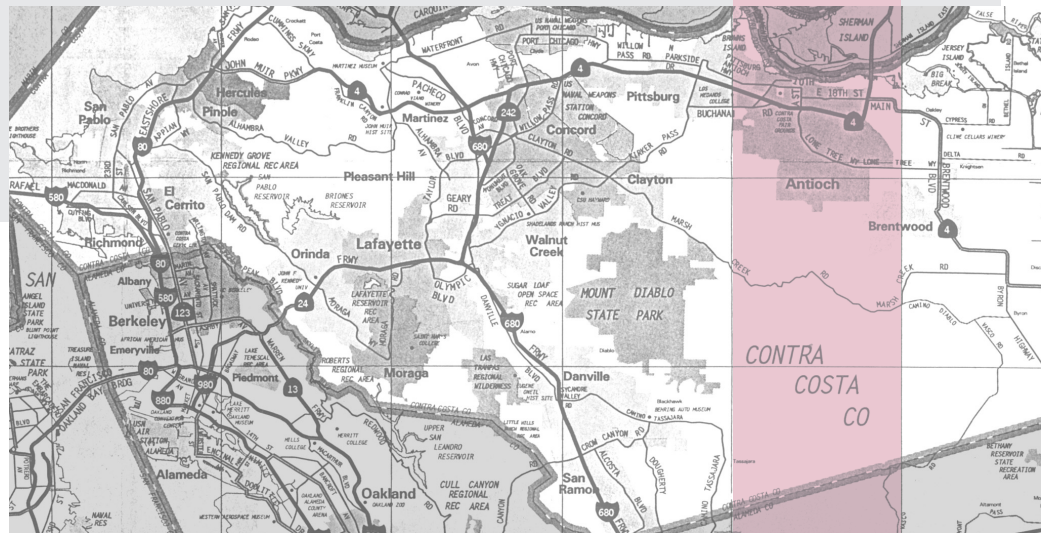


Contra Costa

COMMUTE ALTERNATIVE NETWORK



Program Managers' Annual Report

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EXECUTIVE SUMMARY

The Contra Costa Commute Alternative Network (CC CAN) develops, administers and implements Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Programs and Projects on behalf of Contra Costa jurisdictions as part of the Growth Management and Congestion Management Programs. Each jurisdiction in Contra Costa is required to have a TSM/TDM ordinance, or resolution, which includes a commitment to promote demand management alternatives. To maximize resources and efficiency, CC CAN staff delivers these programs and projects on behalf of the local jurisdictions, with direction from the four Regional Transportation Planning Committees (known as RPTCs and which include: SWAT-representing jurisdictions in Southwest County, TRANSPAC-Central County, TRANSPLAN-East County, and WCCTAC-West County).

The primary objective of the TDM principles is to maximize the efficiency of the existing roadway system by reducing the number of single occupant vehicles traveling in, to and through the County. The types of alternative modes being promoted by CC CAN include public transit such as BART, Capitol Corridor, AC Transit, County Connection, Tri Delta and WestCAT, carpools, vanpools, bicycling, walking, shuttles, telecommuting, compressed work weeks, and flex schedules. CC CAN assists employers in developing in-house programs which support these alternatives, and also markets directly to the general public to encourage the use of commute alternatives. The Countywide Guaranteed Ride Home Program administered by CC CAN staff provides a fundamental support for all commute alternatives. Any employee registered in the program who uses a commute alternative is eligible to receive an emergency ride home (taxi or rental car) in the event of illness or unscheduled overtime.

The 2002/2003 Annual Report is designed to provide a comprehensive and detailed overview of the TDM activities implemented by Contra Costa's three subregional CC CAN Programs. The Programs include the SWAT CC CAN Program, the TRANSPAC-TRANSPLAN CC CAN Program, and the WCCTAC CC CAN Program. These are recognized under the unifying identity as the CC CAN Program, however each one implements not only countywide programs (which affect commuters and residents throughout the County), but also local projects that address the specific needs of the jurisdictions within that sub-region.

The Contra Costa Commute Alternative Network website is www.cccan.org.

CONTRA COSTA COMMUTE ALTERNATIVE NETWORK (CC CAN)

The following identifies the staff and location for each CC CAN office, and the projects and programs implemented and administered by each in FY 2002-03.

● **SWAT CC CAN PROGRAM**

Implements countywide programs and local projects on behalf of the towns of Danville and Moraga and the cities of Lafayette, Orinda and San Ramon and unincorporated areas of Contra Costa County.

Lisa Bobadilla - TDM Program Manager Leslie Chase - Project Assistant
3180 Crow Canyon Place #140
San Ramon, CA 94583
Tel: 925.973.2651 Fax: 925.866.6173 E-mail: lbobadilla@sanramon.ca.gov

PROJECT MANAGEMENT FOR: Countywide Vanpool Incentive Program, Countywide Clean Fuel Vehicle Program, SchoolPool for SWAT jurisdictions only, Lamorinda School Bus Program, Southwest County Employer Network, and other local projects.

● **TRANSPAC/TRANSPLAN CC CAN PROGRAM**

Implements countywide programs and local projects on behalf of the cities of: Antioch, Brentwood, Clayton, Concord, Martinez, Oakley, Pittsburg, Pleasant Hill, Walnut Creek, and unincorporated areas of the County.

