

**Bay Area Air Quality Management District  
Mobile Source Committee**

November 13, 2014

**Projects with Proposed Awards  
over \$100,000**

**Damian Breen  
Deputy Air Pollution Control Officer**

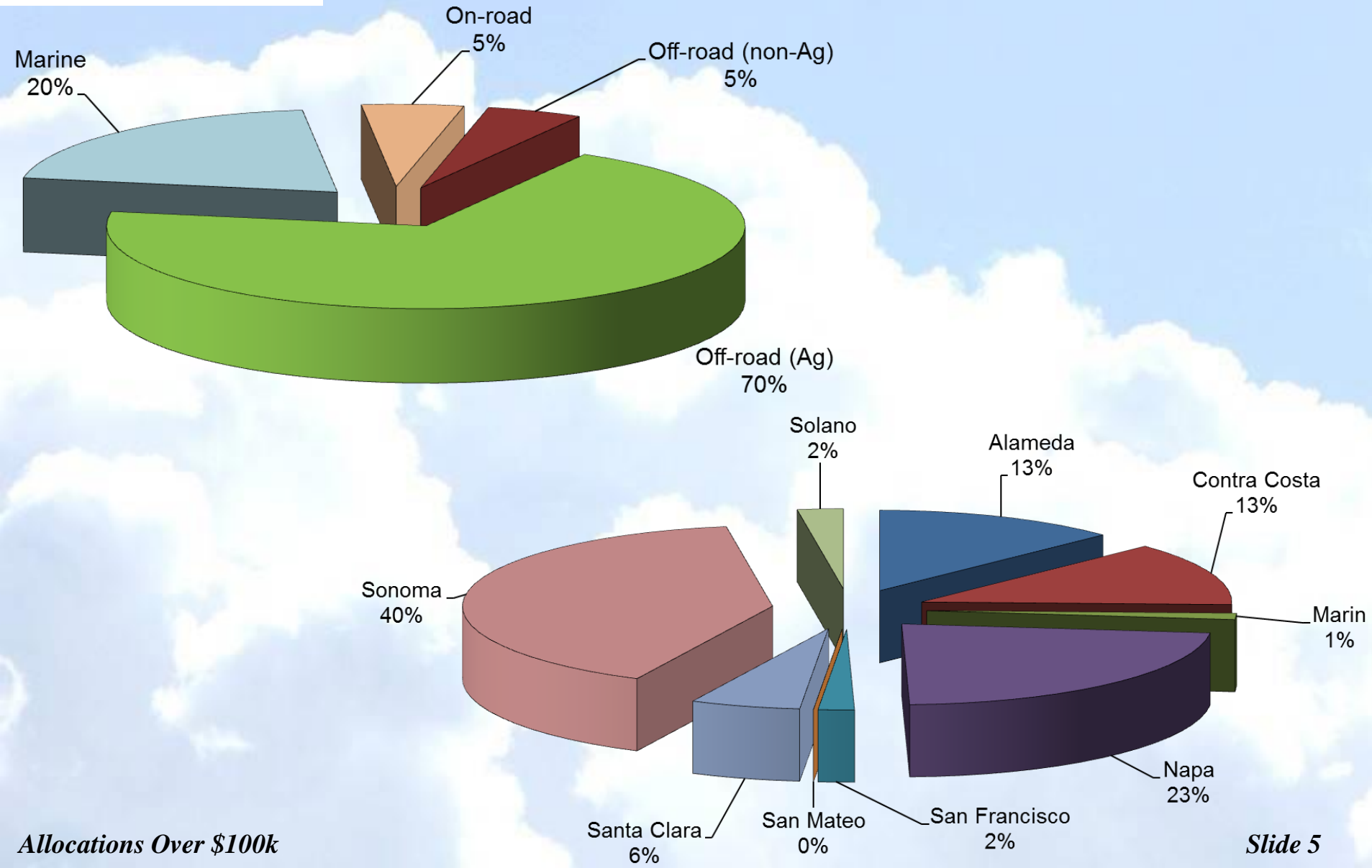
- Background
- Proposed projects with awards over \$100,000
- Recommendations

- **Carl Moyer Program (CMP)**
  - Created in 1998 to reduce emissions from heavy-duty engines
  - Voluntary program that funds surplus emission reductions
  
- **Mobile Source Incentive Fund (MSIF)**
  - AB 923 allowed for additional \$2 motor vehicle registration fee surcharge (12/04)
  - CMP and LESBP projects eligible for MSIF funding

- **On 2/19/14 District Board of Directors:**
  - Approved participation in CMP Year 16
  - Authorized Executive Officer/APCO to execute contracts and amendments with grant awards up to \$100,000
- **CMP Project Recommendations over \$100k**
  - 8 Projects to reduce emissions from: 4 tractors, 6 loaders, and 4 marine engines
  - \$1,174,793 in total awards
  - Emission reductions: Over 5.7 TPY of criteria pollutants

