

# OneBayArea

Innovation Starts Here



# Goals and Objectives

- **Measurably reduce greenhouse gas emissions and criteria pollutants**
- **Test ideas to determine greatest potential for replication**
- **Employ multiple approaches together**
- **Remove substantial barriers – technical, financial, policy or political – that impede successful implementation of a new strategy**
- **Pilot new strategies that further best practices in the Safe Routes to School (SR2S) field**
- **Build effective collaboration and partnerships**

# Climate Initiatives Program: Competitive Grants

## 1. Innovative Grants – \$31 Million

- High-impact, innovative projects
- Greatest potential to reduce greenhouse gas emissions
- Can be replicated around the region

## 2. Safe Routes to School (SR2S) Creative Grants – \$2 Million

- School-related emission reduction strategies
- Supplement to \$15 million distributed among counties for local programs

## 3. Evaluation

# 2-Step Evaluation Process

## Step 1: Letters of Interest

- 75 project requests totaling \$250 million
- 30 project ideas advanced to proposal stage
- Staff feedback to applicants

## Step 2: Detailed Project Proposals

- 24 project requests totaling \$74 million
- Several applicants partnered and submitted joint proposals (e.g., electric vehicles, bikesharing, and SR2S)
- 17 projects recommended for grant funding

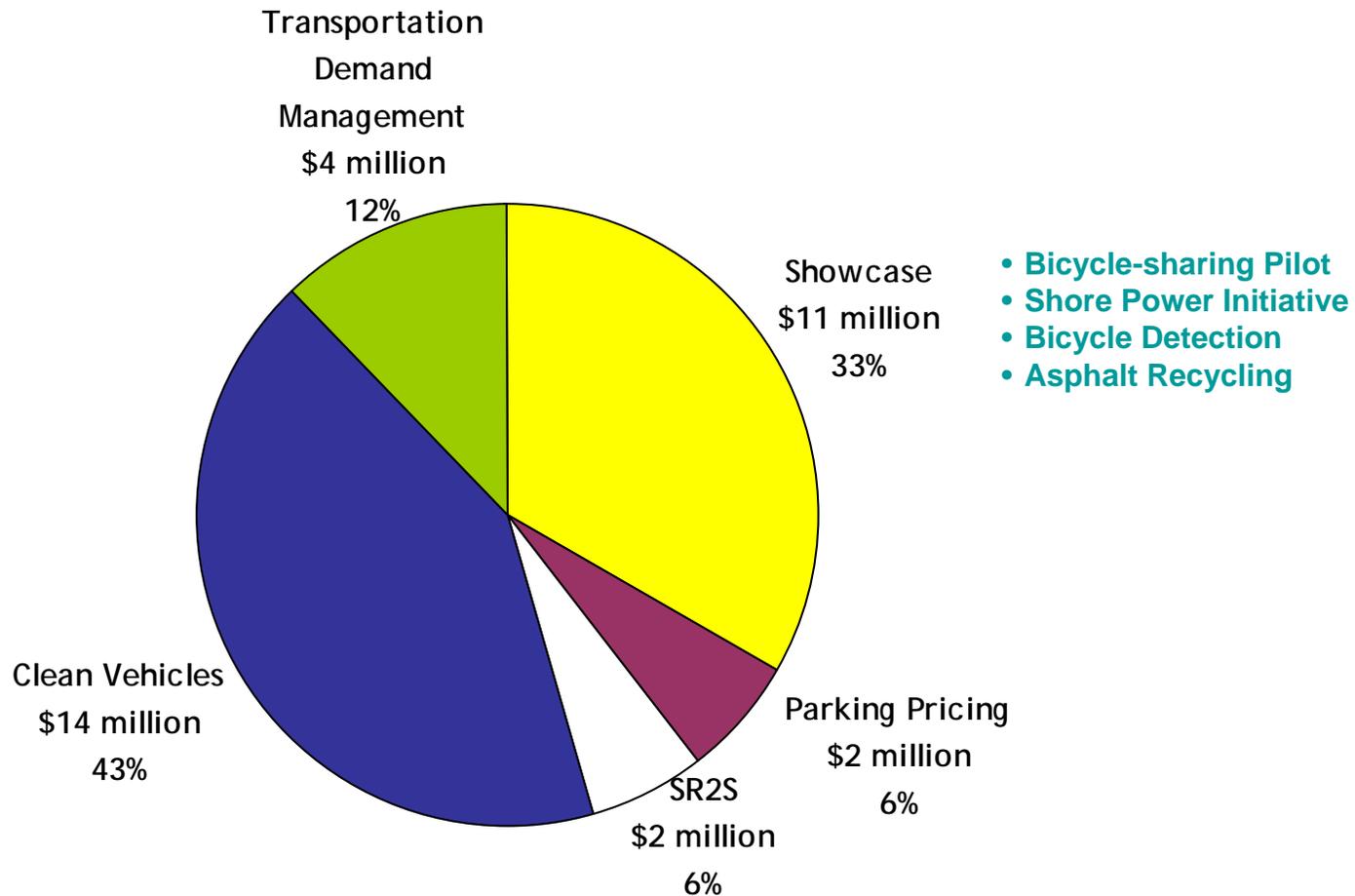
# Evaluation Criteria

- **Level of innovation**
- **Potential for replication at a larger scale**
- **Proposal quality**
- **Potential for greenhouse gas emission reductions**
- **Cost effectiveness**
- **Leverage investment and cost-sharing**
- **Percent local match**
- **Location in a Priority Development Area\***

\*Criterion not applicable to SR2S Creative Grants

# Funding Recommendations

Total: \$33 Million



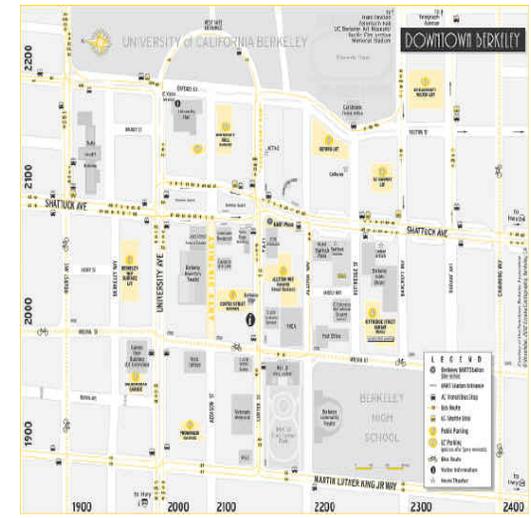
# Clean Vehicles: \$14 million

- San Francisco MTA, City of San Jose, and Better Place – EV Taxis / Battery Switch Stations