Lynn Osborn - TDM Program Manager Barbara Neustadter - TRANSPAC Manager
1407 Oakland Blvd. Suite 100 John Greitzer - TRANSPLAN staff
Walnut Creek, CA 94596 Corinne Dutra-Roberts - CC CAN Project Manager
Tel: 925.407.0353 Fax: 925.407.0356 Leah Becker - CC CAN Project Manager
E-mail: losborn@cccان.ان Julia Fuller - TRANSPAC & CC CAN Admin. Assistant

PROJECT MANAGEMENT FOR: Countywide Transit Incentive Program, Countywide Carpool Incentive Program, West/Central/East SchoolPool Program (for all school districts except Lamorinda and the San Ramon Valley), Central/East County Employer-Based Trip Reduction Program, Countywide Bicycle Locker/Rack Project, Concord Commute Store, Website Hosting (hosts www.cccan.org, www.transpac.us, www.transplan.us, and www.wcctac.net websites).

● **WCCTAC CC CAN PROGRAM**

Implements countywide programs and local projects for the cities of: El Cerrito, Hercules, Pinole, Richmond, San Pablo, unincorporated areas of Contra Costa County, as well as AC Transit, BART and WestCAT.

Linda Young - Transportation Project Specialist Lisa Hammon - WCCTAC Managing Director
13831 San Pablo Avenue Radonna Horn - Administrative Clerk
San Pablo, CA 94806
Tel: 510.215.3008 Fax: 510.235.7059 E-mail: linday@ci.san-pablo.ca.us

PROJECT MANAGEMENT FOR: Countywide Guaranteed Ride Home Program, West County Employer-Based Trip Reduction Program, other local projects.

TRANSPORTATION AUTHORITY & COMMITTEE MEMBERS

CONTRA COSTA TRANSPORTATION AUTHORITY (CCTA) & REGIONAL TRANSPORTATION PLANNING COMMITTEE (RTPC) MEMBERS

● **CONTRA COSTA TRANSPORTATION AUTHORITY MEMBERS**

representing all twenty jurisdictions in Contra Costa

- Julie Pierce, Chair
 - Amy Worth, Vice Chair
- | | |
|-------------------|----------------|
| Janet Abelson | Federal Glover |
| Charlie Abrams | Brad Nix |
| Maria Alegria | Nancy Tatarka |
| Donald P. Freitas | Chris Valstad |
| John Gioia | |

● **SWAT COMMITTEE** *representing the towns of Danville and Moraga and the cities of Lafayette, Orinda, San Ramon and unincorporated areas of Contra Costa County*

- Don Tatzin, Chair
 - Millie Greenberg, Vice Chair
- | | |
|----------------|---------------|
| Dennis Cunnane | Gayle Uilkema |
| Nancy Tatarka | Amy Worth |

● **TRANSPAC COMMITTEE** *representing the cities of Clayton, Concord, Martinez, Pleasant Hill, Walnut Creek and unincorporated areas of Contra Costa County*

- David Durant, Chair
 - Mark Ross, Vice Chair
- | | |
|-----------------|----------------|
| Charlie Abrams | Bill McManigal |
| Jim Daisa | Julie Pierce |
| Lola Fellingner | Bill Shinn |
| Donna Gerber | Bill Wood |
| John Hanecak | Betty Weibert |

● **TRANSPLAN COMMITTEE** *representing the cities of Antioch, Brentwood, Oakley, Pittsburg, and unincorporated areas of Contra Costa County*

- William Glynn, Chair
 - Federal Glover, Vice Chair
- | | |
|--------------------|------------------|
| Annette Beckstrand | Jack Garcia |
| Donald P. Freitas | Walter MacVittie |
| Brad Nix | Kevin Romick |
| Jeff Schults | Joe Weber |

● **WCCTAC COMMITTEE** *representing the cities of El Cerrito, Hercules, Pinole, Richmond, San Pablo, unincorporated areas of Contra Costa County, AC Transit, BART and WestCAT*

- Janet Abelson, Chair
 - Kris Valstad, Vice Chair
- | | |
|---------------|------------------|
| Maria Alegria | Jerrold Parsons |
| Irma Anderson | Mindell Penn |
| Sharon Brown | Joe Wallace |
| John Gioia | Maria Viramontes |

● CONTRA COSTA TRANSPORTATION AUTHORITY-CCTA

The Contra Costa Transportation Authority is the oversight agency for funding the subregional TDM programs. The Authority allocates 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 (RTPCs), 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 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 by developing broader, 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

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



TDM LEGISLATIVE HISTORY

TRANSPORTATION DEMAND MANAGEMENT LEGISLATIVE HISTORY

THE FEDERAL CLEAN AIR ACT was amended in 1990 requiring every state with “severe” or “extreme” ozone non-attainment areas to submit a State Implementation Plan. Must include provisions to reduce work-related vehicle travel by employees.

THE CALIFORNIA CLEAN AIR ACT was adopted in 1988, requiring local air districts to develop specific pollution control plans. It authorized local air districts to develop transportation control measures (TCMs).

MEASURE C was a Contra Costa voter-mandated half-cent sales tax approved by voters in 1988. It required Trip Reduction Ordinances in all Contra Costa jurisdictions to promote commute alternatives among large employers, complexes, and residential mitigation using Carpool, Vanpool and Park and Ride Lot funds. The Growth Management Program Compliance Checklist requires jurisdictions to implement TDM activities. The Countywide CC CAN TDM Programs fulfill this requirement for the jurisdictions.

PROPOSITION 111 was Congestion Management legislation 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 was adopted in 1992 mandating employer-based trip reduction requirements including programs, annual surveys, trip reduction plans, and training.

SB 437 (LEWIS) was adopted in 1995 and rescinded Regulation 13, Rule 1 by prohibiting mandated employer-based trip reduction programs.

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. This attainment status is tied to Federal funding for transportation in the Bay Area, and is therefore crucial for transportation projects.

ATTAINMENT STATUS was achieved again in 2002. However since Federal Air Quality standards have been exceeded each of the last two summers, this poses a serious problem. No Air Quality region is allowed to exceed the Federal standards more than three times in three years, so the Bay Area is once again in jeopardy of losing the attainment status.

