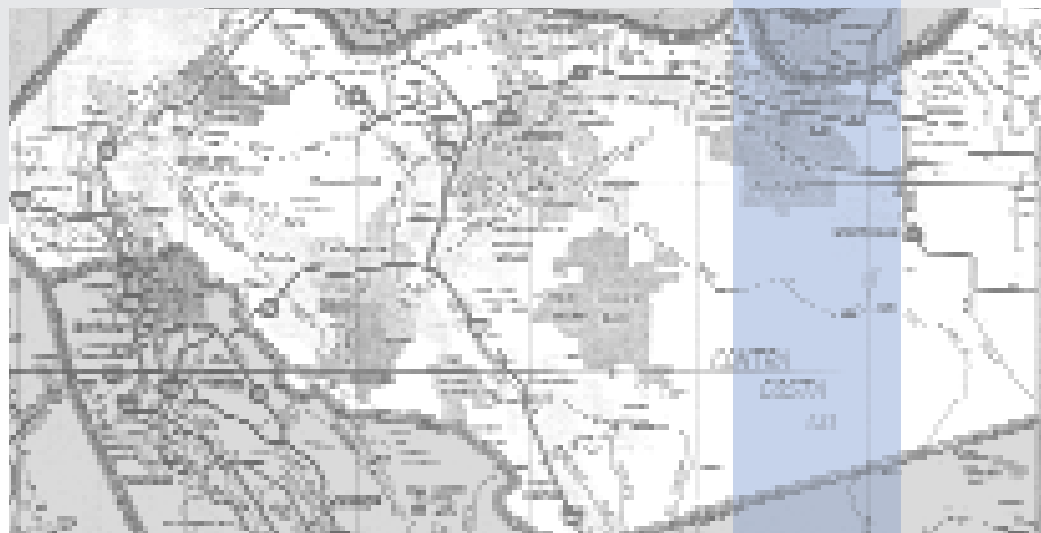


**511**

**CONTRA  
COSTA**



**Program Managers' Annual Report**

**2 0 0 4**

**2 0 0 5**



## EXECUTIVE SUMMARY

In order to better leverage the marketing capabilities of the Bay Area's 511 system, the Contra Costa program formerly known as the Contra Costa Commute Alternative Network changed its identity to become 511 Contra Costa in early 2005. 511 Contra Costa develops, administers and implements Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Programs and Projects on behalf of all twenty Contra Costa jurisdictions as part of the Countywide 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 which must be demonstrated and documented with Compliance Checklist submittals for Measure C Return to Source Funds every two years. To maximize resources and efficiency, 511 Contra Costa delivers these programs on behalf of the local jurisdictions, with direction from the four regional transportation planning committees (known as RPTCs) 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 511 Contra Costa 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. 511 Contra Costa staff assist 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 2004/2005 Annual Report is designed to provide a comprehensive and detailed overview of the TDM activities implemented by Contra Costa's three subregional TDM Programs. The Programs include the SWAT, TRANSPAC-TRANSPLAN, and the WCCTAC TDM Programs. These are now recognized under the unifying identity as the 511 Contra Costa Program, however each region implements countywide programs and local projects that address the specific needs of the jurisdictions within each sub-region. The following identifies the staff and location for each TDM office, and the projects and programs implemented and administered by each in FY 2004-05. The agency website is located at [www.511contracosta.org](http://www.511contracosta.org).

## TRANSPORTATION DEMAND MANAGEMENT STAFF

- **SWAT TDM 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  
 3180 Crow Canyon Place #140  
 San Ramon, CA 94583  
 (925) 973-2651  
 Fax (925) 866-6173  
 lbobadilla@511contracosta.org

Darlene Amaral - Transportation Analyst  
 (925) 973-2655  
 damaral@511contracosta.org

Leslie Chase - Project Assistant  
 (925) 973-2650  
 lchase@511contracosta.org

- **TRANSPAC/TRANSPLAN TDM PROGRAM** Implements countywide programs and local projects for the cities of: Antioch, Brentwood, Clayton, Concord, Martinez, Oakley, Pittsburg, Pleasant Hill, Walnut Creek, and unincorporated areas of the County. Project management oversight 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, Bicycle Locker/Rack Project, Website Hosting (hosts www.511contracosta.org, transpac.us, and transplan.us websites).

