

Contra Costa

COMMUTE ALTERNATIVE NETWORK



Program Managers' Annual Report

2000

2001

INTRODUCTION

The 2000/2001 Annual Report is designed to give a detailed overview of the Transportation Demand Management (TDM) activities that are implemented by Contra Costa's three regional TDM Programs. These programs are under the direction of the four regional planning committees, including SWAT, TRANSPAC, TRANSPLAN, and WCCTAC. A countywide logo and program title of the Contra Costa Commute Alternative Network (CC CAN) was established to provide a unified identity for these programs. In addition to this year's projects, past achievements have been noted separately on each page.

The following staff have contributed to the CC CAN 2000/2001 projects:

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The Contra Costa Commute Alternative Network website is www.cccan.org
1-888-833-4499

SWAT = SOUTHWEST AREA TRANSPORTATION COMMITTEE - SOUTH COUNTY

TRANSPAC = TRANSPORTATION PARTNERSHIP AND COOPERATION COMMITTEE - CENTRAL COUNTY

TRANSPLAN = TRANSPORTATION PLANNING COMMITTEE - EAST COUNTY

WCCTAC = WEST CONTRA COSTA TRANSPORTATION ADVISORY COMMITTEE - WEST COUNTY

CONTRA COSTA TRANSPORTATION AUTHORITY & COMMITTEE MEMBERS

● **CONTRA COSTA TRANSPORTATION AUTHORITY MEMBERS**

- Millie Greenberg, Chair
 - Irma Anderson, Vice Chair
- | | |
|-------------------|-----------------|
| Charlie Abrams | Donna Gerber |
| Maria Alegria | Federal Glover |
| Joe Canciamilla | Julie Pierce |
| Ron Enzweiler | Terry Segerberg |
| Donald P. Freitas | |

● **SWAT MEMBERS**

representing the cities of Danville, Lafayette, Moraga, Orinda, San Ramon and unincorporated areas of the County

- Amy Worth, Chair
 - Dave Hudson, Vice Chair
- | | |
|------------------|---------------|
| Dennis Cunnane | Don Tatzin |
| Millie Greenberg | Gayle Uilkema |

● **TRANSPAC MEMBERS**

representing the cities of Clayton, Concord, Martinez, Pleasant Hill, Walnut Creek and unincorporated areas of the County

- Bill McManigal, Chair
 - Julie Pierce, Vice Chair
- | | |
|----------------|--------------|
| Charlie Abrams | Jerry Kaplan |
| Bill Brumley | Glenn Miller |
| David Durant | Mark Ross |
| Donna Gerber | Bill Wood |
| John Hanecak | |

● **TRANSPLAN MEMBERS**

representing the cities of Antioch, Brentwood, Oakley, Pittsburg, and unincorporated areas of the County

- Donald P. Freitas, Chair
 - Federal Glover, Vice Chair
- | | |
|-----------------|------------------|
| Joe Canciamilla | Walter MacVittie |
| Jeffrey Cowling | Brad Nix |
| Bill Glynn | Gina Rozenski |
| Wade Gomes | Joe Weber |

● **WCCTAC MEMBERS**

representing the cities of El Cerrito, Hercules, Pinole, Richmond, San Pablo, unincorporated areas of the County, AC Transit, BART, and WestCAT

- John Marquez, Chair
 - Janet Abelson, Vice Chair
- | | |
|---------------|-----------------|
| Irma Anderson | Mindell Penn |
| Sharon Brown | Terry Segerberg |
| John Gioia | Kris Valdstad |
| Joel Keller | Joe Wallace |

Thank-you

THE TRANSPORTATION DEMAND MANAGEMENT PROGRAM MANAGERS WOULD LIKE TO EXPRESS THEIR APPRECIATION TO ARIELLE BOURGART AT THE CONTRA COSTA TRANSPORTATION AUTHORITY FOR HER WORK ON BEHALF OF THE ANNUAL PROGRAM MANAGER FUNDS FROM THE BAY AREA AIR QUALITY MANAGEMENT DISTRICT'S TRANSPORTATION FUND FOR CLEAN AIR, AND MEASURE C CARPOOL, VANPOOL, PARK AND RIDE LOT FUNDS.

BACKGROUND

The Contra Costa Commute Alternative Network (CC CAN) implements many types of Transportation Demand Management (TDM) projects and programs each year. TDM is a series of measures promoting alternatives to the single occupant vehicle, for reducing traffic congestion and improving air quality, by maximizing the use of the existing transportation infrastructure. Typical TDM projects include ones which promote carpooling, vanpooling, transit use, guaranteed ride home, clean fuel vehicles, SchoolPool ridematching, bicycling, walking, telecommuting, and compressed work weeks. CC CAN develops projects each year which focus on these commute alternatives.

● **CONTRA COSTA TRANSPORTATION AUTHORITY - CCTA**

The Contra Costa Transportation Authority is the oversight agency for funding the subregional TDM programs. The Authority subvenes Measure C Carpool, Vanpool, Park and Ride Lot funds as well as Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA) funds on an annual basis. Through the Regional Transportation Planning Committees (RTPC), the three subregional TDM Programs administer countywide programs as well as local projects and programs. This provides a coordinated approach to commute alternative planning in the County, while allowing for responsive project planning at the local level.

● **CONTRA COSTA TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAMS**

Prior to the passage of Measure C in 1988, Concord, San Ramon and Walnut Creek had already established local TDM Programs. With the new growth management requirements of Measure C, four Regional Transportation Planning Committees were established in 1992 which incorporated the three city programs and enhanced the effort by developing regional TDM Programs. In 1997, the regions further consolidated and formed the SWAT, TRANSPAC/TRANSPLAN and WCCTAC TDM programs. The TDM Programs promote all commute alternatives, which provide quantifiable results in decreasing the number of single occupant drivers. These efforts reduce traffic congestion and improve air quality.

