

**Metropolitan Transportation Commission
Programming and Allocations Committee**

January 12, 2022

Agenda Item 2h - 21-1623

MTC Resolution No. 4463, Revised. Updates to the Regional Measure 2 (RM2) Marketing Program

Subject:

Updates the RM2 Marketing Program to add \$500,000 for BART and reprograms \$650,000 in existing funds to a variety of projects.

Background:

The RM2 program allows for a portion of funds to be used for public information and advertising to support services and projects funded with RM2. Originally, approximately \$4.6 million was programmed for this purpose in FY 2021-22 and presented to the Commission in May 2021. This item proposes to program \$1.15 million as shown in the table below. This funding is comprised of \$500,000 in added funds and \$650,000 in existing funds. Existing funding comes from \$300,000 set aside to implement Blue Ribbon projects and from \$350,000 that the Mapping and Wayfinding project will not use this fiscal year. Marketing funds must be programmed and expended in the current fiscal year.

Proposed Projects

Agency	Project	Amount
AC Transit	Service Planning Support	\$ 125,000
BART	Return to Transit	\$ 500,000
MTC	Return to Transit	\$ 177,000
NVTA	Route 29 Marketing	\$ 31,093
TJPA	Digital Wayfinding Improvements	\$ 200,000
Various operators	Real-time system improvements	\$ 116,907
Total		\$ 1,150,000

Highlights of some of the proposed projects include:

- \$500,000 to support return to transit campaign by BART. Support of BART's marketing efforts will allow BART to direct a like amount of funds to support Clipper 2 implementation.
- \$200,000 to support upgrades to the digital wayfinding system at the Salesforce Transit Center.
- \$177,000 for Return to Transit to continue employer surveys and for a second regional transit campaign.

Issues:

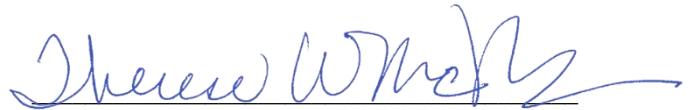
None identified.

Recommendations:

Refer MTC Resolution Nos. 4463, Revised to the Commission for approval.

Attachments:

- MTC Resolution 4463, Revised



Therese W. McMillan

W.I.: 1255
Referred by: PAC
Revised: 06/23/21-ED
01/26/22-C

ABSTRACT

Resolution No. 4463, Revised

This resolution adopts the Regional Measure 2 (RM2) Operating and Marketing Assistance Program for FY2021-22.

On June 23, 2021, Attachment A was revised by the Executive Director's Administrative Authority to adjust the programming of RM2 marketing to consolidate funding for the Transit Poll and Return to Transit projects.

On January 26, 2022, Attachment A was revised to program \$1.15 million in the marketing program resulting from the addition off \$500,000 in newly added funding and the reprogramming of \$650,000 in prior programmed funds.

Further discussion of this action is contained in the Programming and Allocations Committee Summary Sheet dated May 12, 2021 and January 12, 2022.

Date: May 26, 2021
W.I.: 1255
Referred by: PAC

RE: Adoption of FY2021-22 RM2 Operating Assistance Program

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION NO. 4463

WHEREAS, the Metropolitan Transportation Commission (MTC) is the regional transportation planning agency for the San Francisco Bay Area pursuant to California Government Code § 66500 et seq.; and

WHEREAS, Streets and Highways Code Sections 30950 et seq. created the Bay Area Toll Authority (“BATA”), which is a public instrumentality governed by the same board as that governing MTC; and

WHEREAS, on March 2, 2004, voters approved Regional Measure 2, which increased the toll for all vehicles on the seven State-owned toll bridges in the San Francisco Bay Area by \$1.00, with this extra dollar funding various transportation projects within the region that have been determined to reduce congestion or to make improvements to travel in the toll bridge corridors, as identified in SB 916 (Chapter 715, Statutes of 2004), commonly referred as Regional Measure 2 (“RM2”); and

WHEREAS, RM2 establishes the Regional Traffic Relief Plan and identifies specific projects eligible to receive RM2 funding for operating assistance as identified in Section 30914(d) of the California Streets and Highways Code; and

WHEREAS, BATA shall fund the projects of the Regional Traffic Relief Plan by bonding or transfers to MTC; and

WHEREAS, RM2 assigns administrative duties and responsibilities for the implementation of the Regional Traffic Relief Plan to MTC; and

WHEREAS, MTC has developed guidelines for the programming and use of the RM2 funds for operating support of transit projects, and

WHEREAS, these guidelines state that MTC will adopt a project specific budget for RM2 operating funds prior to the beginning of each fiscal year, now, therefore be it

RESOLVED, that MTC adopts a program that establishes RM2 operating subsidy amounts for FY2021-22, as outlined in Attachment A and incorporated herewith as though set forth at length; and, be it further

RESOLVED, that the Executive Director is authorized to make programming changes to Attachment A, up to \$200,000 for each project, in consultation with the affected sponsor.