Lynn Osborn - TDM Program Manager  
 1407 Oakland Blvd. Suite 100  
 Walnut Creek, CA 94596  
 (925) 407-0353  
 Fax (925) 407-0356  
 losborn@511contracosta.org

Corinne Dutra-Roberts - Project Manager  
 (925) 407-0354  
 Corinne@511contracosta.org

Matt Wood - Project Manager  
 (925) 407-0355  
 mwood@511contracosta.org

Barbara Neustadter - TRANSPAC Mgr.  
 John Greitzer - TRANSPLAN Mgr.

Julia Fuller - Administrative Assistant  
 (925) 407-0351  
 jfuller@511contracosta.org

- **WCCTAC TDM PROGRAM** Implements countywide programs and local projects for the cities of: El Cerrito, Hercules, Pinole, Richmond, San Pablo, unincorporated areas of Contra Costa County, AC Transit, BART and WestCAT. Project management oversight for: Countywide Guaranteed Ride Home, West County Employer-Based Trip Reduction Program, other local projects.

Linda Young - Transportation Project Specialist  
 13831 San Pablo Avenue  
 San Pablo, CA 94806  
 (510) 215-3008  
 Fax (510) 235-7059  
 linday@511contracosta.org

Nancy Cuneo - Administrative Analyst  
 (510) 215-3035  
 nancyc@511contracosta.org

John Rudolph - Management Assistant  
 (510) 215-3042  
 johnr@ci.san-pablo.ca.us

Lisa Hammon - WCCTAC Managing Director

Jeremy Hughes - Administrative Clerk  
 (510) 215-3217  
 jeremyh@ci.san-pablo.ca.us

**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:*

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

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

- Amy Worth, Chair
- Mike Metcalf, Vice Chair
- Dave Hudson, Karen Stepper, Don Tatzin, Gayle Uilkema

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

- Mark Ross, Chair
- Charlie Abrams, Vice Chair
- David Durant, Mark DeSaulnier, Julie Pierce, Bill Shinn, Robert Simmons, Bill Shinn, Donnie Snyder

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

- Annette Beckstrand, Chair
- Donald P. Freitas, Vice Chair
- William Glynn, Brad Nix, Jeff Schults, Jack Garcia, Mary Piepho, Walter MacVittie, Kevin Romick, Joe Weber, Carmen Gaddis

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

- Mindell Penn, Chair
- Sharon Brown, Vice Chair
- Janet Abelson, Maria Alegria, Irma Anderson, Ed Balico, Bob Franklin, John Gioia, Jerrold Parsons, Maria Viramontes and Joe Wallace

- **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, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA) funds, (and beginning in 2005, Metropolitan Transportation Commission CMAQ 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 previously established local TDM Programs. With the new Growth Management requirements of Measure C, and subsequent Congestion Management requirements of Proposition 111 in 1991, the four Regional Transportation Planning Committees were established which incorporated the three city programs into 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 vehicles. These efforts reduce traffic congestion and improve air quality.

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

In 1999 the Contra Costa Commute Alternative Network (CC CAN) was cooperatively developed as an umbrella identity for the three regional TDM Programs. This singular identity provided a more cohesive and recognizable name for the Countywide TDM Programs.

- **511 CONTRA COSTA**

In early 2004 the Metropolitan Transportation Commission, in cooperation with the Contra Costa Transportation Authority and the subregional TDM Programs began an Employer Outreach delegation process to counties capable of implementing those activities. This process led to the development of a Contra Costa logo which incorporated the 511 logo to simplify the delivery of transportation services to the public. MTC has delegated 511 Contra Costa as the agency to implement Employer Outreach activities in Contra Costa County for the next six years. It is one of only four agencies in the nine county Bay Area to receive this delegation and distinction.

