

El Cerrito



Hercules

TECHNICAL ADVISORY COMMITTEE
with the
West County High Capacity Transit Study Management Group
MEETING NOTICE & AGENDA

Pinole

DATE & TIME: Thursday, July 14, 2016 • 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 Station

Richmond

- 1. CALL TO ORDER and SELF-INTRODUCTIONS**
Estimated Time:* 9:00 AM (5 minutes)

- 2. PUBLIC COMMENT**
Estimated Time:* 9:05 (5 minutes)

San Pablo

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.

Contra Costa County

- 3. CONSENT CALENDAR**
Estimated Time:* 9:10 (5 minutes)

- A. Minutes & Sign in Sheet from June 9, 2016**
Recommendation: Approve as presented.

Attachment: Yes

AC Transit

- B. FY 2016-17 TDM Budget**
Description: WCCTAC staff will provide an overview of the Transportation Demand Management (TDM) program activities/budget for FY 16-17.

Recommendation: Forward a recommendation to the WCCTAC Board to adopt the draft budget.

BART

Attachment: Yes.

WestCAT

4. REGULAR AGENDA ITEMS

A. **West County High Capacity Transit Study: Next Phase - Refinement of Preliminary Alternatives, Proposed Outreach Changes and Further Utilization of Contingency Funds**

Description: The WCCTAC Board identified a set of alternatives to advance to the next phase of the study. Prior to conducting further analysis and beginning ridership modeling, the Consultant team seeks input from the WCCTAC TAC and the Study Management Group regarding possible modifications to the set of alternatives. Based on prior TAC input, the Consultant is developing a proposed revision to the next round of outreach which will be shared at the meeting. Lastly, at the Board's direction to adjust the study's schedule as well as some additional work scope, WCCTAC staff will provide an update on the study's budget to the Study's funding partners.

Recommendation: Provide input to staff.

Attachment: No.

Presenter/Lead Staff: Leah Greenblat, WCCTAC Project Manager

Estimated Time:* 9:15 AM (45 minutes)

5. STANDING ITEMS

A. **Technical Coordinating Committee (TCC) Report**

Recommendation: Receive update.

Attachment: No.

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

Estimated Time:* 10:00 (5 minutes)

B. **Staff and TAC Member Announcements**

Recommendation: Receive update.

Attachment: No.

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

Estimated Time:* 10:05 (5 minutes)

C. **Future Agenda Items**

Recommendation: Receive update.

Attachment: No.

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

Estimated Time:* 10:10 (5 minutes)

6. ADJOURNMENT

Description / Recommendation: Adjourn to the next regularly scheduled meeting of the TAC on Thursday, September 8, 2016. (The next regular meeting of the WCCTAC Board is Friday, July 22, 2016.)

Estimated Time:* 10:15 AM

* 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.

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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.
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WCCTAC TAC Meeting Minutes

El Cerrito

MEETING DATE: June 9, 2016

Hercules

MEMBERS PRESENT: Tawfic Halaby, Barbara Hawkins, Robert Sarmiento, Nathan Landeu, Yvetteh Ortiz, Nikki Foletta, Julia Schnell, Coire Reilly, Mike Roberts, Coire Reilly, Julia Schnell, Rob Thompson

Pinole

GUESTS: Peter Engel-CCTA, Bill Pinkham-East Bay Bike

Richmond

STAFF PRESENT: John Nemeth, Joanna Pallock, Leah Greenblat, Jessica Downing

ACTIONS LISTED BY: Joanna Pallock

San Pablo

ITEM/DISCUSSION	ACTION/SUMMARY
1. Minutes	Adopted action minutes.
2. Selection of TCC representative	WCCTAC has three representatives on the CCTA Technical Coordinating Committee (TCC). With Chad Smalley's departure, and a desire by Barbara Hawkins to step down, the TAC has an opportunity to fill two spots. Yvetteh Ortiz stated that she will continue to serve. Leah Greenblat offered to serve and was selected unanimously. Barbara Hawkins agreed to serve until a new representative was available.
3. West County High Capacity Transit Study	Leah Greenblat of WCCTAC staff provided a handout reviewing the five options selected by the WCCTAC Board to move forward in the next phase of the Study. She explained that BART Board of Director, Zachary Mallet, requested adding the Del Norte BART Extension to this list (Alternative 7A). The June Board meeting will determine how this is resolved.

