

Climate Initiatives Update



Programming & Allocations Committee
 April 9, 2014

METROPOLITAN TRANSPORTATION COMMISSION



Climate Initiatives Program Background

Policy Initiative	2035 Cost in YOE millions	Per Capita CO2 Emissions Reductions in 2035
Car Sharing	\$13	-2.6%
Smart Driving Strategy	\$160	-1.5%
Clean Vehicles Feebate Program	\$25	-0.7%
Vehicle Buy-Back/Electric Vehicle Purchase Incentive & Regional EV Charger Network	\$200	-0.8%
Vanpool Incentives	\$6	-0.4%
Commuter Benefits Ordinance	\$0	-0.3%
Climate Initiatives Innovative Grants (including Bike Share and TDM Grants)	\$226	TBD
Total	\$630	-6.3%

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Climate Initiatives Program Cycle 1 (\$80 million)

Program goal: Test innovative strategies for their ability to reduce GHG emissions

- **Climate Grants – \$29 million for 17 grants**
 - 4 Clean Vehicles
 - 5 Transportation Demand Management (TDM)
 - 4 Miscellaneous
 - 4 Creative Grants focused on youth
- **Public Outreach and Education Program – \$10 million**
- **Safe Routes to School (SR2S) Program – \$17 million**
- **Program Evaluation – \$4 million**
- **Other – \$20 million (SFGO, Eastern Solano CMAQ, TBD)**

3

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Clean Vehicles Grants

Total = \$5.9 million

- Four grants for EVs in fleets & charging infrastructure
- Grant launch difficult due to Buy America Provisions
- Grants on track now



4

letCarShow.com

Transportation Demand Management Grants

Total = \$7.3 million

- Initial successes in Berkeley, Redwood City & San Francisco
- Strategies include car sharing, vanpools and shuttles, targeted ridesharing, and parking pricing



Berkeley



5

Bay Area Bike Share Grant

Total = \$11.4 million

- Air District-led
- Scalable, regional system in San Francisco, San Jose, Mountain View, Palo Alto & Redwood City
- 100 docking stations & 1,000 bikes
- 21,000 members



6

Status of Other Climate Initiatives Projects

- **Smart Driving**

- Testing driver's behavior's impact on gas mileage
- 2 pilots currently underway
- First pilot's results due within next few months



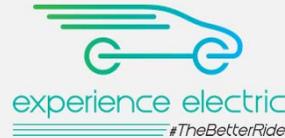
- **Electric Vehicle Promotion**

- Ride-and-drive campaign to launch late spring 2014
- Launch event in early May in San Francisco

- **Spare the Air Youth**

- Currently testing 7 pilots thru June 2015

- **Full Evaluation – Late fall 2014**



7

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Available for Climate Programming: \$23 Million

- **Federal CMAQ Cycles 1 and 2: \$17.1 million**
- **TFCA funds: \$6 million (for Air District approval)**

	CMAQ	TFCA	Total
1. Bay Area Bike Share Program	\$8.7		\$8.7
2. EV Charging Infrastructure and Vehicles*		\$6.0	\$6.0
3. Car Sharing	\$2.0		\$2.0
4. Innovative Grants – TDM Focus	\$6.0		\$6.0
5. Commuter Benefits Program	\$0.4		\$0.4
Total	\$17.1	\$6.0	\$23.1

* Air District to consider TFCA funding by June 2014

8

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Cycle 2 Program Recommendation

- **Bay Area Bike Share: \$8.7 million**

- Contract management migrates to MTC
- Expansion to Oakland/Berkeley/Emeryville
- Other locations will be studied for potential expansion
- Operations for Phase 1 cities
- Marketing/sponsorship



- **Electric Vehicle Expansion: \$6 million in TFCA**

- Propose Air District lead for program focused on increasing EV charging infrastructure and vehicles throughout the region
- Specific activities will be coordinated with the EV Strategic Council and consistent with Bay Area Plug-in EV Readiness Plan

9

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Cycle 2 Program Recommendation

- **Car Share Expansion: \$2 million**

- Increase car sharing close to transit, business parks and suburban locations
- Increase EVs in car sharing fleets

- **Transportation Demand Management: \$6 million**

- Build on successful grants
- Integration of parking pricing, car sharing, vanpools/shuttles and targeted ridesharing
- Focus on five additional interested Bay Area jurisdictions

- **Commute Benefit Ordinance (SB1339): \$0.4 million**

- Promotion of ordinance to Bay Area employers

10

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Bay Area Bike Share Program

- **Lessons learned**
 - Interest to expand in existing and new locations by local jurisdictions
 - Advance planning important
 - Pilot locations with lower ridership may need redesign
 - System marketing is needed
 - Dedicated local jurisdiction staff critical
 - Opportunity exists for private sector partnerships to decrease public subsidy
- **Current pilot program contract expires August 2014**



11

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Next Steps for Bay Area Bike Share

- **Program Management**
 - Migrate program to MTC from the Air District
- **Expansion**
 - Near-term expansion to Oakland/Berkeley/Emeryville
 - Recommend business model with regional and local agency roles
 - Determine funding requirements
 - Value system for sponsorship
 - Create marketing plan
- **Pilot Cities**
 - Establish threshold for productivity and request improvement plans, as needed

12

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Recommendations

- 1. Refer Climate Program (\$17.1 million in federal funds) to Commission for approval**
- 2. Direct staff to apply to the Statewide Active Transportation program for the Bay Area Bike Share program**
 - Augment funding
 - Work with local jurisdictions on most competitive investment package

13