IN JANUARY 2002, the Federal Commuter Choice Initiative under TEA-21 was amended to increase the amount of money an employee can receive in pre-tax benefits from \$65 to \$100 per month.

COUNTYWIDE INCENTIVE PROGRAMS

Contra Costa has four Countywide Incentive Programs which are coordinated and administered by CC CAN staff in the three regions of Contra Costa County. These programs include the Carpool Incentive Program, Vanpool Incentive Program, Transit Incentive Program, and the Guaranteed Ride Home Program. These programs continue to provide small incentives to encourage drive-alone commuters to use alternatives instead. CC CAN also administers other programs countywide which are described in detail elsewhere in this report, including the Employer-Based Trip Reduction Program (Employer Network), Countywide Clean Fuel Vehicle Program, Countywide SchoolPool Program and the Countywide Bicycle Locker/Rack Program. The effectiveness reported for all programs represents the 2002/2003 results.

● COUNTYWIDE 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 www.cccan.org website, Chambers of Commerce, 511.org, 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 survey was conducted to determine if incentive recipients continued to carpool and if so, how many days per week. This continues to be a very successful program.

THE 2002/03 RESULTS WERE:

- 422 commuters joined carpools
- 1.41 average number of passengers per car, plus driver
- Participants carpooled an average of 3.65 days per week (189 days per year)
- 93,366 vehicle trips were reduced by the program
(Calculation based on 494 one-way trips per day X 189 as the average number of days in the year that these commuters carpooled.)
- 2,987,712 total vehicle miles were reduced by the program.
(Calculation based on 494 daily trips X 189 days in the year X 32 one-way mile trip length.)
- Follow-up survey revealed 97% of respondents continued to carpool beyond the program year.

CC CAN staff also promoted carpooling to colleges and technical schools through the SchoolPool Program, and carpooling to BART with the Carpool to BART program, both of which are described elsewhere in this report.

THE FIRST CARPOOL INCENTIVE PROGRAM IN CONTRA COSTA BEGAN 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

● COUNTYWIDE VANPOOL INCENTIVE PROGRAM

The Contra Costa Countywide Vanpool Incentive Program is designed to encourage solo drivers to join a vanpool. Residents and commuters in Contra Costa County are eligible to participate in the program. Commuters are offered 50% of their vanpool expenses for the first three consecutive months. In addition to providing incentives to drive-alone commuters, the Vanpool Program provides an incentive to encourage commuters to start a new vanpool. Each new vanpool driver and/or coordinator who maintains a vanpool for twelve consecutive months, with a minimum of six passengers, receives a \$1,000 bonus. Vanpools are generally leased through a third-party vanpool vendor. A follow-up survey is conducted to determine the effectiveness of the program, and gather information about vanpoolers' commutes.

THE 2002/03 RESULTS WERE:

- 278 commuters joined vanpools
- 49.6 average one-way commute distance
- \$232 average three-month subsidy
- 34% survey response rate
- 32% continue to vanpool after subsidy
- 10 new vanpools formed

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 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. Incentives were offered for County Connection (CCCTA), Tri Delta, AC Transit, WestCAT, BART, ACE train, Capitol Corridor, Benicia, Fairfield, Solano, Vallejo, and Wheels/LAVTA transit. Due to differing fare rates by transit operators and the differing trip journeys (including some trips using multiple transit modes), the incentive value per participant varied based on the home-to-work trip distance and links.

A special offer was promoted for a Buy-One-Get-One-Free special for new riders on the Tri Delta - Delta Express subscription bus service from Brentwood to the Bay Point BART station. As a result of this additional incentive and advertising, the Ridership increased 84% during the year. Additional express bus services which CC CAN staff promoted include the Tri Delta service from Antioch to the Dublin BART station and the AC Transit TransBay service through the I-80 Corridor. Countywide Transit Incentive Program brochures were made available at city offices, libraries, Chambers of Commerce, employers, property managers, welcome wagons and for new housing developments.

THE 2002/03 RESULTS WERE:

- 1,020 one-way reduced trips per day due to new BART riders
 - 244,800 trips per year reduced by new BART riders
 - average trip length is 27 miles saved
 - 6,609,600 total vehicle miles reduced (VMT reduction)
- 798 one-way reduced trips per day due to new bus riders
 - 143,640 trips per year reduced by bus riders
 - average trip length saved is 4.3 miles
 - 617,652 total vehicle miles reduced (VMT reduction)
- 288 one-way trips reduced per day due to new Express bus riders
 - 69,120 trips per year reduced by Express bus riders
 - average trip length is 46 miles (Tri Delta routes)
 - 3,179,520 total vehicle miles reduced (VMT reduction)
- 136 one-way trips reduced per day by ACE and Capitol Corridor train riders
 - 21,216 trips per year reduced by train riders
 - average trip length saved is 60 one-way miles
 - 1,272,960 total vehicle miles reduced (VMT)

Follow-up surveys showed that on average, riders use ACE/Capitol Corridor 156 days per year; Express bus and BART riders average 240 days per year; and bus riders average 180 days per year or four days per week.

- 97% of survey respondents continued to take public transit beyond the program year.

COUNTYWIDE INCENTIVE PROGRAMS

● COUNTYWIDE GUARANTEED RIDE HOME

The Countywide Guaranteed Ride Home (GRH) Program offers anyone who works in Contra Costa County and uses a commute alternative the option of a taxi or rental car voucher for the trip home in the event of a personal illness, family emergency or illness, unscheduled overtime or vehicular breakdown. Up to six vouchers may be used per participant per calendar year.

The GRH database contains 2,469 active registered participants; each participant holds a voucher for use in the event of an emergency. Employers must be registered with CC CAN for their employees to be eligible. Each year the GRH program surveys the registered participants. In 2002/03, 41% (1,020) of the registered participants responded to the survey.

