

TECHNICAL ADVISORY COMMITTEE MEETING NOTICE & AGENDA

DATE & TIME: Thursday, July 11, 2024 • 9:00 AM – 11:00 AM

LOCATION: WCCTAC Offices • 6333 Potrero Ave. at San Pablo Avenue, El Cerrito, CA 94530

TRANSIT OPTIONS: Accessible by AC Transit #72, #72R, #72M & El Cerrito del Norte BART

1. **CALL TO ORDER**

Estimated Time:* 9:00 AM

2. **PUBLIC COMMENT**

Estimated Time:* 9:00 AM, (3 minutes)

The public is welcome to address the TAC on any item that is not listed on the agenda. Please fill out a speaker card and hand it to staff. Please limit your comments to 3 minutes. Pursuant to provisions of the Brown Act, no action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The WCCTAC TAC may direct staff to investigate and/or schedule certain matters for consideration at a future TAC meeting.

3. **CONSENT CALENDAR**

Estimated Time:* 9:03 (2 minutes)

A. Minutes from the June 13, 2024, meeting

Recommendation: Approve as presented

Attachment: Yes

4. **REGULAR AGENDA ITEMS**

A. Draft Resolution for the WCCTC Board regarding the to the Richmond-San Rafael Bridge Trail Pilot.

At its June 28, 2024, meeting, the WCCTC Board directed staff to prepare a resolution recommending that the Richmond-San Rafael Bridge Trail Pilot be continued until after the I-580 Open Road Tolling (ORT) and HOV lane extension project has been implemented and its effects evaluated. The draft resolution is attached for review.

Recommendation: Review the draft resolution, discuss suggested modifications, and forward to the WCCTC Board for consideration.

Attachments: Yes

Presenter/Lead Staff: John Nemeth, WCCTC staff

Estimated Time: 9:05 AM, (30 minutes)*

B. TFCA Application for upcoming cycle.

Description: WCCTC staff will present the applications for this funding cycle of TFCA. TAC members may review and provide comments.

Recommendation: Review the workplan and budget, provide comments as needed, approve the staff proposal, and make a recommendation to the WCCTAC Board for approval.

Attachments: Yes

Presenter/Lead Staff: Coire Reilly, WCCTC staff

Estimated Time: 9:35 AM, (15 minutes)*

C. West County Citizen Representative to the CCTA's Countywide Bicycle and Pedestrian Advisory Committee (CBPAC).

Description: WCCTC's citizen representative to the CCTA's CBPAC is currently vacant. The citizen representative is appointed by the WCCTC Board for a two-year term. WCCTC staff will present any applications received to TAC and/or accept nominations for this representative. The TAC will make position a formal recommendation to the WCCTAC Board for its approval.

Recommendation: Make a recommendation for CBPAC nomination.

Attachments: No

Presenter/Lead Staff: Coire Reilly, WCCTAC staff

Estimated Time: 9:50 AM, (15 minutes)*

5. STANDING ITEMS

A. Technical Coordinating Committee (TCC) Report

Description: TCC representatives will report on the last TCC meeting.

Recommendation: Receive update.

Attachment: No

Presenter/Lead Staff: WCCTAC's TCC Representatives & WCCTAC Staff

Estimated Time: 10:05 AM (5 minutes)*

B. Staff and TAC Member Announcements

Description: TAC members or WCCTAC staff can make comments or announcements.

Recommendation: Receive update.

Attachment: No

Presenter/Lead Staff: WCCTAC Staff and TAC Members

Estimated Time: 10:10 AM (10 minutes)*

6. ADJOURNMENT

* Estimated time for consideration is given as a service to the public. Please be advised that an item on the agenda may be considered earlier or later than the estimated time.

Description / Recommendation: Adjourn to the next regular meeting of the TAC on Friday, September 13, 2024. The next meeting of the WCCTAC Board is Friday, July 26, 2024.

Estimated Time:* **10:20 AM**

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- In compliance with the Americans with Disabilities Act of 1990, if you need special assistance to participate in the WCCTAC TAC meeting, or if you need a copy of the agenda and/or agenda packet materials in an alternative format, please contact Valerie Jenkins at 510.210.5930 prior to the meeting.
 - If you have special transportation requirements and would like to attend the meeting, please call the phone number above at least 48 hours in advance to make arrangements.
 - Handouts provided at the meeting are available upon request and may also be viewed at WCCTAC's office.
 - Please refrain from wearing scented products to the meeting, as there may be attendees susceptible to environmental illnesses. Please also put cellular phones on silent mode during the meeting.
 - A meeting sign-in sheet will be circulated at the meeting. Sign-in is optional.