● **CONTRA COSTA COMMUTE ALTERNATIVE NETWORK (CC CAN)**

In order to provide a more cohesive and singular identity for the purposes of representing the combined program implementation efforts, the three TDM Programs cooperatively developed what is now called the Contra Costa Commute Alternative Network (CC CAN).



TRANSPORTATION DEMAND MANAGEMENT LEGISLATIVE HISTORY**FEDERAL CLEAN AIR ACT**

Amended in 1990, it required every state with “severe” or “extreme” ozone non-attainment areas to submit a State Implementation Plan, which must include provisions to reduce work-related vehicle travel by employees.

CALIFORNIA CLEAN AIR ACT

Adopted in 1988, it required local air districts to develop specific pollution control plans. It authorizes local districts to develop transportation control measures (TCMs).

MEASURE C

The Contra Costa voter-mandated ½-cent sales tax, adopted in 1988, required Trip Reduction Ordinances in all Contra Costa jurisdictions to promote commute alternatives among large employers and complexes, and residential mitigation using Carpool, Vanpool and Park and Ride Lot funds. The Compliance Checklist in the Growth Management Element requires jurisdictions to report TDM activities conducted each year. The TDM Programs fulfill this requirement for the jurisdictions.

PROPOSITION 111

Congestion Management legislation was adopted in 1990 requiring locally based trip reduction ordinances to reduce work related vehicle trips, or risk losing Prop 111 funds.

BAAQMD REGULATION 13, RULE 1

Adopted in 1992, it mandated employer-based trip reduction requirements including: programs; annual surveys; trip reduction plans; and training.

SB 437 (LEWIS)

Adopted in 1995, it rescinded Regulation 13, Rule 1 by prohibiting mandated employer-based trip reduction programs.

1999 — NON-ATTAINMENT

In 1999, the San Francisco Bay Area lost its attainment status from the Environmental Protection Agency. As a result, the Bay Area Air Quality Management District was obliged to rewrite its Clean Air Plan in order to better ensure that the Federal Clean Air Standards will be met in the future.

COUNTYWIDE INCENTIVE PROGRAMS

Contra Costa has four Countywide Incentive Programs which are coordinated and administered by CC CAN. These programs include the Carpool Incentive Program, the Vanpool Incentive Program, the Transit Incentive Program and the Guaranteed Ride Home Program. These programs continue to encourage drive-alone commuters to use alternatives. The effectiveness reported here for each program, represents the FY 2000/2001 results.

CARPOOL INCENTIVE PROGRAM

The Countywide Carpool Program provides incentives for commuters driving to, from and through Contra Costa County. Carpool incentives were promoted through worksites, employers, city newsletters, daily newspaper ads, special event ads, the TR@KS website and kiosks, chambers of commerce, RIDES, and direct mailings to residents.

Commuters are required to either start a new carpool, or add a new carpool rider to an existing carpool in order to be eligible for \$40 of gas scrip. This is a one-time offer and not an on-going subsidy. A follow-up phone survey was conducted to determine if incentive recipients were continuing to carpool, and if so, how many days per week. For those participants who could not be reached by phone, a survey was mailed. This continues to be a very successful program.

The 2000/2001 results were:

- 417 commuters joined carpools
- 1.67 average number of passengers per car, plus driver
- 95% of the 476 participants from 1999/2000 program continued to carpool (452 carpoolers)
- 1,738 vehicle trips were reduced per day (834 one-way trips, plus 904 one-way trips from carpoolers who continue to carpool and who received incentives in 1999/2000)
- Participants carpooled an average of 3.65 days per week (189 days per year)
- Total vehicle miles reduced this year were 10,675,665 miles. (Calculation based on 1,738 daily trips x 189 days in the year x 32.5 one-way mile trip length)

THE FIRST CARPOOL INCENTIVE PROGRAM IN CONTRA COSTA WAS BEGUN IN 1995 BY THE TRANSPAC TDM PROGRAM. IT WAS SO SUCCESSFUL, THAT IT WAS THEN EXPANDED FROM A PROGRAM WHICH GAVE INCENTIVES TO EMPLOYEES WORKING IN CONTRA COSTA, TO INCLUDE THOSE DRIVING TO, FROM, OR THROUGH THE COUNTY. THE INTENT IS TO REDUCE ALL COMMUTE TRIPS AFFECTING THE CONTRA COSTA ROAD SYSTEM.

COUNTYWIDE INCENTIVE PROGRAMS

● VANPOOL INCENTIVE PROGRAM

The Contra Costa Countywide Vanpool Incentive Program is designed to encourage solo drivers to join a vanpool. Residents and commuters of Contra Costa County are eligible to participate in the program. After riding for three consecutive months and paying the full vanpool fare, passengers are reimbursed 50% of the costs for those months. A follow-up survey is conducted to determine the effectiveness of the program, and gather information about vanpoolers' commutes.

● VANPOOL BONUS PROGRAM

The program also provides \$1,000 to drivers who start a new vanpool, with six new vanpool riders and maintain the vanpool for twelve consecutive months. Data gathered from the survey determines if vanpool passengers are still riding in their vanpool, and if so, how they get to their vanpool pick-up location, how they commuted to work prior to joining a vanpool, how many miles their one way commute is, how they heard about the Countywide Vanpool Incentive Program and if they registered for the Countywide Guaranteed Ride Home program.