IN 2002/03, THE PROGRAM RECORDED THE FOLLOWING INFORMATION:

- 380 new participants registered
- 404 vouchers were used
- 40 new employers joined the program
- Commutes averaged 32.2 one way miles (estimated by participant)
- Average charge per voucher was \$64.35

THE DATA FROM THE SURVEY INDICATED THE FOLLOWING:

- 58% of the participants use a commute alternative five days each week
- The majority of the program participants commuted to work via Vanpool (39%); Carpool (28%); and Transit (14%)
- Unscheduled overtime and personal illness accounted for most voucher usage
- The average one-way commute distance is 35 miles (odometer reading from taxi/rental car)
- 55% of the responses indicated that the participants were favorably influenced by the availability of the GRH program when they considered using a commute alternative
- 22% of the registered program participants indicated that they would discontinue using a commute alternative if the GRH program were not available
- Although survey participants work in Contra Costa County, they live throughout the Bay Area and beyond: 327 Contra Costa, 204 Solano, 90 San Francisco, 70 Alameda, 51 San Mateo, 36 San Joaquin, 23 Marin, 20 Sacramento, 18 from Stanislaus, and 12 Santa Clara

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

This program offers a number of services which are provided to all employers in Contra Costa County, regardless of size, including multi-tenant property managers. This program also includes extensive outreach to residents not only in Contra Costa County, but adjoining counties whose commuters drive through Contra Costa and affect local traffic congestion and air quality. The following technical assistance, program development and implementation services were developed for participating employers:

- Provided updated Bay Area transportation and commute alternative information on the www.cccan.org website
- Coordinated and implemented regional commuter campaigns: 511 transportation information phone system and website, Regional Vanpool Promotion, Bike to Work Day, California Rideshare Week, Earth Day, and *Spare the Air*
- Provided “free” bus tickets to interested commuters on *Spare the Air* days
- Wrote and distributed transportation newsletter
- Developed parking and access management programs for Contra Costa employers
- Provided on-going support and assistance to employers/multi-tenant property managers implementing in-house commuter incentive programs
- Placed 2 bike lockers and 8 loop bike racks at worksites
- Provided “transportation options” presentations to employers and commuters in the process of transferring job sites or corporate relocations
- Coordinated employer events to kick-off *Spare the Air* program
- Coordinated, distributed and provided analysis of employee transportation surveys
- Provided facilitation with local transit agencies to develop, increase, and promote transit service
- Attended employer-sponsored commuter transportation fairs at: Concord Post Office, Contra Costa Centre in the Pleasant Hill BART area, Contra Costa County offices, Pleasant Hill and Walnut Creek Chamber business fairs, PRI-Med Health Fair, SBC Employee Giving Campaign, Bishop Ranch Commuter Fair, Tri-Valley Commuter Choice Transportation Fair, ADP Plaza Transportation Fair, 680 Business Symposium, and the San Ramon Art & Wind Festival
- Provided assistance and technical support to property managers with multi-tenant buildings representing small employers and Chambers of Commerce
- Promoted the EPA’s Best Workplaces for Commuters Program to local employers and assisted some employers in getting qualified for the distinction
- Conducted training and information workshop for Central and East County employers

CC CAN used a wide variety of email announcements, advertisements, articles, newsletters, website postings, flyers, radio spots and other methods to encourage employers to promote commute alternatives to their employees. Promotional materials for the Contra Costa incentives, Bike to Work Day, Spare the Air (including the winter Don’t Light Tonight message), CA Rideshare Week, Carpool to BART and New Employee packets were also distributed in direct mailings to over 5,000 worksites.

TRANSPORTATION SURVEYS

WORKSITE TRANSPORTATION SURVEYS

Each year employers voluntarily survey their employees with the assistance of CC CAN to assess commute patterns to help encourage more employees not to drive alone to work, but to use alternatives instead. The surveys are conducted annually in Central/East and West Contra Costa and biennially in Southwest County. In 2002/03 twenty-four large employers and the Contra Costa Centre Association worksites surveyed in Central/East County while four worksites surveyed in West County. The drive-alone rate in Contra Costa is one of the lowest in the Bay Area due in part to the efforts of CC CAN to distribute transportation information via the worksites and residential campaigns promoting the use of alternatives. Additional factors include long one-way commute trip distances, congested traffic, an improving HOV system, and excellent transit options available (e.g. BART, AC Transit, ACE shuttle, Bishop Ranch Express, Capitol Corridor, County Connection, Tri Delta Express, WestCAT, etc.).

CENTRAL/EAST COUNTY EMPLOYEE TRANSPORTATION SURVEY RESULTS FOR 2002/03:

Central/East County worksites returned 4,471 surveys with the following commute patterns:

- 35 participating employers
- 77% drive alone rate
- 9% carpool
- 1% vanpool
- 2% public transit
- 1% motorcycle
- 1% bicycle
- 1% walk
- 3% telecommute
- 1% compressed day off
- 3% time off
- 1% other

Commuters were also asked if they used a commute alternative because it was a Spare the Air Day. Approximately 18% indicated that they did.

WEST COUNTY EMPLOYEE TRANSPORTATION SURVEY RESULTS FOR 2002/03:

West County worksites returned 315 surveys with the following results:

- 4 participating employers
- 1,000 surveys were distributed
- 78% drive alone rate
- 9% carpool
- 13% chose a commute alternative including transit (BART, bus, and train)
- 31% of commuters live 20 to 40 miles from their worksite
- 20 miles is the average one-way commute distance
- 33 minutes is the average one-way commute length
- 31% used a commute alternative because it was a Spare the Air day

The combination of incentives and commute alternatives such as carpooling, vanpooling and transit, provide commuters with options to save time, money and reduce vehicle emissions. Employee transportation surveys offer employers and CC CAN the opportunity to highlight the available incentives and alternatives to employees.