* Estimated time for consideration is given as a service to the public. Please be advised that an item on the agenda may be considered earlier or later than the estimated time.



DRAFT
WCCTAC TAC Meeting Action Minutes

MEETING DATE: May 9, 2024

MEMBERS PRESENT: Jamar Stamps, Contra Costa County; Finn Wurtz, WestCAT; Jarrett Mullen, El Cerrito; Shelehia Meisner, BART

GUESTS: Dani Lanis, Bike East Bay; John Hoang and Matt Kelly, CCTA; Ali Mortazavi, DAVTEQ Inc.; Seana Field, Hercules; Samantha Harris, County DCD

STAFF PRESENT: Leah Greenblat and Coire Reilly

ACTIONS LISTED BY: WCCTC Staff

ITEM	ITEM/DISCUSSION	ACTION/SUMMARY
1.	Call to Order	The meeting was called to order at 9:07 AM
2.	Public Comment	Dani Lanis of Bike East Bay shared that a subcommittee of MTC/BATA recommended closing the Richmond-San Rafael Bridge trail Mon-Thurs. This would negatively impact low-income communities. The matter will next go to the BCDC.
3.	Consent Calendar: A. Minutes from April 11 2024 Meeting	Shelehia Meisner moved, and Jarrett Mullen seconded. Consent calendar approved unanimously.
Regular Agenda Items		
4A.	Countywide Data and Corridor Analysis Dashboards	John Hoang, CCTA and Ali Mortazavi, DAVTEQ, presented new data driven websites the CCTA has developed. The websites may be used to provide transportation analysis on a variety of subjects including volume, collisions, and origin/destination. This was an informational item.
4B.	Release of the Calendar Years 2022 & 2023 Measure J Growth Management Program (GMP) Compliance Checklist	Matt Kelly, CCTA shared that the latest version of the GMP checklist has been released. Completion of the checklist is needed to access FY 2023-34 and 2024-25 Local Streets

ITEM	ITEM/DISCUSSION	ACTION/SUMMARY
		Maintenance funds to jurisdictions. This was an informational item.
4C.	Vacancy of West County Citizen Representative to the CCTA's Countywide Bicycle and Pedestrian Advisory Committee (CBPAC)	Coire Reilly announced that WCCTAC is seeking a citizen representative for the vacant CBPAC position. He asked that member agencies help advertise the opening. Letters of interest should be submitted to WCCTAC staff by July 8, 2024.
4D.	Programming of Measure J Program 19b Funds for FY 24-25	Leah Greenblat and Coire Reilly explained that Measure J Program 19b funds annually are distributed to AC Transit and WestCAT. The CCTA prepared an estimate for the allocation. Jamar Stamps moved, Finn Wurtz seconded, and the TAC unanimously agreed to forward a recommendation to the WCCTAC Board a funding recommendation as prepared by the CCTA.
4E.	Richmond Parkway Transportation Plan (RPTP) Update	Leah Greenblat reported that the consultants completed prioritizing the draft strategies and has begun refining the top ten strategies. Fall 2024 is targeted for the release of a draft plan.
Standing Items:		
5A.	Technical Coordinating Committee (TCC) Report	TCC Members shared that the main topic of the May 2024 meeting were the first two items presented at the day's TAC meeting.
5B.	Staff and TAC Member Announcements	<p>Coire Reilly noted that the Summer Bike Challenge is beginning.</p> <p>Finn Wurtz shared that WestCAT along with Tri-Delta are offering a summer youth pass.</p> <p>Jarrett Mullen shared several items:</p> <ul style="list-style-type: none"> Richmond is moving forward on the Central Ave./I-80 project and the design is 90% completed with construction planned for 2025. El Cerrito is beginning its outreach phase for the BART to Bay Trail project. The City's Road Safety Plan is on target for an October adoption.

ITEM	ITEM/DISCUSSION	ACTION/SUMMARY
		<ul style="list-style-type: none"> The City received a lot of automated (bot) responses to its recent outreach efforts and recommended that agencies have consultants scan for spam before analyzing results.
6.	Adjournment	The meeting adjourned at 10:33 AM.

