



# SWAT

Danville • Lafayette • Moraga • Orinda • San Ramon & the County of Contra Costa

## SOUTHWEST AREA TRANSPORTATION COMMITTEE

### MEETING AGENDA

**Monday, March 4, 2024**

**3:00 p.m.**

Town of Moraga,  
Moraga Council Chambers and Community Meeting Room,  
335 Rheem Boulevard.

*Any document provided to a majority of the members of the Southwest Area Transportation Committee (SWAT) regarding any item on this agenda will be made available for public inspection at the meeting and at the San Ramon City Hall, 7000 Bollinger Canyon Road, San Ramon, CA during normal business hours.*

#### **1. CONVENE MEETING/SELF INTRODUCTION**

#### **2. PUBLIC COMMENT**

Members of the public are invited to address the Committee regarding any item that is not listed on the agenda. *(Please complete a speaker card in advance of the meeting and hand it to a member of the staff)*

#### **3. BOARD MEMBER COMMENT**

#### **4. ADMINISTRATIVE ITEMS**

#### **5. CONSENT CALENDAR**

**5.A Approval of Minutes:** SWAT Meeting Minutes of February 5, 2024.

**5.B Approval** of SWAT TAC recommendation to appoint staff to the Contra Costa Transportation Authority Technical Coordinating Committee (TCC) for the term March 4, 2024, through March 4, 2026.

End of Consent Calendar

#### **6. REGULAR AGENDA ITEMS**

**6.A Presentation** Bay Area Rapid Transit (BART), Safe and Clean Plan. By: Kerry Hills, Principal Government & Community Relations Representative, Bay Area Rapid Transit *(Attachment – No Action Required)*

**6.B Presentation** Contra Costa Transportation Authority (CCTA) People-Centered Mobility  
By: Tim Haile, Executive Director of the Contra Costa Transportation Authority.  
(Attachment – No Action Required)

**7. WRITTEN COMMUNICATIONS** (Attachments – Action as determined necessary)

- CCTA Board Meeting Summary – January 17, 2024
- SWAT Meeting summary Report – February 5, 2024
- TRANSPLAN Meeting Summary – February 8, 2024
- Department of Conservation and Development Notice of Public Review & Comment-Draft EIR – February 9, 2024

**8. DISCUSSION** Next Agenda

**9. ADJOURNMENT** The next SWAT meeting will take place on Monday, April 1, 2024 - 3:00 p.m., Town of Moraga, Moraga Council Chambers and Community Meeting Room, 335 Rheem Boulevard

The SWAT Committee will provide reasonable accommodation for persons with disabilities planning to participate in SWAT monthly meetings. Please contact Chris Weeks at least 48 hours before the meeting at (925) 973-2547 or [cweeks@sanramon.ca.gov](mailto:cweeks@sanramon.ca.gov)

Agendas, minutes, and other information regarding this committee can be found at: <https://swatcommittee.org/>

**AGENDA ITEM 5.A**



# SWAT

Danville • Lafayette • Moraga • Orinda • San Ramon & the County of Contra Costa

## SUMMARY MINUTES

**February 5, 2024 – 3:00 p.m.**

City of Orinda, City Hall  
Sarge Littlehale Community Room  
22 Orinda Way, Orinda, CA

**Committee members present:** Darlene Gee, City of Orinda (Chair); Renata Sos, Town of Moraga (Vice Chair); Susan Candell, City of Lafayette; Scott Perkins, City of San Ramon; Jennifer Quallick, Contra Costa County; Renee Morgan, Town of Danville

**Committee members absent:** Teresa Gerringer, City of Lafayette; Candace Andersen, Contra Costa County; Karen Stepper, Town of Danville

**Staff members present:** Sivakumar Natarajan, City of Orinda; Darlene Amaral, City of San Ramon/SWAT TDM; Chris Weeks, City of San Ramon; Adam Cleary, Town of Danville; Patrick Golier, City of Lafayette; Shawn Knapp, Town of Moraga

### Others present:

1. **CONVENE MEETING/SELF INTRODUCTIONS:** Meeting called to order by Chair Gee at 3:00 p.m.
2. **PUBLIC COMMENT**
3. **BOARD MEMBER COMMENT**
4. **ADMINISTRATIVE ITEMS**
5. **CONSENT CALENDAR:**
  - 5.A **Approval** of Minutes: SWAT Meeting of December 4, 2023
  - 5.B **Approval** of SWAT TAC recommendation to appoint staff to the Contra Costa Transportation Authority Countywide Bicycle and Pedestrian Advisory Committee (CBPAC) for the term January 1, 2024, through December 31, 2025.

**ACTION: APPROVED** – Perkins/Sos/unanimous  
End of Consent Calendar

6. **REGULAR AGENDA ITEMS:**

- 6.A Election** of 2024 SWAT Chair and SWAT Vice Chair for one-year term effective January 31, 2024, through January 31, 2025 –

SWAT appointed Town of Moraga representative, Renata Sos, as SWAT Chair and City of San Ramon representative, Scott Perkins, as SWAT Vice Chair for 2024.

**ACTION: APPOINTED** Gee/Candell/unanimous

- 6.B Appoint** San Ramon Valley (SRV) SWAT representative and alternate to Contra Costa Transportation Authority for a two-term effective January 31, 2024, through January 31, 2026

SWAT appointed San Ramon SWAT representative Scott Perkins as the primary representative to CCTA and the Danville SWAT representative Karen Stepper as the alternate representative.

**ACTION: APPOINTED** Sos/Gee/unanimous

7. **WRITTEN COMMUNICATIONS:** The following written communication items were made available:

- SWAT Annual Report FY 2022-2023
- TRANSPAC Board Meeting Summary – October 12, 2023
- TRANSPAC Board Meeting Summary – November 9, 2023
- CCTA Board Meeting Summary – November 15, 2023
- SWAT Meeting Summary – December 4, 2023
- TRANSPAC Meeting Summary – December 14, 2023
- TRANSPLAN Meeting Summary – December 14, 2023
- CCTA Board Meeting Summary – December 20, 2023
- WCCTAC TDM 2.0 Board Staff Report and Letter, January 26, 2024

**ACTION:** Informational Items Only – No action required

8. **DISCUSSION:** Next Agenda

9. **ADJOURNMENT:** to Monday, March 4, 2024, at 3:00 p.m.– Town of Moraga, Moraga Council Chambers and Community Meeting Room, 335 Rheem Boulevard

**ACTION:** Meeting adjourned by Chair Sos at 3:25 p.m.

**Staff Contact:**

Chris Weeks, SWAT Administrator  
City of San Ramon  
P (925) 973-2547  
Email address: [cweeks@sanramon.ca.gov](mailto:cweeks@sanramon.ca.gov)

**AGENDA ITEM 5.B**



# SWAT

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Danville • Lafayette • Moraga • Orinda • San Ramon & the County of Contra Costa

**DATE:** March 4, 2024

**TO:** Southwest Area Transportation Committee (SWAT)

**FROM:** SWAT Technical Advisory Committee (TAC)

**SUBJECT:** Recommendation of Primary Representatives and Alternate Representatives to the Contra Costa Transportation Authority Technical Coordinating Committee

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## BACKGROUND

At the July 10, 2022 SWAT meeting, SWAT appointed staff to the Technical Coordinating Committee (TCC). At the request of the Contra Costa Transportation Authority the SWAT TAC recommends the re-appointment of the following staff members from the SWAT sub-region Chris Weeks, Shawn Knapp, and Patrick Golier, to the Authority's TCC for the current two-year term through March 4, 2026.

	<b>Primary Representative</b>	<b>Alternate Representative</b>
Planning:	Chris Weeks, San Ramon	Vacant
Engineering:	Shawn Knapp, Moraga	Vacant
Transportation:	Andy Dillard, Danville	Patrick Golier, Lafayette

## RECOMMENDATION

The SWAT TAC recommends SWAT approve three Primary Representatives and one Alternate Representative to serve on the CCTA TCC for a new term running through March 4, 2026.

### Staff Contact:

Chris Weeks, SWAT Administrator  
Phone: (925) 973-2547  
Email: [cweeks@sanramon.ca.gov](mailto:cweeks@sanramon.ca.gov)

**AGENDA ITEM 6.A**





# Moving BART Forward

Southwest Area Transportation Committee, TAC

February 21, 2024



# BART's Safe and Clean Plan

BART launched its Safe and Clean Plan this fall, to enhance the rider experience by committing to rider safety, cleanliness, and better night and weekend service.

Who we are doing this for:

- 31% of BART riders live in households with income under \$50,000.
- 44% of BART riders do not have a vehicle.
- 67% of BART riders identify as non-white.



