

**AGENDA:** May 6, 2004

**TO:** Regional Transportation Commission

**FROM:** Linda Wilshusen, Executive Director

**RE:** FY 04/05 Congestion Mitigation Air Quality (CMAQ) Funding and Evaluations for Ongoing Projects

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## **RECOMMENDATION**

Staff recommends that the Regional Transportation Commission:

1. Review the attached evaluations for the:
    - a. Santa Cruz Area Transportation Management Association
    - b. Pajaro Valley Transportation Management Association
    - c. Electric Bike Subsidy Program
    - d. Bike to Work Day
    - e. Commute Solutions Rideshare Program
    - f. Don't Drive One in Five
  
  2. Approve the use of CMAQ funds for:
    - a. Santa Cruz Area Transportation Management Association (\$36,000) and Pajaro Valley Transportation Management Association (\$30,000) with remaining half-year FY 04/05 CMAQ funds;
    - b. Commute Solutions (\$150,000 in FY 03/04 CMAQ funds transferred from Don't Drive One in Five in March 2004)
    - c. Bike to Work Day (\$40,000 in half-year FY 03/04 CMAQ funds transferred to Bike to Work Day, proposed in separate agenda item.)
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## **BACKGROUND**

On June 5, 2003 the Commission voted to amend the *Regional Transportation Improvement Program* (RTIP) and fund the following five on-going programs with Regional Surface Transportation Program (RSTP) or Congestion Mitigation Air Quality (CMAQ) funds for Fiscal Years 2003/2004 to 2005/2006:

- Santa Cruz Area Transportation Management Association (SCATMA)
- Pajaro Valley Transportation Management Association (PVTMA)
- Commute Solutions Rideshare Program
- Electric Bicycle Commuter Incentive Program
- Don't Drive One in Five Campaign

A summary of the distribution of these funds as approved by the Commission is included as Attachment 1. As a condition of this RTIP amendment, the Commission stipulated that

evaluations of the effectiveness of each of these programs be conducted each year before funds are released for FY 04/05 and FY 05/06.

## **DISCUSSION**

### *Availability of CMAQ Funds for FY 04/05*

Changes to federal regulations regarding distribution of federal CMAQ funds will result in some counties no longer receiving CMAQ funds past spring 2005. Santa Cruz County as well as Monterey and Santa Barbara counties are in the position to lose these funds. These new national ambient air quality standards (NAAQS) implemented April 15, 2004, change the amount of ozone that is measured over 1 hour to a new standard that is measured over 8 hours. As a result, the region's air quality is now classified as an attainment zone which precludes our county from receiving CMAQ funds (see Attachment 2). These RTPAs have been working with our federal legislators and our federal legislative assistants on changes to receipt of CMAQ funds in these and other areas, but success now seems unlikely.

At the Budget and Administration / Personnel meeting, the committee recommended that staff request a meeting with Congressman Farr to discuss the situation and what can be done. Staff will work with the committee to see if one or more Commissioners would like to attend that meeting.

Because the federal fiscal year starts in October, the spring cut-off of CMAQ funds means that only one-half year of CMAQ funds will likely be available for use by the projects programmed to receive these funds by the SCCRTC. Over a million dollars in CMAQ funds is programmed for the Highway 1 Project Approval/Environmental Document (PA/ED), but staff preliminary analysis shows that there are adequate Surface Transportation Program (STP) funds to cover the decrease in CMAQ funds. Staff is developing a revised PA/ED financial plan which the Commission will review at a meeting in the near future.

The CMAQ funds available for on-going programs for the half year of FY 04/05 are:

- a. SCATMA (\$31,000)
- b. PVTMA (\$30,000)
- c. Don't Drive 1 in 5 (\$75,000)

CMAQ funds to Commute Solutions (\$150,000) are actually FY 03/04 funds from the Don't Drive One in Five project which were transferred to the general Commute Solutions programs as part of the FY 04/05 RTC budget adoption. The full amount of these FY 03/04 funds will be available.