DRAFT

**WEST CONTRA COSTA TRANSPORTATION ADVISORY COMMITTEE
DOING BUSINESS AS
THE WEST CONTRA COSTA TRANSPORTATION COMMISSION**

RESOLUTION NO. 24-09

**RECOMMENDED CONTINUATION OF THE RICHMOND-SAN RAFAEL
BRIDGE TRAIL PILOT UNTIL AFTER THE COMPLETION OF THE
WESTBOUND I-580 OPEN ROAD TOLLING AND HOV LANE PROJECT**

WHEREAS, Caltrans and the Bay Area Toll Authority (BATA) opened the Richmond-San Rafael Bridge Trail as a four year pilot program on November 16, 2019; and

WHEREAS, the pilot program has been innovative and provided access to the bridge by active transportation modes, in keeping with BCDP's legislative mandate of ensuring "maximum feasible access" to the San Francisco Bay.

WHEREAS, the Richmond-San Rafael Bridge Trail is a useful and important link in the multi-use San Francisco Bay Trail system that connects the East Bay and North Bay.

WHEREAS, the staff of the Metropolitan Transportation Commission (MTC) and Caltrans have proposed that the Richmond-San Rafael (RSR) Bridge Trail revert to a breakdown lane for motor vehicles for four days/week; and

WHEREAS, it is not clear, from the UC Berkeley's Partners for Advanced Transportation Technology's After Study (Phase II), that reverting the pathway back to a shoulder four days/week will provide meaningful traffic relief or safety benefits, in the absence of other improvements; and

WHEREAS, BATA plans to implement open road tolling (ORT) and extend the westbound I-580 HOV lane to the bridge by 2026; and

WHEREAS, the westbound I-580 ORT/HOV project could provide meaningful traffic congestion relief and safety benefits; and

WHEREAS, it will be easier to measure the benefits of the westbound I-580 ORT/HOV project by keeping the pilot conditions the same, rather than introducing a new variable between now and the start of open road tolling and the opening of the HOV lane.

WHEREAS, BATA has recently initiated a Design Alternative Assessment (DAA) that considers alternatives for the westbound shoulder, including a 3rd lane, multi-use path, or a combination.

WHEREAS, this Board supports the DAA work; and

WHEREAS, the implementation of a 3rd lane, or HOV lane, could not begin before the westbound I-580 ORT/HOV project is complete; and

WHEREAS, consequently, the continuation of the Pilot until after the opening of the I-580 ORT/HOV project would not interfere with the potential implementation of possible future 3rd lane; and

WHEREAS, continuation of the Pilot, without modification, will save the region about \$1M per year in the cost of movable barrier operations, bike shuttle operations, and signage installation.

NOW THEREFORE, BE IT RESOLVED THAT:

The Richmond-San Rafael Bridge Pilot Trail should remain open 24 hours/day, seven days/week until the westbound I-580 ORT/HOV lane extension is completed, and its benefits have been evaluated.

The foregoing Resolution was adopted by the WCCTAC Board at its regular meeting on July 26, 2024 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

By: _____
Rita Xavier, Chair

Attest:

John Nemeth, Executive Director

Approved as to Form:

Kristopher Kokotaylo, General Counsel



TO: WCCTAC TAC

MEETING DATE: July 11, 2024

FR: Coire Reilly, Program Manager

RE: TFCA Workplan / 511 Contra Costa

REQUESTED ACTION

Review the workplan and budget, provide comments as needed, approve the staff proposal, and make a recommendation to WCCTC Board for approval.

BACKGROUND AND DISCUSSION

Each year, Transportation Fund for Clean Air (TFCA) dollars are provided by the Air District to CCTA. Historically, the CCTA allocated TFCA funds to the RTPCs. based on a jobs and population formula, to be used for the "511 Contra Costa" TDM Program.

In June 2024, CCTA passed a new policy for how the TFCA dollars will be disbursed within county. The new policy creates a framework for annual applications to CCTA for funding. It also defines some program activities as being "countywide", which are taken off the top of the total TFCA funds available. The remainder rest of the funds are allocated among the subregions. With permission of subregional boards, other agencies are eligible to receive this subregional funding.

CCTA recently released a call for projects for the TFCA funds. CCTA was the main applicant and will be allocating 44% of the funding to itself for countywide TDM program activities.

RTPCs can apply for funds to run "countywide" program activities, according to the proposed policy. WCCTC applied for, and is expecting to receive, funds to run the Guaranteed Ride Home Program for the county. This program provides reimbursements for commuters who take transit, walk, bike, carpool, or vanpool to work and need an emergency ride home.

At the April TAC meeting, the WCCTC TAC agreed to let WCCTC staff create and submit the application(s) for the subregional program. The proposed workplan and budget are attached for the TAC's review. The CCTA would like TACs, and ultimately subregional Boards, to review and approve subregional proposals before final submission to CCTA and the Air District.