# Commitment to Service Reliability



- New schedule relies less on traditional commute riders.
- Encourages leisure and other non-work trips by increasing night and weekend service.
- Running only new Fleet of the Future trains as base schedule.
- No rider will wait more than 20 minutes, Yellow line waits are even shorter.
- Canceled trips have been nearly eliminated.
- Customer on-time performance has improved to 93%.

# Commitment to a Clean Ride



- Doubling the rate of deep cleaning on train cars.
- Adding nearly 66% more dedicated crews working to keep stations clean.
- Staffing restrooms at high-volume stations with attendants to guarantee cleanliness and safety.

⚠ *Report a biohazard on the BART app or through **[bart.gov/biohazard](https://bart.gov/biohazard)**.*

# Commitment to Safety and Security



- Doubling BART Police presence systemwide and ensuring officers are riding trains to increase visibility and keep riders safe.
- Increased patrols help deter crime, aid in apprehending suspects, and enforcement of BART Code of Conduct.
- Running shorter trains to enhance safety.
- Number of trains delayed by unwanted behavior dropped by nearly 40% from May to October.

# Commitment to Progressive Policing

The Progressive Policing Bureau connected 188 people with services from July through September 2023.

## Crisis Intervention Specialists

- Background in social work and provide outreach to people in crisis struggling with homelessness, mental health, and substance abuse.



## Ambassadors

- Unarmed personnel trained in de-escalation, equipped with masks, Narcan, and a police radio.

A report to MTC on the effectiveness of Progressive Policing programs is required for BART to receive state and regional operations funding.





# Commitment to New Fare Gates

Antioch Station is included in the next phase of deployment in Summer 2024.

- Other stations include: Civic Center, Montgomery, Powell, 24th Street, SFO, Fruitvale, and Richmond.
- Gates are taller and stronger to deter fare evasion.
- Improve accessibility and reliability with modern equipment and advanced sensors.
- BART is committed to robust outreach to community groups, local businesses, and riders in the coming months.
- Systemwide installation of 700+ new fare gates by the end of 2025.
- Project completion is required for BART to receive state and regional operations funding.

# Commitment to Equity: Clipper START



- Clipper START is a pilot program to provide discounts to eligible riders.
- Riders are eligible if household income is under 200% of the federal poverty level (a four-person household must earn under \$60,000).
- BART expanded our discount to 50% this year.
- Apply online at [www.clipperstartcard.com](http://www.clipperstartcard.com).



# Clipper BayPass is the Bay Area's first unlimited regional transit pass



For rides on all **bus, rail and ferry** services in the Bay Area

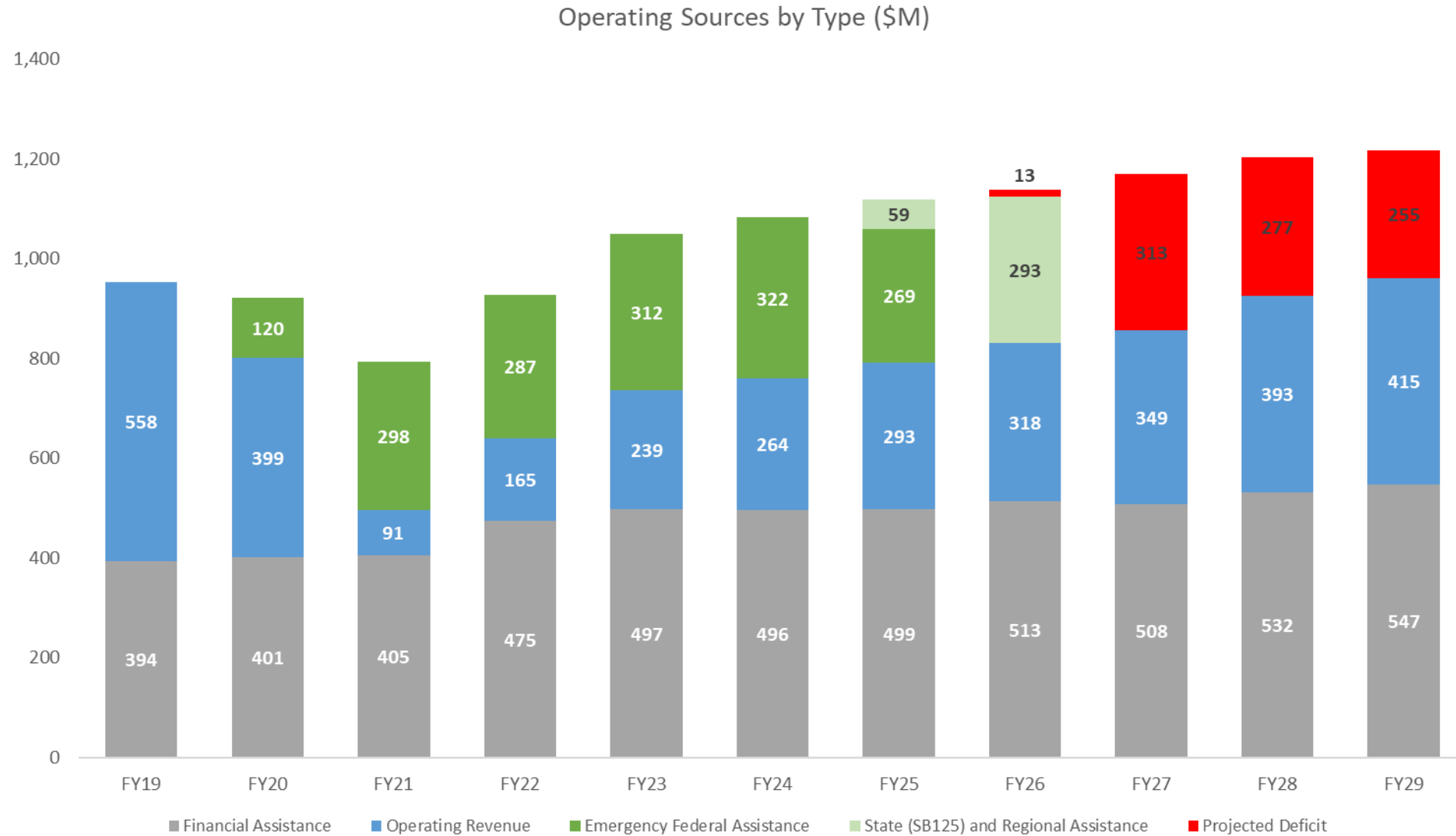


**MTC and BART are inviting 10 employers to participate in a 2-year pilot for unlimited travel.**

**Complete the interest form for more information** at [www.clipperbaypass.com](http://www.clipperbaypass.com) or email [ClipperBayPass@bart.gov](mailto:ClipperBayPass@bart.gov).

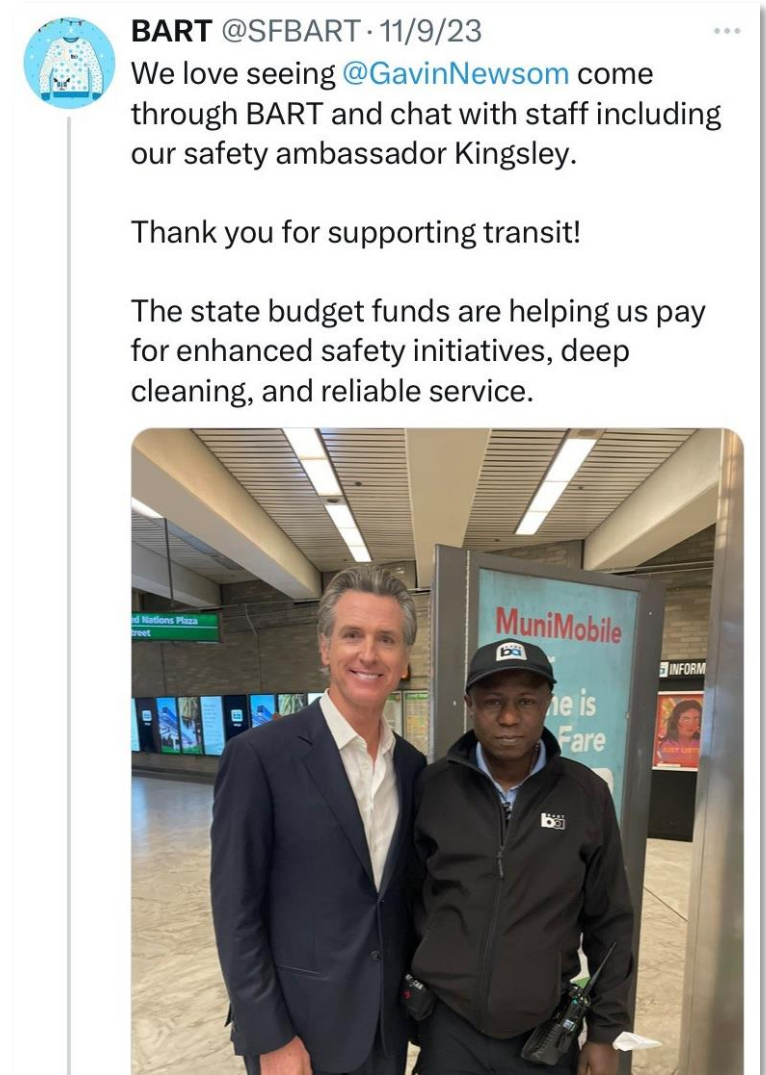


# BART's Financial Outlook



# Long-term Reliable Funding Needed

- The Metropolitan Transportation Commission approved an enabling legislation framework for a regional transportation measure in January 2024.
- Senator Wiener introduced Senate Bill (SB) 925 which will be a vehicle to enable the measure.
- Revenue options:
  - MTC is proposing a menu of options.
  - Transit advocates have urged \$2B annually for transformational investment.



