



CONTRA COSTA
transportation
authority

TDM 2.0 & TFCA Policy

AUTHORITY BOARD MEETING
April 17, 2024



TDM 2.0 Goals & Objectives

Transportation Demand Management (TDM) is the application of strategies or initiatives to reduce GHG emissions and VMT through the reduction of single-occupancy vehicle use.

- Countywide implementation of TDM programs and projects
- 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
- Focus on equity priority communities
- Data-driven decision making



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 with 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



Existing 511 Contra Costa Program Activities – Countywide

| | Program | Managed By | Funded By | Fund Source |
|---|--|-------------------------------|-------------------------------|-------------|
| Countywide Managed & Funded by Single Office | 511 Contra Costa Brand: website, social media, eNewsletter | CCTA (TRANSPAC/ TRANSPLAN) | CCTA (TRANSPAC/ TRANSPLAN) | TFCA/MJ17 |
| | Drive Less Incentive | CCTA (TRANSPAC/ TRANSPLAN) | CCTA (TRANSPAC/ TRANSPLAN) | TFCA |
| | Winter Walk Challenge | CCTA (TRANSPAC/ TRANSPLAN) | CCTA (TRANSPAC/ TRANSPLAN) | TFCA |
| | Discover & Go | CCTA (TRANSPAC/ TRANSPLAN) | CCTA (TRANSPAC/ TRANSPLAN) | TFCA |
| | SchoolPool Youth Carpool | CCTA (TRANSPAC/ TRANSPLAN) | CCTA (TRANSPAC/ TRANSPLAN) | 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 |
| Countywide Managed by Single Office & Funded by All | Summer Bike Challenge | CCTA (TRANSPAC/ TRANSPLAN) | All 4 RTPCs | TFCA |
| | Summer Youth Pass | CCTA (TRANSPAC/ TRANSPLAN) | All 4 RTPCs | TFCA |
| | Pass2Class Free Student Transit | CCTA (TRANSPAC/ TRANSPLAN) | All 4 RTPCs | TFCA |
| | E-bike Rebates | CCTA (TRANSPAC/ TRANSPLAN) | All 4 RTPCs | MJ17 |
| | Bike to Work Day | Rotates Annually | All 4 RTPCs | TFCA |
| | BOGO/Take 10 Free Transit Rides | TRANSPAC/TRANSPLAN/WC CTAC | TRANSPAC/TRANSPLAN/ WCCTAC | TFCA |

Existing 511 Contra Costa Program Activities – Subregional

| | Program | Managed By | Funded By | Fund Source |
|---------------------|--|-------------------------------|-------------------------------|--------------------|
| Sub-Regional | Street Smarts Diablo Youth bike-ped safety | CCTA (TRANSPAC/ TRANSPLAN) | CCTA (TRANSPAC/ TRANSPLAN) | MJ21A/TFCA |
| | Lamorinda and TRAFFIX School Bus Program | SWAT | SWAT | TFCA |
| | Personalized Commute Planning | All 4 RTPCs | All 4 RTPCs | TFCA |
| | Bike Locker and Rack Program | All 4 RTPCs | All 4 RTPCs | MJ17 |
| | Employer Outreach Program & Green Business | All 4 RTPCs | All 4 RTPCs | TFCA/MJ17 |
| | Community Outreach Programs | All 4 RTPCs | All 4 RTPCs | TFCA/MJ17 |
| | Electric Vehicle Charging Infrastructure | All 4 RTPCs | All 4 RTPCs | TFCA/MJ17 |
| | Agency-specific Transit Programs | All 4 RTPCs | All 4 RTPCs | TFCA |
| | Corridor-specific Rideshare Programs | All 4 RTPCs | All 4 RTPCs | TFCA |

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 TFCA 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 to keep the program up-to-date 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.

Steps in TDM 2.0



Steps to TDM 2.0

The timeline and steps to CCTA's vision for TDM 2.0 are:

Step 1 for FY 24/25 funding:

- Existing TDM program improvements
- Adopt TFCA Policy

Step 2 in FY 25/26

- Develop a TDM Strategic Plan that evaluates existing programs and services, the service delivery model, and industry best practices

Step 3 in FY 26/27

- Implement TDM 2.0 based on insights and guidance from the TDM Strategic Plan and the successes and lessons learned from Step 1

Engagement with RTPCs to Solicit Feedback on TDM 2.0

A multi-step plan for rolling out TDM 2.0 and a TFCA policy was first introduced in October of 2023 to the BTCC, to the RTPCs and 511 Contra Costa implementers.