The subregional proposal, titled "West County Incentive Program", will continue many of the transit and alternative mode-focused incentive programs aimed at commuters. Because WCCTC is written into almost every West County city's municipal codes, as providing a TDM

program for the cities, staff felt it was important to continue to offer a variety of incentive programs.

The new TFCA funding structure will result in significant changes to the overall 511 Contra Costa TDM program. Countywide, the incentive program DriveLess is being eliminated (and replaced with a weekly raffle program) and the Summer Bike Challenge will no longer have in-person events. Programs that previously had served the entire county, such as Try Transit (\$25 Clipper cards for commuters / college students) and Take 10 (ten trips on long distance bus services such as Lynx and AC Transit Transbay lines) will only be offered in West County.

WCCTC will receive far less TFCA funding than it has in the past. In the last TFCA cycle, it received \$350k, but is expecting to receive \$240k in the upcoming cycle. WCCTC will manage this change through a combination of diminished staffing capacity, fewer incentives for West County residents, and relatively higher member agency dues than would have been required without the change.

To implement the proposed TFCA program, WCCTC staff is now seeking concurrence from the TAC and will also seek concurrence from the Board.

ATTACHMENTS:

- 1: Contra Costa County Guaranteed Ride Home (25CCOX) – Project Information Form
- 2: West Contra Costa Incentive Program (25CC01) – Project Information Form

TFCA 40% Fund, FYE 2025: Project Information Form

Revised 4/2/24

A. Project Number: 25CC0X

Use consecutive numbers for projects funded, with year, county code, and number, e.g., 24CC01, 24CC02 for Contra Costa County. Zero (e.g., 24CC00) is reserved for 40% TFCA funds allocated for administration costs.

B. Project Sponsor: West Contra Costa Transportation Advisory Committee

Sponsor submitting the request that will expend the funds and be responsible for all reporting and project submissions.

C. Project Title: Contra Costa County Guaranteed Ride Home

Provide a concise, descriptive title for the project (e.g., "Elm Ave. Signal Interconnect" or "Purchase Ten Gasoline-Electric Hybrid Light-Duty Vehicles").

D. Project Category (project will be evaluated under this category): Trip Reduction/Existing Ridesharing Services

Refer to pages 18-19 of [Guidance](#).

Project Type Code: 5d

Refer to pages 38-39 of [Guidance](#).

E. Project Coverage Type

☒ **Countywide** OR

☐ Subregional (Choose all that apply)

☐ West County

☐ Central County

☐ East County

☐ Southwest County

Select 'Countywide' OR 'Subregional'. Countywide programs/projects are available to or benefit all County residents or commuters in all geographic areas of the county. Subregional programs/projects benefit one or more subregions, but not the entire population of the County. For subregional, select all the regions the program/project benefits.

F. Project Budget

Attach a detailed budget with categories for labor, expenses, and incentives (if applicable). If applicable, expenses should be further assigned to project sub-categories, such as 5c, 5d, 5f, and by fund source, such as Measure J Program 17, etc.

TFCA 40% Funds Allocated: \$59,675

TFCA Regional Funds Awarded (if applicable): \$0

Total TFCA Funds Allocated (sum of 40% and Regional Funds): \$59,675

Other / Matching Funds: \$16,000 Source: Contra Costa County Measure J, Program 17

Total Project Cost: \$75,675

G. Performance Period: 3/1/2025-2/28/2026

H. Project Schedule (required for infrastructure projects):

WCCTAC has been running the Contra Costa County Guaranteed Ride Home for decades and with this funding will continue to provide this vital service to all Contra Costa County commuters without interruption.

I. Project Description:

WCCTAC will provide the Contra Costa Guaranteed Ride Home program for all Contra Costa commuters and college students. The program reimburses for emergency Uber, Lyft, and taxi rides home if the participant took transit, carpooled, vanpooled, biked, or walked on the day of the emergency. The program allows for up to six reimbursements per year (the first 2 at 100% reimbursement, the following 4 at 75%). More information can be found on the program website: www.511cc.org/GRH

The project also includes a modest marketing plan. While all Contra Costa Commuters and college students are covered by the program and can submit one reimbursement claim before registering with the program, the marketing plan (mostly digital, through social media and networks) will spread the knowledge of the program and encourage users to pre-register.