● SPARE THE AIR

CC CAN continued to promote the Bay Area Air Quality Management District's ozone alert days program called Spare the Air. With extensive CC CAN outreach, the Air District registered over 100 Contra Costa employers in the Spare the Air Employer Program again this year. The cities of Antioch, Brentwood, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Orinda, Pleasant Hill, San Pablo, San Ramon, and several Contra Costa County offices registered with the Air District in the official "Spare the Air Cities and Counties Program."

Spare the Air day announcements were posted on the CC CAN website. CC CAN offered incentives and 'Survival Kits' to commuters who registered at the website by indicating that they would take a commute alternative on Spare the Air days or refrain from using gas powered garden equipment, aerosol sprays, paint, and to fill up at the gas stations early in the morning or later at night avoiding the heat of the day, and finally to link trips whenever possible.

The Spare the Air Survival Kit included information on the Air District's Clean Air campaigns, bike maps, transit maps, carpool information, vanpool information and giveaways such as bike bells, Spare the Air pens, Spare the Air satchels, and Spare the Air note pads. The CC CAN Ready Set Ride brochure and a Guaranteed Ride Home brochure for commuters who work in Contra Costa County were also included in the Survival Kits.

Commuters who pledged to use a commute alternative while commuting to, from, or through Contra Costa County were eligible for one of several incentives, including: a free \$20 BART pass, 20 ride bus pass, \$20 carpool gas card or a \$21 coffee coupon for telecommuting. The concept was to provide the commuter with the necessary bus, transit, or carpool gas card prior to the Spare the Air day so that he/she could be prepared to use a commute alternative.

- 102 commuters pledged to Spare the Air when a Spare the Air Day was announced
- 81 pledged to refrain from using gas powered garden equipment
- 70 pledged to refrain from painting
- 70 pledged to refrain from using aerosol sprays
- 66 pledged to walk
- 23 pledged to carpool
- 11 pledged to bike
- 6 pledged to telecommute
- 5 pledged to use public transit

RIDESHARE CAMPAIGNS

● BEST WORKPLACES FOR COMMUTERS

Begun in 2002, the Best Workplaces for Commuters (BWC) is a public-private sector voluntary program advocating employee commuter benefits. This program was established by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Transportation (DOT) to publicly recognize employers whose commuter benefits reach a *National Standard of Excellence*. This *National Standard of Excellence* includes an array of commuter benefit options offered by employers. These benefits may address parking issues, reduce traffic congestion, improve employee recruiting and retention, and minimize the impacts associated with drive-alone commuting. Participating companies earn the “Best Workplaces for Commuters” designation which is being established as a mark of excellence for environmentally-friendly businesses and agencies.

CC CAN staff promoted the Best Workplaces for Commuters program to its employers and worked with several of them to craft commuter benefit options to assist in qualifying for the honor of being a Best Workplace for Commuters. The employers who received this distinction in Contra Costa include the cities of Lafayette, San Ramon, Walnut Creek, and eight private sector employers.

Contra Costa Centre in the Pleasant Hill BART station area, and Bishop Ranch Business Park in San Ramon both qualify as Best Workplaces for Commuters ‘Districts.’ Best Workplaces for Commuters employers are recognized on the www.cccan.org website as well as the www.bwc.gov website hosted by the EPA.

California Rideshare Week took place during the second week of October 2002. CC CAN was the lead on all campaign activities including outreach, press packets, advertising, participant events, contests, and the creation of a rideshare website to post Bay Area California Rideshare Week information and to accept pledges and registrations. The campaign was promoted via *Contra Costa Times* advertisements and news articles, bus backs, a bus wap, rideshare events, and mailings to employers and past CC CAN incentive program participants. At least 777 participants either pledged to take a commute alternative during Rideshare Week or registered for commuter incentives. Incentives were offered to drive-alone commuters who wanted to try a commute alternative. Incentives included gas cards for carpooling and vanpooling, bus or BART tickets for trying transit; and retail gift cards for prospective walkers, bicyclists, and telecommuters.

CC CAN partnered with all Contra Costa transit agencies, the East Bay Regional Park District, Transportation Management Associations, and a private vanpool leasing company to host pre-campaign rideshare activities as well as daily events promoting each mode of transportation. The staff of CC CAN and partner agencies presented gifts to commuters each day, including transit pins, t-shirts, California Rideshare bags, BART or bus tickets and free doughnuts. Among the week’s highlights was a 35-mile vanpool vs. single occupant vehicle commuter challenge. Rideshare Week activities concluded with the opportunity to staff Bike and Walk Day Energizer stations (rest stops).

● COUNTYWIDE CLEAN FUEL VEHICLE PROGRAM

The Contra Costa Clean Fuel Vehicle Program is a countywide effort to convert public vehicle fleets in the twenty Contra Costa jurisdictions to alternative clean fuel, thereby contributing to improved air quality in the Bay Area. Since 1997, the Contra Costa Transportation Authority has allocated funding for the Program.

The Program provides incentives to local jurisdictions to replace gasoline powered vehicles with clean fuel equivalents as part of their annual vehicle retirement cycle. By using TFCA funding for the incremental cost difference between conventional-fuel vehicles and clean fuel alternatives, local jurisdictions are able to make a “revenue neutral” choice that can benefit regional air quality. The Program provides funding to cover the incremental cost difference, and does not allow funds to be used by local jurisdictions for vehicle replacement or new purchases.

