

Metropolitan Transportation Commission Programming and Allocations Committee

March 6, 2019

Agenda Item 2d

MTC Resolution No. 4333, Revised

Subject: Amendment to the RM2 Operating and Marketing Program to add \$2 million for a carpool incentive program.

Background: In January, the BATA budget amendment included a \$2 million increase for the RM2 marketing program and staff proposes that the Commission take corresponding action to add the funds the RM2 operating and marketing program administered by our agency. These funds are part of a proposed larger funding package for the launch of a regional carpool program. The Bay Area Carpool Challenge will help employers reduce single occupancy vehicle rates and encourage HOV3+ carpooling among their employees. MTC will procure a commute technology platform vendor that helps employers manage transportation options, provide incentives directly to employees that carpool, and track behavior change.

Providing the RM2 funds now will allow staff to pursue some early activities such as outreach and initial technical program set-up. Further information regarding the regional carpool program including a full funding plan proposal will be brought to the Commission for consideration later this spring.

Issues: None

Recommendation: Refer MTC Resolution No. 4333, Revised to the Commission for approval.

Attachments: MTC Resolution No. 4333, Revised

Date: May 23, 2018
W.I.: 1255
Referred by: PAC
Revised: 11/28/18-C 02/27/19-DA
03/27/19-C

ABSTRACT

Resolution No. 4333, Revised

This resolution adopts the Regional Measure 2 (RM2) Operating Assistance Program for FY2018-19.

This resolution was revised on November 28, 2018 to program RM2 marketing funds to WETA, AC Transit, and MTC.

This resolution was revised on February 27, 2019 by Executive Director's Administrative Action to rescind marketing funds from 511 Real Time and reallocate those funds plus the unprogrammed marketing balance to four projects—Solano Express, NVRTA's Route 29, AC Transit Transbay Service, and regional campaign for Bike to Work, Trails, and Transit Week.

This resolution was revised on March 27, 2019 to program \$2 million in marketing funds for a carpool incentive program.

Further discussion of this action is contained in the Programming and Allocations Committee Summary Sheet dated May 9, 2018 November 14, 2018, and March 6, 2019.

Date: May 23, 2018
W.I.: 1255
Referred by: PAC

RE: Adoption of FY2018-19 RM2 Operating Assistance Program

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION NO. 4333

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

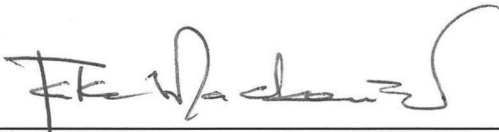
WHEREAS, MTC has developed guidelines for the programming and use of the RM2 funds for operating support of transit projects, and

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 FY2018-19, 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 May 23, 2018.

FY 2018-19 RM-2 Operating Assistance Program -- Streets and Highways Code 30914(d)

Project #	Project Name	Sponsor	Route	Programmed (notes 1,2)
1	Richmond Bridge Express	Golden Gate Transit	Route 40	2,473,725
			Total	2,473,725
2	Napa VINE Service	NCTPA	Route 29	426,400
			Total	426,400
3	Express Bus North	SolTrans	Yellow Line	762,567
		SolTrans	Route 80	578,000
		SolTrans	Route 85	201,741
		ECCTA	Route 300	531,835
		Fairfield/Suisun Transit	Blue Line	463,967
		Fairfield/Suisun Transit	Green Express	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
			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	869,550
		WestCat	Bay Bridge Forward Service Start-up	50,000
		LAVTA	Rapid	580,836
			Total	7,073,629
5	Dumbarton Bus	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	1,325,000
		WETA	Alameda/Oakland	4,732,000
		WETA	Vallejo	6,975,000
		WETA	South San Francisco	2,268,000
		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	177,000
		TBD	Owl Service	50,000
			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 (note 3)

Project Name	Operator	Description	Programmed
Clipper®	MTC	Public Information and Marketing	2,600,000
Seamless Transit Map	MTC	Public Information	710,000
The Hub Regional Resource Center	MTC	Center Operations	178,439
AC Transit Services	AC Transit	Public Information and Marketing	500,000
Transbay Service	AC Transit	Public Information and Marketing	101,561
Richmond Service Outreach	WETA	Public Information and Marketing	200,000
Solano Express	FAST, Solano TA, Soltrans	Public Information and Marketing	50,000
Route 29	NVTA	Public Information and Marketing	20,000
Bike to Work, Trails, and Transit Week Awareness	MTC	Public Information and Marketing	100,000
Carpool Incentive Program	MTC	Public Information and Marketing	2,000,000
Grand Total			6,460,000

- 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 2018-19 BATA Budget.
 3. 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).