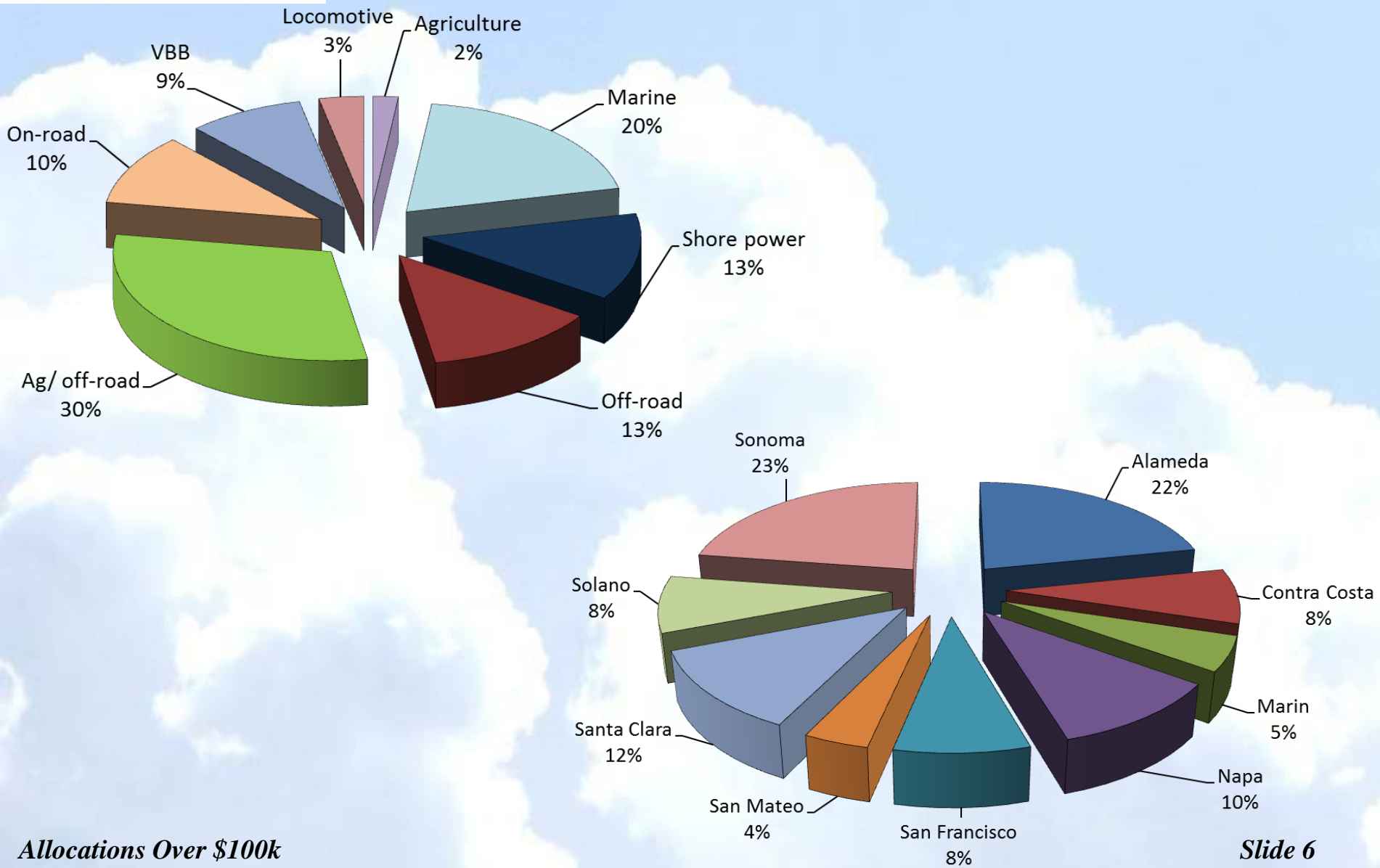
# CMP/ MSIF and VIP Funds

## Awarded as of 10/6/14



# CMP/ MSIF and VIP Funds

## Awarded CMP Years 11-16



# Recommendations

## *Request the Committee recommend the Board of Directors:*

1. Approve CMP projects with proposed grant awards over \$100,000 (Attachment 1).
2. Authorize the Executive Officer/APCO to enter into agreements for the recommended projects.



**AGENDA: 5**

# **Bay Area Air Quality Management District Mobile Source Committee**

**November 13, 2014**

## **Update on the Regional Bicycle Share Pilot Project**

**Damian Breen**

**Deputy Air Pollution Control Officer**





- Pilot Project Background
- Preliminary Project Results
- Future Expansion, Funding, and Next Steps