The FY 2000/2001 results were:

- 325 commuters joined vanpools
- 42 miles average one-way commute distance
- \$123.00 average three-month vanpool subsidy
- 50% survey response rate
- 92% have continued to vanpool after subsidy
- 46% heard about incentive program through employer
- 68% drove alone prior to joining a vanpool
- 54,232,000 total vehicle miles saved
- 10 new vanpools formed

● SMARTPOOL INCENTIVE PROGRAM

SMARTPool is a new concept in vanpooling. Developed and implemented for Contra Costa commuters in early 2000, participating commuters with a daily commute between 30 and 60 round trip miles are eligible. SMARTPool groups have the option of participating in one of two incentive programs. The program provides \$250.00 towards the vanpool lease payment for the first six months, or passengers may receive 50% off their vanpool fare for the first three months. The 2000/2001 SMARTPool program resulted in the formation of three SMARTPool vans: Pittsburg to San Ramon; Newark to San Ramon; and Concord to Pleasanton.

IN 1999, THE ASSOCIATION FOR COMMUTER TRANSPORTATION (ACT) INTERNATIONAL VANPOOL COMMITTEE SELECTED THE COUNTYWIDE VANPOOL PROGRAM AS ONE OF THE MOST EFFECTIVE VANPOOL PROGRAMS IN THE COUNTRY. THE PROGRAM WAS FEATURED IN THE ACT TDM REVIEW NEWSLETTER AS "THE BEST OF VANPOOLING PRACTICES."

COUNTYWIDE INCENTIVE PROGRAMS

● TRANSIT INCENTIVE PROGRAM

This project has continued to promote transit use among residents as well as commuters traveling to, from, and through Contra Costa County. Over one thousand commuters tried transit in FY 2000/2001 as a result of this program. Incentives ranging from \$20 bus tickets, to \$170 for a one-month ACE train pass were offered for new transit riders. Tickets were provided for the following transit services: CCCTA, Tri Delta, AC Transit, WestCAT, BART, ACE train, Capitol Corridor, Benicia, Fairfield, Solano, Vallejo, and Wheels/LAVTA transit. The program for 2000/01 included:

- 1,822 participants
- 3,644 vehicle trips reduced per day
- 655,920 total vehicle trips reduced for the year
- 16,102,224 total vehicle miles reduced for the year

● NEW RESIDENT TRANSIT PROMOTION

CC CAN has worked in cooperation with the four transit (bus) companies in Contra Costa to promote transit use to new residents. Letters from each transit agency, along with two free transit tickets, were sent on a monthly basis to all new residents (over 25,000 round-trip tickets). In addition to receiving bus tickets, new residents were encouraged to request additional information such as bus maps, fare guidelines, CC CAN incentive brochures, and *Spare the Air* information. Requests for additional information were received from over 3,000 new residents.

This promotion has been extremely successful, resulting in the use of thousands of special tickets. Tickets were marked and tracked to determine usage, and follow-up surveys were sent to recipients several months later to solicit feedback. Surveys were mailed to the residential population who originally received two bus tickets when they moved into their new residence. The following are highlights from over 300 survey respondents:

- 74% stated that the bus tickets encouraged them to use the bus
- 76% have continued to use the bus
- 58% used the bus to commute to work; 49% to connect to BART; 39% for shopping/errands; 27% for school; 25% for recreation
- 42% used the bus to avoid traffic; 33% have no car available; 27% to save money; 21% don't drive; 16% to save time; 15% for environmental reasons
- 23% never rode the bus at their former residence

COUNTYWIDE INCENTIVE PROGRAMS

● COUNTYWIDE GUARANTEED RIDE HOME

The Countywide Guaranteed Ride Home (GRH) Program offers either taxi or rental car vouchers to anyone who works in Contra Costa County and uses a commute alternative. Participants, as well as their employer, must register in advance. In general, emergencies consist of personal illness, family illness, unscheduled overtime, and vehicular breakdown. Up to six vouchers may be used per participant per calendar year.

Since 1995, over 3,200 participants have registered in the GRH program. In FY 2000/2001:

- 566 new participants registered
- 507 vouchers were used
- 50 new employers joined the program
- Commutes averaged 30.5 miles one-way

Other interesting survey data:

- Unscheduled overtime and personal illness accounted for most voucher usage
- Voucher users commuted via vanpool (261); carpool (101); transit (84)

Nearly 14% (450) of all GRH registrants responded to an annual survey.

- 34.8 miles average one-way commute distance
- 242 registrants had not used commute alternatives before joining GRH
- 100 registrants (22%) would discontinue commute alternatives without GRH

Although survey participants work in Contra Costa, they live throughout the Bay Area and beyond:

- 167 Contra Costa County
- 95 Solano County
- 45 Alameda County
- 38 San Francisco County
- 18 San Mateo County
- 17 Santa Clara County
- 16 San Joaquin County

The number of commute miles eliminated was calculated at 28,414,200 one-way miles, based on number of registrants and average commute distance.

IN RESPONSE TO A 1994 EMPLOYEE SURVEY WHERE 24.3% OF RESPONDENTS STATED THAT THEY NEEDED A CAR IN CASE OF AN EMERGENCY AND 48.5% DUE TO IRREGULAR HOURS, WCCTAC LAUNCHED A WEST COUNTY GUARANTEED RIDE HOME PILOT PROJECT THAT WAS LATER EXPANDED.