J. Final Report Content: Final Report form and final Cost Effectiveness Worksheet

Reference the appropriate Final Report form that will be completed and submitted after project completion. See www.baaqmd.gov/tfca4pm for a listing of the following reporting forms:

- ☐ Trip Reduction final report form
- ☐ Cost Effectiveness Worksheet
- ☐ Narrative description of program implementation

K. Attach a completed Cost-Effectiveness Worksheet and any other information used to evaluate the proposed project.

Attached

L. Confirm that the project is not required by regulation, contract, or policy.

The project is not required by regulation, contract, or policy

M. Comments (if any):

N. Benefits to Disadvantaged Communities

- a) Please indicate if the project is located in a SB535 Disadvantaged Community and/or AB1550 Low-income Community (Please use the map to find your project's location:
<https://ww3.arb.ca.gov/cc/capandtrade/auctionproceeds/communityinvestments.htm>)

This project covers the entire county of Contra Costa. Having said that, many of the commercial centers where employees commute to are within Disadvantaged Communities, particularly in West, Central, and East Contra Costa. Our marketing campaign will include a component of reaching out to agencies that serve Disadvantaged Communities to help us spread the word of this program to their constituents.

- b) Estimate the percentage of funds spent in the Disadvantaged Communities and/or on the disadvantaged population.

Because of the concentration of employment centers in Disadvantaged Communities and a marketing outreach to residents there, we will estimate that around 50% of these funds will benefit Disadvantaged Communities.

Section 2. Project Category Specific Questions

O. If a **ridesharing, first- and last-mile connections service, pilot trip reduction, transit information, telecommuting or infrastructure improvement project**, explain how the number of vehicle trips that will be reduced by the project was estimated, and provide supporting information and data to justify the estimate.

We use TFCA default assumptions to calculate the number of trips being reduced. We also use TFCA defaults for the number of work/school days. We use information from MTC's Vital Signs website to estimate the commute length. Past survey results where we ask for participants' commute length have supported 26 miles to be an accurate estimate. For "new trip" calculations, we use TFCA defaults.

- P. If an **alternative fuel vehicle** project, provide the following information: N/A
- a. Vehicle type (e.g., plug-in hybrid-electric, fuel cell vehicles)
 - b. Gross Vehicle Weight Rating
 - c. New vehicle or replacement project? *A project is a replacement project if the existing vehicle is operational and will be scrapped for the sole purpose of the project.*
 - d. If this is a new vehicle project, explain how the anticipated usage (miles per year) for the vehicles were estimated.

- Q. If a **first- and last-mile connections service** project, confirm that the service will comply with all the following requirements: N/A
- ☐ Service connects directly to a transit station and a distinct commercial or employment location.
 - ☐ Service schedule coordinates with the mass transit's schedule.
 - ☐ Service is available for use by all members of the public.
 - ☐ Service is at least 70% unique and operates where no other service was provided within the past three years.

- R. If a **pilot trip reduction** project, confirm that the project complies with all the following requirements: N/A
- ☐ Project will reduce single-occupancy vehicle trips and result in a reduction in emissions of criteria pollutants.
 - ☐ Service is available for use by all members of the public.
 - ☐ Applicant provided a written plan showing how the service will be financed in the future and require minimal, if any, TFCA funds to maintain its operation by the end of the third year.
 - ☐ If the local transit provider is not a partner, the applicant demonstrated that they have attempted to have the service provided by the local transit agency. The transit provider was given the first right of refusal and determined that the proposed project does not conflict with existing service.
 - ☐ Applicant provided data and/or other evidence demonstrating the public's need for the service, such as a demand assessment survey and letters of support from potential users.