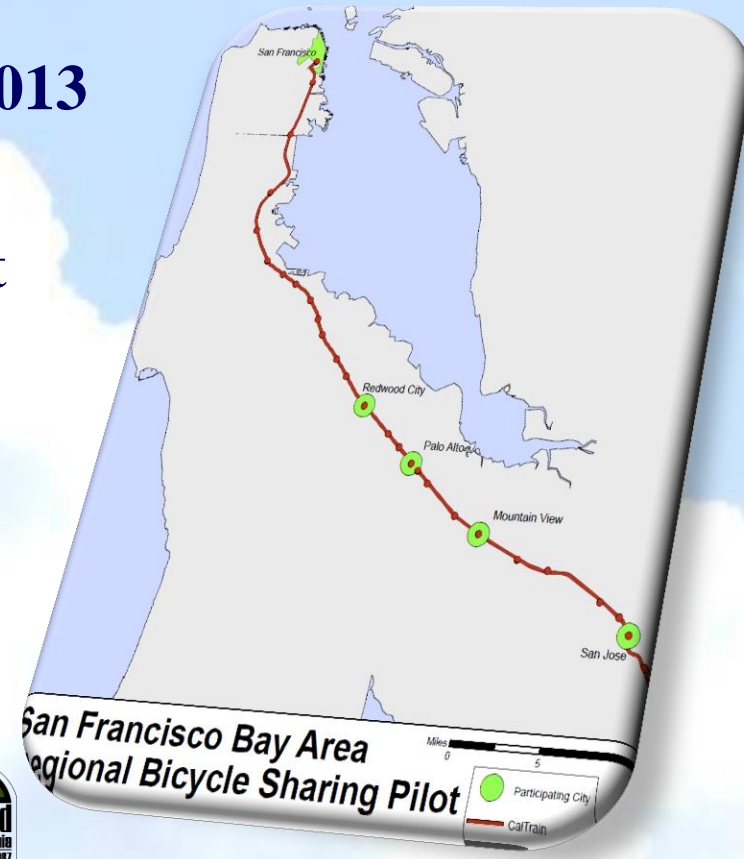
# *Bicycle Sharing Background*

- Member based system for short-term use
- Ideal for first and last-mile connection
- Self-serve automated stations
- Customer call center support
- Operates 24/7



# Pilot Project Background

- **Launched in 5 cities on August 29, 2013**
- **Purpose:** To determine successful conditions for region-wide deployment
- **Funding:** \$11.2 million (M)
  - \$2.8 M – Air District
  - \$7.1 M – MTC
  - \$1.3 M – Local Funding
- **Partners:**





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*August 29, 2013*  
*Regional Launch Event (San Francisco)*





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# Outreach Campaigns/Promotions

**BECOME A CORPORATE PARTNER!**

Starting today, you can offer your employees discounted annual memberships.




SAN JOSE MUSEUM OF ART

**WIN 2 ADMISSION TICKETS**




**MEMBER APPRECIATION WEEK**

FEB 24 - FEB 28




**BAY AREA BikeShare**

**OPEN DATA CHALLENGE**



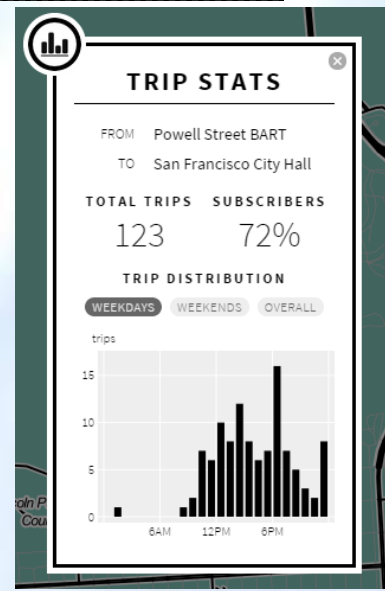
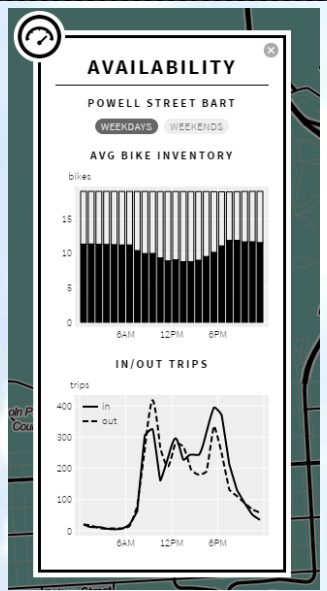
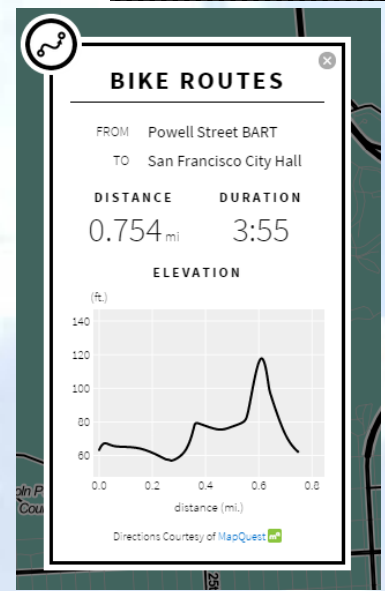
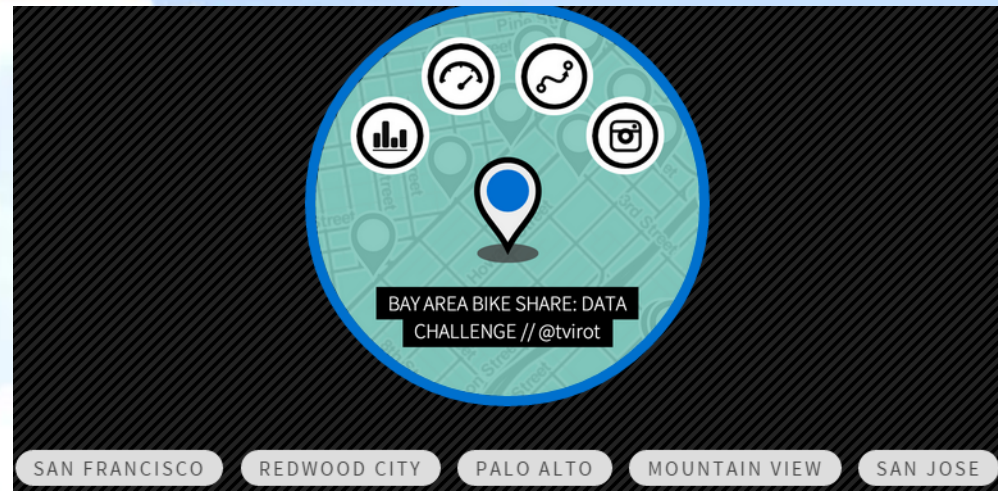
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# Outreach Data Challenge