EMPLOYER NETWORK

The primary goal of the Employer Network is to reduce traffic congestion and air pollution by reducing work-related trips. The strategy of the three regional CC CAN programs is to encourage employers to lessen the number of employee commute trips by utilizing the technical assistance provided by CC CAN staff and implementing the Countywide Commuter Incentive programs at employment sites. Technical assistance, program development and implementation services available to participating employers, include:

- Provide updated Bay Area transportation and commute alternative information on the www.cccan.org website
- Coordinate and implement regional commuter campaigns: Vanpool Promotion, Bike to Work Week, California Rideshare Week, Earth Day, and *Spare the Air*
- Provide “free” bus tickets to interested employers on *Spare the Air* days
- Write and distribute transportation newsletter
- Provide on-going support and assistance to employers/multi-tenant property managers implementing in-house commuter incentive programs
- Provide transportation information to Chambers of Commerce
- Provide “transportation options” presentations to employers and commuters in the process of transferring job sites or corporate relocations
- Coordinate employer events to kick-off *Spare the Air* program
- Coordinate, administer and implement employer transportation surveys
- Provide facilitation with local transit agencies to develop, increase, and promote transit service
- Attend employer-sponsored “commuter transportation fairs”
- Provide assistance and technical support to property managers with multi-tenant buildings representing small employers

To determine the effectiveness of employer-based trip reduction programs, employees are surveyed annually. Not all worksites survey each year, since employers participate on a voluntary basis and are not obliged to survey.

EMPLOYEE TRANSPORTATION SURVEY 2001

Employee transportation surveys continue to be the most effective tool to determine the travel patterns of Contra Costa workers. Since different employers volunteer to conduct surveys each year, the results vary. Following submittal of the surveys to CC CAN for processing, employers receive a detailed analysis and report of employees' commute patterns. The following are highlights from the 2001 surveys from employment sites in the three regions of the County:

SURVEYS—SWAT WORKSITES

- 27 participating employers
- 24,726 surveys distributed; 4,905 surveys returned
- 19% survey response rate; 71.8% drive alone rate
- 12.8 % carpool
- 6.4% vanpool
- 4.7% transit (BART, ACE, bus)
- 1.7% bicycle/walk
- 1.1% telecommute; 1% compressed work week
- 23 miles is average one-way commute distance
- 36.5 minutes is average one-way commute length

SURVEYS—TRANSPAC/TRANSPLAN WORKSITES

- 30 participating employers
- 10,972 surveys distributed; 3,844 surveys returned
- 34% survey response rate; 75.5% drive-alone rate
- 12.8% carpool
- 1.8% vanpool
- 5.7% transit (BART, bus)
- 21.7% compressed work schedule
- 44% of commuters live within 10 miles of their worksite
- 6.4% of commuters pay for parking at their worksite
- 20% chose a commute alternative because it was a *Spare the Air* day
- 16.2 miles is average one-way commute distance
- 30.1 minutes is average one-way commute length

SURVEYS—WCCTAC WORKSITES

- 9 participating employers
- 5,838 surveys distributed; 1,727 surveys returned
- 29.6% response rate; 65.5% drive alone rate
- 16.0% carpool
- 3.4% vanpool
- 7.3% transit (BART, bus)
- 14.5% chose a commute alternative because it was a *Spare the Air* day
- 35% of commuters live within 10 miles of their worksite
- 16.9 miles is average one-way commute distance
- 28 minutes is average one-way commute length

SPARE THE AIR

Contra Costa County employers and cities have been pro-active in promoting the Bay Area Air Quality Management District's *Spare the Air* program. CC CAN staff coordinate, promote, and implement *Spare the Air* activities in their respective regions.

When the BAAQMD predicts that ozone levels for the next day will violate state or federal health standards, a fax notice is sent to registered/participating employers and jurisdictions. The media is also notified, and this year BAAQMD was granted CMAQ (Congestion Mitigation and Air Quality) funds to produce and place three new television and radio spots.

In Contra Costa County, 132 employers (including 19 jurisdictions) participated in the *Spare the Air* program. There were 5 *Spare the Air* alerts; and 7 federal and 15 state exceedences.

Regionwide, BAAQMD conducted two telephone public opinion surveys: percentage of population familiar with the *Spare the Air* program was 78%; those who drove less on *Spare the Air* days for air quality reasons was 2.3%. In response to the question in Contra Costa's Employee Transportation survey, *Did you choose a commute alternative because it was a Spare the Air Day?*, 20% in Central County and 14.5% in West County responded "yes."

CC CAN staff coordinated, promoted, and implemented *Spare the Air* activities throughout the County.

● SPARE THE AIR ACTIVITIES

- *Spare the Air* kick-off luncheon, San Pablo (April 2001)
- *Spare the Air* kick-off luncheon, Pleasant Hill (May 2001)
- *Spare the Air* kick-off breakfast, San Ramon (May 2001)
- San Ramon *Spare the Air* Transportation Fairs:
Canyon Place Office Park, ADP Plaza; Pacific Bell Administrative Center;
Sunset Business Park; PS Business Park; Bishop Ranch Business Park;
San Ramon City Hall/Commons Office Park
- Contra Costa Centre Transportation Fair at Pleasant Hill BART station
- *Spare the Air* email registrants – 74
- *Spare the Air* participating employers – 54 SWAT, 28 WCCTAC,
51 TRANSPAC, 9 TRANSPLAN

TRANSIT PROGRAMS

● **CARPOOL TO BART**

In February 2001, BART conducted an access study, which determined that BART stations with dedicated carpool-only spaces were being underutilized. CC CAN worked with BART staff, MTC, and RIDES (contracted by BART to distribute BART carpool parking permits) to improve the Carpool to BART program. CC CAN developed a Carpool to BART brochure and incentive program for all Contra Costa BART riders. This incentive was provided to encourage drive-alone BART patrons to carpool to the BART stations. The program provided \$20 in gas coupons, and a \$20 BART pass to each person in a new carpool. Registration forms were forwarded to RIDES, who sent out the carpool parking permits. This program began in late February 2001, and as of May 2001, nearly all carpool spaces at BART stations in Contra Costa County were full before 10 am. The program was so successful that CC CAN staff is working to encourage BART to expand the carpool parking lots, to maximize parking capacity at the BART stations.