- ☐ Service is at least 70% unique and operates where no other service was provided within the past three years.
- S. If a **bicycle parking** project, answer the following questions: N/A
- What plan is the project referenced in?
 - Will the project be publicly accessible and available for use by all members of the public?
- T. If a **bikeway** project, answer the following questions: N/A
- What plan is the project referenced in?
 - Will the project be publicly accessible and available for use by all members of the public?
 - If applicable, will the project be consistent with design standards published in the California Highway Design Manual or conform to the provisions of the Protected Bikeway Act of 2014?
 - Has the project completed all applicable environmental reviews and either have been deemed exempt by the lead agency or have been issued the applicable negative declaration or environmental impact report or statement?
- U. If a **bike share** project, confirm that the project complies with all the following requirements: N/A
- ☐ Project either increases the fleet size of existing service areas or expands existing service areas to include new Bay Area communities.
 - ☐ Project completed and approved an environmental plan and a suitability study demonstrating the viability of bicycle sharing.
 - Project has shared membership and/or is interoperable with the Bay Area Bike Share (BABS) project when they are placed into service. Please select the choice that best describes the project:
 - ☐ Interoperable with BABS
 - ☐ Exempt from requirement for the following reason(s):
 - ☐ i. Projects that do not require membership or any fees for use;
 - ☐ ii. Projects that were provided funding under MTC's Bike Share Capital Program to start a new or expand an existing bike share program; or
 - ☐ iii. Projects that attempted to coordinate with, but were refused by, the current BABS operator to have shared membership or be interoperable with BABS. Applicants must provide documentation showing proof of refusal.
- V. If an **infrastructure improvement for trip reduction** project, answer the following questions: N/A
- What plan is the project referenced in?
 - Which transportation control measure from the most recently adopted [Air District plan](#) is the project implementing?
 - Has the project completed all applicable environmental reviews and either have been deemed exempt by the lead agency or have been issued the applicable negative declaration or environmental impact report or statement?
- W. If an **alternative fuel infrastructure** project, confirm that the project complies with all the following requirements: N/A
- ☐ Project must be designed, installed, and maintained as required by the existing recognized codes and standards and as approved by the local/state authority.
 - ☐ Project funds awarded will not be used to pay for fuel, electricity operation, or maintenance costs.

- Please clarify the infrastructure project’s primary purpose (select all that apply):
 - ☐ charge vehicles 14,000 lbs and less
 - ☐ charge vehicles 14,001 lbs and more
 - ☐ serve private fleet
 - ☐ available for public use
 - ☐ other (please specify):

X. Describe the methodology in measuring project performance, including eliminated automobile trips, VMT reduction, emission reduction, and other performance measures. Describe your reporting format.

Some of the Guaranteed Ride Home metrics will be calculated using Air District default assumptions. We will also perform a survey of users to collect feedback. Each time someone applies for a reimbursement they are asked whether the program encouraged them to take an alternate mode, a metric we will report on.

Y. Provide either an authorizing “letter of commitment”, or a resolution to indicate the applicant has received their agency’s authority to apply for funding.

Certification:

I _____(print name), certify that the information provided is complete and correct.

_____(Signature) Date
Project Sponsor

TFCA 40% Fund, FYE 2025: Project Information Form

Revised 4/2/24

A. Project Number: 25CC01

Use consecutive numbers for projects funded, with year, county code, and number, e.g., 24CC01, 24CC02 for Contra Costa County. Zero (e.g., 24CC00) is reserved for 40% TFCA funds allocated for administration costs.

B. Project Sponsor: WCCTAC

Sponsor submitting the request that will expend the funds and be responsible for all reporting and project submissions.

C. Project Title: West Contra Costa Incentive Program

Provide a concise, descriptive title for the project (e.g., "Elm Ave. Signal Interconnect" or "Purchase Ten Gasoline-Electric Hybrid Light-Duty Vehicles").

D. Project Category (project will be evaluated under this category): Trip Reduction/Existing Ridesharing Services

Refer to pages 18-19 of [Guidance](#).

Project Type Code: 5c – Incentive Programs

Refer to pages 38-39 of [Guidance](#).

E. Project Coverage Type

☐ Countywide OR

☒ Subregional (Choose all that apply)

☒ **West County**

☐ Central County

☐ East County

☐ Southwest County

Select 'Countywide' OR 'Subregional'. Countywide programs/projects are available to or benefit all County residents or commuters in all geographic areas of the county. Subregional programs/projects benefit one or more subregions, but not the entire population of the County. For subregional, select all the regions the program/project benefits.

F. Project Budget

Attach a detailed budget with categories for labor, expenses, and incentives (if applicable). If applicable, expenses should be further assigned to project sub-categories, such as 5c, 5d, 5f, and by fund source, such as Measure J Program 17, etc.

TFCA 40% Funds Allocated: \$180,336.15

TFCA Regional Funds Awarded (if applicable): \$0

Total TFCA Funds Allocated (sum of 40% and Regional Funds): \$180,336.15

Other / Matching Funds: \$237,700 Source: Contra Costa Measure J, Program 17

Total Project Cost: \$418,036.15

G. Performance Period: March 2025-February 2026

H. Project Schedule (required for infrastructure projects):

This program will begin right as we're finishing a previously-awarded, on-going program that is similar in nature to this program. This program will shift the focus of our countywide incentive programs to focus on commuters in West Contra Costa County.

