



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Administration Committee

DATE: February 6, 2008

FR: Executive Director

W.I.: 1221

RE: Regional Measure 2 Marketing Pilot Program Funding Agreement:
TransLink® for Transit Oriented Development: AC Transit

Regional Measure 2 (RM2) funds are eligible to be used for the launch and marketing of eligible RM2 operating projects for fiscal year 2007-08. MTC staff, working with Commissioners, local jurisdictions, transit agencies, and developers, have developed a pilot project to test TransLink® cards in transit oriented developments (TODs). Specifically this project would provide new and existing residents and employees of select transit oriented developments in Berkeley, Oakland and Emeryville with free unlimited travel on AC Transit's system for one year. This group of TOD TransLink® customers would provide valuable feedback about TransLink® as well as provide travel pattern and usage data to support MTC's ongoing TOD initiatives. This pilot would serve as TransLink®'s initial "institutional" pass program, with the institutions being specific TODs.

Description of Pilot Program

- Distribution of up to 2,250 TransLink® cards loaded with unlimited travel on AC Transit for one year to residents and employees of select TODs.
- Estimated 1,500 TOD housing units and employees at 1.5 passes per unit. TODs must be within ¼ mile of multiple AC Transit lines, have less than 1 parking space per unit, and a minimum of 20% affordable units. Participation rates will be evaluated by MTC in the early phases and be used to adjust later phases.
- RM-2 TransLink® Marketing funds to support pass costs through funding agreement with AC Transit. These funds will be used to pay AC Transit their "eco-pass" rate of \$100 per person for full transit service (including both Transbay and local service).
- RM-2 TransLink® Marketing funds will also be used to support marketing, outreach, and program evaluation in MTC's marketing contract, under separate contracts to be managed by MTC.
- Participating cities and TODs to provide staff support to implement, publicize and assist with the evaluation of the program.

Benefits of Pilot Program

- Tests the demand for TransLink® transit passes and impact on transit ridership of introductory free transit passes for residents living and working in a variety of TODs.
- Creates a network of TransLink® customers to provide ongoing customer feedback.

- Serves goals of regional FOCUS project and Regional Transportation Plan and creates synergy between and among multiple MTC initiatives—increasing transit use, support for TOD, equity/environmental justice, smart parking and TransLink®.
- Implements recommendations from MTC’s Smart Parking Study by encouraging cities to reconsider parking minimums and supporting transit passes for TOD residents.
- Proof-of-concept model will provide data to help determine the viability of future arrangements with cities and developers to share the cost of subsidized transit passes for TOD residents and employees.

Program Cost

This request is for authorization to enter into a funding agreement with AC Transit for \$225,000 for the transit passes, to be placed on TransLink® cards. Under the Executive Director’s signature authority, we will subsequently contract for program implementation, marketing and outreach support and pilot evaluation. Participating cities and TODs will provide staff support to implement, publicize and assist with the evaluation of the program equal to at least 10% of transit pass costs.

Pilot Program Budget	
2250 TransLink® passes and staff costs through AC Transit Funding agreement	\$225,000
Program implementation, marketing and outreach support – Swirl, Inc. (RM-2 TransLink® Marketing funds)	Estimated \$15,000
Pilot evaluation –TBD (RM-2 TransLink® Marketing funds)	Estimated \$15,000
TOTAL MTC COST:	Estimated \$255,000
Staff support by cities and TODs (10%) for project start-up and administration	\$22,500
TOTAL PROGRAM COST:	\$277,500

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into the previously described funding agreement with AC Transit, in the amount of \$225,000, funding for which comes from the RM2 marketing program. These funds already have been allocated to MTC for FY 2007-08.

/Steve Heminger/

 Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement

Work Item No.: 1221

Agency: AC Transit

Project Title: RM2 Marketing Program: TransLink® for TOD

Purpose of Project: To test the effectiveness of providing deeply discounted transit passes in the form of TransLink® cards on ridership for TOD residents, and serve as TransLink®'s initial "institutional" pass program.

Brief Scope of Work: Pilot project to provide TransLink® cards for free unlimited travel on AC Transit's system for one year for new and existing residents of select Transit Oriented Developments in Berkeley, Oakland and Emeryville

Project Cost Not to Exceed: \$225,000

Funding Source: Regional Measure 2 (RM2)

Fiscal Impact: Funding in FY 2007/2008 Agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement with AC Transit as described herein, and the Chief Financial Officer is directed to set aside funds for such agreement.

Administration Committee: _____
Bob Blanchard, Chair

Approved: Date: February 13, 2008