

Date: March 23, 2005
W.I.: 1255
Referred by: PAC
Revised: 03/22/06-DA
01/23/08-DA
05/27/09-DA
09/23/09-C

ABSTRACT

MTC Resolution No. 3685, Revised

This resolution approves the allocation of Regional Measure 2 funds for the Transit Commuter Benefit Promotion project sponsored and implemented by the Metropolitan Transportation Commission (MTC).

This resolution includes the following attachments:

Attachment A - Allocation Summary Sheet

Attachment B - Project Specific Conditions for Allocation Approval

Attachment C - MTC staff's review of MTC's Initial Project Report (IPR) for this project

Attachment D - RM2 Deliverable/Useable Segment Cash Flow Plan

This resolution was revised through Delegated Authority on March 22, 2006 to allocate an additional \$25,000 to complete the long-range marketing plan.

This resolution was revised through Delegated Authority on January 23, 2008, to allocate an additional \$300,000 for development of functionality to allow ordering of TransLink® cards through employee transit benefits programs.

This resolution was revised through Delegated Authority on May 27, 2009, to allocate an additional \$410,000 towards website development, coordination with the TransLink® backend, and consultant support for overall development, resulting in a basic web-based transit benefit program that allows both employers and employees to manage their transit benefit accounts online.

This resolution was revised through Commission action on September 23, 2009, to allocate an additional \$2,410,000 towards major improvements to the first-generation employer program website for this project.

ABSTRACT
MTC Resolution No. 3685, Revised
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Additional discussion of this allocation is contained in the Executive Director's memorandum to the MTC Programming and Allocations Committee dated March 2, 2005, January 9, 2008 and September 9, 2009.

Date: March 23, 2005
W.I.: 1255
Referred by: PAC

Re: Approval of Allocation of Regional Measure 2 funds for the Transit Commuter Benefit Promotion

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION No. 3685

WHEREAS, pursuant to Government Code Section 66500 *et seq.*, the Metropolitan Transportation Commission (“MTC”) is the regional transportation planning agency for the San Francisco Bay Area; and

WHEREAS, Streets and Highways Code Sections 30950 *et seq.* created the Bay Area Toll Authority (“BATA”) which is a public instrumentality governed by the same board as that governing MTC; and

WHEREAS, on March 2, 2004, voters approved Regional Measure 2, increasing the toll for all vehicles on the seven state-owned toll bridges in the San Francisco Bay Area by \$1.00, with this extra dollar funding various transportation projects within the region that have been determined to reduce congestion or to make improvements to travel in the toll bridge corridors, as identified in SB 916 (Chapter 715, Statutes of 2004), commonly referred as Regional Measure 2 (“RM2”); and

WHEREAS, RM2 establishes the Regional Traffic Relief Plan and lists specific capital projects and programs and transit operating assistance eligible to receive RM2 funding as identified in Streets and Highways Code Sections 30914(c) & (d); and

WHEREAS, RM2 assigns administrative duties and responsibilities for the implementation of the Regional Traffic Relief Plan to MTC; and

WHEREAS, BATA shall fund the projects of the Regional Traffic Relief Plan by transferring RM2 authorized funds to MTC; and

WHEREAS, MTC adopted policies and procedures for the implementation of the Regional Measure 2 Regional Traffic Relief Plan, which specifies the allocation criteria and project compliance requirements for RM 2 funding (MTC Resolution No. 3636); and

WHEREAS, the Metropolitan Transportation Commission (MTC) has submitted a request for the allocation of RM 2 funds for the Transit Commuter Benefit Promotion project; and

WHEREAS, Transit Commuter Benefit Promotion is identified as capital project number 35 under RM 2 and is eligible to receive RM 2 funding as identified in Streets and Highways Code Sections 30914(c); and

WHEREAS, MTC has submitted an Initial Project Report (“IPR”), as required pursuant to Streets and Highway Code Section 30914(e), to MTC for review and approval; and