● **DELTA EXPRESS SERVICE**

CC CAN worked with Tri Delta Transit to promote the express coach bus service going from Park and Ride lot locations in Antioch and Brentwood, to Lawrence Livermore Lab. CC CAN implemented a buy-one-get-one-free offer for the monthly passes. A one month pass costs \$110. The service began in July 2000 and was successful enough that Tri Delta added two new routes to Hacienda Business Park in Pleasanton. To date, over 95 commuters have taken advantage of this incentive offer.

● **RICHMOND INTERMODAL TRANSFER STATION (RITS)**

The new center platform, elevator, and stairway between the train tracks, designed to give passengers safe, seamless, and convenient access to both BART and Amtrak was completed in summer 2001. Construction will soon begin on the pedestrian walkway and plaza, the station building, the parking structure, and the 16-acre transit village.

WALNUT CREEK TRANSPORTATION CENTER WAS A COLLABORATIVE PROJECT WITH TRANSPAC TDM, CCCTA AND BART TO CONSTRUCT A TRANSPORTATION CENTER AT THE WALNUT CREEK BART STATION. THIS CENTER SELLS TRANSIT TICKETS TO COMMUTERS AND DISTRIBUTES TRANSIT INFORMATION AND SCHEDULES. TRANSPAC TFCA FUNDS BUILT THE FACILITY, AND CCCTA STAFFS IT. THOUSANDS OF COMMUTERS HAVE USED IT ANNUALLY SINCE ITS CONSTRUCTION IN FALL 1996.

SHUTTLE PROJECTS

● MORAGA WAY SHUTTLE

The Moraga Way Shuttle was a 12-month demonstration project with County Connection, providing shuttle service from the Orinda BART station to the Moraga Park and Ride lot at Viader Drive. The service provided three 15 passenger LINK vans, and was coordinated with BART trains to run every ½ hour between 8:10 am and 9:40 pm. The vans traveled along Moraga Way, and upon request, traveled up to ½ mile off the main road to provide limited door-to-door service. This service accommodated Moraga residents who needed bus service beyond 7:45 pm, which is when the County Connection route ended. County Connection, Town of Moraga and CC CAN staff developed a three-phase plan intended to raise awareness, generate passenger buy-in, and word of mouth advertising.

Phase One: Service was introduced to approximately 8,000 residents in Orinda and Moraga living along Moraga Way via direct mail. A service schedule was designed with a perforated coupon. Residents were instructed to fill out the coupon and turn it in to the shuttle driver to be eligible for a weekly prize drawing.

Phase Two: Commuters who returned their entry coupons were sent a personalized letter explaining the “tell a friend” campaign. Current riders were encouraged to pass along free ride coupons to their friends or neighbors who might use the shuttle service.

Phase Three: Approximately four months after the service began, a testimonial brochure was produced and distributed in the service area. The Moraga Way shuttle monthly average ridership was 129 passengers.

● ALTAMONT COMMUTER EXPRESS (ACE) SHUTTLE

This shuttle service began as a demonstration project in 1999. The shuttle travels between three Park and Ride lots in Contra Costa County, and the ACE train station in Pleasanton. Unlike many shuttle services, this one has substantial ridership in both directions, due to many employees of Bishop Ranch who use the service, as well as San Ramon Valley residents who take the ACE train to San Jose. CC CAN provides a free one-month ACE train pass to new ACE train passengers who ride the County Connection 920 ACE express shuttle. To date, over 300 riders have taken advantage of this incentive and service. The FY 2000/2001 ACE shuttle results:

- 114 shuttle riders per day
- 64 ACE train passes given to new riders
- average one-way trip length is 61 miles (includes shuttle and train trip)

CONTRA COSTA CLEAN FUEL VEHICLE PROJECT

The Contra Costa Clean Fuel Vehicle Project is a countywide effort to convert public vehicle fleets in the 19 Contra Costa jurisdictions to alternative clean fuel, thereby contributing to improved air quality in the Bay Area. Since 1997, the Contra Costa Transportation Authority (CCTA) has allocated funding for the Project including a feasibility study conducted in the fall of 1997, the development of Transportation Fund for Clean Air (TFCA) grant applications to the Air District and coordination among local jurisdictions to create a “critical mass” of clean fuel vehicles.

The Project was developed to provide incentives to local jurisdictions to replace existing vehicles with clean fuel equivalents as part of their annual retirement cycle. By using Transportation Fund for Clean Air (TFCA) funding for the incremental cost difference between conventional-fuel vehicles and clean fuel alternatives, local jurisdictions were able to make a “revenue neutral” choice that could benefit regional air quality. The Project is structured to provide for the incremental cost factor, and does not allow TFCA funds to be used by local jurisdictions for vehicle replacement or new purchases.

As part of the CCTA’s Clean Fuel Vehicle Project, local agencies may receive partial funding for the costs of constructing Compressed Natural Gas (CNG) fueling infrastructure to serve their CNG powered vehicles. The availability of convenient Compressed Natural Gas (CNG) fueling stations removes the most significant obstacle to using CNG.

Money is available on first come, first serve basis. Amount of funding available to jurisdictions is \$10,000. To be eligible for funding under this program, agencies must: 1) have CNG vehicles in their fleet, or have the vehicles ordered; 2) have site designated and available for installation of fueling facility; 3) be ready to construct CNG fueling facility within one year of the application for funding.

WHERE ARE WE NOW?