# Contact Information

## **Kerry Hillis**

Principal Government and Community Relations Representative

[Khillis@BART.gov](mailto:Khillis@BART.gov)

(510) 724-7492



**AGENDA ITEM 6.B**



CONTRA COSTA  
transportation  
authority

# People-Centered Mobility

FEBRUARY 2023

Presented by

Tim Haile

Contra Costa Transportation Authority



transportation  
authority



# Outline

- The Partnership
- People Centered Mobility
- TDM 2.0



# Measure J Local Sales Tax Funds Background

Approved in November 2004 with a 71% vote

**\$2.5B**

Invested through  
2034

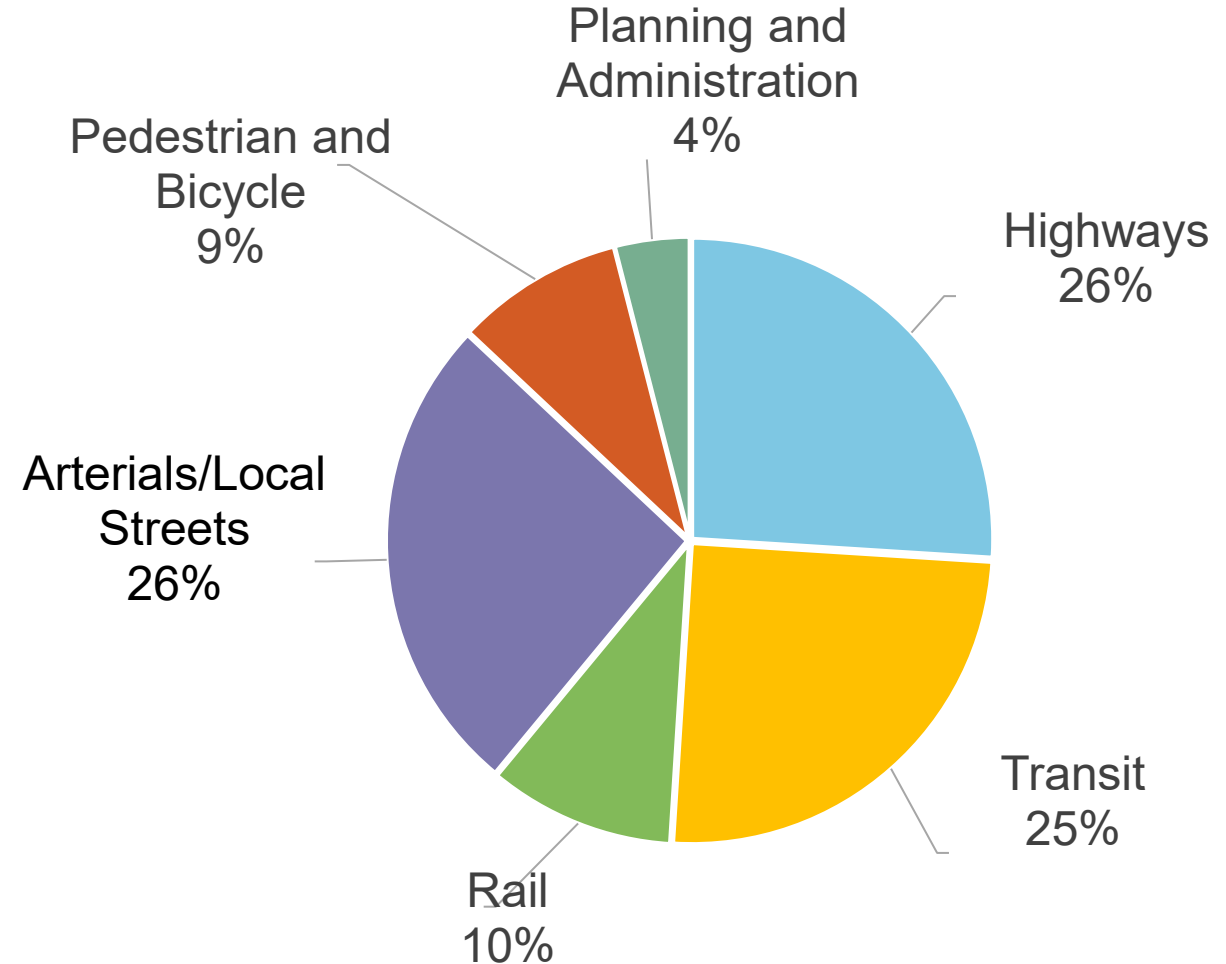
**58%**

Funding to  
Transportation  
Programs

**42%**

Funding to  
Transportation  
Capital Projects

## Measure J Investments





58%

## Transportation Programs

Priority to Encourage Mode Shift



- **Transit:** Bus services, express buses, paratransit, ferry service, and safe transportation for children
- **Pedestrian, Bicycle & Trail Facilities and Transportation for Livable Communities**
- **Commute Alternatives**
- **Local streets maintenance** and improvements

42%

## Capital Projects

Accelerated  
project delivery



- **Mega Capital Projects such as:**
  - Caldecott Tunnel
  - Highway 4 widening
  - Bay Area Rapid Transit (BART) extension to Antioch
  - Interstate 680 (I-680)/State Route 4 (SR4) Interchange Improvements
- **Almost all major Measure J capital projects under construction or completed**
- **93% of Measure J funds (capital projects) expended**

# Measure J Project Delivery – Southwest Co. County



- 1001 CCTA, Caldecott Tunnel Fourth Bore, 2019
- 24010 Lafayette, Olympic Blvd/Reliez Station Rd, 2017
- 24011 Lafayette, Downtown Corridors Traffic Improvements, 2019
- 24015 Moraga, Rheem Blvd Landslide Repair & Repaving, 2017
- 24017 Orinda, Camino Pablo Pavement Rehabilitation, 2016
- 24018 Orinda, Ivy Drive Pavement Rehabilitation – Phase 2, 2017
- 24020 CC County, Camino Tasajera Bike Lane Completion, 2019
- 24021 San Ramon, Alameda Boulevard Pavement Rehabilitation, 2015
- 24022 San Ramon, Crow Canyon Rd Pavement Rehabilitation, 2020
- 10003-02 BART Electronic Bicycle Facilities – Southwest County Stations, 2016
- 10003-06 Orinda BART Downtown Access Ramp and Lighting, 2018
- 10003-07 Lafayette Station Site Improvements, 2019