WHEREAS, Attachment A to this resolution, attached hereto and incorporated herein as though set forth at length, lists the project and phase for which the MTC is requesting RM2 funding and the reimbursement schedule and amount recommended for allocation by MTC staff; and

WHEREAS, Attachment B to this resolution, attached hereto and incorporated herein as though set forth at length, lists the required project specific conditions which must be met prior to execution of the allocation and any reimbursement of RM2 funds; and

WHEREAS, Attachment C to this resolution, attached hereto and incorporated herein as though set forth at length, includes MTC staff’s review of MTC’s Initial Project Report (IPR) for this project; and

WHEREAS, Attachment D attached hereto and incorporated herein as though set forth at length, lists the cash flow of RM2 funds and complementary funding for the deliverable/useable RM2 project segment; and

WHEREAS, the claimants to which funds are allocated under this resolution have certified that the projects and purposes listed and recorded in Attachment A are in compliance with the requirements of the California Environmental Quality Act (Public Resources Code Section 21000 et seq.), and with the State Environmental Impact Report Guidelines (14 California Code of Regulations Section 15000 et seq.); now, therefore, be it

RESOLVED, that MTC approves MTC staff's review of MTC's IPR for this project as set forth in Attachment C; and be it further

RESOLVED, that MTC approves the allocation and reimbursement of RM2 funds in accordance with the amount and reimbursement schedule for the phase, and activities as set forth in Attachment A; and, be it further

RESOLVED, that the allocation and reimbursement of RM2 funds as set forth in Attachment A are conditioned upon MTC complying with the provisions of the Regional Measure 2 Regional Traffic Relief Plan Policy and Procedures as set forth in length in MTC Resolution 3636; and be it further

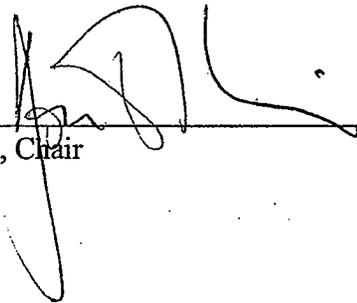
RESOLVED, that the allocation and reimbursement of RM2 funds are further conditioned upon the project specific conditions as set forth in Attachment B; and, be it further

RESOLVED, that the allocation and reimbursement of RM2 funds as set forth in Attachment A are conditioned upon the availability and expenditure of the complementary funding as set forth in Attachment D; and be it further

RESOLVED, that reimbursement of RM2 funds as set forth in Attachment A is subject to the availability of RM2 funding; and be it further

RESOLVED, that a certified copy of this resolution, shall be forwarded to the project sponsor.

METROPOLITAN TRANSPORTATION COMMISSION



Jon Rubin, Chair

The above resolution was entered into by the Metropolitan Transportation Commission at the regular meeting of the Commission held in Oakland, California, on March 23, 2005.

**REGIONAL MEASURE 2 PROGRAM
Allocation of Funds**

Project Title: Transit Commuter Benefit Promotion Program
Sponsor: Metropolitan Transportation Commission
Project Number: 35.1

Allocation No. 35.1-1						
Activities to be funded with Allocation #1:						
1) Long-range plan. Create a new task order in a current contract to assist MTC in the development of a long-range marketing plan for the commuter benefits funds. The scope of the work is to develop a detailed plan that will utilize employers to market transit, through the promotion of TransLink, to their employers. The Consultant will propose specific tactics to aid MTC in this effort. The total cost of the plan is \$25,000.						
2) Marketing Promotion. The promotion will have two major features: 1) an awareness campaign to educate employees about the availability of this valuable benefit and convenient fare instrument and 2) an incentive program to encourage employers to set-up such a program and employees to participate. The total cost of activities is \$50,000.						
Funding Information for Allocation #1:						
Allocation Instruction No.	Approval Date	Amount	Phase	Reimbursement Year	Cumulative Total To Date	
05368501	23-Mar-05	\$ 25,000	ENV	FY 2004-05	\$	25,000
05368502	23-Mar-05	\$ 50,000	CON	FY 2004-05	\$	75,000

