

**Santa Cruz Area Transportation Management Association
Proposed Demonstration Project
Promoting Alternative Transportation – Providing Emergency Rides Home**

Draft Scope & Budget

General Project Description:

The purpose of this project is to increase usage and retain current participation in existing alternative transportation services by formulating an effective way to connect local AT programs in a more seamless and collaborative manner. Specifically, we would like to target single occupancy drivers and encourage them to use alternative transportation at least one day per week by offering them an emergency ride home (ERH) if needed. By offering an ERH, we hope to eliminate one of the main barriers preventing them from making the change to AT for at least 20% of the time.

Santa Cruz County residents who participate in the existing community programs and services listed below would be eligible for an ERH. By offering the ERH to current and potential participants of these programs, we provide a way to link the services already available to County residents, allowing for more opportunity to do collaborative promotion with a unified message.

- (1) Commute Solutions, a program of the SCCRTC
- (2) Electric Bike Commuter Incentive Program, a program of Ecology Action
- (3) Discount bus pass and bike loan programs, programs of the SCATMA

We would also target at least two more populations in an attempt to demonstrate the effectiveness of linking these existing AT resources with the ERH vouchers and promoting use of these programs together with one unified message.

- (1) County residents within multi family residential units along heavily congested commute corridors, especially Highway One;

- (2) Employees of small businesses with 50 or fewer workers, especially those who work in downtown areas along heavily congested traffic corridors.

Additionally, we would determine the feasibility of using existing promotional materials from the “Don’t Drive One In Five” program.

By working collaboratively with existing community services, by simplifying and unifying the message to County residents and local employers, and by removing one of the main barriers that prevents the use of alternative transportation modes, we hope to demonstrate that the use of AT can be increased substantially and sustained.

Activity #1: In collaboration with the SCCRTC, create the eligibility criteria and sign-up process for enrollees.

Activity #2: Create and implement promotion plan and materials.

- (a) Develop and implement a plan to cross-promote the program with existing alternative transportation programs by linking websites, inserting promotion materials into newsletters and providing promotional materials for distribution.
- (b) Upgrade website and link to websites that have or promote alternative transportation programs, including, but not limited to:
 - Santa Cruz County Regional Transportation Commission/Commute Solutions/Don't Drive 1 in 5
 - Santa Cruz County Metropolitan Transit District
 - Monterey Bay Region Unified Air Pollution Control District
 - Bike To Work
 - Ecology Action
 - Local Bike Vendors
 - Pajaro TMA
 - HUB for Sustainable Transportation
 - AMBAG- Rideshare
- (c) Design, produce and insert promotion stickers on existing Don't Drive 1 in 5 posters and coasters.
- (d) Distribute/place posters in local libraries, metro stations, on buses, at local retailers and other cooperating businesses, health clinics, and multi-family residential living complexes. Distribute coasters at local restaurants and clubs.
- (e) Design and produce door hangers and promotion packets to use for multi-family residential outreach and promotion to small businesses along heavily congested travel corridors.

Activity #3: Enroll participants into the program.

Recruit and determine the eligibility of County residents prior to enrollment. As part of the enrollment process, all participants will fill out a comprehensive baseline survey and agree to respond to at least one follow-up survey whether they actually use the ERH service or not. The surveys will be coordinated with the existing AT program providers.

Activity #4: Coordinate emergency ERH rides for participants.

Coordinate with local ERH and car rental companies to reimburse them for ERH rides.

Activity #5: Facilitate follow-up surveys and evaluate program process and outcomes.

Send at least one follow-up survey to all enrollees and one annual survey to enrollees who use the ERH service. Do process evaluation by determining that all program tasks have been completed. Do outcome evaluation by analyzing the survey data and reporting the following travel and activity measurements:

Measure 1: The total number of program enrollees, demographic profile and the type of alternative transportation they use; (Anticipate 7500 enrollees)

Measure 2: Weekly-- days per week AT is used, why (work, school, errands?)& # of miles traveled.

Measure 3: Transportation corridors traveled, end destinations.

Measure 4: Number of ERH rides provided, average expense.
(Anticipate 75 annual ERH rides—1% participation rate of total enrollment)

BUDGET: (2 year budget-- .25 FTE)

Activity #1	50 TMA staff hours @ \$40/hour	\$2,000
Activity #2	300 TMA staff hours @ \$40/hour Webmaster consultant fee	\$12,000 \$1,500
Activity #3	500 TMA staff hours @ \$40/hour	\$20,000
Activity #4	150 TMA staff hours @ \$40/hour	\$6,000
Activity #5	150 TMA staff hours @ \$40/hour	\$6,000
	Misc printing, postage and office supplies to produce & send promotion stickers, flyers, surveys. 7500 enrollees @ \$1.00 per person	\$7,500
	Door hangers and promotion packets to small businesses	\$7,500
	150 ERH Rides at average cost of \$55 (some over the hill)	<u>\$8,250</u>
	Total Project Budget	\$70,750