## 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 authorizes local districts to develop transportation control measures (TCMs).

**MEASURE C** was a Contra Costa voter-mandated ½ 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 Compliant Checklist requires jurisdictions to implement TDM activities. The Countywide 511 Contra Costa 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 exceedances in Federal Air Quality standards pose a threat to the receipt of Federal transportation funds. No Air Quality region is allowed to exceed the Federal standards more than three times in three years.

## COUNTYWIDE INCENTIVE PROGRAMS

Contra Costa has five Countywide Incentive Programs that are coordinated and administered by staff in the four regions of Contra Costa County. These programs include the Carpool Incentive Program, Vanpool Incentive Program, Transit Incentive Program, SchoolPool (Access to Schools) and the Guaranteed Ride Home Program. These programs continue to provide small incentives to encourage drive-alone commuters to use alternatives instead. Other programs are implemented countywide which are described in detail elsewhere in this report, including the Employer-Based Trip Reduction Program (Employer Outreach), Countywide Clean Fuel Vehicle Program and the Countywide Bicycle Locker/Rack Program. The effectiveness reported for all programs represent the 2004/2005 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 [www.511contracosta.org](http://www.511contracosta.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 passenger to an existing carpool in order to be eligible for \$60 of gas scrip. This is a one-time offer and not an on-going subsidy. Staff also works in cooperation with BART and MTC's 511 Regional Rideshare Program to offer the Carpool to BART Program which provides an incentive to those who carpool to BART instead of driving alone. A follow-up survey is conducted each year to determine if incentive recipients continued to carpool and if so, how many days per week.

**Based on the Bay Area Air Quality Management District's formula for calculating emissions reduction, the Countywide Carpool Incentive Program produced the following results:**

- 951 Carpool Program participants
- 1902 trips were reduced per day
- 9,407,200 vehicle miles were reduced (VMT)
- 305,248 vehicle trips reduced
- ROG Emissions Reduced - 1.26 Tons
- NOx Emissions Reduced - 1.50 Tons
- Particulate Matter Emissions Reduced - .46 Tons
- Carbon Dioxide Emissions Reduced - 963.4 Tons
- Emission Reductions (ROG, NOx, & PM) - 3.22 Tons

TFCA Project Cost Effectiveness for the Carpool Program was \$10,301/ton of Emissions Reduction. The Bay Area Air Quality Management District (BAAQMD) permits a maximum of \$90,000/ton of emissions reduction. This continues to be a very successful program, and one of the most cost effective in the region, based on BAAQMD criteria.

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.



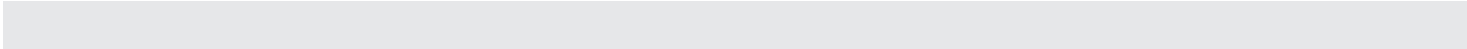
**COUNTYWIDE INCENTIVE PROGRAMS**

**● COUNTYWIDE VANPOOL INCENTIVE PROGRAM**

The Contra Costa Countywide Vanpool Incentive Program is designed to encourage solo drivers to join a vanpool. Residents and commuters of Contra Costa County are eligible to participate in the program which offers 50% of vanpool expenses for the first three consecutive months. In addition to providing incentives to new vanpool participants, the Vanpool Incentive 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 FY 2004-2005 RESULTS:**

- 156 Commuters
- 40.5 average one-way distance
- \$255 average three-month subsidy
- 47% survey response rate
- 42% continue to vanpool
- 6 new vanpools formed
  - Martinez to San Francisco Airport
  - Vacaville to Martinez
  - Fairfield to Martinez
  - Antioch to San Ramon
  - San Francisco to Richmond
  - San Ramon to San Francisco



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 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. Incentives ranged from a \$40 BART pass, to a \$110 monthly ACE train pass.