As part of the program, 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 would remove the most significant obstacle to using CNG. Money is available on first come, first serve basis. The current amount of funding available is \$10,000. To be eligible for funding, agencies must; 1) have CNG vehicles in their fleet, or have the vehicles ordered; 2) have a site designated and available for the installation of fueling facility; 3) be ready to construct CNG fueling facility within one year of the application for funding.

CURRENT STATUS OF THE PROGRAM:

- On-site Compressed Natural Gas (CNG) time-fill fueling stations located in Walnut Creek, Pinole, Concord, Pittsburg Unified School District Corp Yard, San Ramon, and Contra Costa County sites located in Martinez and Antioch
- Mt. Diablo Unified School District Corp Yard in Concord, in partnership with Lamorinda School Bus Program, opened on-site fast-fill CNG fueling station in September 2002
- 31 CNG buses fuel at Mt. Diablo fast-fill fueling station
- 55 gasoline-powered vehicles countywide have been replaced with CNG
- 14 buses have been replaced with CNG at Mt. Diablo Unified School District
- 2 buses replaced with CNG at Pittsburg Unified School District
- Contra Costa County Fleet Manager workshop held in April 2002
- Continue and expand outreach efforts to local agencies to create “critical mass” of clean fuel vehicles throughout Contra Costa to promote the program
- Develop and define fueling infrastructure needs for the region
- Track new clean fuel technology and funding opportunities for jurisdictions
- Provide technical and/or financial support for on-site time-fill fueling stations

SCHOOLPOOL

● SCHOOLPOOL - WEST/CENTRAL/EAST CONTRA COSTA PROGRAM

Very few schools in Contra Costa offer school bus service for the general student population and more are decreasing service each year due to budget cutbacks. As a result, traffic congestion and safety issues around schools is an ever growing problem throughout the County. The SchoolPool carpool ridematching and transit incentive program promotes carpooling and transit use for children in all public and private schools in Contra Costa (kindergarten through college). 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 children. If carpooling isn't practical in some situations, taking transit can be. CC CAN offers 20 free public bus tickets to parents for their children to try transit. SchoolPool brochures are distributed to all public and private schools in the County. CC CAN staff handles all ridematching and distribution services for the SchoolPool program. (SchoolPool is the program for West/Central/East County and the Carpool to School program is administered in the Southwest area). Results for 2002/03 SchoolPool include:

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

● PITTSBURG HIGH SCHOOL ACCESS MITIGATION PROJECT

In the summer of 2002, the Contra Costa Transportation Authority highway widening project for Highway 4 in East County was to begin with the dismantling of the Harbor Street overcrossing. Since this was the only direct access road to Pittsburg High School, there was concern about access and traffic congestion once school started in the Fall. CC CAN staff worked with the Transportation Authority, City of Pittsburg, Pittsburg Unified School District, Pittsburg High School, and the construction engineering firm, to develop a program to inform and provide incentives to students to encourage carpooling, transit and bicycle use. CC CAN staff hosted an information table at registration to inform students about the incentive. Incentive applications were developed and distributed to students by Pittsburg High School staff. The incentives CC CAN offered were: \$40 gas cards for students to carpool to campus, \$40 worth of Tri Delta bus tickets, and free bicycle helmets or bells for students who needed them to bike to campus. Of the approximately 1,800 student population, 260 students took advantage of the incentive offer by pledging to use alternatives to driving alone to campus. The early notification and encouragement to use alternatives mitigated what would otherwise have been a more chaotic traffic congestion problem.

- 211 students received 40-ride Tri Delta Transit passes
- 49 students received \$20 gas cards for carpooling
- Only one bicycle helmet and bell were requested

● CARPOOL TO SCHOOL - SOUTHWEST CONTRA COSTA PROGRAM

The South County Carpool to School program consists of schools located in Moraga, Orinda, Lafayette and the San Ramon Valley Unified School District. Since 1997, RIDES for Bay Area Commuters, the regional rideshare agency, has provided the Carpool to School ridematching services for South County. The ridematching program utilized by RIDES was limited in its technical capabilities. For example, the previous RIDES program was unable to provide ridematching for individuals within a one to two block radius. This made it difficult for parents to form neighborhood carpools. The need to provide parents with this type of service is critical to the success of carpool to school ridematching programs.

In 2002/03 the South County TDM program contracted with ALTRANS to develop an online Carpool to School ridematching program using the www.pooltoschool.org website. The program included the development of a customized template “matchlist” for ridematching, data-entry and geo-coding for all ridematching requests, identified potential carpool areas or zones from existing participants to form additional carpools, created a database of all participating families. Staff attended back-to-school events and community meetings to promote the online program.

At the end of the 2002 school year, a survey was distributed to participants who were registered in the Carpool to School database. The survey consisted of nine, fill-in questions on letter-size scanable paper. Surveys were sent via U.S. mail to the 385 registered participants with a survey response rate of 27%.

- 15 schools participated
- 505 matchlist requests
- 385 online participants
- 120 mail-in requests
- 4.2 average one-way miles

COLLEGE TRIP REDUCTION**● COLLEGE COMMUTE PROGRAM**

The College Commute Program is intended to assist local colleges and technical schools in reducing the number of students who drive to the campus. The campuses which participate include: St. Mary's College, Heald Business School, Silicon Valley College, Los Medanos College, Diablo Valley College, Contra Costa College, Cal State Hayward and John F. Kennedy University.

This program includes carpool incentives, transit incentives, bike locker/rack installation and bicycle map distribution as well as technical assistance to the various administrations in traffic assessment and assignment of preferential carpool lots, online course development incentives and information distribution so that students, faculty and staff know what options are available.