# BENEFITS OF MEASURE J

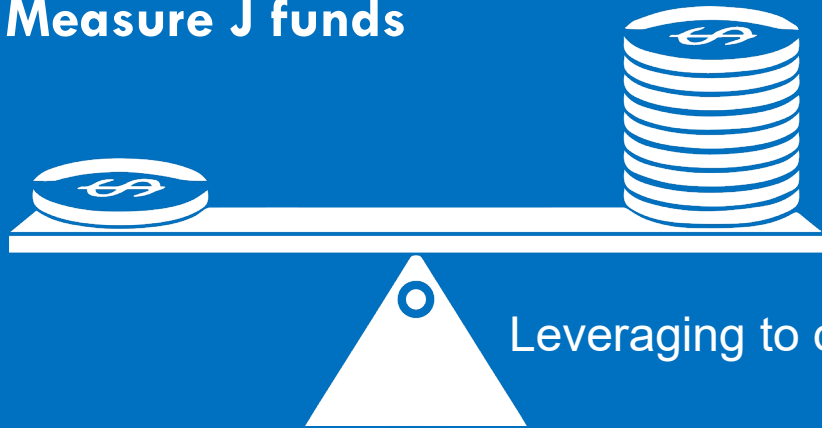
## Benefits of Measure J

**\$1.7B**

federal, state,  
and other funds

**\$700 M**

Measure J funds



Leveraging to date

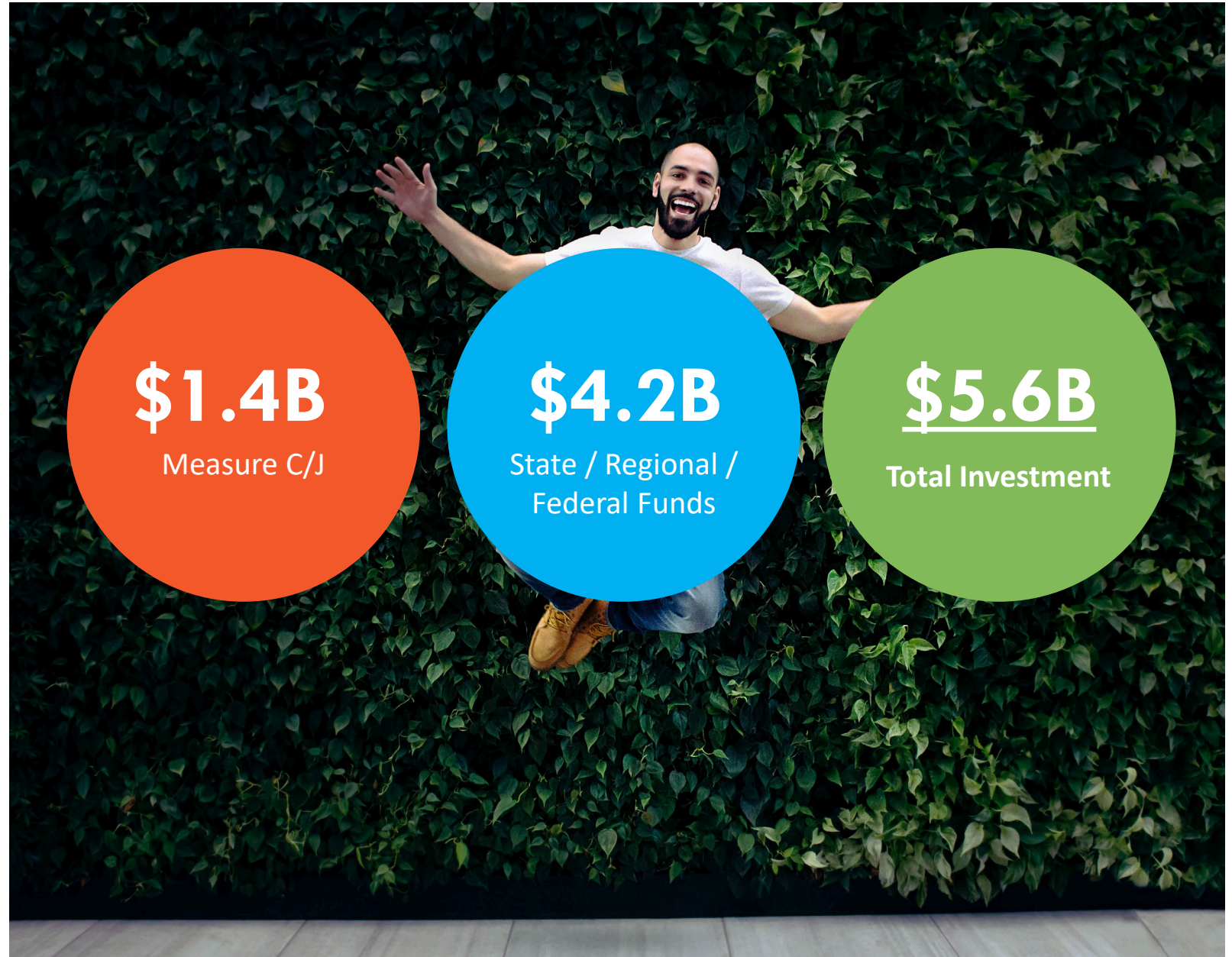
- Improved travel time, safety, and access
- Mode shift
- Improved transit service

**Value of Time Savings:  
\$59 million annually**

# Leverage Local Funding

# 3:1

LEVERAGING RATIO



# Benefits of Measure J

**\$313M**

Invested by end  
of FY 2021



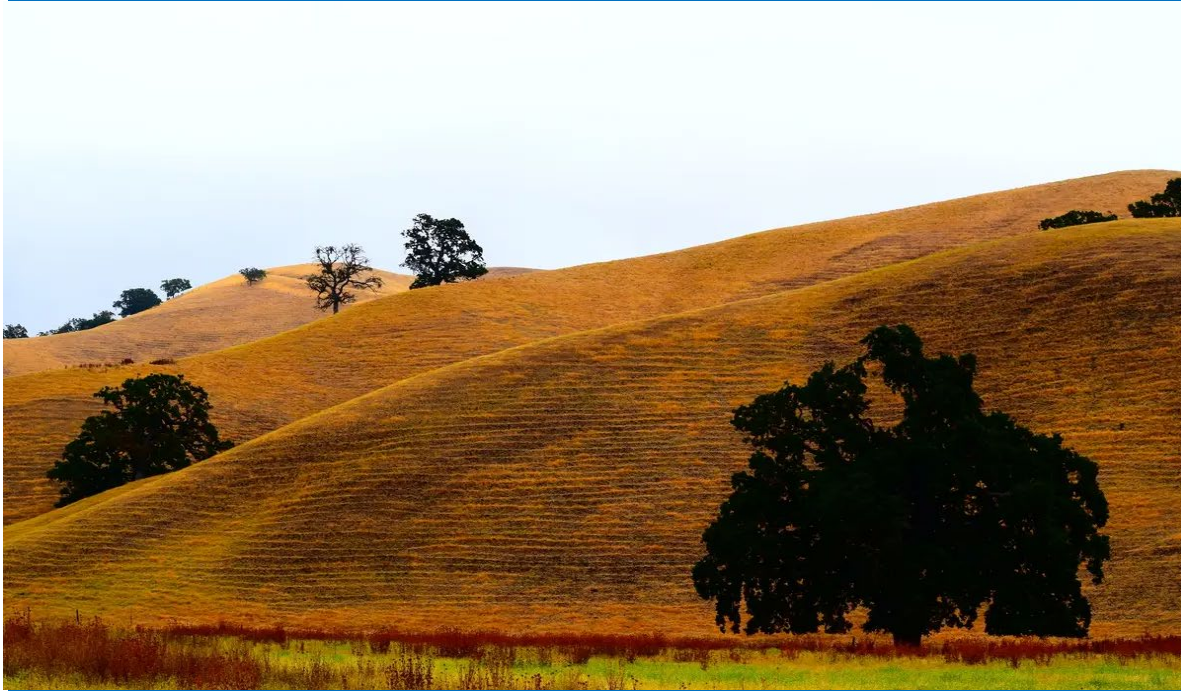
## Funding toward **local streets**:

- \$200 million invested to improve Pavement Condition Index (PCI)
- \$60 million invested to improve safety and smooth traffic flow
- \$53 million invested to complete 85 pedestrian and bicycle projects

# Benefits of Measure J

**384**  
Sq. Miles  
protected through  
urban limit line

**\$338M**  
in Developer  
Fees



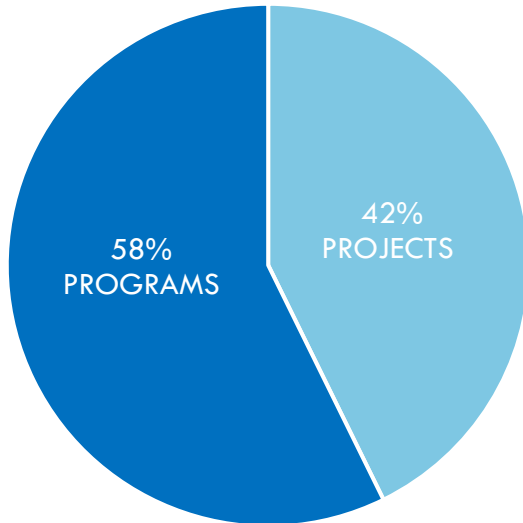
## Growth Management Program

- Protects agricultural land/open space
- Helps ensure developments are paying their fare share