- Bay Area Climate Collaborative and Alameda County – Local Government EV Fleets and Smart Driving
- San Francisco County Transportation Authority and City CarShare – EV Fleet in San Francisco and East Bay
- Regional EV Reserve\*



# Parking Pricing: \$2 million

- **City of Berkeley –**  
Parking pricing in select commercial districts with parking enforcement, TDM, GreenTrip certification, and other incentives



# Transportation Demand Management: \$4 million

- **Sonoma, Marin, and Contra Costa CMAAs** –  
Dynamic ridesharing pilots
- **San Francisco County Transportation Authority** –  
New TDM employer group to implement parking cashout and Muni Partners shuttles coordination
- **SamTrans, City of Redwood, County of San Mateo, San Mateo C/CAG** –  
Carsharing, short-distance vanpools, telework and flex schedules for Redwood City employers and residents
- **Sonoma CMA and City of Santa Rosa** –  
Free Ride Trip Reduction Program



# Showcase: \$11 million

- **BAAQMD, Santa Clara VTA, San Francisco MTA, SamTrans – Bicycle-Sharing Pilot**
- **Port of Oakland – Shore Power Initiative**
- **City of San Jose – Bicycle Detection Systems**
- **Sonoma County and City of Napa – Cold in Place asphalt recycling**



# Safe Routes to School: \$2 million

- **Alameda County** – Bicycle outreach, education, and repairs
- **Marin County** – Green Ways to Schools
- **San Jose, Alameda, Sonoma, San Mateo Counties** – Green Star Schools' climate curriculum
- **Solano County** – GIS-based school routes



# Next Steps

Date	Activity
<b>October 27, 2010</b>	<b>Sponsors participate in grant workshop</b>
<b>November 19, 2010</b>	<b>Sponsors submit final scopes, budgets and schedules to MTC</b>
<b>December 2010</b>	<b>Evaluation consultant develops evaluation metrics and work plan for each project</b>
<b>December 2010</b>	<b>Amend the Climate Initiatives Program into the 2011 Transportation Improvement Program</b>