In addition, the Class Pass decal could be used to receive discounts at participating local retail establishments. Approximately 1,150 Class Pass decals were distributed in the 2008 winter semester and 1,368 Class Pass decals were distributed in the 2008 fall semester. Prior to the Class Pass, only 150 students had Tri Delta Transit passes. But as a result of this program, ridership on all weekend routes increased by 72%.

A reusable canvas tote bag was designed to encourage motorists to "Come On and Take a Green Ride." The bag is distributed at transportation fairs, farmers' markets and at other events to promote "green" commuting.



511 Contra Costa joined Contra Costa County's Green Business Program Partnership in the fall of 2008. This partnership of 25 public agencies meets quarterly to develop program guidelines and strategies for the County's Green Business certification process. As a result of 511 Contra Costa's involvement in the Partnership, clean transportation strategies were added to the Certification Checklist. In 2009, 511 Contra Costa was certified as a Green Business. To date there are 390 certified Green Businesses in Contra Costa County.

The 511 Contra Costa TDM website has been the comprehensive one-stop Bay Area transportation information website since 1997. The website has a growing number of users, many of whom return to the site regularly since the site is easy to navigate and retrieve information. The website was developed and operated by the TRANSPAC/TRANSPLAN 511 Contra Costa staff on behalf of all of the 511 Contra Costa Programs.

All of the 511 Contra Costa incentive programs are described in detail, with downloadable applications. Real time traffic is available as well as transit trip planning information, train, airport, bicycle along with rideshare campaign details, such as Bike to Work Day, Spare the Air, Rideshare Rewards and Vanpool Appreciation Week.

Staff posts daily promotions and transportation news updates, local, regional and statewide events pertaining to climate change. The site utilizes social networking tools such as Twitter and blogging to encourage on-line dialog about the 511 Contra Costa programs and transportation in general.

This website not only provides visitors with an opportunity to retrieve information, it allows them to submit on-line incentive applications and pledge forms, and to register for rideshare campaigns. The public can also access countywide transportation studies via the 511 Contra Costa website.

During the Spare the Air season, announcements continue to be highlighted with tips for reducing drive-alone trips. Individuals can link directly to the BAAQMD registration site to sign up for on-going Spare the Air announcements.



Google ranking: 5
Number of on-line forms: 7
Number of Links to other sites: 494
Number of Pages: 63

Clean Air.
Ignore it and it will go away.



Printed on recycled paper

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