<http://www.bayareabikeshare.com/datachallenge-2014>

**Best Overall  
Visualization**

*Virot "Ta"  
Chiraphadhanakul*





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# Safety

## Training Classes

**URBAN  
BICYCLING  
WORKSHOP**

Wednesday,  
November 20  
7pm - 8pm

The poster features a background image of a person riding a teal bicycle on a green-painted bike lane. The text is overlaid on a white semi-transparent box. The logos for Bay Area BikeShare and the Bicycle Coalition are at the bottom.

## Helmet Discounts

**GET \$10 OFF ANY  
bern HELMET**

The advertisement shows a black Bern helmet against a teal background with faint gear patterns. The helmet has the 'bern' logo on the side.

# System Results

## 8/29/13 – 8/31/14

<b>Trips Taken</b>	<b>315,803</b>
<b>Annual (Registered) Members</b>	<b>5,012</b>
<b>Casual Memberships</b>	<b>31,800</b>

**THANK YOU  
BAY AREA!**

**OVER 614,600  
MILES RIDDEN**

bayareabikeshare.com 

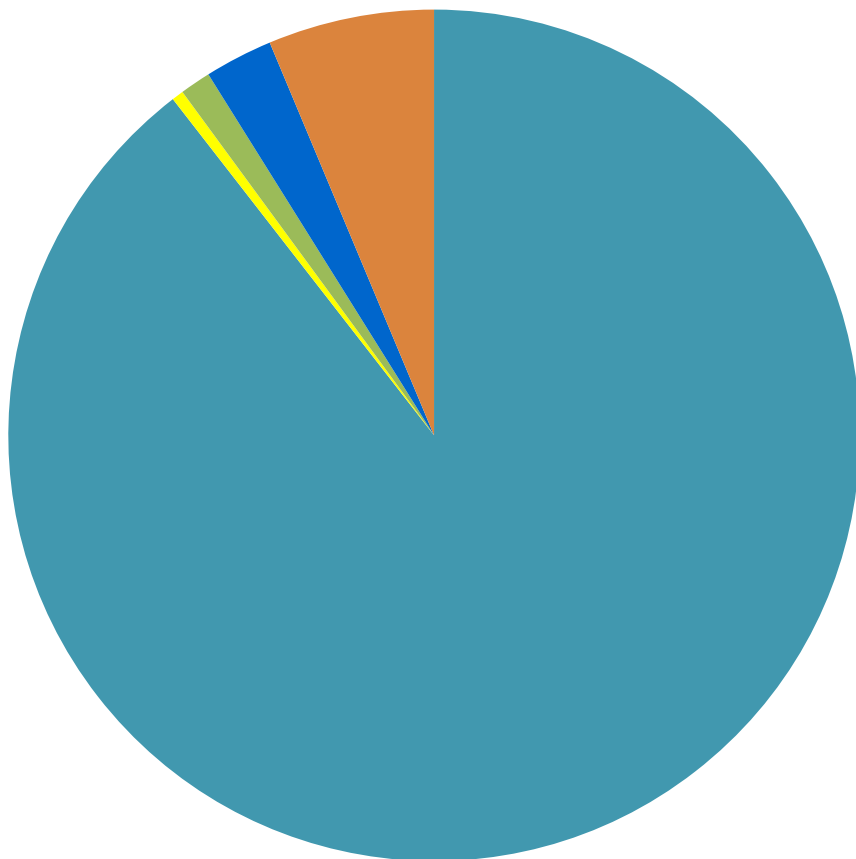




# System Results

## *Trips by Community Area*

Aug. 29, 2013 to Aug. 31, 2014



Area	# Stations	Trips	% of Total
San Francisco	35	282,603	89.5%
Redwood City	7	1,414	0.4%
Palo Alto	5	3,700	1.2%
Mountain View	7	8,168	2.6%
San Jose	16	19,918	6.3%
<b>Grand Total</b>	<b>70</b>	<b>315,803</b>	