- On-site Compressed Natural Gas (CNG) time-fill fueling stations are located in Walnut Creek, Pinole, Contra Costa County (2 locations), and San Ramon
 - Fast-fill CNG fueling station is at Mt. Diablo Unified School District Corporation yard in Concord in partnership with Lamorinda School Bus Program
 - 50 gasoline-powered vehicles countywide were replaced with CNG
 - 14 buses were replaced with CNG at Mt. Diablo Unified School District
 - 31 CNG buses will fuel at Mt. Diablo’s fast-fill fueling station
 - Contra Costa County Fleet Manager workshop will be held in April 2002
 - Fueling infrastructure needs for the region are being developed and defined
 - New clean fuel technology and funding opportunities are being tracked for jurisdictions
 - Technical and/or financial support for on-site time-fill fueling stations is being provided
-

SCHOOLPOOL

● WEST/CENTRAL/EASTERN CONTRA COSTA

Very few schools in Contra Costa offer school bus service for the general student population. As a result, traffic congestion around schools is a serious problem throughout the County. The SchoolPool carpool ridematching program promotes carpooling for children in all public and private schools in Contra Costa (kindergarten through college), and provides a transit option. CC CAN staff administers the ridematching program, and assembles lists of parents from each school who have expressed an interest in finding others with whom to carpool. No financial incentive is offered to parents to carpool their children. If carpooling isn't practical in some situations, taking transit can be. CC CAN offers 20 free public bus tickets to parents for each of their students to try transit. SchoolPool brochures offer details about the carpooling program as well as the transit incentive. SchoolPool is the program for West/Central/East County and the Carpool to School program is administered for Southwest County. Results for FY 2000/2001 include:

- 1,007 non-siblings joined carpools
- 27% who joined carpools in 1999/2000 continued to carpool, totaling 720 carpools
- 75 children took the public bus to school
- 4,711 vehicle trips reduced per day
- 847,980 trips reduced for the year

● CARPOOL TO SCHOOL IN SOUTHWEST CONTRA COSTA

The Carpool to School Program for Lamorinda, Danville and San Ramon is administered separately. No transit component was added this year to the Southwest area program. The results were as follows:

- 15 schools participated
- 6,500 Carpool to School matchlists distributed; 240 matchlists processed
- 3.2 average one-way miles; 180 days effectiveness
- 265 morning trips reduced per day; 201 afternoon trips reduced per day
- 83,880 reduced in six-month period

● LAMORINDA SCHOOL BUS PROGRAM

The Lamorinda School Bus Program (LSBP) provides daily school bus service to over 1,880 K-8 students in the Lafayette, Orinda Union and Moraga School Districts. The program is run by a Joint Powers Authority (JPA), comprised of elected officials from the three cities and school districts in Lamorinda. The purpose of the program is to reduce traffic congestion and to provide safe, convenient and reliable home-to-school transportation. Durham School Services, under contract to the JPA, provides daily school bus service on twenty-three buses to twelve participating schools. Seventeen of the buses run on CNG. Results for FY 2000/2001:

- 12 schools participated
- 397,458 annual ridership (3% increase from 1999-2000)
- 23 total buses; 17 CNG buses
- 178,182 vehicle trips eliminated

BICYCLE PROJECTS

COUNTYWIDE BICYCLE LOCKER PROJECT

The Countywide Bicycle Project was developed in order to provide more bicycle infrastructure throughout Contra Costa. The project identified appropriate public and private locations, and installed bicycle racks and lockers. The intent was to encourage commuters to ride their bicycles to work instead of driving. This was a two-year project, and to date, a total of 201 racks and lockers have been installed at the following locations: Bank of America, Concord; Contra Costa County offices, Martinez; Crescent Drive retail center, Pleasant Hill, Fresenius Medical Center, Walnut Creek; Hercules Community Center; Pacific Bell, San Ramon; Antioch/Hillcrest Park and Ride; Brentwood Park and Ride; and an enclosure for 125 bicycles at Antioch Middle School.

BIKE TO WORK DAY 2001

Bike to Work Day was held on Thursday, May 17th, 2001 this year. This statewide annual event, coordinated locally by CC CAN, is designed to persuade drive alone commuters to try bicycling to work, at least one day a week. To excite and motivate bicycle commuters, “energizer stations” were set up throughout the Bay Area and provided bicycle commuters with Bike to Work Day registration cards, safe riding tips, bottled water, protein bars, fruit and other items donated by CC CAN, employers, RIDES sponsors, and local grocery stores.

CC CAN organized all energizer stations in Contra Costa, and promoted the event to employers, public agencies and to the general public through daily newspaper advertisements and the CC CAN website. The 2001 Bike to Work Day event attracted over 6,000 bicyclists regionally. In Contra Costa County there were over 650 participants registered for the program and fifteen (15) energizer stations located at the following sites:

- Concord** • Grant @ Park (near Concord BART)
- Danville** • Iron Horse Trail at the Railroad Depot
- El Cerrito** • Ohlone Greenway near Del Norte BART Station
• Fairmount, south of El Cerrito Plaza BART station
- Lafayette** • Sharp Bicycle-Moraga Road @ Motorpool parking lot
- Martinez** • Martinez Cyclery-Pacheco Blvd.
• Contra Costa County Bldg. @ Motorpool parking lot
- Pleasant Hill** • Crescent Drive
- Richmond** • Point Richmond
- San Ramon** • Iron Horse Trail @ Bollinger Canyon
• Iron Horse Trail @ San Ramon Transit Center
- Walnut Creek** • Canal Trail near Jones • Whole Foods @ Newell Ave.
• Walnut Creek City Hall • Pleasant Hill BART

DUE TO FUNDING PROVIDED PRIMARILY BY TRANSPORTATION FUND FOR CLEAN AIR (TFCA) GRANTS IN CONTRA COSTA, ALL PUBLIC BUSES IN THE COUNTY NOW HAVE BICYCLE RACKS TO ACCOMMODATE TWO BICYCLES ON THE FRONT OF THE BUSES.

This project was designed to provide Bay Area transportation information at one convenient location. The TR@KS project is a web-based kiosk system with a separate website which hosts a wide variety of transportation information. It provides visitors with an opportunity to not only retrieve information, but also to submit incentive forms, ridematch requests, registrations for Bike to Work, California Rideshare Week, and *Spare the Air* campaigns, and other pledge forms on-line and from the kiosks.