The express bus services offered by all four transit providers in the County were promoted via employers, property managers, new resident packets and in weekly advertisements in the Contra Costa Times. In addition, fixed route service was promoted through local colleges and technical schools. The Countywide Transit Incentive Program also offered incentives to encourage carpooling to the BART stations by offering a \$20 gas card and a \$20 BART ticket to participants who would carpool to the station instead of driving alone. Since the BART carpool parking lots are underutilized, this promotion was very well received and assisted in filling the empty carpool parking spaces.

**Based on the Bay Area Air Quality Management District's formula for calculating emissions reduction, the Countywide Transit Incentive Program produced the following results:**

- 3,164 Transit Program participants
- 10,266,380 vehicle miles were reduced (VMT)
- 385,027 vehicle trips reduced
- ROG Emissions Reduced - 5.98 Tons
- NOx Emissions Reduced - 7.24 Tons
- Particulate Matter Emissions Reduced - 2.23 Tons
- Carbon Dioxide Emissions Reduced - 4,788.5 Tons
- Emission Reductions (ROG, NOx, & PM) - 15.45 Tons

TFCA Project Cost Effectiveness for the Transit Program was \$11,003/Ton of Emissions Reduction. The Bay Area Air Quality Management District (BAAQMD) permits a maximum of \$90,000/ton of emissions reduction.

**COUNTYWIDE INCENTIVE PROGRAMS**

**● COUNTYWIDE GUARANTEED RIDE HOME PROGRAM**

The Countywide Guaranteed Ride Home (GRH) Program offers anyone who works in Contra Costa County and uses a commute alternative to reach the work place the option of a free taxi or rental car voucher for the trip home in the event of a personal illness, and family emergency or illness. Unscheduled overtime or commute vehicle breakdown are also considered valid emergencies. Program participants who complete the application receive a voucher to keep in a secure location until needed. Once the voucher has been used for an emergency ride home the participant completes an evaluation form and returns it to the GRH office to receive the next voucher. Participants are eligible to receive up to six vouchers per calendar year.

The GRH database contains 2,749 active registered participants and over 465 registered employers (many with multiple employment sites); each participant holds a voucher for use in the event of an emergency. The program eligibility requires that the employment location be within Contra Costa County. Employers must register the worksite with the 511 Contra Costa program to be eligible for the incentive program. The GRH program is available free of charge to all employers in Contra Costa County no matter the size of the workforce or the location within the county.

**FOR FY 2004/2005, THE PROGRAM RECORDED THE FOLLOWING INFORMATION:**

- 572 new participants registered
- 524 vouchers were used
- 55 new employers joined the program
- Commutes averaged 40 one-way miles (based on taxi odometer readings)
- Average charge per voucher was \$72.74

**FINDINGS FROM THE ANNUAL SURVEY INDICATED:**

- 85% of the participants use a commute alternative four days each week
- The majority of the program participants commuted to work via Carpool (32%); Vanpool (41%); Transit: BART/Bus/Train (18%), Bike/Walking (2.5%)
- Unscheduled overtime and personal illness continue to be the top reasons for using the service
- 61% of the responses indicated that the participants were favorably influenced by the availability of the GRH program when they were making the decision to utilize a commute alternative
- 42% of the program participants indicated that they would discontinue using a commute alternative if the GRH program were not available