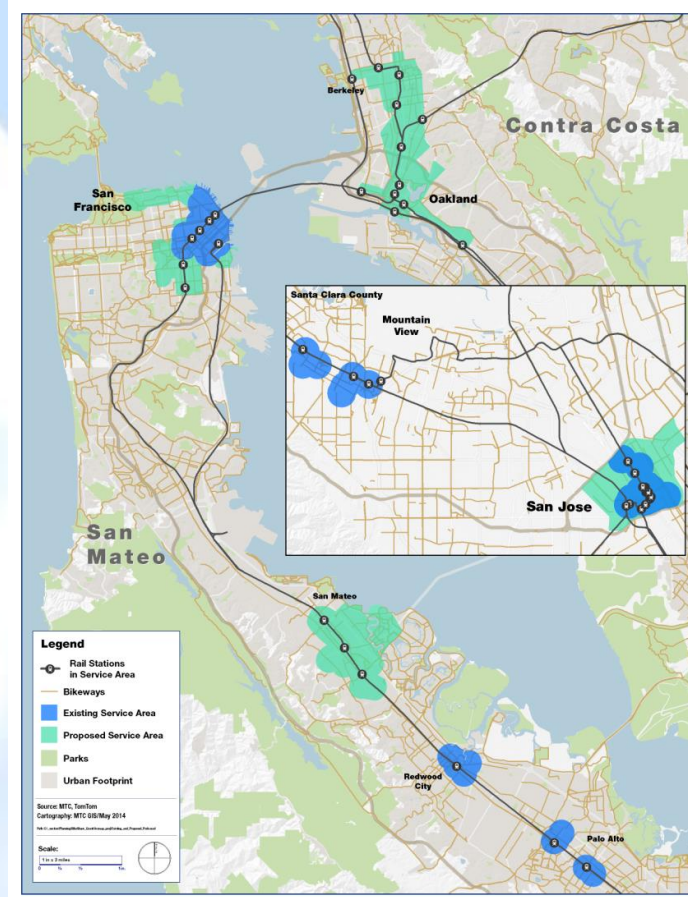
- San Francisco
- Redwood City
- Palo Alto
- Mountain View
- San Jose

# *Next Steps Data Analysis and Planning for System Expansion*

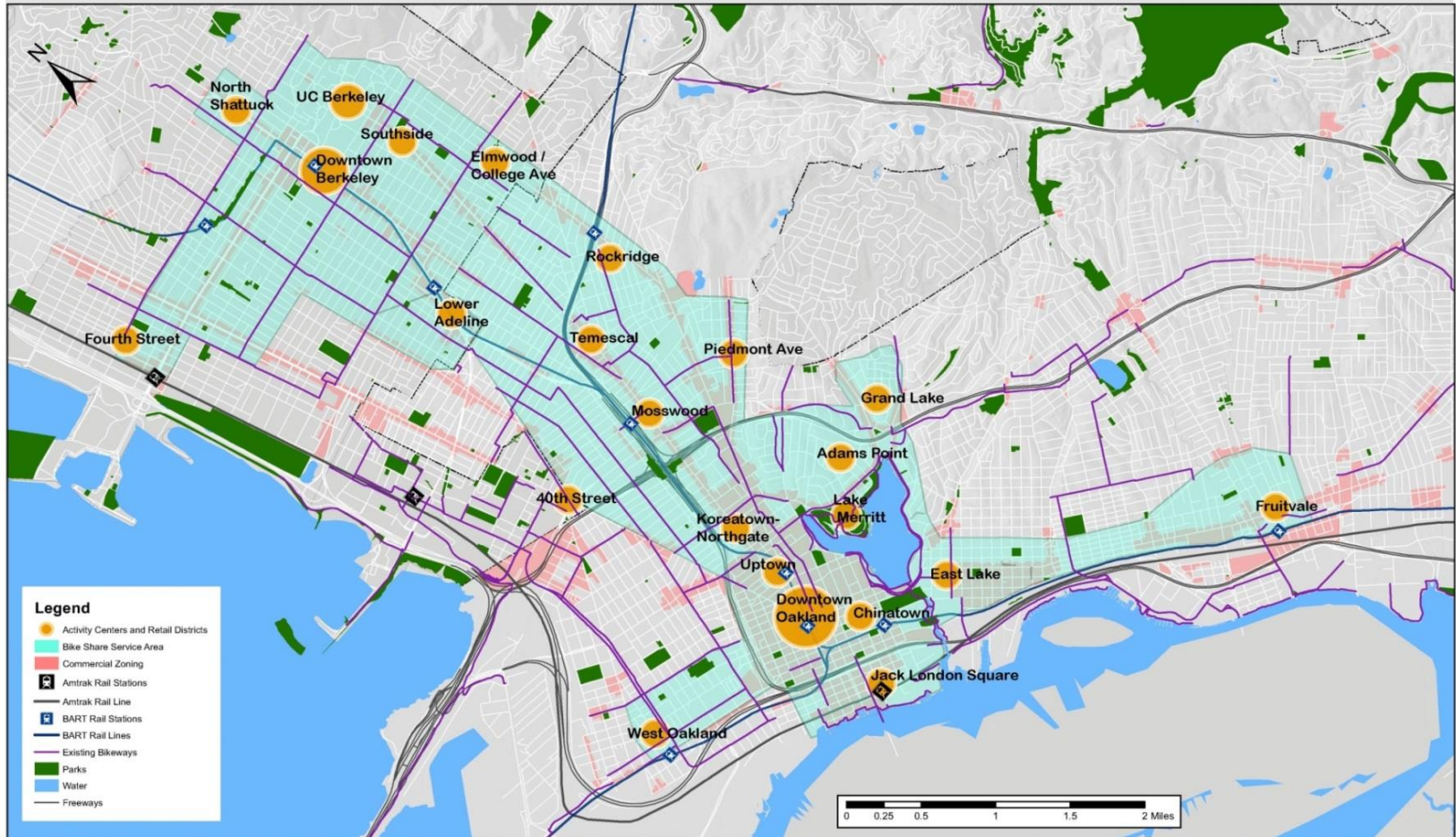
- Avoided vehicle miles traveled (from mode shift)
- Greenhouse gas and criteria pollution reductions
- Member travel mode behavior (transit relationships and travel mode shift)
- Operating costs by **trip and by jurisdiction**
- TFCA and overall cost-effectiveness
- Options for system **financial self-sustainability**
- **Coordination** with MTC and new communities **on local planning requirements**