The TR@KS website was updated and revised to include additional information for users. More information has been added for employers to access a wide variety of services available through CC CAN. New commuter information was also updated and expanded. A *Spare the Air* notification banner was added to the website during the *Spare the Air* months. Additional links have also been added to the TR@KS site to maximize its functionality.

The web server continued to host the remaining kiosks which are out in the field. Some kiosks were removed due to decreased functionality. The kiosks are now 4-5 years old, and the technology is slow by today's standards. The kiosks which operated via wireless modems are now out of service due to the bankruptcy of Ricochet Wireless. Kiosks continued to operate at Social Service offices in Hercules and Antioch; Pacific Bell Headquarters in San Ramon; Richmond City Hall; Liberty Adult Education in Brentwood; Acalanes Adult Education in Lafayette; Diablo Valley College in Pleasant Hill; the Center for Higher Education in San Ramon; four library sites (Pleasant Hill, Lafayette, Antioch and Martinez), and the Concord Commute Store.

This project also maintains tracking records for five TR@KS systems which were purchased with a Department of Labor Grant, and installed by TR@KS staff to integrate them with the TR@KS kiosk system. In cooperation with the Contra Costa Social Services office, this provides transportation information for CalWORKS recipients at the One-Stop centers, (located at five PIC/Welfare to Work locations in Antioch, Brentwood, Pittsburg, Concord, and San Pablo).

The TR@KS site has generated:

- 3,209 hits per day
- over 4,100 visitors per month
- 49,320 user sessions for the year

Forms submitted include:

- 72 Guaranteed Ride Home forms
- 95 RIDES vanpool ridematch requests
- 110 RIDES carpool ridematch requests
- 294 Carpool Incentive forms
- 91 SchoolPool ridematch forms
- 29 Vanpool Incentive forms
- 1,099 Transit Incentive forms
- 8 employer brochure order forms
- 169 user surveys
- 51 comment emails
- 165 Bike to Work pledge forms

COLLEGE TRIP REDUCTION PROGRAM

The Comprehensive College Trip Reduction Program was a two-year demonstration project, which included several components to reduce the number of single occupant drivers commuting to the Diablo Valley College campus in Pleasant Hill. The student, faculty and staff commuters total over 25,000. With an additional loss of parking due to new buildings being constructed on existing parking lots, this project had many features to encourage students, staff and faculty to use alternatives to driving alone to the campus.

● **TRIP REDUCTION ACTIVITIES**

- Transit fairs were conducted on campus February, May, September 2000, and April 2001; transit schedules, carpool ridematch forms, carpool and transit incentive forms, and bike maps were distributed
- A new transit/carpool brochure was produced and included in all registration packets each year; several hundred students and faculty have requested transit tickets, carpool gas scrip, and ridematches
- New carpool ridematch and incentive forms were distributed
- New bike racks were purchased and installed July 2000 (11 racks in all, with a total capacity of 97 bicycles: 9 hold 7 bicycles, and two hold 17 bicycles)
- Distance learning internet-based courses were developed; software, training, and a stipend for professors was provided to encourage development of such courses
- 25,000 travel behavior surveys were distributed to all faculty, staff, and students at DVC, with a 20% response rate of 4,700 surveys returned to CCCAN. Data from the survey resulted in the administration’s decision to convert a parking lot to a carpool-only lot for carpools with three or more riders

● **INCENTIVES**

- 392 students received transit incentives (average ticket value of \$20)
- Average one-way trip length 13.7 miles (includes Solano and BART riders)
- 73 students received gas scrip for forming carpools
- 21% of carpools traveled 20 one-way miles; 79% averaged 11.7 miles

● **CARPOOL PARKING**

In the travel behavior survey conducted in February 2000, the data revealed that 712 people carpooled to DVC. In addition, 1,297 respondents said they would carpool if there were a carpool parking lot available. DVC implemented a preferential three-person carpool parking lot in the fall of 2001. Initially 146 parking spaces were made available. DVC implemented the following carpool parking lot rules: three-person minimum; M-F, 7:00 am–12:00 pm; parking is free (there is a charge to park in the other lots).

● **ON-LINE COURSES**

A program was established to assist in the development of new online courses at DVC. The program offered \$1,500 stipends to each faculty member who offered to develop an online course for a minimum of three consecutive semesters. Over twenty-two courses were developed, offered in several sections during the fall, spring and summer semesters. To date, a total of 2,084 students have taken these courses. The plan is to expand the online course offerings due to this success.

RESIDENTIAL OUTREACH PROGRAMS

● CAPITOL CORRIDOR RESIDENTIAL PROGRAM

The Capitol Corridor train project offered a week's worth of free Capitol Corridor tickets to solo commuters driving on the I-80 corridor. The project targeted several markets: Silicon Valley employees who lived in West County; West County residents who commuted to stops anywhere along the train route; Emeryville employers within walking distance of the train station; and Solano County residents who drove on I-80.