A College Commute Program Incentive brochure was produced outlining both the carpool and transit incentives. Those who join or form a new carpool to campus are eligible for a complimentary \$20 gas card. Those who pledge to take the bus or BART may receive a \$20 transit pass (or more if bus and BART are needed for the commute). Each year CC CAN offers bicycle lockers/racks for installation on campuses to encourage bicycle use. Bicycle racks have been installed and are filled to capacity. The College Commute Program resulted in the following reduced trips by carpoolers and transit riders:

COLLEGE COMMUTE PROGRAM RESULTS FOR 2002/03:

- 380 carpoolers participated, representing 760 one-way trips per day reduced
- 134 transit riders participated, representing 268 one-way trips per day reduced
- 10 miles average one-way trip length
- 56 days of effectiveness (average number of days per semester/quarter)
- 28,784 reduced trips per quarter/semester
- 287,840 vehicle miles reduced per quarter/semester as a result of the program

● CC CAN WEBSITE - WWW.CCCAN.ORG

The CC CAN website has been the comprehensive one-stop Bay Area transportation information website since 1997. The website continues to have a growing number of users, many of whom return to the site regularly since the site is easy to navigate and retrieve information. All of the CC CAN incentive programs are described in detail, with downloadable applications. Real-time traffic is available as well as transit information, train, airport, bicycle and rideshare campaign details, such as Bike to Work day (including online registrations), Spare the Air, CA Rideshare Week and Vanpool Appreciation Week. On each of the Carpool and Vanpool information pages, and each online incentive form there is a direct link to 511.org to access the online ridematching system. The CC CAN website provides visitors with an opportunity to not only retrieve information, but to submit incentive applications and pledge forms, ridematch requests, and registrations for rideshare campaigns. The website is updated with timely information weekly. For the last two years more web users are accessing the bus information pages than any other page on the site.

During the Spare the Air season, Spare the Air announcements continue to be highlighted at the top of the home page and general information about Spare the Air is added to encourage participation in reducing drive alone trips. Individuals can link directly to the BAAQMD registration site to sign up for on-going Spare the Air announcements. In 2002/03 Spare the Air survival kits were also sent to commuters who registered on the CC CAN website saying that they would use a commute alternative on a Spare the Air day.

CC CAN also hosts three of the Contra Costa Transportation Authority Regional Transportation Planning Committee (RTPC) websites. These include www.transpac.us, www.transplan.us, and wcctac.net. The sites provide an opportunity for the public to view agendas, minutes, and other important Contra Costa transportation information along with projects, programs and funding recommendations the RTPCs make to the Contra Costa Transportation Authority.

**FOR THE PERIOD OF JULY 1, 2002 TO JUNE 30, 2003
THE WEB SITE GENERATED:**

- average of 91,300 user sessions during the year
- average of 250 user sessions per day
- average of 5 minute visits to the site for each user

BICYCLE PROGRAMS

● COUNTYWIDE BICYCLE LOCKER/RACK 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 has been to encourage commuters to ride their bicycles to work instead of driving. This ongoing project has provided 169 bicycle racks and lockers with a total capacity of 656 at various locations throughout the County, including locations at: Vodafone, Whole Foods, Shadelands in Walnut Creek; Contra Costa County offices in Martinez; Pleasant Hill BART station area; Diablo Valley College; Hercules Community Center; Pacific Bell and Bishop Ranch locations in 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 2003

Bike to Work Day (BTWD) is held annually in May. This statewide 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 assist and motivate bicycle commuters, “energizer stations” are set up throughout the Bay Area and provide bicycle riders with Bike to Work Day registration cards, safe riding tips, bottled water, Power Bars, fruit and other items donated by CC CAN, employers, BTWD sponsors, and local grocery stores. CC CAN organized all twenty-six (26) energizer stations (up from 16 in 2002) in Contra Costa, and promoted the event to employers, public agencies and to the general public through newspaper advertisements and employer notifications. BTWD pledge forms and energizer station locations were distributed via the mail and CC CAN e-mail notification and to past participants and commuters who said they walk or cycle to transit stops.

The total number of pledge forms received was 368. Of the 368 pledges, 339 pledged to bike and 29 pledged to walk to work. Some interesting information about those who participated:

- 212 usually drive alone to work
- 75 usually bike to work
- 45 usually BART to work
- 13 usually carpool to work
- 8 usually take the train (Capitol or ACE)
- 7 usually use the bus to work
- 6 usually walk to work
- 48 indicated that this was their first time cycling or walking to work

● CARPOOL TO BART

The Carpool to BART Program was developed in the year 2000 to assist BART in filling any empty carpool-designated parking spaces located at most of the Contra Costa BART stations. CC CAN developed this Program in cooperation with BART Parking, Police and Marketing departments, Contra Costa County, and the Regional Rideshare Program (RIDES). CC CAN staff developed an incentive program which provides a complimentary \$20 BART pass and a \$20 gas card as well as a special BART parking permit for each member of a carpool who registers for the Program. (BART has authorized the Regional Rideshare Program to issue these permits).

The Program follow-up survey included two categories of participants: those who were new BART riders and new carpool-to-BART participants; and those who previously took BART, but were now joining carpools in order to park closer to the station and have a better chance of getting a parking space. The average one-way carpool trip length to access a BART station is 3 one-way miles. The average Contra Costa BART trip length is 27 one-way miles due to the fact that the Bay Point station is at the end of the C Line.

- 232 reduced trips per day due to carpooling
- 55,680 reduced trips per year
- 167,040 vehicle miles reduced (VMT reduction)
- 24 reduced trips per day due to both new carpoolers and new BART riders
- 5,760 reduced trips per year
- 1,382,400 vehicle miles reduced (VMT reduction)
- 1,549,440 total vehicle miles reduced (VMT reduction) for this program

TRANSIT PROGRAMS

● LAMORINDA SCHOOL BUS PROGRAM

The Lamorinda School Bus Program (LSBP) provides daily school bus service to over 1,900 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. The program provides the service with twenty-five buses, serving twelve participating schools. Seventeen of the buses run on compressed natural gas (CNG).