METROPOLITAN TRANSPORTATION COMMISSION

A handwritten signature in dark ink, appearing to be 'AP' followed by a long horizontal stroke.

Alfredo Pedroza, Chair

The above resolution was entered into by the Metropolitan Transportation Commission at a regular meeting of the Commission held in San Francisco, California and at other remote locations on May 26, 2021.

Attachment A
MTC Resolution No. 4463

FY 2021-22 RM-2 Operating Assistance Program -- Streets and Highways Code 30914(d)

Project #	Project Name	Sponsor	Service (note 1)	Program Amount (notes 2,3)
1	Richmond Bridge Express	Golden Gate Transit	Express Bus	\$ 2,102,666
2	Napa VINE Service	NVTA	Express Bus	\$ 362,440
		SolTrans/FAST	Express Bus	\$ 2,271,944
		ECCTA	Express Bus	\$ 452,060
3	Express Bus North	Golden Gate Transit	Express Bus	\$ 252,113
		WestCat	Express Bus	\$ 211,900
		Total		3,188,016
		AC Transit	Express Bus	\$ 4,613,718
		CCCTA	Express Bus	\$ 123,538
4	Express Bus South	WestCat	Express Bus	\$ 781,618
		LAVTA	Express Bus	\$ 493,711
		Total	\$	6,012,585
5	Dumbarton Bus	AC Transit	Express Bus	\$ 2,989,430
6	Ferry Service	WETA	Ferry Services	\$ 13,005,000
		AC Transit	OWL Service	\$ 1,284,030
7	Owl Service	MUNI	OWL Service	\$ 159,376
		SamTrans	OWL Service	\$ 259,995
		Total	\$	1,703,400
8	MUNI Metro 3rd Street	SF MUNI	Metro 3rd Street extension	\$ 2,125,000
9	AC Transit Rapid Bus	AC Transit	Tempo	\$ 2,550,000
11	WETA planning	WETA	Planning and operations	\$ 2,550,000
12	Clipper	MTC	Operations	\$ 1,700,000
13	Transbay Transit Center	TJPA	Terminal Operations	\$ 2,550,000
		Grand Total	\$	40,838,537

FY 2021-22 RM2 Marketing Assistance Program (note 3 and 4)

Project Name	Sponsor	Existing Program	Proposed Program
Clipper®	MTC	\$ 2,800,000	\$ 2,800,000
Regional Mapping and Wayfinding	MTC	\$ 500,000	\$ 150,000
511 Program	MTC	\$ 340,000	\$ 340,000
Return-to-Transit	MTC	\$ 150,000	\$ 327,000
Transit Poll ⁵	MTC	\$ -	\$ -
Blue Ribbon Project Support	MTC	\$ 300,000	\$ -
AC Transit Service Marketing	AC Transit	\$ 500,000	\$ 500,000
Route 29 Marketing	NVTA	\$ -	\$ 31,093
Service Planning Support	AC Transit	\$ -	\$ 125,000
Real-time system upgrades	Various	\$ -	\$ 116,907
Digital Wayfinding Improvements	TJPA	\$ -	\$ 200,000
BART Service Marketing	BART	\$ -	\$ 500,000
Grand Total		\$ 4,590,000	\$ 5,090,000

Notes:

1. Transit operators will be provided increased flexibility for FY 2021-22 to use funds on eligible service to accommodate changing service demand. Eligible routes for Projects 1 - 6 must serve an intended bridge corridor/s and/or provide a direct connection to BART. Before allocating funds, MTC staff and project sponsor will confirm route eligibility.
2. For FY2021-22, the FY2018-19 programmed amounts generally were reduced proportionally based on reduced revenue estimate due to COVID-19 with additional adjustments to Dumbarton Bus and Ferry Service. The RM2 operating program is limited to 38% of annual receipts by statute. Programming amounts will be adjusted, as necessary, to stay within available revenue.
3. Amounts shown are subject to approval of the FY2021-22 BATA Budget and funding availability.
4. Marketing assistance program are funded with RM2 toll revenue receipts pursuant to Streets and Highways Code(SHC) 30914(f) and are outside of the 38% limit on operating funding as described in SHC 30914(d).