# Measure J Programs

**\$1.4B**



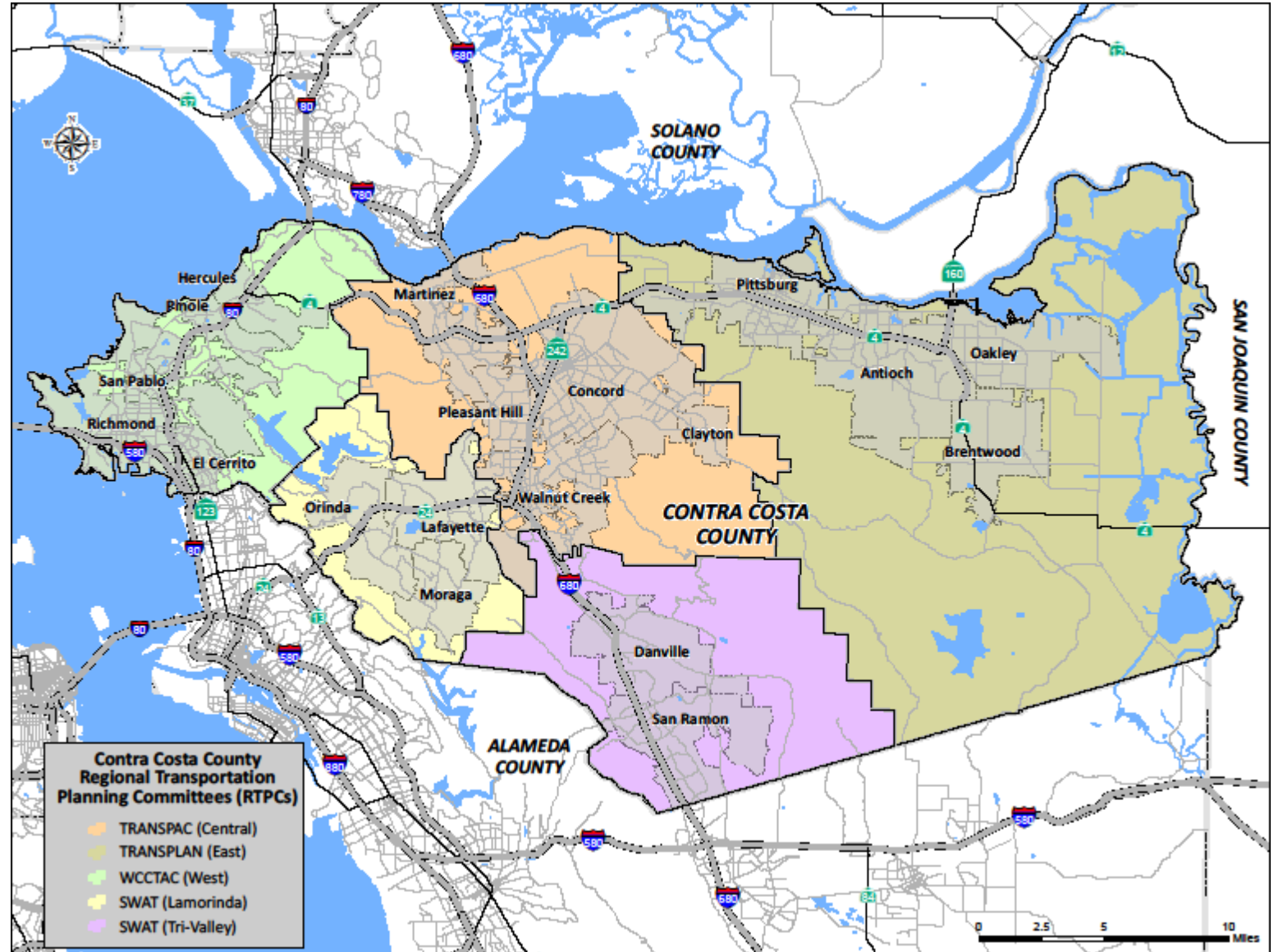
<b>Measure J</b>	<b>Allocated as of June 30, 2021 (x1,000)</b>	<b>Projected Total Funding thru end of Measure J (x1,000)</b>	<b>% allocated</b>
Local Streets Maintenance and Improvements	\$ 200,162	\$ 519,926	38.5%
Bus Service	\$ 81,907	\$ 216,330	42.5%
Transportation for Seniors & People w/ Disabilities	\$ 50,651	\$ 159,155	31.8%
Express Bus	\$ 41,717	\$ 111,284	37.4%
Safe Transportation for Children	\$ 39,682	\$ 117,624	33.7%
Ferry Service	\$ 7,315	\$ 58,229	12.5%
Commute Alternatives	\$ 9,343	\$ 25,880	36.1%
Subregional Transportation Needs	\$ 11,440	\$ 34,808	32.9%
Transportation for Livable Communities*	\$ 23,888	\$ 102,448	23.3%
Pedestrian, Bicycle and Trail Facilities*	\$ 9,456	\$ 39,855	23.7%
	<b>\$475,560</b>	<b>\$ 1,385,544</b>	<b>34.3%</b>

\* Shows amount spent (not allocated)



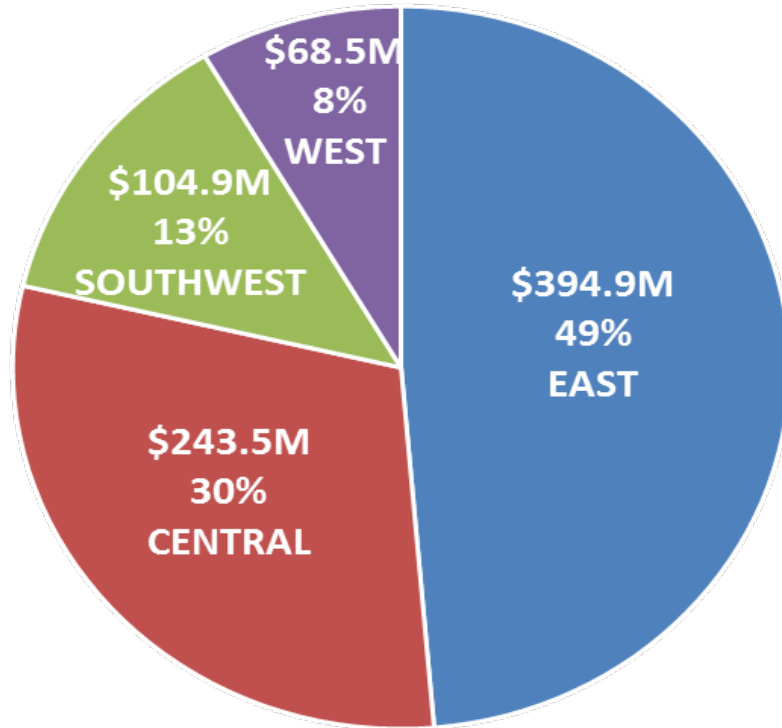
# REGIONAL TRANSPORTATION PLANNING COMMITTEES

- Measure C (1988) required all jurisdictions to participate in a cooperative multi-jurisdictional planning process, requires jurisdictions to jointly determine the appropriate measures and programs for mitigation of regional traffic impacts, and implement an Action Plan for Routes of Regional Significance.

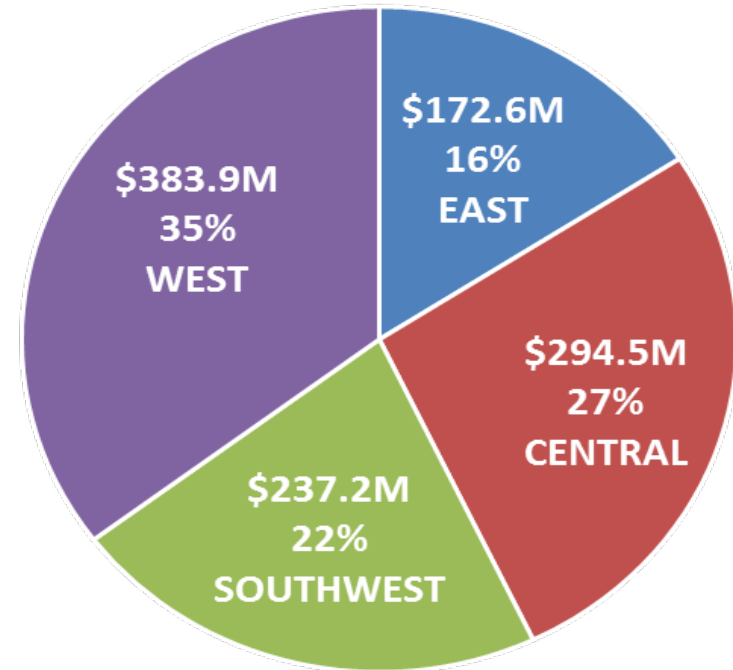


# Building the Foundation Together

**Capital Projects in Measure J  
Expenditure Plan  
by Subregion**



**Programs in Measure J  
Expenditure Plan  
by Subregion**



# RTPCs Appointments

- CCTA Board - Two representatives by each RTPC
- Technical Coordinating Committee - Three representative by each RTPC
- Countywide Bicycle and Pedestrian Advisory Committee