Because Bike-to-Work is a major program of the SCATMA, an evaluation was also performed for Bike-to-Work. Bike to Work typically receives TDA funds. But in a separate agenda item, it is recommended that Bike to Work receive \$40,000 in CMAQ funds for FY 04/05.

## **EVALUATIONS**

The attached program evaluations involved data collected for the first three-quarters of FY 03/04; these evaluations use data from print, television, radio advertising, community outreach events, posters, brochures, t-shirts, safety programs and e-mail. Detailed statistics on these programs were collected along with associated measures of effectiveness. Survey results collected by program sponsors are also shown in the reports.

The format and process for the evaluations were developed with input from Commission staff as well the Interagency Technical Advisory Committee (ITAC) last fall. At the September 4, 2003 meeting the Commission approved the methods for evaluation based upon 4 criteria; goals, tasks, outcomes and measures of program success.

The program evaluations are organized in the following manner.

### **Goals**

Each program has identified goals of the program, both long term and short term. Typically the goals identify the target audience and the desired shift in behaviour, attitude, awareness or knowledge.

### **Tasks**

For each program, tasks to implement the defined goals are identified. Some of these tasks apply to more than one goal. Typical tasks include outreach efforts, events and promotions.

### **Outcomes**

Expected outcomes for each task are identified. Outcomes are represented in quantifiable terms called indicators, when feasible. Typical indicators include number of program participants, increase in carpooling, transit or bicycle use individuals accessing the program, and increased awareness of alternatives by program participants.

### **Measure of Program Success**

The evaluation report address all goals, tasks, outcomes and indicators and summarize the relative success of the program to date as well as recommendations for continuing or modifying the programs.

## Program Evaluation Summaries

### *Santa Cruz Area Transportation Management Association*

The Santa Cruz Area Transportation Management Association (Attachment 3) provides a number of outreach programs to employers who are members. Some of the programs and results are:

- Held “Alternative Transportation” workshops for current and potential new members.
- Currently has 18 employers members with 7751 employee members

- 150 commuters took advantage of the Discounted Bus Pass Program
- 50 commuters took advantage of the Zero-Interest Bike Loan
- Display informational materials on sustainable, alternative modes of transportation, designed to make biking, walking, riding the bus, carpooling, vanpooling, and telecommuting more accessible, convenient, and attractive.

TMA staff continue to administer the Zero Interest Bike Loan program, the Emergency Ride Home program and reinstated the Discounted Bus Pass program, which are available to employees of member organizations.

In conjunction with Ecology Action, the SCATMA also administers the Electric Bicycle Commuter Incentive Program and Bike to Work day program, which are funded separately and open to all county residents. These program evaluations are attached separately.

#### *Pajaro Valley Transportation Management Association*

The PVTMA ([Attachment 4](#)) provides south county residents with alternative transportation support services, as well as information, education, and advocacy with regard to improving traffic congestion and air quality through the reduction of single-occupancy vehicle trips unlike the SCATMA, the PVTMA is not a member-based organization. Some of the programs include:

- Just Hop On the Bus Gus, a program that distributes 900 buses passes to promote Santa Cruz County Metro transit ridership
- Bicycle Safety Program that provides 125 helmets, 350 bike lights, and bicycle safety information handouts to interested participants.
- Commuter Club Program attracts 150 single occupancy vehicle commuters to try alternative modes of transportation through information and incentives over a period of one year.
- Emergency Ride Home, a program to increase the use of alternative transportation by offering a secured ride home in case of emergency where 10 employers have been contacted.
- Going Places, Making Choices, an education program where 1,000 local high school students have been reached with information on alternative transportation modes.

#### *Electric Bicycle Commuter Incentive Program*

The Santa Cruz Electric Bike Program ([Attachment 5](#)) provides financial incentives, infrastructure support and safety education to encourage electric bike commuting among residents in the county. Highlights of the evaluation include:

- 96 people participated in 9 safety training workshops.
- 88 workshop attendees purchased subsidized electric bikes.
- 46% of new program participants used a single occupant vehicle prior to purchasing an electric bike.

