



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Commission

DATE: May 16, 2007

FR: Deputy Executive Director, Policy

W. I. 1412

RE: FY 2006-07 Budget Amendment for the 2007 Spare the Air/Free Transit Campaign Program

At its January 10, 2007 meeting, the Programming and Allocation Committee voted unanimously to refer approval of \$7.5 million in Congestion Mitigation and Air Quality Improvement (CMAQ) funds for the 2007 Spare the Air/Free Transit Campaign to the Commission. The Commission approved this recommendation at its meeting on January 24, 2007.

The 2007 summer ozone season begins on June 1 and ends on October 12.

As a result, the full \$8.5 million in program funds must be augmented into the FY 2006-07 agency budget to cover Spare the Air activities that may be effective as early as June. Normally, we would have brought this action to the May Administration Committee, and regret our oversight in not identifying this required budget adjustment in time for the Committee's review. For this year's Spare the Air/Free Transit Campaign, MTC, BAAQMD, and most partner transit agencies will offer free transit all-day on the first four, non-holiday Spare the Air weekdays. BART, Caltrain, ACE and ferry operators will offer free passage until 1 pm on each of those days. Additional program expenses include onboard survey research to be conducted by BW Research Partnerships, marketing and telephone survey research to be managed by the BAAQMD, and 511 support activities.

Recommendations:

1. That the Commission approve an increase of \$8.5 million to revenue and expenditures to the FY 2006-07 MTC operating budget, for the 2007 Spare the Air/Free Transit campaign program. The funding source will be a combination of federal/local funds.
2. That the Commission authorize the Executive Director, or his designee, to enter into funding agreements with the Bay Area Quality Management District (BAAQMD) and each of the 27 participating Bay Area transit operators. See Attachment A for a list of participating agencies.
3. Authorize the Executive Director or his designee to enter into an agreement with BW Research Partnerships to conduct onboard survey research for \$115,000. See Attachment B.

Therese W. McMillan

REQUEST FOR COMMISSION APPROVAL

Summary of Proposed Funding Agreements

| | | |
|-----------------------------|--|--------------|
| Work Item No.: | 1412 | |
| Agency: | See below | |
| Work Project Title: | 2007 Spare the Air/Free Transit Campaign | |
| Purpose of Project: | To encourage commuters to drive less and use public transit more; increase public awareness about the link between transportation choices and air quality; build transit ridership region wide; and prevent federal and state ozone exceedances. | |
| Brief Scope of Work: | Provides free, all-day transit rides on most participating Bay Area transit systems and up to 1 pm on BART, Caltrain, ACE, and ferry systems for the first four (4) Spare the Air weekdays from June 1 through October 12 (excluding holidays). | |
| Project Cost Not to Exceed: | BAAQMD | \$ 925,000 |
| | AC Transit | \$ 763,600 |
| | ACE (San Joaquin RRC) | \$ 43,884 |
| | BART | \$ 1,955,501 |
| | Benicia Breeze | \$ 6,900 |
| | Caltrain | \$ 305,900 |
| | City of Alameda | \$ 69,460 |
| | City of Healdsburg | \$ 2,300 |
| | County Connection (CCCTA) | \$ 82,800 |
| | Dumbarton Express | \$ 80,040 |
| | Fairfield/Suisun Transit | \$ 29,900 |
| | Golden Gate Transit (GGBHTD) | \$ 415,380 |
| | LAVTA | \$ 22,540 |
| | Marin County Transit District | \$ 2,300 |
| | Muni (SFMTA) | \$ 2,079,200 |
| | Petaluma Transit | \$ 2,300 |
| | Port of Oakland/AirBART | \$ 47,840 |
| | Rio Vista Delta Breeze | \$ 2,300 |
| | SamTrans | \$ 255,415 |
| | Santa Rosa CityBus | \$ 41,400 |
| | Sonoma County Transit | \$ 27,002 |
| | Tri Delta Transit (Eastern CC) | \$ 38,640 |
| | Union City Transit | \$ 6,900 |
| | Vacaville City Coach | \$ 4,600 |
| | Vallejo Transit | \$ 153,180 |
| | VINE | \$ 17,480 |
| | VTA | \$ 552,000 |
| | | \$ |
| | WestCAT | 17,480 |
| | BW Research Partnerships | \$ 115,000 |
| | | \$ |
| | Project Contingency | 433,758 |

Total not to exceed \$ 8,500,000

Total not to exceed \$8.5 million (Amounts for various transit operators are estimates that may require adjustment. The contingency may be used for operator adjustments or for related program activities, at the discretion of the Executive Director.)

Funding Source: Amended into FY 2006-07 budget, subject to approval of FY 2007-08 budget for any expenses incurred on or after July 1, 2007.

Fiscal Impact: None.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into funding agreements with the Bay Area Air Quality Management District and 27 Bay Area transit operators listed above, in the amounts indicated, and the Chief Financial Officer is authorized to set aside funds for the funding agreements.

Commission Committee:

Bill Dodd, Chair

Date Approved: May 23, 2007

REQUEST FOR COMMISSION APPROVAL

Summary of Proposed Consulting Agreements

Work Item No.: 1412

Consultant: BW Research Partnerships
Carlsbad, CA

Work Project Title: 2007 Spare the Air/Free Transit Campaign Onboard Passenger Surveys

Purpose of Project: To conduct on-board transit passenger surveys for the 2007 Spare the Air/Free Transit Campaign evaluation. The survey research aims to assess travel characteristics, attitudes and behaviors of transit riders on a Spare the Air day.

Brief Scope of Work: Conduct onboard survey research

Project Cost Not to Exceed: \$115,000

Funding Source: Amended into FY 2006-07 budget

Fiscal Impact: None.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a consulting agreement with BW Research Partnerships, as described above, and the Chief Financial Officer is authorized to set aside funds for such consulting agreement in the amount of \$115,000.

Commission Committee:

Bill Dodd, Chair

Date Approved: May 23, 2007