## ❑ Roles related to specific Measure J categories

- **Review and approve** – BART Category (Program 10) and PBTF Category (Program 13) - EBRPD only maintenance projects
- **Identify and recommend projects** – Subregional Needs (Program 28), TLC (Program 12), Commute Alternatives (Program 17), Additional Bus Service Enhancement (Program 19), Safe Transportation for Children (Program 21), Additional PBTF – West County (Program 26b), Additional Funding for Livable Communities – West County (Program 25b)
- **Establish subregional guidelines** for Additional Bus Service Enhancement (Program 19) and Additional Transportation Services for Seniors and People with Disabilities (Program 20) and determine if uses meet guidelines



# Supporting the Growth and Planning of Contra Costa

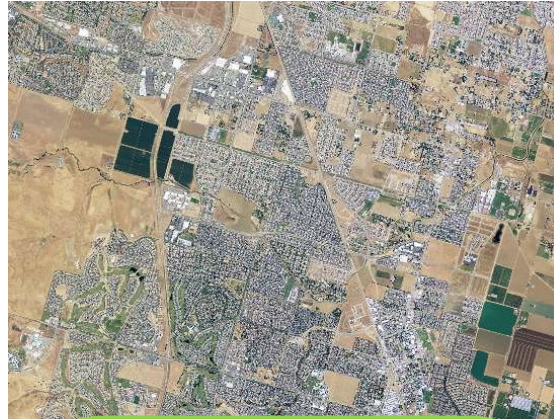
- **Adopt a Growth Management Program** - The Authority will refine its model Growth Management Element and administrative procedures **in consultation with the RTPCs** to reflect the revised GMP.
- **Adopt a Development Mitigation Program** - **Each RTPC shall develop** the regional development mitigation program for its region taking account of planned and forecast growth and the Multimodal Transportation Service Objectives and actions to achieve them established in the Action Plans for Routes of Regional Significance.
- **Participate in an Ongoing Cooperative, Multi Jurisdictional Planning Process** – Each jurisdiction shall participate in an ongoing process and other jurisdictions and agencies, **the RTPCs** and the Authority to create a balanced, safe, and efficient transportation system and manage the impacts of growth.

# People-Centered Mobility





# Changing Transportation Landscape: Challenges



**Population Growth  
(25% by 2050)**



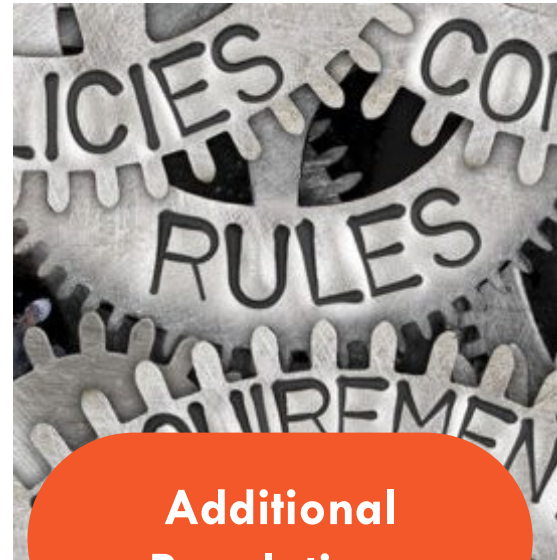
**Increased  
Congestion**



**Limited Funding for  
Infrastructure  
Expansion**



**Address climate  
and equity goals**

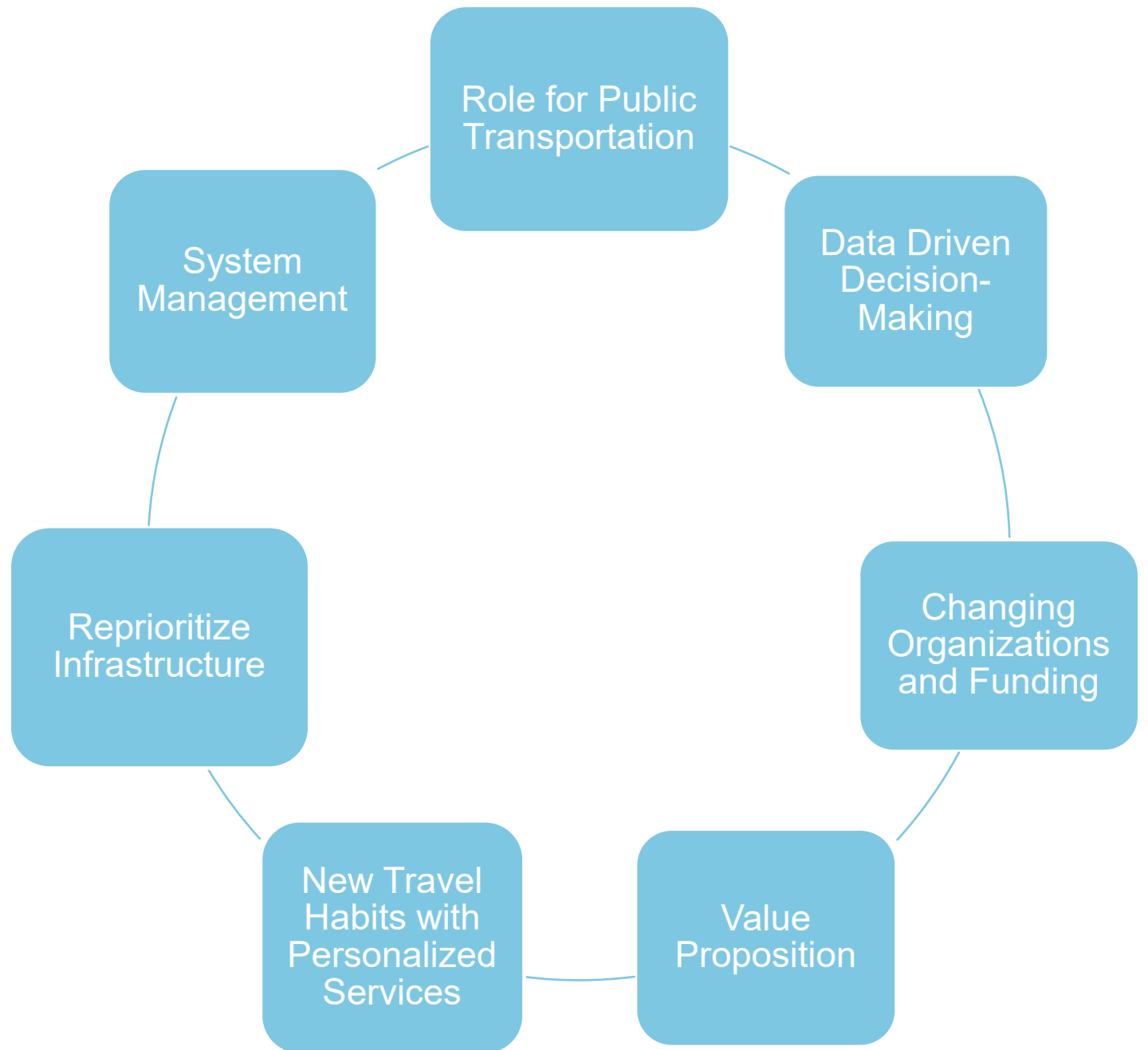


**Additional  
Regulations**



**Transit Fiscal  
Cliff**

# Supporting a New Future



# THE CONCEPT



# Goals, Objectives, Performance Measures

	Goal	Performance Measures
1	<b>Safety</b>	<ul style="list-style-type: none"><li>• Improve collision hot spots</li><li>• Decrease volume and severity of collisions</li><li>• Implement high quality bicycle, pedestrian, and transit facilities</li></ul>
2	<b>Mobility</b>	<ul style="list-style-type: none"><li>• Increase non-SOV mode share</li><li>• Increase in measured active transportation and transit trips</li><li>• Improve transit travel time reliability</li></ul>
3	<b>Economic Vitality</b>	<ul style="list-style-type: none"><li>• Improve freight travel</li><li>• Improve total freight throughput</li><li>• Improve multimodal access to key destinations</li></ul>
4	<b>Social Equity</b>	<ul style="list-style-type: none"><li>• Invest in non-SOV projects that benefit designated disadvantaged communities</li><li>• Invest in projects prioritized using public input</li><li>• Invest in PBA 2050 Priority Development Areas</li></ul>
5	<b>Efficient Land Use</b>	<ul style="list-style-type: none"><li>• Improve active transportation and transit access in higher density employment and population areas, infill development, TPAs, PDAs, and TOD zones</li><li>• Support solutions that reduce parking needs and leverage parking management strategies</li></ul>
6	<b>Efficient Technology Use</b>	<ul style="list-style-type: none"><li>• Support strategies with high project readiness, addressed pre-construction needs, and secured funding</li><li>• Support TDM and noncapital strategies, or leverage design exceptions to pilot new concepts</li></ul>
7	<b>Air Quality, Health, and Sustainability</b>	<ul style="list-style-type: none"><li>• Reduce GHG emissions</li><li>• Improve access and use of alternative energy infrastructure</li><li>• Close gaps in the bicycle and pedestrian networks</li></ul>

# Digital Road Manager

Moving toward digital infrastructure in an evolutionary process

## Principles

Using data and information for safe, smooth, and sustainable mobility for all road users. Covering investments, maintenance and operation of the road network.