# Next Steps for the Region

- MTC - Lead Agency for post – pilots in partnership w/ BAAQMD
- Projected Funding
  - **\$8.7 million** in CMAQ funds (April 2014)
  - **\$7.7 million** in ATP funds (pending)
- Strategic Plan (in development)
- Procurement for system operator, hardware & software (in development)
- Low Income Pilot Program
- Marketing and Outreach



## East Bay Bike Share Service Area, Activity Centers, and Retail Districts



Source: LEHD 2011 and ACS 5-Year Estimates 2008-2012



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# *Questions*





**AGENDA: 6**

**Bay Area Air Quality Management District  
Mobile Source Committee**

November 13, 2014

**Transportation Fund for Clean Air (TFCA)  
County Program Manager Fund Policies  
for Fiscal Year Ending (FYE) 2016**

**Damian Breen  
Deputy Air Pollution Control Officer**

- Background on TFCA
- Summary of Changes from the FYE 2015 Policies to the FYE 2016
- Process for Updating Policies
- Recommendation

# TFCA Background

- To reduce on-road mobile source emissions (est. 1991)
  - Governed by California Health and Safety Code (HSC)
- \$4 motor vehicle registration surcharge fee:
  - 40% of funds distributed to the 9 Bay Area Congestion Management Agencies (County Program Manager Fund)
  - 60% awarded directly by the Air District through the Regional Fund program and to Air District sponsored projects (e.g., Spare the Air)
- Each year, Air District Board approves TFCA policies



# Summary of Revisions FYE 2016 Policies

- Minor updates to improve clarity and adherence to HSC
- Revise the shuttle project policy to align with Board-adopted FYE 2015 TFCA Regional Fund Policies
- Add policy language related to bicycle facility projects to allow new project category (“cycle tracks”)
- Revise the policy relating to bike share projects to allow funds to be used for up to 5 years of operations
- Streamline vehicle weight categories for alternative vehicle and infrastructure policies

# Process for Generating FYE 2016 Policies

- **8/29 - 9/26/14** – Solicited comments from County Program Managers on proposed policies
- **9/12/14** – Teleconference with County Program Manager representatives to discuss proposed revisions
- **By 9/26/14** – Written comments received (Attachment C)
- Incorporated comments and aligned County Program Manager Fund Policies with Board-adopted Regional Fund Policies for consistency, clarity, and best practices

*Recommend the Board of Directors:*

*Approve proposed FYE 2016 TFCA County Program  
Manager Fund Policies (Attachment A)*



**AGENDA: 7**

# **Bay Area Air Quality Management District Mobile Source Committee**

November 13, 2014

## **Fiscal Year Ending (FYE) 2015 Transportation Fund for Clean Air (TFCA) Regional Fund Shuttle and Rideshare Program**

**Damian Breen  
Deputy Air Pollution Control Officer**

- Background
- FYE 2015 Shuttle and Rideshare Program:
  - Policies and Evaluation Criteria
  - Recommended Change to Policy #2
  - Evaluation Results
- Recommendations

- To reduce on-road mobile source emissions (est. 1991)
  - Governed by California Health and Safety Code (HSC)
- \$4 motor vehicle registration surcharge fee:
  - 60% awarded directly by the Air District through the Regional Fund program and to Air District sponsored program and projects (e.g., Spare the Air)
  - 40% of funds distributed to the 9 Bay Area Congestion Management Agencies (County Program Manager Fund)
- Each year the Air District's Board of Directors adopts policies and evaluation criteria for TFCA

- Air District's Board of Directors:
  - Allocated up to \$4 million for FYE 2015 Projects, **5/21/14**
  - Adopted policies and evaluation criteria, **6/4/14**
- Call for Projects: **6/21/14 – 8/11/14**
- Grant application workshops held in San Francisco and via online webinar, **7/2/14 & 7/14/14**
- 14 Applications Received (12 Shuttle, 2 Ridesharing) as of **10/6/14**

# FYE 2015 Policies and Evaluation Criteria

- **Shuttle/feeder bus projects:**
  - Provide direct connection between mass transit hub and distinct commercial or employment area
  - May not replace or duplicate existing local transit service; *However, projects funded in FYE 2014 exempt from this requirement (until December 31, 2016)*
  - TFCA funds only pay for commuter peak-hour service
- **Ridesharing projects:**
  - Comprised of riders from a minimum of 5 Bay Area counties
  - No single county may account for more than 80% of riders



