

AGENDA: June 2, 2005

TO: Regional Transportation Commission

FROM: Rachel Moriconi and Cory Caletti, Transportation Planners

RE: FY 05/06 Congestion Mitigation Air Quality (CMAQ) Evaluations for Ongoing Projects and Release of Funds

RECOMMENDATION

Staff recommends that the Regional Transportation Commission:

1. Review the attached evaluations for the Santa Cruz Area Transportation Management Association, Pajaro Valley Transportation Management Association, and the Electric Bike Subsidy Program; and
 2. Release previously programmed FY 05-06 CMAQ funds for the Santa Cruz Area Transportation Management Association (\$63,000) and Pajaro Valley Transportation Management Association (\$60,000).
-

BACKGROUND

In June 2003, the Commission amended the *Regional Transportation Improvement Program* (RTIP) to program Regional Surface Transportation Program (RSTP) and Congestion Mitigation Air Quality (CMAQ) funds to various on-going programs. As a condition of this June 2003 RTIP amendment, the Commission stipulated that evaluations of the effectiveness of each of these programs be conducted before release of FY 04-05 and FY 05-06 funds.

For 2004, evaluations were required and prepared by the Santa Cruz Area Transportation Management Association (SCATMA), Pajaro Valley Transportation Management Association (PVTMA), Commute Solutions Rideshare Program, Electric Bicycle Commuter Incentive Program, and the Don't Drive One in Five Campaign. These evaluations were reviewed by the RTC in May 2004 and funding was released for all projects except the Don't Drive One in Five Program. The Commission reprogrammed the Don't Drive One in Five funds to other projects.

For FY 05-06, evaluations are required for the Electric Bicycle Commuter Incentive Program, the Santa Cruz Area Transportation Management Association and the Pajaro Valley Transportation Management Association.

As reported at prior meetings, the region will no longer be eligible to receive CMAQ funds after this year. However, there are sufficient CMAQ funds available to meet all of the Commission's remaining programming commitments.

DISCUSSION

Consistent with the Commission's direction at the June 2003 meeting, attached are program evaluations prepared by the project sponsors for the ongoing programs that are slated to receive RSTP or CMAQ funds in FY 05/06. The attached program evaluations involved data collected for the first three-quarters of FY 04/05; 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.

Evaluation Format

The format and process for the evaluations were developed with input from Commission staff as well the Interagency Technical Advisory Committee (ITAC) in the fall of 2003. At its 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 behavior, 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 addresses all goals, tasks, outcomes and indicators and summarizes 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 (SCATMA)

The Santa Cruz Area Transportation Management Association ([Attachment 1](#)) provides a number of alternative transportation outreach programs to employers who are members. The SCATMA currently has 21 member employers with a total of 7851 employees. SCATMA staff continued to administer the Zero Interest Bike Loan program, the Emergency Ride Home program and the Discounted Bus Pass program. Some of the programs and results are:

- 150 commuters took advantage of the Discounted Bus Pass Program
- 59 commuters took advantage of the Emergency Ride Home Program

- 18 commuters took advantage of the Zero-Interest Bike Loan

The SCATMA markets its programs through its website, local agencies, member employers and at events by displaying 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.

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. A program evaluation for the Electric Bike Program is attached separately. The Bike to Work program is funded through Transportation Development Act funds and an evaluation was received by the Commission at the April 7, 2005 meeting.

Pajaro Valley Transportation Management Association

The PVTMA (Attachment 2) 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. PVTMA programs include:

- The Just Hop On the Bus Gus Program distributed 475 bus passes to promote Santa Cruz County Metro transit ridership
- The Bicycle Safety Program provided 57 helmets, 125 bike lights, and 400 safety reflectors as well as bicycle safety information handouts to interested participants
- The Commuter Club Program attracted 110 single occupancy vehicle commuters to try alternative modes of transportation through incentives over a period of one year
- The Emergency Ride Home Program worked with 9 employers to facilitate employee participation
- “Going Places, Making Choices” is an education program which provides local high school students with information on alternative transportation modes (program is funded by the Monterey Bay Unified Air Pollution Control District).

Electric Bicycle Commuter Incentive Program

The Santa Cruz Electric Bike Program (Attachment 3) provides financial incentives, infrastructure support and safety education to encourage electric bike commuting among residents in the county. Highlights of the evaluation include:

- 244 people participated in 17 safety training workshops.
- 211 of these workshop attendees purchased subsidized electric bikes.
- 64% of new program participants used a single occupant vehicle exclusively prior to purchasing an electric bike.

Releasing Funds for FY05/06

All the evaluations show positive results and **staff recommends the Commission release CMAQ funding programmed to the TMAs for next fiscal year.** The Commission released funds for the Electric Bicycle Incentive program as part of the RSTP Exchange item at the May RTC meeting.

SUMMARY

At the Commission's directions, evaluations for three ongoing CMAQ and RSTP programs were prepared by the project sponsors ([Attachments 1-3](#)). As these evaluations show positive results, **staff recommends the Commission release FY 05-06 CMAQ funding programmed to the TMAs for next fiscal year.**

Attachment 1: Santa Cruz Area Transportation Management Association evaluation

Attachment 2: Pajaro Valley Transportation Management Association evaluation

Attachment 3: Electric Bicycle Commuter Incentive Program evaluation

\\Rtcserv1\Shared\RTC\TC2005\TC0605\CMAQProgramsEvals\cmaq evaluations staff report.doc