Over the last six months, CCTA has sought input from the Board Authority and the RTPC TACs and Boards. The updated draft TFCA Policy reflects feedback:

- Ensure geographic equity in TFCA fund distribution
- RTPC's must have a role in advancing projects for their subregion
- Maintain resources and support for cities to meet TDM ordinances
- Retain successful 511 Contra Costa brand and valuable programs
- Concern that timeline of TDM 2.0 changes are too quick

TFCA 40% Fund Policy



Background on TFCA 40% Fund

\$4 surcharge on motor vehicles registered within the Bay Area

- Regional Fund: 60% of revenue to be managed by the Air District
- 40% Fund: passed to the designated administering agency in each of the nine counties in the Bay Area
- The law was first passed in 1991. The Authority started this program in 1992
- TFCA funds are not explicitly designated as TDM funds

Air District annually updates the Expenditure Plan Guidance and adopts Policies



Funding Sources for 511 Contra Costa

| | Measure J Program 17 | 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"> • GHG and criteria air pollutant reductions from mobile sources • Need to comply with the 40% Fund Expenditure Plan Guidance and Policy |
| 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

Proposed Fund Allocation Principles

- **Geographic Equity:** Subregions should receive proportional TFCA benefit based on the jobs-housing formula.
- **Countywide Projects:** Projects that benefit all geographic areas will be funded from the total of TFCA county funds. All eligible project sponsors may implement countywide projects.
- **Subregional Projects** that benefit one or more subregions, but not the entire population in the County: after subtracting the cost of the countywide projects, the remaining funds will be allocated to subregional projects using the Formula.
- **Role of the Regional Transportation Planning Committees (RTPC):** Prioritize Subregional projects and submit recommendations to CCTA. Projects with the highest Cost Effectiveness (CE) ratio should be given priority consideration.
- **Role of Authority Board:** Approves projects and CE findings.

Samples of Countywide and Subregional Projects

Countywide Projects – Existing & New

- CCTA: Spare the Air Days Transit Challenge
- WCCTAC: Guaranteed Ride Home program
- SWAT: Vanpool program
- TBD: Pass2Class Free Student Bus Passes

Subregional Project Ideas

- SWAT: TRAFFIX and Lamorinda School Bus Programs
- Tri Delta Transit: Expand Tri MyRide microtransit

Proposed Policy Allocation Practice

- **Call for Projects:** Beginning with FY24/25 funding, under the proposed TFCA Policy, CCTA will put out a Call for Projects for public entities to apply for TFCA funding.
- **Sponsors:** Sponsors can apply for funds showing how their project meets TFCA 40% Fund guidelines and Cost Effectiveness.
- **Collaboration:** The development and selection of Countywide and Subregional projects will be a collaborative process between the Authority and the RTPCs, with the input of project sponsors.
- **Sub-Regional Projects:** With remaining TFCA funds, the RTPCs will prioritize subregional projects and submit recommendations to CCTA. Projects with the highest Cost Effectiveness (CE) ratio should be given priority consideration.
- **Authority Board:** Approves projects, programs and CE findings.

Eligible TFCA Project Types and Fund Recipients

Transportation Control Measures in the *Bay Area Clean Air Plan*

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

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

TDM Improvements Under the Proposed TFCA Policy



Maintain 511 Contra Costa Brand

- Fund 511 Contra Costa brand through countywide programs, sharing the cost across the subregions
 - Website
 - Social Media
 - Monthly newsletter to 28,000+ subscribers
 - Customer Service

Maintain Existing TDM Programs with Other Fund Support

- Existing programs to continue with support from other funds:
 - 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
 - E-bike Rebate Program



Proposed NEW Countywide Incentive Program

How it works:

Every week, upload a screenshot of your mobile Clipper that shows dated transit rides starting or ending in Contra Costa.

Every transit ride earns an entry into the weekly drawing. ***The more rides, the better your chances to win!***

“Bonus” rewards on official Spare the Air Days (TBD!)

\$511 CONTRA
COSTA

Spare the Air Transit Challenge

A \$511 winner EVERY week!

+ Bonus
Incentives on
official Spare
the Air Days

Proposed NEW Countywide Incentive Program

+Supportive Seasonal & Active Transportation Campaigns:

Examples:

- Bike to Work/Wherever Days/ National Bike Month
- Bike & Walk Challenges
- Earth Day events
- Transit Month Promotions
- Back to School Carpool
- Back-to-School Safety



Next Steps

Mid-April

- CCTA Board Authority considers TFCA Policy
- If approved, Call for Projects released

May

- Project sponsors submit draft countywide and subregional projects
- RTPCs and CCTA review and recommend projects

June - July

- Project sponsors submit final project requests
- RTPC selection and approval of subregional projects

July - September

- Projects presented to CCTA Board for approval