
Bus Transit Coordinating Committee **STAFF REPORT**

Meeting Date: October 02, 2023

Subject	Travel Demand Management (TDM) Program Future Improvements
Summary of Issues	<p>Transportation Demand Management is one of the strategic priorities of the Authority. The Authority desires to implement a more robust and relevant TDM program. The new program, branded as TDM 2.0, is envisioned to have countywide implementation, aligns with the Authority's strategic position, and incorporates performance measures in Vehicles Miles Travelled (VMT) and emission reductions.</p> <p>The Authority is planning to develop a Strategic Plan to guide the update to its ongoing TDM program.</p>
Recommendations	<p>Staff seeks comments on all aspects of the current TDM program, including program activities, project categories, funding levels, and program oversight. Staff also seeks input on the vision of TDM 2.0 and the TDM Strategic Plan objectives.</p>
Staff Contact	Ying Smith
Financial Implications	None
Options	N/A
Attachments	A. Current TDM Program Activities
Changes from Committee	N/A

Background

Introduction

Since the 1980's, Contra Costa County has been a leader in the development and implementation of TDM programs. In the early 1980's, the cities of Concord, San Ramon and Walnut Creek adopted local Trip Reduction Ordinances to reduce congestion brought on by major relocation of companies from San Francisco to the East Bay. Today the programs are known as "511 Contra Costa" (511CC). The programs are implemented countywide and are primarily intended to reduce VMT and greenhouse gas (GHG) emissions as part of the Contra Costa Growth Management Program (GMP), the Congestion Management Program and other legislative mandates (Assembly Bill 32 and Senate Bill (SB) 375).

All 19 cities and Contra Costa County are required to have a TDM ordinance or resolution, which includes a commitment to promote alternatives to the single occupant vehicle to reduce VMT. With oversight from the Regional Transportation Planning Committees (RTPC) and the Authority, 511CC has the responsibility to provide TDM programs on behalf of the twenty local jurisdictions.

Beginning with the Federal and California Clean Air Acts of 1990/1998; the 1990 Congestion Management legislation (Proposition 111); the Bay Area Air Quality Management District's (BAAQMD) Regulation 13, Rule 1 in 1992, and its rescission in 1995, TDM has flourished over the past two decades. VMT and GHG emission reduction statistics are exemplary in the 511CC programs.

With the passage of Measure C in 1988 and Measure J in 2004, the voters of Contra Costa County approved a countywide half cent transportation sales tax and established a GMP; 511CC provides essential support to Contra Costa County jurisdictions in the following areas:

1. Compliance with the TDM ordinance requirements of the Measure J GMP Compliance Checklist.
2. Implementation of TDM measures in the sub-regional Action Plans.
3. Fulfillment of the TDM priorities of each of the RTPCs, including Countywide and local TDM ordinances.

4. Implementation of cost-effective Transportation Fund for Clean Air (TFCA) programs to reduce GHG emissions.
5. Support and implementation of the TDM elements of the Sustainable Community Strategies of SB 375; and
6. Support employers, with 50 or more employees, to comply with the Bay Area Commuter Benefit Program (SB 1339), by offering commute incentives through the 511CC programs.

Current Program Description and Value

The current TDM program includes many activities to promote alternatives to commuting in single-occupant vehicles, benefiting employers, municipalities, K-12 schools, colleges, commuters, and residents. Attachment A describes the program activities managed by the three offices: 1) the Authority, 2) Southwest Area Transportation Committee (SWAT), and 3) West Contra Costa Transportation Advisory Committee (WCCTAC).

The current program has value to Contra Costa County residents and commuters who use Contra Costa County roadways:

- Reach: The 511CC program newsletter is subscribed to by over 25,000 people.
- Cost Effectiveness: The current program meets BAAQMD cost effectiveness criteria annually. Even when considering TFCA plus Measure J funding that supports the program.
- Popularity: Many of the programs are well received by residents and elected officials in Contra Costa County. They often participate in events hosted by 511CC.
- Diverse Participation: The overall program benefits diverse participants, including youth, residents and workers who commute within Contra Costa County as well as neighboring counties.

Program Funding

Funding for the TDM program comes from two main sources – TFCA and Measure J Program 17 – Commute Alternative funds. The program funds are allocated annually and are based on revenue generated by the State’s vehicle registration fees and by the local half-cent sales tax, respectively. The Authority is the oversight agency funding the Contra Costa County TDM program. To ensure funds are distributed equally across the county (geographic equity), a formula is used that considers population and jobs in each of the four county sub-regions.