Contra Costa County

AC Transit

BART

WestCAT

	<p>Suggestions were made by TAC members about ways to get greater public participation for the second round of workshops; A broader use of social media and incentives to get people to attend meetings were suggested.</p>
<p>4. Draft Scope for West. Co. Accessible Transportation Study</p>	<p>Joanna Pallock of WCCTAC staff provided a PowerPoint show that reviewed the Draft Scope for a West County Accessible Transportation Study. The Study would look at the current and future needs of senior and disabled residents' in West County and beyond. The TAC suggested minor edits to the scope and presentation before bringing the proposal to the Board.</p>
<p>5. W. Co Employee Transportation Survey</p>	<p>Jessica Downing of WCCTAC staff presented the recent survey results of employee commute habits in West County. Information Only.</p>
<p>6. STMP Administration Update</p>	<p>Leah Greenblat of WCCTAC staff showed the TAC the new worksheets being proposed for tracking STMP fees in West County.</p>

WCCTAC Technical Advisory Committee Meeting:

770NAME	INITIALS	AGENCY	EMAIL	PHONE
Ray Akkawi		ACTC	rakkawi@alamedactc.org	510.208.7424
Erik Alm		Caltrans	erik_alm@dot.ca.gov	510.286.6053
Aleida Andrino-Chavez		Albany	achavez@albanyca.org	510.528.5759
Danelle Carey		WCCTAC	dcarey@wcctac.org	510.210.5932
Brad Beck		CCTA	bbeck@ccta.net	925.256.4726
Lori Reese Brown		Richmond		
Wil Buller		AC Transit	wbuller@actransit.org	510.891.5414
Dave Campbell		Bike East Bay	dave@bikeeastbay.org	510.701.5971
Jim Cunradi		AC Transit	jcunradi@actransit.org	510.891.4841
Jessica Downing	JD	WCCTAC	jdowning@wcctac.org	510.210.5936
Robert Del Rosario		AC Transit	rdelrosa@actransit.org	510.891.4734
Randy Durrenberger		Kimley-Horn	randy.durrenberger@kimley-horn.com	510.350.0230
Peter Engel	PE	CCTA	pengel@ccta.net	925.256.4741
Nikki Foletta	NF	BART	nfoletta@bart.gov	925.256.4729
Leah Greenblat	LG	WCCTAC	lgreenblat@wcctac.org	510.210.5933
Dina El-Nakhal		Caltrans	Dina.el.nakhel@dot.ca.gov	510.286.6247
Barbara Hawkins	BH	City San Pablo	Barbarah@sanpabloca.gov	510.215.3061
Chris Gioia		City San Pablo	Chrisg@sanpabloca.gov	925.256.4743
Deidre Heitman		BART	dheitma@bart.gov	510.287.4796
Nathan Landau	NL	AC Transit	NLandau@actransit.org	510.891.4792
Matt Kelly		CCTA	mkelly@ccta.net	925.256.4730
Hamid Mostowfi		Berkeley	hmostowfi@ci.berkeley.ca.us	510.981.6403
Raj Murthy		ACTC	rmurthy@alamedactc.org	510.208.7470
John Nemeth		WCCTAC	john@sanpabloca.gov	510.215.3221
Julie Morgan		Fehr and Peers	j.morgan@fehrandpeers.com	925.930.7100
Stephen Newhouse		AC Transit	snewhouse@actransit.org	510.891.4867
Hisham Noeimi		CCTA	hnoeimi@ccta.net	925.256.4731
Yvetteh Ortiz		El Cerrito	yortiz@ci.el-cerrito.ca.us	510.215.4345
Joanna Pallock	JP	WCCTAC	joannap@sanpabloca.gov	510.215.3035
Bill Pinkham	BP	CBPAC Rep	Bpinkham3@gmail.com	510.734.8532
Coire Reilly	CR	CCHS	coire.reilly@hsd.cccounty.us	925.313.6252
Mike Roberts		Hercules		
Winston Rhodes		Pinole	wrhodes@ci.pinole.ca.us	510.724.9832
Robert Sarmiento	RS	CCC CD	robert.sarmiento@dcd.cccounty.us	925.674.7822
Chad Smalley		Richmond	chadrick_smalley@ci.richmond.ca.us	510.412.2067
Holly Smyth		Hercules	hsmyth@ci.hercules.ca.us	510.245.6531
Julia Schnell	JS	WestCAT		510.724.3331
Steven Tam		Richmond	steven_tam@ci.richmond.ca.us	510.307.8091
Robert Thompson	RT	WestCAT	rob@westcat.org	510.724.3331
Lina Velasco		Richmond	lina.velasco@ci.richmond.ca.us	510.620.6841
Rita Xavier		San Pablo		
John Xu		Caltrans	Zhougping.xu@dot.ca.gov	510.286.5577
Tawfic Halaby	TMH	Richmond	tawfic_halaby@ci.richmond.ca.us	510.621.1612

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PROJECT INFORMATION

- A. Project Number: 17CC01
- B. Project Title: West Contra Costa County Emissions/Trip Reduction Program
- C. TFCA County Program Manager Funds Allocated: \$316,676.81
- D. TFCA Regional Funds Awarded (if applicable):n/a
- E. Total TFCA Funds Allocated (sum of C and D): \$316,676.81
- F. Total Project Cost: \$494,466.81

G. Project Description:

The 511 Contra Costa (West Contra Costa) Commute Incentive Program is managed by WCCTAC and promotes the use of commute/travel alternatives to individuals who drive alone in the West Contra Costa region. TFCA funds will be used to implement a Countywide Guaranteed Ride Home Program, ridematching, trip reduction and emissions reduction programs through outreach to employers, residents, municipalities and schools in West Contra Costa County and John Swett School Districts.