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.511contracosta.org](http://www.511contracosta.org) website
- Coordinated and implemented regional commuter campaigns: Vanpool Promotion, Bike to Work Day, California Rideshare Week, Earth Day, and Spare the Air
- Provided “free” bus tickets to interested employers on Spare the Air days
- 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
- Provided transportation information to Chambers of Commerce
- Provided “transportation options” presentations to employers and commuters in the process of transferring job sites or corporate relocations
- Coordinated employer events to kick-off Bike to Work Day and Spare the Air programs
- Coordinated, distributed and provided analysis of employee transportation surveys
- Worked with local transit agencies to 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, San Ramon Art & Wind Festival, West Contra Costa Earth Day events, Hercules Multi-Cultural Festival, Employee Transportation events at the Social Security Administration facility, Department of Health Services, City of San Pablo, City of Richmond and City of Hercules, Berlex Bio-Sciences, Doctors Hospital
- Provided assistance and technical support to property managers with multi-tenant buildings representing small employers
- Promoted the EPA’s Best Workplaces for Commuters to local employers and assisted some employers in getting qualified for the distinction
- Conducted training and information workshop for employers

511 Contra Costa 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 worksites.

TRANSPORTATION SURVEYS

● EMPLOYEE TRANSPORTATION SURVEYS

Each year with assistance from TDM staff, employers voluntarily survey their employees to assess commute patterns to help encourage more employees not to drive alone to work, but to use alternatives instead. The opportunity to survey was offered to all employers in the County. Changes in employee drive-alone rates, etc., cannot accurately be compared year-to-year other than in the aggregate, since not all worksites survey annually.

CENTRAL/EAST COUNTY SURVEY RESULTS:

• 51 Employers participated	Drive Alone rate.....	77%	Bicycle.....	1%
• 4,345 Surveys returned	Carpool.....	12%	Walk.....	1%
	Vanpool.....	2%	Telecommute.....	1%
	Public transit.....	4%	Compressed Work.....	1%
	Motorcycle.....	1%		

Commuters were also asked if they used a commute alternative because it was a Spare the Air Day. Approximately 27% indicated that they did (up from 18%).

The drive-alone rate in Contra Costa is one of the lowest in the Bay Area due in part to the efforts of the TDM Programs 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, County Connection Express, Tri Delta Express, etc.)

SOUTHWEST COUNTY SURVEY RESULTS:

• 42 Employers participated	Drive Alone.....	78%	Motorcycle.....	1%
• 6,831 Surveys Returned	Carpool.....	10%	Telecommute.....	2%
	Vanpool.....	3%	Walk.....	4%
	Public Transit.....	4%	Compressed Day Off.....	1%

## 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 are 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). TDM 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. Twenty (20) free public bus tickets are offered to parents through this incentive program for their children to try transit. SchoolPool brochures are distributed to all public and private schools in the County. Staff handles all ridematching and distribution services for the SchoolPool program. (SchoolPool is the program name for West/Central/East County and the "Carpool to School" program is administered in the Southwest area). Results for 2004/05 SchoolPool program include:

**Based on the Bay Area Air Quality Management District's formula for calculating emissions reduction, the Countywide SchoolPool Program produced the following results:**

- 2,546 SchoolPool participants
- 2,896,920 vehicle miles were reduced (VMT)
- 965,640 vehicle trips reduced
- ROG Emissions Reduced - 2.87 Tons
- NOx Emissions Reduced - 2.68Tons
- Particulate Matter Emissions Reduced - .64 Tons
- Carbon Dioxide Emissions Reduced - 1,348.6 Tons
- Emission Reductions (ROG, NOx, & PM) - 6.18 Tons

TFCA Project Cost Effectiveness for the SchoolPool Program was \$29,111/Ton of Emissions Reduction. The Bay Area Air Quality Management District (BAAQMD) permits a maximum of \$90,000/ton of emissions reduction. This continues to be a very successful program, and one of the most cost effective in the region, based on BAAQMD criteria.