Initially, forty-one employers in Santa Clara and San Jose were contacted about the Capitol Corridor incentive. Three major companies – Intel, Siemens, and 3Com – chose to participate. These companies contacted their employees who lived in the areas adjacent to the Richmond Intermodal Station; and if they qualified, they received Capitol Corridor tickets and a schedule. Concurrent to the Silicon Valley outreach, the Capitol Corridor incentive was also promoted in the San Pablo City newsletter and WCCTAC newsletter. Attractive posters were designed and placed in businesses and public venues near the Emeryville and Fairfield/Suisun stations. The program attracted 68 commuters to try the Capitol Corridor. All potential participants were required to complete a survey before tickets were sent. A follow-up survey sent to the original participants showed:

- 100% were convinced to try the train as a result of the tickets
- 90% used their tickets to commute to work
- 90% have continued to use the train to commute to work
- 48.6 one-way miles was the average distance traveled
- All riders found the service restful, convenient, and fairly cost-effective

● MAKING PUBLIC TRANSIT WORK FOR YOU

Making Public Transit Work for You is a ten-minute informative and entertaining video, produced by CC CAN staff. It demonstrates:

- Using 817-1717, TravInfo® Traveler Information System
- Reading bus and train schedules
- Taking the bus
- Connecting to BART and other buses
- Bringing bicycles on public transit
- Carpooling as an option

The English, Spanish, and Vietnamese versions of the video have been distributed to 122 community organizations and public agencies, 32 public access television stations, and Contra Costa libraries. A survey of usage was sent to all video recipients. Six television stations responded, noting that the video had been broadcast to over 75,000 viewers. In addition to TFCA and Measure C funds, contributors included: AC Transit, BART, Contra Costa Employer and Human Services Department, Metropolitan Transportation Commission, and RIDES for Bay Area Commuters.

RESIDENTIAL OUTREACH PROGRAMS

● **PLEASANT HILL RESIDENTIAL TRANSPORTATION SURVEY**

In May 2001, a city-wide transportation survey was conducted of residents in Pleasant Hill. The survey was distributed directly to residents via the City newsletter. The purpose of the survey was to capture data on the travel behavior of local residents and to offer additional transportation-related information to those who expressed an interest. Data gathered from the surveys provided City staff with valuable information that can be used to evaluate existing transportation programs and services as well as examine current and future transportation infrastructure projects.

Of the almost 15,000 surveys distributed in Pleasant Hill, over 350 were returned, with almost 200 requesting additional information on a wide variety of transportation services. Transportation information packets were sent out to all who requested additional information. The results included:

- Average *one-way* commute takes 34 minutes
- Drive-alone rate for Pleasant Hill residents who commute is 60% (the average for employees commuting to worksites in the area is higher, at 75.5%)
- 24% of Pleasant Hill commuters ride BART
- 10.6% carpool
- 34% commute more than 20 miles to work

● **MEDIA OUTREACH**

CC CAN has extended outreach efforts to promote the countywide programs. Daily newspaper ads in the Contra Costa Times describe the various CC CAN programs and projects. Promotions are also advertised in: the East Bay Business Times, Chamber newsletters, city newsletters, school district mailings, website links, Welcome Wagon packets, New Resident packets distributed through new housing developments and through title companies and real estate agents, Brendan Theater advertising, homeowner association mailings, as well as direct mail along transit routes. The CC CAN website, www.cccan.org, is linked to, and from, dozens of other city and transportation-related websites. These efforts continue to attract new participants to the programs.

REGIONAL COORDINATION AND PARTICIPATION

The TDM Program Managers participate in a number of activities and sit on regional committees to ensure coordination in the development of transportation projects and commute alternatives for Contra Costa and the Bay Area.

- Association for Commuter Transportation
- Bay Area Air Quality Management District
 - Employer Air Quality Resource Group
 - Tri-Valley Resource Group
- California Association for Advanced Transportation Systems (CAATS)
- County Connection Operation and Service Committee
- Contra Costa Transportation Alliance (Welfare to Work)
- Contra Costa TDM Coordinating Committee (with RIDES and other agencies)
- Metropolitan Transportation Commission Committees
 - Regional Transit Marketing Committee
 - TRANSTAR-Transit Trip Planning
 - Welfare to Work Regional Transportation Committee
 - Environmental Justice Regional Committee
- RIDES for Bay Area Commuters
 - TMTAC, Statewide Rideshare Committee — hosted by RIDES quarterly
 - Bike to Work Day Committee
 - TDM Networking Committee
- CCTA
 - SWAT
 - TRANSPAC
 - TRANSPLAN
 - WCCTAC

2000/01 CC CAN FINANCIAL HIGHLIGHTS

SWAT	MEASURE C	TFCA
• Countywide Vanpool Incentive Program		\$70,271
• Employer Network	\$19,949	
• Carpool to School	\$9,151	
• Lamorinda School Bus Program		\$30,000
• Contra Costa Clean Fuel Vehicle Program		\$1,878
• Administration	\$20,761	
• Moraga Way Shuttle	\$5,590	\$22,000
Total	\$55,451	\$124,149

TRANSPAC/TRANSPLAN	MEASURE C	TFCA
• Comprehensive College Trip Reduction (2 year project)		\$189,986
• Bike Locker/Rack Project		\$65,554
• TR@KS Transportation Kiosk Project		\$28,990
• Countywide Carpool Incentive		\$82,225
• Countywide Transit Incentive		\$184,447
• SchoolPool		\$87,740
• Employer Network		\$26,000
• Admin., Welfare to Work, Bike to Work, and other project costs	\$149,528	
Total	\$149,528	\$664,942

WCCTAC	MEASURE C	TFCA
• I-80 Corridor Outreach Project		\$89,282
• Guaranteed Ride Home		\$100,402
• Richmond Police Dept. Bicycle Patrol		\$16,250
• Administration	\$75,457	
Total	\$75,457	\$205,934

* Measure C funds have been expended on administrative and other costs including the following: staff attendance at agency meetings (e.g. RTPC, CCTA, APCC/TDM, MTC, BAAQMD, etc.); Action Plan and Growth Management Plan; BART Pilot Student Discount Program; incentives for commute alternative users not otherwise qualified under TFCA restrictions and survey respondents; Pleasant Hill BART Station Resource Guide; staff time for coordination of projects such as the ACE shuttle, Regional MTC Welfare to Work project, and others; Annual Report; etc. Other funding for projects has included BAAQMD TFCA 60% funds and the Department of Labor and Governor's grant.