West Contra Costa County Emissions and Trip Reduction Program:

511 Contra Costa staff will work with employers, employees and the community to encourage clean trips in West Contra Costa County. In coordination with local transit agencies, the program provides information and incentives for transit and transportation services. Outreach will be conducted through community and employer events; targeted mailings, employer/TDM program database e-blasts, and notice of promotions through City and County residential activities, radio, movies, online advertising, Chambers of Commerce, local and community locations and events. Additionally, the 511 Contra Costa and 511.org websites, newsletter and social media platforms will be used to inform West Contra Costa commuters of the programs and services available.

The FY 2016/17 Program activities include:

- Circulate commute promotions to decrease SOV and encourage alternative modes of transportation through incentives, commute challenges and on-site employer and community events. Assistance with the development of and/or maintenance of commute programs and compliance with the Bay Area Commuter Benefits Program and local ordinance requirements.
- Incentives for participating worksites in the form of bicycle racks, corrals, lockers, fix it stations equipment, and EV charging stations at locations available to the public.
- Bike to Work Day, encourage employer participation and interest in Bike to Work Day/Month activities. Promote bicycle repair workshops and bicycle safety to increase bicycle ridership.
- Promote Real-time ridesharing, including Carma and other TNC's. Provide incentives to individuals that use the Carma/carpooling technology for their commute to/from or through

West County. Assist in the marketing and outreach effort to increase the number of carpoolers in West Contra Costa County/ along the I80 corridor.

- Administer a Countywide Guaranteed Ride Home (GRH) Reimbursement Program to encourage the use of carpools, vanpools, transit, walking and biking. Research partnerships with transportation network companies (TNC) to provide GRH reimbursements to their existing rideshare system.
- Continue to improve the new database model that has been developed for the Countywide Guaranteed Ride Home Program. Update the GRH reimbursement model to offer 100% reimbursement of all (6) trips to registrants in the calendar year.
- Partner with SolTrans (Solano Transit) to promote Buy One Get One (BOGO) transit pass incentives to reduce vehicle trips through encouraging commuters to travel to work via express commuter buses from Solano to Contra Costa County. Promote “*Try Transit*” clipper card offer to employees and the community to encourage the use of public transit.
- Work with municipalities/employer sites to gauge interest in electronic charging infrastructure to promote electric vehicle use.
- Countywide Promotions: Text-your-Commute Challenge and development of a 511 Contra Costa commute video.

School Trip Reduction:

- Student Travel Program: 511 Contra Costa Staff will work with the West Contra Costa Unified and John Swett School Districts (as well as the local private and charter schools) to encourage congestion relief at schools by providing incentives to encourage parents to form or join carpools, reduce vehicle idle time and provide school-specific ridematching link for schools in the West Contra Costa region. Infrastructure to include bicycle racks, lockers, skateboard racks to encourage the use of active transportation. Promotion of youth clipper program to create awareness of clipper as transit agencies transition into clipper.
- Student Transit Pass Program: 511 Contra Costa Staff will offer free public passes on WestCAT transit (2- 12 trip passes) or (1) 31-day pass on AC Transit, to encourage students to use public transit as their primary mode of transportation to/from school instead of being driven by parents. Continue WestCAT summer youth pass subsidy program in coordination with Central/East County program.
- College Transit Program: Promote “*Try Transit*” to Community Colleges to encourage students to use public transit as an alternative to reach the Community College campus in West Contra Costa County. The contribution of 511 Contra Costa will be pre-loaded clipper cards with value equivalent to (3) trips.

Project Schedule Start Date: July 2016

Final Report Due Date: No later than June 2018

WCCTAC 2016-17 TDM Budget

FUNDING PROJECT #	TFCA 17CC01	CMAQ 17MTCW	MJ 17MJ17W	Total Project Cost
	\$ 319,676.81	\$ 15,890.00	\$158,900.00	\$ 494,466.81

Purchase Order

Expenditure category

Expenditure category	TFCA	CMAQ	MJ	Total
Salaries/Benefits (4100s)	\$ 241,810.54	\$ 15,890.00	\$ 120,563.43	\$ 378,263.97
Professional Services (43600)	\$ 10,927.43		\$ 13,902.57	\$ 24,830.00
Rent (43900)	\$ 8,509.84		\$ 11,290.00	\$ 19,799.84
Incentives / Marketing (44000)	\$ 54,229.00		\$ 2,500.00	\$ 56,729.00
Travel & Training (44320)	\$ 1,750.00		\$ 1,750.00	\$ 3,500.00
Program Printing (43501)	\$ 950.00		\$ 950.00	\$ 1,900.00
Postage (43502)	\$ 1,000.00		\$ 1,000.00	\$ 2,000.00
Liability Insurance (41911)			\$ 3,944.00	\$ 3,944.00
Program Supplies (43500)	\$ 500.00		\$ -	\$ 500.00
Printing Copier Lease (43520)			\$ 3,000.00	\$ 3,000.00
Project Budget	\$ 319,676.81	\$ 15,890.00	\$ 158,900.00	\$ 494,466.81

TFCA	\$ 319,676.81
CMAQ	\$ 15,890.00
Measure J	\$ 158,900.00
Total	\$ 494,466.81