Allocation No. 35.1-2						
Activities to be funded with Allocation #2:						
1) Long-range plan. The estimated cost to develop the long-range marketing plan increased by \$25,000. MTC is requesting an additional \$25,000 to complete the plan.						
Funding Information for Allocation #1:						
Allocation Instruction No.	Approval Date	Amount	Phase	Reimbursement Year	Cumulative Total To Date	
06368503	22-Mar-06	\$ 25,000	ENV	FY 2005-06	\$	100,000

**REGIONAL MEASURE 2 PROGRAM
Allocation of Funds**

Project Title: Transit Commuter Benefit Promotion Program
Sponsor: Metropolitan Transportation Commission
Project Number: 35.1

Allocation No. 35.1-3					
Activities to be funded with Allocation #3:					
1) Online functionality: Development of an online mechanism for obtaining TransLink® cards through employee transit benefits programs. The estimated cost for a consultant to develop the additional functionality is \$300,000. MTC is requesting \$300,000 to complete this activity.					
Funding Information for Allocation #3:					
Allocation Instruction No.	Approval Date	Amount	Phase	Reimbursement Year	Cumulative Total To Date
08368504	23-Jan-08	\$ 300,000	CON	FY07-08	\$ 400,000

Allocation No. 35.1-4					
Activities to be funded with Allocation #4:					
This allocation is towards the development of a basic web-based transit benefit program that allows both employers and employees to manage their transit benefit accounts online. Activities involved are:					
1) HTML coding, other programming;					
2) Coordination with the TransLink® back end;					
3) Consultant support for overall development of the program, including a) oversight of the TransLink® contractor's work; b) coordination with other transit benefit program and transit providers; and c) graphics support for visual enhancements to the website from the TransLink® marketing contractor.					
Funding Information for Allocation #4:					
Allocation Instruction No.	Approval Date	Amount	Phase	Reimbursement Year	Cumulative Total To Date
09368505	27-May-09	\$ 410,000	CON	FY08-09	\$ 810,000

**REGIONAL MEASURE 2 PROGRAM
 Allocation of Funds**

Project Title: Transit Commuter Benefit Promotion Program
 Sponsor: Metropolitan Transportation Commission
 Project Number: 35.1

Allocation No. 35.1-5					
Activities to be funded with Allocation #5:					
<p>This allocation will be used to make improvements to the employer program website. These improvements include:</p> <ol style="list-style-type: none"> 1. Multiple funding source capability - allowing employees to supplement employee benefit program funds with their own personal funding source, such as a credit card. 2. Website customer interface improvements - such as reducing the number of screens customers have to navigate to order a card or add value and generally making it easier to go through this process. 3. Online balance checking and transaction history - allowing customers to immediately access their account balances and to generate a transaction history for the previous 30-60 days. 4. Email notification - creating the capability for the TransLink contractor to automatically generate email notifications for important changes that customers make to their accounts or to notify them of upcoming actions. 					
Funding Information for Allocation #5:					
Allocation Instruction No.	Approval Date	Amount	Phase	Reimbursement Year	Cumulative Total To Date
10368506	23-Sep-09	\$ 2,410,000	CON	FY09-10	\$ 3,220,000

**REGIONAL MEASURE 2 PROGRAM
Project Specific Conditions**

Project Title: Transit Commuter Benefit Promotion Project
Sponsor: Metropolitan Transportation Commission
Project Number: 35.1

The allocation and reimbursement of RM2 funds for the above project are conditioned upon the following:

Sponsor may invoice MTC as frequently as monthly.