I. Project Description:

WCCTAC will provide a comprehensive incentive program to encourage the use of transit and other alternative commute modes in West Contra Costa County.

Incentives programs:

- Commuter Incentive Programs: We provide incentives directly to Contra Costa commuters to encourage them to take green trips. Below are our largest, on-going incentive programs:
 1. Try Transit: We administer a "Try Transit" Program to encourage the use of public transit. Individuals who live/work in West Contra Costa County who pledge to try transit to travel to/from work can receive a Clipper card pre-loaded with twenty-five dollars. We will also offer this program to college students who attend Contra Costa College.
 2. Secure Your Cycle: We administer a "Secure Your Cycle" program that provides commuters with \$25 in a new BikeLink account that can be used to store their bicycle in secure lockers all over the Bay Area, including at every BART station
 3. Take 10: We partner with SolTrans (Solano Transit), AC Transit, and WestCAT (Western Contra Costa County Transit) to promote their long-distance express transit lines by offering 10 free trips through partnerships with digital pass providers.
 4. Ferry Promotion: We will provide a promotion for the Richmond-San Francisco ferry, providing free trips on the Ferry via the Anchor app.
 5. Richmond Bike Share Incentive: We will investigate providing incentives for the Richmond Bike Share program.

Promotion and marketing

1. Green Commute Promotion: Use our large newsletter and social media following to consistently promote green commuting as well as community news and events related to carbon reduction, transit, carpooling, and environmental stewardship. We partner with employers and municipal and community organizations to attend community events to further circulate information on green commutes and encourage alternative modes of transportation. We assist with the development of and/or maintenance of commute programs and compliance with the Bay Area Commuter Benefits Program and local ordinance requirements, as well as the Contra Costa Green Business certification program.
2. Bike to Work/Wherever Day: Continue to participate in regional planning and local leading of Bike to Work/Wherever Day events and activities, which encourages employees to try bicycling to work or other bikeable destinations. Our office leads the

coordination of Bike to Work/Wherever Days in West County, along with Bike East Bay and coordination with the other 511 Contra Costa offices.

J. Final Report Content: Final Report form and final Cost Effectiveness Worksheet

Reference the appropriate Final Report form that will be completed and submitted after project completion. See www.baaqmd.gov/tfca4pm for a listing of the following reporting forms:

- ☐ Trip Reduction final report form
- ☐ Cost Effectiveness Worksheet
- ☐ Narrative report of program activities
- ☐ Information from program evaluation surveys

K. Attach a completed Cost-Effectiveness Worksheet and any other information used to evaluate the proposed project.

Attached

L. Confirm that the project is not required by regulation, contract, or policy.

This project is not required by regulation, contract, or policy; however, most cities in West Contra Costa County have TDM ordinances ceding TDM responsibilities to WCCTAC, which this project supports.

M. Comments (if any):

N/A

N. Benefits to Disadvantaged Communities

a) Please indicate if the project is located in a SB535 Disadvantaged Community and/or AB1550 Low-income Community (Please use the map to find your project's location:

<https://ww3.arb.ca.gov/cc/capandtrade/auctionproceeds/communityinvestments.htm>)

- a. The project will benefit residents and workers in West Contra Costa County, which has a high proportion of disadvantaged and low-income residents. The areas with the highest density of employer locations are also in low-income areas.

b) Estimate the percentage of funds spent in the Disadvantaged Communities and/or on the disadvantaged population.

- a. We estimate that at least 50% of the incentives will go to residents or commuters in Disadvantaged Communities.

Section 2. Project Category Specific Questions

O. If a **ridesharing, first- and last-mile connections service, pilot trip reduction, transit information, telecommuting or infrastructure improvement project**, explain how the number of vehicle trips that will be reduced by the project was estimated, and provide supporting information and data to justify the estimate.

We will aim to provide alternative mode incentives to 2000 individuals. Previous program evaluation surveys (included) have found that around 40% of program participants say that our incentive

encouraged them to try an alternative mode and that they continued to use that alternative mode all or most of the time. We then use TFCA defaults for the number of work/school days. We estimate trip length using information from MTC's Vital Signs website. Past survey results where we ask for participants' commute length have supported 26 miles to be an accurate estimate. For "new trip" calculations, we use TFCA defaults.