# Recommended Change to Policy #2

- Staff proposes an increase in the cost-effectiveness limit (Policy #2) to \$175,000/ton for:
  - Existing Shuttle Projects
  - Year 2 Pilot Shuttle Projects
  - Year 3 Pilot Shuttle Projects in CARE areas and PDAs.
- Change is recommended for the following reasons:
  - Adjust for CARB's revisions to emission factors
  - Minimize impact to existing projects while the program is undergoing review

## **9 projects (2 rideshare and 7 shuttle) recommended for award (at \$175k C/E limit):**

- 8 projects eligible for full award amount (\$2,704,978)
  - 2 ridesharing projects (\$1,140,000)
  - 6 shuttle projects = 35 shuttle routes (\$1,564,978)
- 1 shuttle project eligible for reduced award amount (\$992,528) = 21 routes at full and 3 routes at partial award amounts
- 68% of funds to CARE areas and/or PDAs (\$2,532,234)
- Estimated reductions:
  - 87 tons of criteria pollutants, and
  - 47,810 tons of CO<sub>2</sub>

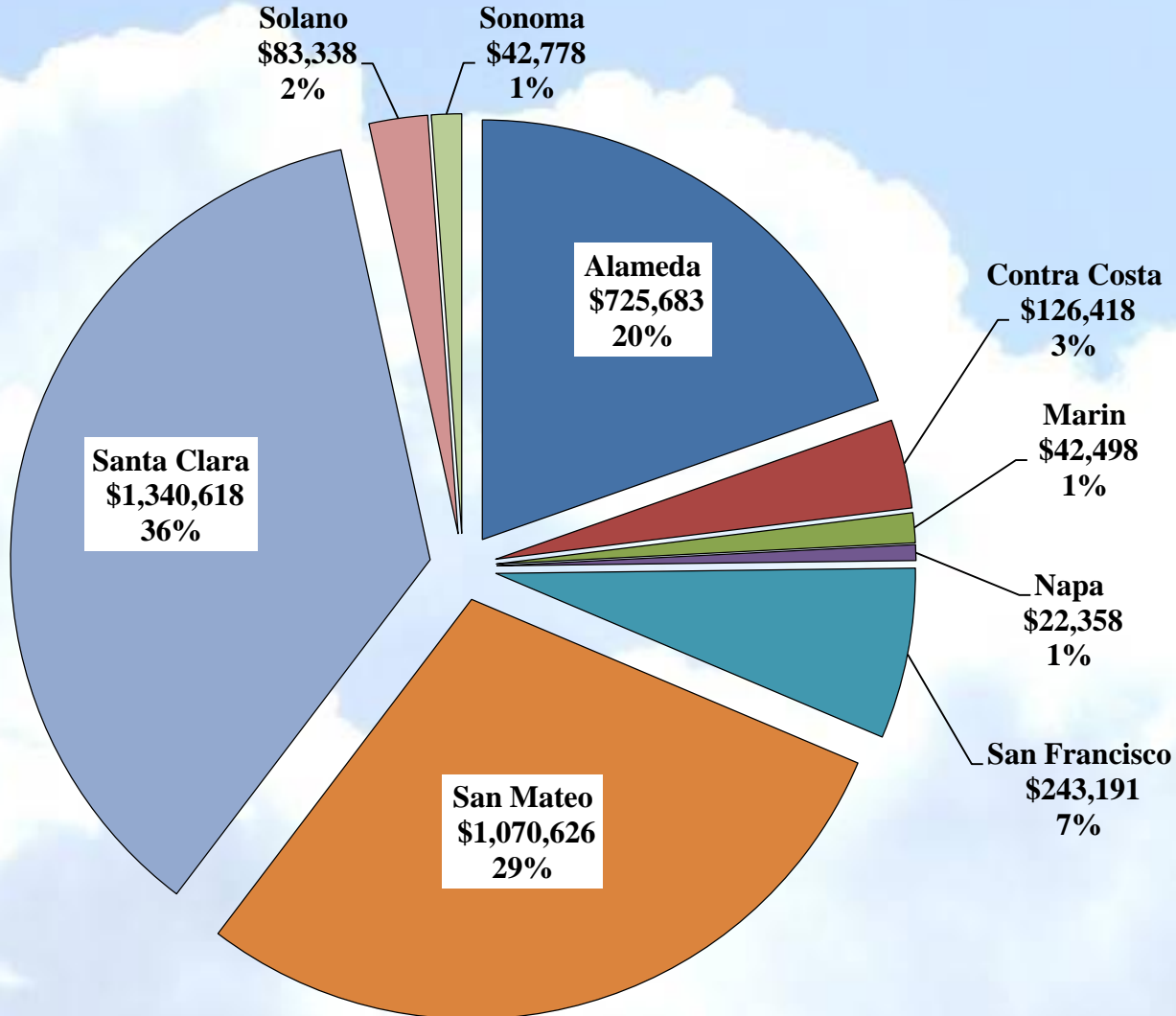
# FYE 2015 Projects Recommended for Award