● MAKING PUBLIC TRANSIT WORK FOR YOU INSTRUCTIONAL VIDEO

Making Public Transit Work for You is a ten-minute informative video produced by CC CAN staff. It was recently updated to include the Bay Area Transportation Information number 511 instead of the previous 817-1717. The video demonstrates:

- 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, Laotian, Mien 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.

● SPECIAL EVENT PROMOTION

In November 2002, CC CAN worked with KSAN (107.7 The Bone) to air announcements about ridesharing to the Bone Bash III at the Chronicle Pavilion, and also sent out e-mails to approximately 20,000 “Bone Heads”. The purpose was to encourage concert-goers to take BART and the free shuttle from County Connection instead of driving alone, or even having only two passengers per car. CC CAN’s ridesharing promotion to concert goers included an incentive of a prize drawing for ten pairs of concert tickets (provided by the BONE), plus either a pair of \$10 BART passes per person, or a \$10 carpool gas coupon to the driver of a carpool of three or more to the concert. A total of 417 pledges to rideshare or take BART along with the free shuttle were received via the CC CAN website.

NEW RESIDENT OUTREACH

Several Contra Costa jurisdictions have requirements that new developments provide commute alternative materials and promote options to driving alone. This is required for residential and commercial developments. CC CAN provides “New Resident” packets to the public via City and County offices, through developers of new housing developments, realtors, title companies, Homeowner Associations, local Welcome Wagons, Chambers, and libraries as well as on the website at www.cccan.org. CC CAN also has a special promotion in cooperation with the local bus operators to offer two free bus tickets for new residents as part of the New Resident Transit Program, to encourage good commuting habits before residents begin a new commute.

● DOUGHERTY VALLEY

The Dougherty Valley is located southeast of San Ramon and at full build-out will have 11,000 homes and approximately 30,000 residents. To date, approximately 900 homes have been constructed, with each new homeowner receiving a “welcome” package including information on the countywide commuter incentive programs (carpooling/vanpooling/transit). Homeowner Associations include newsletter articles on commute options available to residents.

● SAN RAMON RESIDENTIAL TRANSPORTATION SURVEY

In September 2001, the City of San Ramon conducted a citywide transportation survey. Data gathered from the survey provided policy makers and staff with information regarding travel patterns and commute choices among residents. The report analyzed how residents commute to job sites, which freeways they used, time of day most usually traveled, travel modes of students attending schools and location of schools. A total of 21,000 surveys were mailed to all San Ramon households; 4,333 responded for a survey response rate of 21%. Residents also had the option of completing the survey online. A total of 1,080 requested commute alternative information.

COMMUTE MODES AMONG SAN RAMON RESIDENTS:

- Drive Alone 80.8%
- Carpool/Vanpool 7.3%
- BART 5.4%
- BART and Bus 1.2%
- Walk 1.2%
- Telecommute 1.0%

REGIONAL COORDINATION

● REGIONAL COORDINATION

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
Lynn Osborn is on the National and Local Boards of Directors
- Bay Area Air Quality Management District
 - Employer Air Quality Resource Group
 - Tri Valley Resource Group
- BayCap Regional Shuttle Working Group
- East Bay Clean Cities Coalition
Lisa Bobadilla is on the Board of Directors
- County Connection Operation and Service Committee
- Contra Costa Transportation Alliance (Welfare to Work)
- League of California Cities
Lynn Osborn is the President of the Board of Directors in the Planning and Community Development Department
- Metropolitan Transportation Commission Committees
 - Regional Pedestrian Committee
 - Regional Transit Marketing Committee
 - TRANSTAR-Transit Trip Planning
 - Welfare to Work Regional Transportation Committee
 - Environmental Justice Regional Committee
 - TMTAC, Statewide Rideshare Committee
 - Rideshare Thursday Working Group
 - TDM Networking Committee
 - Regional Rideshare Program Technical Advisory Committee:
In 2002, MTC formed a Technical Advisory Committee comprised of staff members representing the Congestion Management Agencies, and a TDM practitioner from each county. The TAC serves as a working group to advise MTC with technical recommendations regarding the Regional Rideshare Program.
Lynn Osborn in the Contra Costa CMA representative, Lisa Bobadilla is the TDM practitioner, and Linda Young is the alternate for both on this committee.

FY 2002/03 CC CAN FINANCIAL HIGHLIGHTS

PROJECTS AND PROGRAMS	FUNDS	
SWAT CC CAN PROGRAM	MEASURE C	TFCA
• Countywide Vanpool Incentive Program		\$73,000
• Employer Network		\$52,358
• Carpool to School		\$39,538
• Lamorinda School Bus Program		\$30,000
• Contra Costa Clean Fuel Vehicle		\$48,466
• ACE Shuttle	\$20,000	
• Administration	\$16,962	
Total:	\$36,962	\$243,362
TRANSPAC/TRANSPLAN CC CAN PROGRAM	MEASURE C	TFCA
• Countywide Carpool Incentive Program		\$119,995
• Countywide Transit Incentive Program		\$181,876
• Employer Network		\$53,100
• West/Central/East Contra Costa SchoolPool		\$95,000
• CC CAN Website		\$25,000
• Concord Commute Store		\$192,898
• Administration, Bicycle Infrastructure Project, Rideshare Campaigns, etc.	\$108,903	
Total:	\$108,903	\$667,869
WCCTAC CC CAN PROGRAM	MEASURE C	TFCA
• I-80 Corridor Outreach		\$40,000
• Employer-Based Trip Reduction		\$57,693
• Countywide Guaranteed Ride Home		\$115,500
• Administration	\$80,296	
Total:	\$80,296	\$213,193



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.



