

**Metropolitan Transportation Commission
Programming and Allocations Committee****April 11, 2018****Item Number 2e****Resolution No. 4278, Revised**

Subject: Update FY2017-18 Regional Measure 2 (RM2) Operating and Marketing Program to redirect \$260,000 in marketing funds.

Background: Some RM2 marketing funds are available for programming due to cost savings by both the Clipper® and 511 Programs, of approximately \$390,000.

Staff now proposes to redirect some of the funding available in the RM2 marketing program to other key initiatives that have new or increased marketing needs as follows:

- \$200,000 to the Seamless Transit Map project to help advance the creation of consistent and integrated wayfinding across the region.
- \$35,000 to support Bike to Work month activities and public information due to the loss of a major sponsor.
- \$25,000 to AC Transit to update and distribute the Late Night Transit Map.

A small balance remains in the program that could be used for other eligible, urgent priorities this fiscal year.

Issues: None

Recommendation: Refer MTC Resolution No. 4278, Revised to the Commission for approval.

Attachments: MTC Resolution No. 4278, Revised

Date: June 28, 2017
W.I.: 1255
Referred by: PAC
Revised: 07/26/17-C
04/25/18-C

ABSTRACT

Resolution No. 4278, Revised

This resolution adopts the Regional Measure 2 (RM2) Operating Assistance Program for FY2017-18.

This resolution was revised on July 26, 2017 to include programming for Clipper Operations and Transbay Transit Center as a result of the public hearing to add the two projects.

This resolution was revised on April 25, 2018 to redirect \$255,000 in marketing funds to other eligible projects.

Further discussion of this action is contained in the Programming and Allocations Committee Summary Sheet dated June 14, 2017, July 13, 2017, and April 11, 2018.

Date: June 28, 2017
W.I.: 1255
Referred by: PAC

RE: Adoption of FY2017-18 RM2 Operating Assistance Program

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION NO. 4278

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

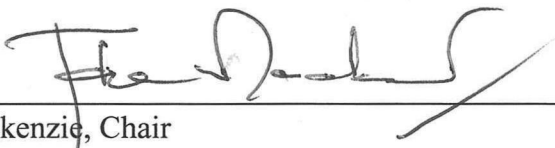
WHEREAS, these guidelines state that MTC will adopt a project specific budget for RM2 operating funds prior to the beginning of each fiscal year, now, therefore be it

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 FY2017-18, 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 \$100,000 for each project, in consultation with the affected sponsor.

METROPOLITAN TRANSPORTATION COMMISSION



Jake Mackenzie, Chair

The above resolution was entered into by the
Metropolitan Transportation Commission
at a regular meeting of the Commission held
in San Francisco, California on June 28, 2017.

FY 2017-18 RM-2 Operating Assistance Program -- Streets and Highways Code 30914(d)

Project #	Project Name	Sponsor	Route	Programmed (1,2)	Notes
1	Richmond Bridge Express Bus	Golden Gate Transit	Route 40	2,130,612	
		Golden Gate Transit	Route 40 Express Service Pilot	343,113	
		Total		2,473,725	
2	Napa VINE Service	NCTPA	Route 29	426,400	
		Total		426,400	
3	Express Bus North	SolTrans	Route 78	731,700	
		SolTrans	Route 80	578,000	
		SolTrans	Route 85	201,741	
		ECCTA	Route 300	531,835	
		Fairfield/Suisun Transit	Route 40	433,100	
		Fairfield/Suisun Transit	Route 90	636,600	
		Golden Gate Transit	Route 72x	101,264	
		Golden Gate Transit	Route 101	195,339	
		WestCat	Route JPX	249,294	
		SolTrans	Route 82 Pilot	30,000	
		Solano TA	TBD	61,734	
		Total		3,750,608	
4	Express Bus South	AC Transit	Route F	890,865	
		AC Transit	Route LA	146,761	
		AC Transit	Route NL/BA	2,678,379	
		AC Transit	Route NX1	91,779	
		AC Transit	Route NX2	88,191	
		AC Transit	Route O	779,077	
		AC Transit	Route P	385,034	
		AC Transit	Route U - Dumbarton Corridor	311,238	
		AC Transit	Route W	56,580	
		CCCTA	Route 96X	145,339	
		WestCat	Hercules LYNX/JX	819,550	
		WestCat	Bay Bridge Forward Service Start-up	100,000	
		LAVTA	Rapid	580,836	
		Total		7,073,629	
5	Dumbarton Bus (3)	AC Transit	Routes DB	1,432,828	
		AC Transit	Route DB1	1,534,148	
		Total		2,966,976	
6	Ferry Service	WETA	Alameda Harbor Bay	900,800	
		WETA	Alameda/Oakland	5,123,400	
		WETA	Vallejo	6,353,000	
		WETA	South San Francisco	2,922,800	
		WETA	Bay Bridge Forward Service Expansion	1,200,000	
		Total		16,500,000	
7	Owl Service	AC Transit	Route 800	665,771	
		AC Transit	Route 801	667,852	
		MUNI	Route 14	187,501	
		SamTrans	Route 397	305,876	
		AC Transit	Route 800 Service Enhancements	227,000	
		Total		2,054,000	
8	MUNI Metro 3rd Street	SF MUNI	Metro 3rd Street extension	2,500,000	
9	AC Transit Rapid Bus Corridor	AC Transit	Enhanced Bus Service in the Berkeley/		
			Oakland/San Leandro Corridor	3,000,000	
11	WETA planning	WETA	Planning and operations	3,000,000	
12	Clipper	MTC	Operations	2,000,000	
13	Transbay Transit Center	TJPA	Terminal Operations	3,000,000	
Grand Total				48,745,338	

RM2 Marketing Assistance Program (4)

Project Name	Operator	Description	Programmed (4)	Notes
Clipper®	MTC	Public Information and Marketing	2,475,000 2,700,000	
511 Real Time Transit	MTC	Public Information and Marketing	35,000 200,000	
Seamless Transit Map	MTC	Public Information	470,000 270,000	
Wayfinding	MTC	Public Information	40,000	
The Hub Regional Resource Center	MTC	Center Operations	100,000	
AC Transit Services	AC Transit	Public Information and Marketing	500,000	
Late Night Map	AC Transit	Public Information	25,000	
Bike to Work	MTC	Public Information and Marketing	35,000	
New or Expanded Transit Services	TBD	Public Information and Marketing	180,000 50,00	
Grand Total			3,860,000	

- Notes:
1. The amounts listed reflect the RM-2 base subsidy, with certain projects subject to a 1.5% annual escalation rate through FY2015-16. Escalation was suspended starting in FY2008-09 until BATA RM2 receipts surpass the amounts budgeted to fund the legislative operating projects. Escalation was restored in FY2015-16 for eligible projects.
 2. Amounts shown are subject to approval of the FY 2017-18 BATA Budget.
 3. The funding for Route DB1 is consistent with the cost to provide full-day service for one fiscal year. Future funding levels are contingent upon successful performance of all-day service, i.e., satisfactory cost/passenger ratio.
 4. Marketing assistance programs are funded with RM2 toll revenue receipts pursuant to Streets and Highways Code 30914(f) and are outside of the 38% limit on operating funding as described in Streets and Highways Code 30914(d).