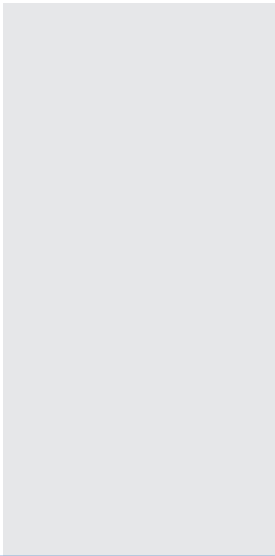
**● SOUTH COUNTY CARPOOL TO SCHOOL PROGRAM**

The South County Carpool to School program consists of schools located in Moraga, Orinda, Lafayette and the San Ramon Valley Unified School District. An on-line Carpool to School ridematching program was developed for parents to be able to find other parents who attended the same schools, to access this program via [www.pooltoschool.org](http://www.pooltoschool.org). The program included the development of a customized template “matchlist” for ridematching, data-entry and geo-coding for all ridematch requests, identified potential carpool areas or zones from existing participants to form additional carpools, created database of all participating families and attended back-to-school events and community meetings to promote the on-line program.

**SOUTH COUNTY CARPOOL TO SCHOOL PROGRAM RESULTS FOR 2004/05:**

- 15 Schools participated
- 340 on-line participants
- 54.9% used on-line matching services
- 47% formed carpools
- .5 average one-way miles

Public bus tickets were also provided as part of this program for students for whom carpooling was not a viable option. This element of the program will be expanded in 2005.



## ● 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 East Bay and John F. Kennedy University, to name a few.

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 and outlines both the carpool and transit incentives. Those who join or form a new carpool to campus are each 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 the TDM program also offers bicycle lockers/racks for installation on campuses at no charge to the colleges, as well as bicycle maps, to encourage bicycle use.

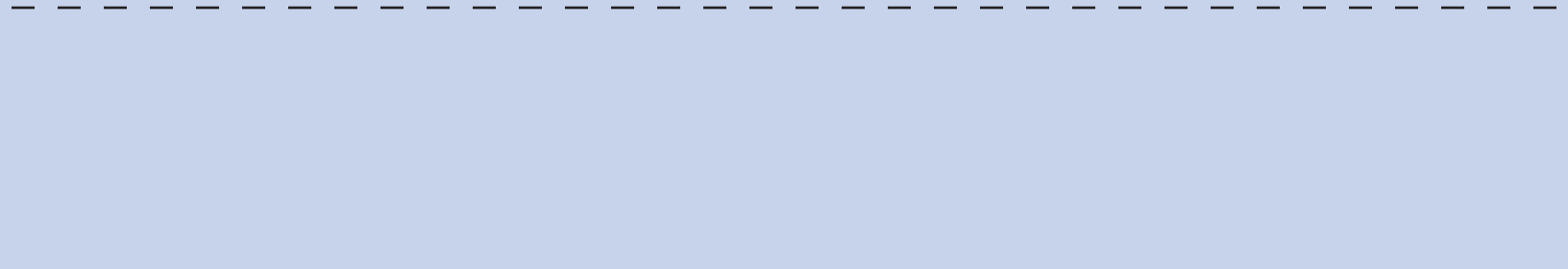
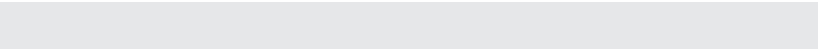


● **511 CONTRA COSTA WEBSITE - WWW.511CONTRACOSTA.ORG**

The Contra Costa TDM 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 TDM 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 regional ridematching system. This website provides visitors with an opportunity to not only retrieve information, but to submit incentive and pledge forms, ridematch requests, and registrations for rideshare campaigns. The website is updated with timely information weekly.

During the Spare the Air season, Spare the Air announcements continue to be highlighted at the top of the website 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 2004/05 Spare the Air survival kits were also sent to commuters who registered on the website saying that they would use a commute alternative on a Spare the Air day.

The [www.511contracosta.org](http://www.511contracosta.org) website was also host to two of the Contra Costa Regional Transportation Planning Committee websites, including [www.transpac.us](http://www.transpac.us), [www.transplan.us](http://www.transplan.us), and until 2004 [www.wcctac.net](http://www.wcctac.net). The sites provide an opportunity for the public to view agendas, minutes, and other important information about transportation that is being planned in a cooperative subregional committee process that make recommendations for projects and funding to the Contra Costa Transportation Authority.