- P. If an **alternative fuel vehicle** project, provide the following information: N/A
- Vehicle type (e.g., plug-in hybrid-electric, fuel cell vehicles)
 - Gross Vehicle Weight Rating
 - New vehicle or replacement project? *A project is a replacement project if the existing vehicle is operational and will be scrapped for the sole purpose of the project.*
 - If this is a new vehicle project, explain how the anticipated usage (miles per year) for the vehicles were estimated.
- Q. If a **first- and last-mile connections service** project, confirm that the service will comply with all the following requirements: N/A
- ☐ Service connects directly to a transit station and a distinct commercial or employment location.
 - ☐ Service schedule coordinates with the mass transit's schedule.
 - ☐ Service is available for use by all members of the public.
 - ☐ Service is at least 70% unique and operates where no other service was provided within the past three years.
- R. If a **pilot trip reduction** project, confirm that the project complies with all the following requirements: N/A
- ☐ Project will reduce single-occupancy vehicle trips and result in a reduction in emissions of criteria pollutants.
 - ☐ Service is available for use by all members of the public.
 - ☐ Applicant provided a written plan showing how the service will be financed in the future and require minimal, if any, TFCA funds to maintain its operation by the end of the third year.
 - ☐ If the local transit provider is not a partner, the applicant demonstrated that they have attempted to have the service provided by the local transit agency. The transit provider was given the first right of refusal and determined that the proposed project does not conflict with existing service.
 - ☐ Applicant provided data and/or other evidence demonstrating the public's need for the service, such as a demand assessment survey and letters of support from potential users.
 - ☐ Service is at least 70% unique and operates where no other service was provided within the past three years.
- S. If a **bicycle parking** project, answer the following questions: N/A
- What plan is the project referenced in?
 - Will the project be publicly accessible and available for use by all members of the public?
- T. If a **bikeway** project, answer the following questions: N/A
- What plan is the project referenced in?
 - Will the project be publicly accessible and available for use by all members of the public?
 - If applicable, will the project be consistent with design standards published in the

California Highway Design Manual or conform to the provisions of the Protected Bikeway Act of 2014?

- d. Has the project completed all applicable environmental reviews and either have been deemed exempt by the lead agency or have been issued the applicable negative declaration or environmental impact report or statement?

U. If a **bike share** project, confirm that the project complies with all the following requirements: N/A

- ☐ Project either increases the fleet size of existing service areas or expands existing service areas to include new Bay Area communities.
- ☐ Project completed and approved an environmental plan and a suitability study demonstrating the viability of bicycle sharing.
- Project has shared membership and/or is interoperable with the Bay Area Bike Share (BABS) project when they are placed into service. Please select the choice that best describes the project:
 - ☐ Interoperable with BABS
 - ☐ Exempt from requirement for the following reason(s):
 - ☐ i. Projects that do not require membership or any fees for use;
 - ☐ ii. Projects that were provided funding under MTC's Bike Share Capital Program to start a new or expand an existing bike share program; or
 - ☐ iii. Projects that attempted to coordinate with, but were refused by, the current BABS operator to have shared membership or be interoperable with BABS. Applicants must provide documentation showing proof of refusal.

V. If an **infrastructure improvement for trip reduction** project, answer the following questions: N/A

- a. What plan is the project referenced in?
- b. Which transportation control measure from the most recently adopted [Air District plan](#) is the project implementing?
- c. Has the project completed all applicable environmental reviews and either have been deemed exempt by the lead agency or have been issued the applicable negative declaration or environmental impact report or statement?

W. If an **alternative fuel infrastructure** project, confirm that the project complies with all the following requirements: N/A

- ☐ Project must be designed, installed, and maintained as required by the existing recognized codes and standards and as approved by the local/state authority.
 - ☐ Project funds awarded will not be used to pay for fuel, electricity operation, or maintenance costs.
 - Please clarify the infrastructure project's primary purpose (select all that apply):
 - ☐ charge vehicles 14,000 lbs and less
 - ☐ charge vehicles 14,001 lbs and more
 - ☐ serve private fleet
 - ☐ available for public use
 - ☐ other (please specify):
- X. Describe the methodology in measuring project performance, including eliminated automobile trips, VMT reduction, emission reduction, and other performance measures. Describe your reporting format.

We conduct annual surveys of participants in our programs. We have attached past survey results with this application. The surveys ask for things like commute length, days spent commuting, how often participants use alternative modes, and if they plan to continue using those modes in the future. When we report on this program, we will include survey results, C/E worksheets, and a narrative description of program activities.

- Y. Provide either an authorizing “letter of commitment”, or a resolution to indicate the applicant has received their agency’s authority to apply for funding.

Certification:

I Coire Reilly (print name), certify that the information provided is complete and correct.

Project Sponsor

(Signature) Date