The Authority annually approves TDM funds and the Fiscal Year 2023-24 funding allocation was approved by the Authority Board at its July 2023 meeting with the adoption of Resolution 23-18-G.

Table 1 – Current Program Funding

	MEASURE J PROGRAM 17	TFCA
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 • TFCA County Program Manager Guidance
Eligible Projects and Programs	Per the Transportation Expenditure Plan: “Eligible types of projects may include but are not limited to: parking facilities, carpooling, vanpooling, transit, bicycle and pedestrian facilities (including sidewalks, lockers, racks, etc.), Guaranteed Ride Home, congestion mitigation programs, SchoolPool, and clean fuel vehicle projects. Program and project recommendations shall be made by each subregion for consideration and funding by the Authority.”	<ul style="list-style-type: none"> • Clean air vehicles and electric and hydrogen recharging stations: includes alternative fuel and plug-in hybrid-electric vehicles, scrapping old vehicles, and alternative fuel infrastructure • Ridesharing: includes shuttle, vanpool, carpool, transit, rail-bus, first- and last-mile connections, and smart growth projects • Bicycle Facilities
Current Fund Distribution	Allocated by a formula that gives equal weight to population and jobs within the four sub-regions of Contra Costa County (Central, East, Southwest, and West).	

Each funding program has its own policy, purpose, and project eligibility requirements. Measure J Program 17 is more flexible. Projects need to be consistent with the program description and purpose. There is no established performance metric.

BAAQMD’s County Program Manager Fund Expenditure Plan [Guidance](#) provides program requirements and eligibility information. Projects funded by TFCA must meet the cost

effectiveness thresholds.

The TFCA funds are used to provide the countywide trip reduction incentives (transit, vanpool, carpool, guaranteed ride home, bicycle/pedestrian, etc) and the employer outreach programs unique to different county sub-regions based on corridors. TFCA fund use is linked to greenhouse gas and criteria air pollutant reductions from mobile sources by program. Depending on the program, some projects like signal timing and Electric Vehicle (EV) charging stations may have a positive effect on air quality but negative affect on VMT. Other projects such as trip reduction could have a positive effect on both. EV charging, while typically not a traditional TDM type program, is supported strongly by BAAQMD through the TFCA program because of its emission reduction benefits. The Authority has therefore incorporated it into its 511CC strategies.

Program Oversight

The Authority retains program oversight for the Central and East County program through contracting program delivery to its current project management consultant, Advanced Mobility Group (AMG). SWAT and WCCTAC perform program delivery and oversight in the Southwest and West County sub-regions, respectively.

The Authority, SWAT, and WCCTAC are responsible for implementing the 511CC TDM programs and coordinating efforts to share the workload of countywide programs. Each sub-region also undertakes programming that is unique to the challenges their constituents face.

Objectives of Strategic Plan

The Authority is planning to develop a Strategic Plan to update and guide its ongoing TDM program.

The COVID-19 pandemic and remote work have significantly altered commuting. In addition, recent laws, for example, SB 743, now require significant reductions in VMT, which are currently only partially captured in 511CC's reporting. The Authority is of the strong belief that its TDM strategy needs to be reviewed. The Authority believes 511CC will continue to play a significant role in implementing the TDM program and is interested in input in the following areas as an example. Consideration should be given to cost effectiveness, VMT and

GHG emissions reductions, serving equity populations, and application of technology:

- What other TDM strategies are relevant in today's commuting space that might be better delivered outside of the 511CC construct. Consideration should be given to all TFCA eligible programs and projects.
- Evaluation of the current TDM strategies as performed under the 511CC umbrella in today's commute space ... are these programs still cost effective? Do they effectively deliver VMT and GHG emission reductions? Do they sufficiently serve the equity communities? Is the current delivery model cost effective?
- Recommend a new TDM practice program (TDM 2.0) that will be the most relevant and effective as the Authority is moving forward with its new strategic priorities.
- Development performance measures for the continued evaluation of TDM 2.0.

The strategic 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 consultant will consider emerging innovative programs that have proven to reduce VMT and determine their applicability to Contra Costa County.

Staff seeks comments on all aspects of the current TDM program, including program activities, project categories, funding levels, and program oversight. Staff also seeks input on the vision of TDM 2.0 and the TDM Strategic Plan objectives.