### ● COUNTYWIDE BICYCLE LOCKER/RACK PROJECT

The Countywide Bicycle Project was developed in order to provide more bicycle infrastructure throughout Contra Costa. The project annually identifies appropriate public and private locations and installs bicycle racks and lockers. The intent is to encourage commuters to ride bicycles to work instead of driving. This ongoing project has provided hundreds of bicycle racks and lockers throughout the county. Hundreds of bicycle racks and lockers have been installed in the last few years. Each year a waiting list of potential locations is kept by the 511 Contra Costa staff in order to have specific sites identified to qualify for available BAAQMD TFCA funds.

### ● BIKE TO WORK DAY 2005

Bike to Work Day (BTWD) is held annually on the third Thursday in May. This statewide event, coordinated locally by 511 Contra Costa staff 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 county and provide bicycle riders with Bike to Work Day registration cards, safe riding tips, bottled water, energy bars, fruit and other items donated by employers, BTWD sponsors, the East Bay Regional Park District, East Bay Bicycle Coalition, and local grocery stores. Staff organizes and distributes the materials each year and coordinates staffing for twenty-one energizer stations along Contra Costa trails. The event is promoted through employers, public agencies and to the general public through newspaper advertisements and radio Public Service Announcements. BTWD pledge forms and energizer station locations are distributed via the mail and by way of email notification to past participants.

### ● NEW TECHNOLOGY BICYCLE LOCKERS

Sixty-four on-demand bicycle lockers which use the e-lock smart card technology were installed at the El Cerrito Plaza BART station on the Ohlone Greenway. The lockers are set in pods of eight which allow maximum usage of tight space. The access to the lockers is through a smart card which charges four cents per hour and allows the lockers to be utilized by multiple bicycle commuters each day. The grand opening of the facility was held in conjunction with the May 2005 Bike to Work Day celebrations.

## TRANSIT PROGRAMS

### ● MAKING PUBLIC TRANSIT WORK FOR YOU

*Making Public Transit Work for You* is a ten-minute informative video produced by 511 Contra Costa TDM staff. The video highlights the connection to 511.org for trip planning and information. 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, Punjabi and Vietnamese versions of the video have been distributed to 225 community organizations and public agencies, 38 public access television stations, and Contra Costa libraries. In addition to TFCA and Measure C funds, contributors included: AC Transit, BART, Contra Costa Employment and Human Services Department, and the Metropolitan Transportation Commission.

### ● 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).

## ● 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. 511 Contra Costa provides these “New Resident” packets to the public through developers as part of their Conditions of Approval for housing projects. There are many other direct public outreach methods used to inform the public of the 511 Contra Costa transportation information, services and programs available. Information is distributed via City and County offices, developers, realtors, title companies, Home Owner Associations, local Welcome Wagons, Chambers, and libraries as well as the [www.511contracosta.org](http://www.511contracosta.org) website. The Countywide Programs are promoted to the public by way of city newsletters, cable access channels and city websites too.