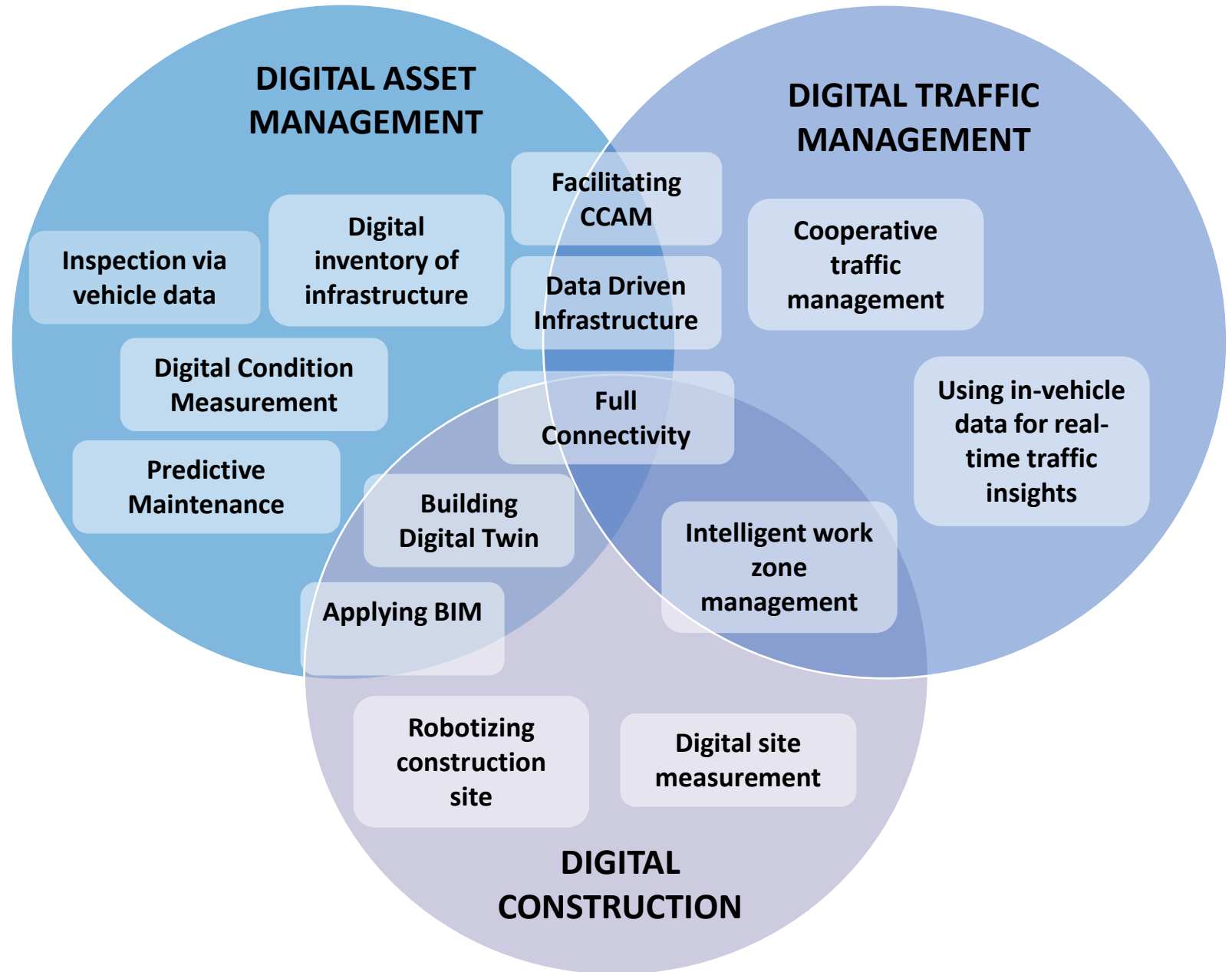
MORE EFFICIENT

ANTICIPATING SOCIETAL + TECHNOLOGICAL TRENDS

RENEW CCTA ROLE + OFFERED SERVICES



# Three Main Domains





CONTRA COSTA  
transportation  
authority

# TDM 2.0 TFCA Policy



# What Is Transportation Demand Management (TDM)?



TDM is the application of strategies or initiatives to reduce travel demand, greenhouse gas (GHG) emissions, and Vehicle Miles Travelled (VMT) through the reduction of single-occupancy vehicle use.

TDM is a strategic priority of CCTA.



# 511 Contra Costa

*511 Contra Costa is a countywide TDM program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone.*

- CCTA's TDM programs are currently operated under the 511 Contra Costa brand using both TFCA and Measure J funds
- CCTA is the oversight agency funding the TDM program
- Three subregional offices
  - Central and East County: oversight by CCTA, delivered by AMG under contract
  - West County: Staff and oversight provided by WCCTAC
  - Southwest County: Staff and oversight provided by City of San Ramon and SWAT
- Each office operates both countywide and subregional **incentive programs** and **behavior change campaigns** for residents and the workforce
- 511 Contra Costa presents itself and is viewed by residents as a single countywide brand with seamless access to programs and resources.
- The CCTA office manages and funds the customer-facing and foundational elements of the program including website, social media, newsletter, customer service, e-mail, and phone systems



# Funding Sources for 511 Contra Costa

	Measure J Program 17	Transportation Fund for Clean Air (TFCA) 40% Funds
Revenue Source	One percent (1%) of the Measure J annual revenue	40% of the \$4 surcharge on motor vehicles registration fees
Policy/Purpose	Commute Alternatives: Provide and promote alternatives to commuting in single-occupant vehicles, including carpools, vanpools and transit.	<ul style="list-style-type: none"> <li>• GHG and criteria air pollutant reductions from mobile sources</li> <li>• Need to comply with the 40% Fund Expenditure Plan Guidance and Policy</li> </ul>
Funding level	~\$1M (FY23-24)	~\$1.7M (FY24-25)

- CCTA's current TFCA practice is to annually allocate funds by a population and jobs formula to the four RTPCs
  - Central County: CCTA for TRANSPAC
  - East County: CCTA for TRANSPLAN
  - West County: WCCTAC
  - Southwest County: SWAT
- Funds pay for TDM programs along with staff and overhead to operate them

# Existing Program Activities

	Program	Managed By	Funded By	Fund Source
<b>Countywide</b> Managed & Funded by Single Office	511 Contra Costa Brand: website, social media, eNewsletter	CCTA	CCTA	TFCA/MJ17
	Drive Less Incentive	CCTA	CCTA	TFCA
	Winter Walk Challenge	CCTA	CCTA	TFCA
	Discover & Go	CCTA	CCTA	TFCA
	SchoolPool Youth Carpool	CCTA	CCTA	TFCA
	Vanpool Driver & Rider Incentives	SWAT	SWAT	TFCA
	Guaranteed Ride Home: Commuter & College	WCCTAC	WCCTAC	TFCA
	Secure Your Cycle	WCCTAC	WCCTAC	TFCA
	Try Transit: Commuter & College	WCCTAC	WCCTAC	TFCA
<b>Countywide</b> Managed by Single Office & Funded by All	Summer Bike Challenge	CCTA	CCTA/SWAT/WCCTAC	TFCA
	Summer Youth Pass	CCTA	CCTA/SWAT/WCCTAC	TFCA
	Pass2Class Free Student Transit	CCTA	CCTA/SWAT/WCCTAC	TFCA
	E-bike Rebates	CCTA	CCTA/SWAT/WCCTAC	MJ17
	Bike to Work Day	Rotates Annually	CCTA/SWAT/WCCTAC	TFCA
	BOGO/Take 10 Free Transit Rides	CCTA/WCCTAC	CCTA/WCCTAC	TFCA
<b>Sub-Regional</b>	Street Smarts Diablo Youth bike-ped safety	CCTA	CCTA	TFCA/MJ21A
	Lamorinda and TRAFFIX School Bus Program	SWAT	SWAT	TFCA
	Personalized Commute Planning	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA
	Bike Locker and Rack Program	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	MJ17
	Employer Outreach Program & Green Business	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA/MJ17
	Community Outreach Programs	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA/MJ17
	Electric Vehicle Charging Infrastructure	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA/MJ17
	Agency-specific Transit Programs	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA
	Corridor-specific Rideshare Programs	CCTA/SWAT/WCCTAC	CCTA/SWAT/WCCTAC	TFCA