Regional Measure 2 Regional Traffic Relief Plan

RM2 Project Number: 35.1 Transit Commuter Benefit Promotion

Lead Sponsor Metropolitan Transportation Commission	Other Sponsors(s) N/A	Implementing Agency (if applicable) N/A
Legislated Project Description Marketing to promote tax-saving opportunities for employers and employees as specified in Section 132(f)(3) of the Internal Revenue Code. Goal is to increase the participation rate of employers offering employees a tax-free benefit to commute to work by transit.		
RM2 Legislated Funding (in \$1,000) 35.1 TransLink® Employer Benefit Program (\$5,000)		Total Estimated Project Cost (in \$1,000) \$5,000
Project Purpose and Description As the availability of TransLink® increases, employer benefit programs can begin offering employees the choice of either continuing to receive vouchers or receiving a registered TransLink® card to which a specific value will be loaded each month. Both administrators and users of employer benefit programs will benefit from TransLink: employers will enjoy significantly streamlined administration; employees will be able to forego voucher reimbursement, as well as enjoy all of the standard features of a smart card. MTC will work with the Regional Rideshare Program Technical Advisory Committee (TAC) and the TransLink Marketing Subcommittee to develop and implement a project plan for the promotion. Many members of the Rideshare TAC manage and implement employer benefit programs in their respective counties or work closely with large employers who participate in Employer Benefit programs. We expect the promotion will have two major features: 1) an awareness campaign to educate employees about the availability of this valuable benefit and convenient fare instrument and 2) an incentive program to encourage employers to set-up such a program and employees to participate.		
Funding Description Committed Funds: The RM2 funding completely funds this project. Uncommitted Funds: None Operating Capacity: N/A		

Overall Project Cost and Schedule

Phase	Scope	Start	End	Cost (in \$1,000)
1	Final Environmental Document	01/2008	07/2008	\$50
2	Plans, Specifications and Estimates			
3	Right-of-Way			
4	Construction	01/2008	06/2015	\$4,950
Total:				\$5,000

Total Project Funding Plan: Committed and Uncommitted Sources

(Amounts in Thousands)

Project Title	Project No.										35.1
Lead Sponsor	Transit Commuter Benefit Promotion Program										
	Metropolitan Transportation Commission										
Fund Source	Phase	Prior	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Future	Total
Committed											
RM2	Environmental		25	25							50
RM2	Construction		50			300	410	2,410	1,780		4,950
											-
											-
											-
											-
											-
Total:		-	75	25	-	300	410	2,410	1,780	-	5,000
Uncommitted											
											0
											0
											0
Total:		0	0	0	0	0	0	0	0	0	0
Total Project Committed and Uncommitted											
		Prior	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Future	Total
Total:		-	75	25	-	300	410	2,410	1,780	-	5,000

REGIONAL MEASURE 2 PROGRAM Project Cash Flow Plan

Project Title: Transit Commuter Benefits Promotion Program
Sponsor: Metropolitan Transportation Commission
RM2 Project Number: 35.1

RM2 Project # 35.1	PRIOR	FY 2004-05	FY 2005-06	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	TOTAL
RM2 Funds Total	-	75,000	25,000	-	300,000	410,000	2,410,000	3,220,000
Environmental (ENV)	0	25,000	25,000	0	0	0	0	50,000
RM2		25,000	25,000					50,000
								0
								0
								0
Final Design (PS&E)	0	0	0	0	0	0	0	0
								0
								0
								0
								0
Right of Way	0	0	0	0	0	0	0	0
								0
								0
								0
								0
Construction	0	50,000	0	0	300,000	410,000	2,410,000	3,170,000
RM2		50,000			300,000	410,000	2,410,000	3,170,000
								0
								0
								0
TOTAL FUNDING								
Environmental	0	25,000	25,000	0	0	0	0	50,000
Final Design (PS&E)	0	0	0	0	0	0	0	0
Right of Way	0	0	0	0	0	0	0	0
Construction	0	50,000	0	0	300,000	410,000	2,410,000	3,170,000
PROJECT TOTAL	0	75,000	25,000	0	300,000	410,000	2,410,000	3,220,000