### *Bike to Work Day*

The 16 year old Bike to Work Day (Attachment 6) program consists of spring Bike Week, fall Bike to Work/School Day, and the Bike Buddy service. Bike to Work is a popular program that garners significant grassroots and business support each year. Bike to Work provides incentives, promotions, and instructions to increase bike commuting among area residents. Using an informative, fun, and inclusive approach, the program strives to get school children, teenagers, college students and adults to bike commute to work and school. Some of the program highlights include:

- 8,000 participants for spring and fall Bike to Work Day events.
- A 10% increase in program participation over 2002 year events.
- 29% of those who biked to work during Bike to Work Day otherwise drive alone to work.

### *Commute Solutions Rideshare Program*

The Commute Solutions (Attachment 7) program is a unique service free to all people residing or working in Santa Cruz County which provides an important way of enhancing efficient use of the local transportation network. Commute Solutions serves commuters along any route to, from or within Santa Cruz County and acts as a link between Santa Cruz, Monterey and Santa Clara County commuters. Through a regional database, personalized ridematching services are offered as are vanpool formation services, vanpool incentives, and referrals to sustainable transportation program partners. During FY 03-04, Commute Solutions staff concentrated on implementing the successful Don't Drive 1 in 5 program.

Program highlights include:

- Public education and promotion conducted through outreach to 400 employers
- 875 employees reached through employer events
- 688 commuters serviced through ridematching database and personalized services
- 86 Vanpool Incentive Program subsidies provided to sustain 8-12 passenger vanpools for their average life of 5-10 years
- Park and Ride lot maintenance of 8 facilities providing 600 spaces
- Over 3,000 brochures and collateral materials distributed with information regarding vanpool incentives, True Costs of Driving, Benefits of Bicycling, Santa Cruz Metro Transit services, etc
- Rides for Bay Area Commutes indicates a 24.9% long term positive change in mode placement for Santa Cruz County database participants

### *Don't Drive One in Five Campaign*

The Commission received a full evaluation of the Don't Drive One in Five Campaign (Attachment 9) at the February 5, 2004 meeting. Excerpts from the evaluation of this program are included as Attachment 8.

The Commission also directed staff at that meeting to return with recommendations for funds for the second phase of the project. At your last meeting, the RTC forwarded the issue of

reallocating CMAQ funds for Don't Drive 1 in 5 to the Budget and Administration / Personnel Committee. Please see the separate agenda item 27 for the Budget and Administration Committee's recommendations to deprogram FY 04/05 CMAQ funds for this project in order to free up TDA funds for a special allocation to SCMTD.

### *Recommendations for Continued CMAQ Funding*

All the evaluations show positive results and staff recommends CMAQ funding to these on going programs for next fiscal year. For both the SCATMA and the PVTMA a half-year of FY 04/05 CMAQ funds remain. These funds represent about two-thirds of their total funding. Both organizations offer Transportation Demand Management (TDM) measures and as their evaluations show, yearly growth to promote single vehicle alternatives. Staff recommends that the Commission continue to fund the SCATMA (\$31,000) and the PVTMA (\$30,000) with the remaining half year CMAQ funds. Staff recommends CMAQ funding for Commute Solutions (\$150,000) as the central clearinghouse for alternative transportation promotion in Santa Cruz County, and continuation of the successful Bike to Work Day program (\$40,000).

### **SUMMARY**

At the Commission's request, evaluations for the ongoing CMAQ and RSTP programs are prepared for activities from FY 03/04 to date (Attachments 3-8). As a result of the probable loss of CMAQ funds past spring 2005, a half year of funds will be available to ongoing projects. Staff recommends continued CMAQ funding to these on-going programs next fiscal year.

Attachment 1: Approved Distribution of RSTP and CMAQ Funds to On-Going Programs

Attachment 2: EPA Factsheet

Attachment 3: Santa Cruz Area Transportation Management Association evaluation

Attachment 4: Pajaro Valley Transportation Management Association evaluation

Attachment 5: Electric Bike Program evaluation

Attachment 6: Bike to Work Day evaluation

Attachment 7: Commute Solutions evaluation

Attachment 8: Don't Drive One in Five evaluation

*Prepared by Sean Co, Transportation Planner*

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