# Peer Comparison: TFCA Policy and Projects

County	Process	Funded Project Types (recent 5 years)	TDM funded by TFCA?
Alameda	30%: Programmed to transit-related projects 70%: Distributed by population	All types (except for EV and telecommuting)	\$350k to countywide TDM (incl. GRH)
Napa	Call for projects	Bicycle and Pedestrian Improvements, EV Charging Stations	No
San Francisco	Priority project types	Bicycle and Pedestrian Improvements, Transit Priority Projects, Traffic Calming, TDM, Shuttle Services, Alternative Fuel Vehicles and Infrastructure	Not currently funded
San Mateo	Collaborative process with SamTrans and Commute.org	All types (except for EV and telecommuting)	\$600k to countywide TDM
Santa Clara	Call for projects with scoring criteria	All types (except for telecommuting)	GRH \$116k (2 years) No other TDM

## Eligible TFCA Project Types:

- Bicycle and Pedestrian projects: infrastructure projects, bike parking, bike share.
- Ridesharing Services: carpool, vanpool, financial incentive for transit or rideshare, and GRH
- First- and Last-Mile Connections
- Vehicle-based projects
- Telecommuting
- Arterial management (signal timing) – not currently eligible

# Existing Program Benefits & Values

- 511 Contra Costa has countywide reach and robust promotion channels, including **28,000+ monthly newsletter subscribers** and 7,000+ social media followers
- 511 Contra Costa's TFCFA funded programs **exceed Air District's cost effectiveness** criteria annually
- Popular, family-friendly programs and events draw thousands of participants
- Countywide, in-person, outreach conducted at 30-40 community and employer events every year
- Programs promote bike-ped safety and build life-long habits
- Participation by diverse audience of commuters, youth, seniors, and businesses
- Employer assistance with Bay Area Commuter Benefit Program compliance
- Provide jurisdictional support:
  - TDM ordinances/Measure J GMP Compliance Checklist
  - Implement TDM measures in subregional Action Plans
  - Fulfill TDM priorities of the RTPCs
  - Support and implementation of TDM elements of Sustainable Communities Strategies

# Existing Program Challenges and Future Improvements

- CCTA dedicates all Measure J Program 17 and TFCA funds to one project type  
*May not serve the diverse transportation needs and the goals of each program.*
- No Contra Costa TFCA policy  
*The current practice may be out of sync with the Air District's current guidance and policy.*
- Lack of comprehensive review and reform of the current TDM activities  
*Innovate and modernize the program to meet the changing travel needs.*
- Some of the current TDM activities are becoming more difficult to qualify for TFCA 40% funds. TFCA funds are restrictive in both their use and timeframe.  
*Review the activities and continue the most effective ones.*
- Current practice heavily relies on self-reporting data on trip and VMT reduction.  
*Introduce new KPIs and tracking process to maximize measurable VMT and emission reductions.*

# Goals & Objectives of TDM 2.0



# TDM 2.0

*A more robust and relevant TDM program - branded as TDM 2.0*

## Goals and Objectives Driving Program Changes

- Countywide implementation
- Program aligns with the Authority's strategic position and incorporates ongoing performance measures for VMT and emission reductions.
- Continue to meet or exceed TFCA cost effectiveness requirements
- Address changes in commute landscape post-Covid
- Incorporate emerging technologies in programs
- Gain operational efficiencies in funding spent
- Encourage benefits to equity priority communities
- Data-driven decision making





## Steps to TDM 2.0

- Step 1a – FY 24-25: Existing TDM Program Improvements
- Step 1b – FY 24-25: New Contra Costa TFCA Policy
- Step 2 – FY 25-26: TDM Strategic Plan
- Step 3 – FY 26-27: TDM 2.0 Implementation

# Step 1 a: Existing TDM Program Improvements

- Evaluate and modify existing programs to focus on projects with the best measurable benefits
  - Encourage the use of high-quality verifiable data (verified and empirical data v. self-reported trips)
  - Performance-based evaluation and increase return on investment. The most cost effective TDM activities will continue to be funded with TFCA 40% funds
  - Encourage benefits to equity communities
- Continue to comply with TDM ordinance with the support from Measure J Program 17 funding
- Maximize public awareness of the TDM program and the Measure J success. Capitalize on 511 Contra Costa's existing and growing public following to communicate CCTA priorities, initiatives, and successes
- Strengthen the connection between TDM and larger capital projects
- Simplify and improve customer experience by consolidating multiple existing single-mode incentive programs into one universal 'Drive Less' incentive

# Step 1 a: Existing TDM Program Improvements (continued)

- Operate two existing programs separately:
  - Street Smarts Diablo youth bike-ped safety program: funded by OBAG grant for four years
  - TRAFFIX and Lamorinda School Bus Programs: continue to be supported by Measure J and potential new sources secured by the sponsor agencies



# Step 1 b: New TFCA Policy

*Board Authority-approved policy for allocating the TFCA 40% Fund*

**Geographic Equity:** all four subregions will continue to receive the same proportional benefits distributed by the job-housing formula

- Countywide programs will be funded from the TFCA county total. Remaining funds will be allocated to subregional projects, maintaining the current distribution by the job-housing formula.
- Project sponsors can implement either countywide or subregional programs and projects.
- Subregional program and project recommendations shall be made by each subregion for consideration and approved by the Authority.
- CCTA will continue to manage and fund the 511 Contra Costa entity and brand. The entity will leverage its existing countywide reach and robust promotional channels to provide marketing support for both Measure J TDM programs and sponsored TFCA projects.

# Step 1 b: New TFCA Policy (continued)

*Board Authority-approved policy for allocating the TFCA 40% Fund starting in FY24/25*

## **Eligible TFCA Project Types** (Transportation Control Measures in Bay Area Clean Air Plan)

- **Bicycle and Pedestrian Projects:** infrastructure projects, bike parking, bike share.
- **Ridesharing Services:** carpool, vanpool, or other rideshare services, financial subsidy/incentive for transit or rideshare, and Guaranteed Ride Home.
- **First- and Last-Mile Connections:** transit services providing short-distance connections between mass transit and commercial hubs or employment centers.
- **Vehicle- and Fuel-based Projects:** alternative fuel vehicles (including trucks and buses), alternative fuel infrastructure.
- **Telecommuting:** Implementation of demonstration projects in telecommuting.

## **Eligible Fund Recipients**

- **Public agencies,** including cities, county, transit agencies, RTPCs and CCTA are eligible to apply for all project categories.
- Other agencies may work directly with the eligible project sponsors to submit projects.

# Examples of Countywide and Subregional Projects

## Countywide Projects

- CCTA: Countywide Mobility on Demand (MOD) app
- CCTA: Tag On for Free Coffee on Spare the Air Days
- WCCTAC: Guaranteed Ride Home program
- SWAT: Vanpool program

## Subregional Projects

- SWAT: TRAFFIX and Lamorinda School Bus Programs
- Ferry ridership initiatives to promote Richmond service. The Initiatives will highlight the many benefits of ferry services, targeting different customers or trip types.
- Tri Delta Transit: expand TriMyRide microtransit and free fare for K-12 students

# Step 1b: New TFCA Policy & Fund Allocation Process (revised)

*Board Authority-approved policy for allocating the TFCA 40% Fund*

Early	Late	Action
Jan	Mar	CCTA staff provides early consultation and technical assistance
<b>Feb. 21</b>		<b>CCTA Authority Board adopts Expenditure Plan (total county fund amount)</b>
Mar	Apr	Authority Board approves Policy
Mar	May	CCTA staff assists with CE calculations, project readiness/ delivery scheduling
<b>June 19</b>		<b>Authority Board approves Air District/CCTA agreement</b>
Apr	July	Project sponsors submit project documents and CE calculations
July	Oct	Authority Board approves final project list
Aug	Nov	CCTA/project sponsor funding agreements executed
<b>Nov. 15</b>		<b>CCTA submits all project documents to Air District</b>

*Dates in bold are mandated by the Air District.*

## Step 2: TDM Strategic Plan

- CCTA will seek a consultant to prepare a TDM Strategic Plan. That plan will:
  - Evaluate existing programs and services, the service delivery model, industry best practices for suburban TDM programs that have proven success, and emerging projects and programs from around the world that reduce VMT.
  - The plan will consider emerging innovative programs that have proven to reduce VMT and determine their applicability to Contra Costa County.

## Step 3: TDM 2.0 Implementation

- CCTA will implement TDM 2.0 as the ongoing Contra Costa program using insights and guidance from the TDM Strategic Plan and the successes and lessons learned from the Call for Projects process.



# Thank you!



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