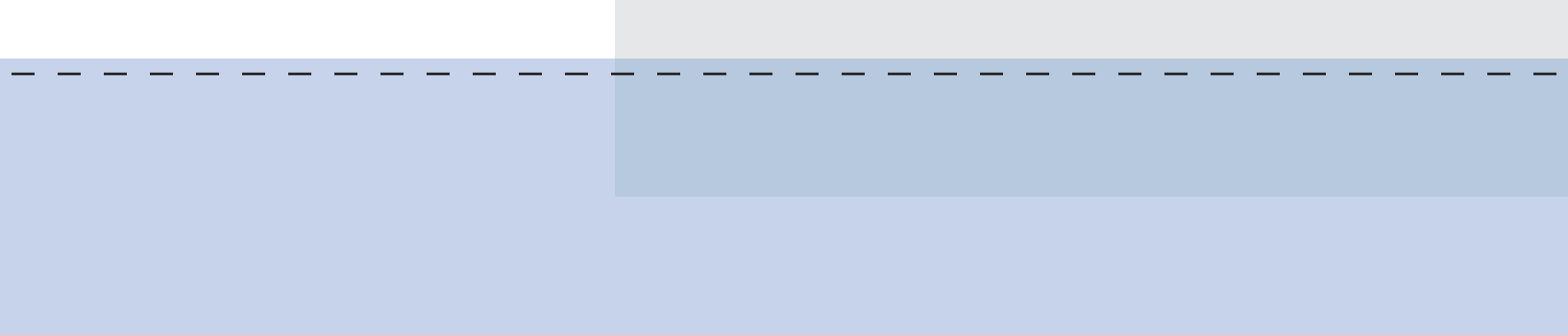
511 Contra Costa has a special promotion in cooperation with the local bus operators to offer two free bus tickets for new residents as part of the New Resident Transit Program to encourage good commuting habits before residents begin a new commute.

**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 – member of National Board of Directors and 511 Council Chair)*
- 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 – member of Board of Directors)*
- County Connection Operation and Service Committee
- Contra Costa Transportation Alliance (Welfare to Work)
- League of California Cities  
*(Lynn Osborn – member Board of Directors)*
- Metropolitan Transportation Commission Committees
  - Regional Rideshare Program Technical Advisory Committee  
*(Lynn Osborn is the Contra Costa CMA representative, Lisa Bobadilla is the TDM Practitioner member, and Linda Young is the Contra Costa Alternate on this committee)*
  - Joint Reporting TAC-coordinates MTC and BAAQMD reporting requirements
  - Regional Bicycle/Pedestrian Committee
  - Regional Transit Marketing Committee
  - TRANSTAR-Transit Trip Planning TAC
  - Welfare to Work Regional Transportation Committee
  - Environmental Justice Regional Committee
  - TMTAC, Statewide Rideshare Committee
- Women’s Transportation Seminar  
*(Linda Young – member of the San Francisco Chapter Board of Directors)*
- League of Women Voters  
*(Linda Young – member West Contra Costa Chapter Board of Directors)*



## FY 2004/05 FINANCIAL HIGHLIGHTS

PROJECTS AND PROGRAMS	FUNDS	
	MEASURE C	TFCA
<b>SWAT TDM PROGRAM</b>		
• Countywide Vanpool Incentive Program		\$64,373
• Employer Network		\$33,258
• Carpool to School		\$44,040
• Lamorinda School Bus Program		\$30,000
• Contra Costa Clean Fuel Vehicle		\$0
• ACE Shuttle	\$20,000	
• Bicycle Lockers	\$9,033	
• Administration	\$20,590	
<b>Total:</b>	<b>\$53,623</b>	<b>\$171,671</b>
<b>TRANSPAC/TRANSPLAN TDM PROGRAM</b>	<b>MEASURE C</b>	<b>TFCA</b>
• Countywide Carpool Incentive Program		\$145,992
• Countywide Transit Incentive Program		\$169,980
• Employer Network	\$22,765	\$119,995
• West/Central/East Contra Costa SchoolPool	\$39,212	\$179,994
• TDM Websites	\$36,500	\$25,000
• Bicycle Infrastructure, Rideshare Campaigns, etc.	\$63,755	
• Administration	\$95,229	
<b>Total:</b>	<b>\$257,461</b>	<b>\$640,961</b>
<b>WCCTAC TDM PROGRAM</b>	<b>MEASURE C</b>	<b>TFCA</b>
• I-80 Corridor Outreach		\$83,500
• Employer-Based Trip Reduction		\$87,000
• Countywide Guaranteed Ride Home		\$148,000
• Parchester Elementary School Bus Program	\$5,802	
• Richmond Parkway Transit Center Study	\$8,110	
• Administration	\$123,052	
<b>Total:</b>	<b>\$136,964</b>	<b>\$318,500</b>



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.