Project #	Project Sponsor	Proposed Project Title	Total Project Cost	Total TFCA Funds Requested	Est. C/E (Funds Requested)	Recommended Award Amount (at \$175k limit)	ROG (tons)	NOX (tons)	PM10 (tons)	CO2 (tons)	Award Amount (at \$125k limit)
<b>Ridesharing Projects</b>											
15R05	MTC	Regional Rideshare Program	\$ 3,548,006	\$ 1,000,000	\$ 16,776	\$ <b>1,000,000</b>	19.55	20.61	18.20	31,461	\$ <b>1,000,000</b>
15R06	Associated Students, SJSU	SJSU Ridesharing & Trip Reduction	\$ 164,707	\$ 140,000	\$ 70,858	\$ <b>140,000</b>	0.66	0.64	0.54	938	\$ <b>140,000</b>
<b>Shuttle Projects</b>											
15R07	San Joaquin Regional Rail Commission	ACE Shuttles (2 Routes)	\$ 310,230	\$ 183,500	\$ 145,646	\$ <b>183,500</b>	0.44	0.36	0.39	679	\$ <b>157,482</b>
15R09	SFMTA	82X Levi Express Shuttle	\$ 774,584	\$ 61,213	\$ 33,501	\$ <b>61,213</b>	0.71	0.47	0.64	1,111	\$ <b>61,213</b>
15R11	City of Oakland	Broadway Shuttle	\$ 370,314	\$ 229,173	\$ 154,678	\$ <b>229,173</b>	0.55	0.40	0.44	736	\$ <b>185,200</b>
15R12	Santa Clara Valley Transportation Authority	ACE Shuttle Bus Program (8 Routes)	\$ 1,361,835	\$ 960,000	\$ 84,186	\$ <b>960,000</b>	3.48	3.89	3.54	6,031	\$ <b>960,000</b>
15R13	Peninsula Corridor Joint Powers Board	Caltrain Shuttle Program (24 Routes)	\$ 3,082,325	\$ 1,000,000	\$ 82,385	\$ <b>992,528</b>	3.95	3.35	3.74	6,314	\$ <b>924,680</b>
15R16*	County of Alameda	Embarcadero Cove Pilot Shuttle	\$ 62,325	\$ 56,092	\$ 252,863	\$ <b>56,092</b>	0.08	0.08	0.07	110	\$ <b>56,092</b>
15R17	Presidio Trust	PresidioGO Shuttle	\$ 450,478	\$ 75,000	\$ 75,829	\$ <b>75,000</b>	0.32	0.33	0.29	430	\$ <b>75,000</b>
			<b>\$10,124,805</b>	<b>\$ 3,704,978</b>		<b>\$ 3,697,506</b>	<b>29.74</b>	<b>30.13</b>	<b>27.85</b>	<b>47,810</b>	<b>\$ 3,559,667</b>

\* Pilot Project in CARE Area

# FYE 2015 Projects Summary

## Awards per County



# FYE 2015 Projects Not Recommended for Award

## 5 projects (7 shuttle routes) not recommended for award:

- Duplicates existing transit service
- Not cost-effective at any dollar amount
- Incomplete application as of 10/6/14

Project #	Project Sponsor	Proposed Project Title	Total Project Cost	Total TFCA Funds requested	Est. C/E	Reason	ROG (tons)	NOX (tons)	PM10 (tons)	CO2 (tons)
15R08	City of Alameda	Estuary Crossing Shuttle	\$ 441,640	\$ 100,000	\$ 4,727,640	Not C/E, Duplicates service	0.03	-0.06	0.05	60
15R10	SFMTA	UCSF Mission Bay Shuttle	\$ 1,275,817	\$ 230,000	\$ 99,746	Duplicates service	0.89	0.61	0.77	1321
15R13*	Peninsula Corridor Joint Powers Board	Caltrain Shuttle Program (1 route)	\$ 97,340	\$ 8,500	\$ (75,119)	Not C/E at any amount	0.02	-0.09	0.01	20
15R14	Alameda-Contra Costa Transit District	Union City BART Pilot Shuttle	\$ 415,000	\$ 373,500	\$ 2,281,523	Not C/E, Duplicates service	0.06	0.05	0.04	60
15R15	City of Richmond	Commuter Shuttle	TBD	TBD	TBD	Application Incomplete	TBD			
15R15**	City of Richmond	Commuter Shuttle (2 Routes)	TBD	TBD	TBD	Application Incomplete	TBD			

\* The other 24 routes for Project #15R13 proposed by the Peninsula Corridor Joint Powers Board are recommend for full or partial award

\*\* New Application; supercedes previous application of the same name

## *Request the Committee recommend the Board of Directors:*

1. Approve a change to FYE 2015 TFCA Regional Fund Policy #2 to increase the cost-effectiveness limit to \$175,000/ton of emissions reduced for existing shuttle projects, year 2 pilot shuttle projects, and year 3 pilot shuttle projects in CARE areas or PDAs;
2. Approve proposed awards for the TFCA Shuttle and Ridesharing projects listed in Attachment A at the revised cost-effectiveness limit of \$175,000/ton of emissions reduced; and
3. Authorize the Executive Officer/APCO to enter into agreements for the recommended TFCA projects in Attachment A.