

Metropolitan Transportation Commission  
**Programming and Allocations Committee**

May 8, 2019

Agenda Item 4a

**MTC Resolution No. 4378**

**Subject:** FY 2019-20 Regional Measure 2 (RM2) Marketing Assistance Program

**Background:** RM2 legislation provides for the annual allocation of a portion of RM2 funding for public information and advertising to support the services and projects funded with RM2 toll revenues.

The RM2 Marketing Assistance Program is typically paired with the annual RM2 Operating Program that will be brought to the Commission for approval in June.

**FY 2019-20 RM2 Marketing Assistance Program**

The RM2 Marketing Assistance Program includes \$6.9 million for marketing and public information of RM2 projects including:

- \$3 million will be used by Clipper® for customer service at San Francisco and Oakland locations and other customer education, communication, and outreach activities.
- \$2 million is being reprogrammed from the FY 2018-19 budget to FY 2019-20 to support the Bay Area Commute Challenge Pilot. As the express lane network expands, MTC seeks to engage employers and equip them with a commute management tool to encourage HOV2+ and HOV3+ carpooling among their employees. With a commute technology platform, employers can manage transportation options, provide incentives directly to employees that carpool, and track behavior change.
- \$1.1 million for miscellaneous coordination efforts including regional transit mapping and wayfinding, 511 Real Time Transit, the Regional Resource Center and Bike to Work, Trails, and Transit campaigns.
- \$500,000 of marketing support for AC Transit for RM2-funded service. Like last year, these funds will free up funds for AC Transit to use in support of school bus service.
- \$300,000 for new or expanded transit service.

The RM2 marketing program is also included in the proposed FY2019-20 BATA budget and is subject to its approval.

**Issues:** None.

**Recommendation:** Refer MTC Resolution No. 4378 to the Commission for approval.

**Attachments:** MTC Resolution No. 4378



Therese W. McMillan

Date: May 22, 2019  
W.I.: 1255  
Referred by: PAC

ABSTRACT

Resolution No. 4378

This resolution adopts the Regional Measure 2 (RM2) Operating and Marketing Assistance Program for FY2019-20.

Further discussion of this action is contained in the Programming and Allocations Committee Summary Sheet dated May 8, 2019.

Date: May 22, 2019  
W.I.: 1255  
Referred by: PAC

RE: Adoption of FY2019-20 RM2 Operating Assistance Program

METROPOLITAN TRANSPORTATION COMMISSION  
RESOLUTION NO. 4378

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 FY2019-20, 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

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Scott Haggerty, 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 22, 2019.

**FY 2019-20 RM-2 Operating Assistance Program -- Streets and Highways Code 30914(d)**

The RM2 Operating Program will be presented for approval in June 2019.

**RM2 Marketing Assistance Program (note 1 and 2)**

<b>Project Name</b>	<b>Operator</b>	<b>Programmed</b>
Clipper®	MTC	\$ 3,000,000
Bay Area Commute Challenge Pilot	MTC	\$ 2,000,000
Regional Map and Wayfinding	MTC	\$ 780,000
511 Real Time Transit	MTC	\$ 110,000
The Hub Regional Resource Center	MTC	\$ 200,000
AC Transit Services	AC Transit	\$ 500,000
Bike to Work, Trails, and Transit Week Awareness	MTC	\$ 50,000
New or Expanded Transit Services	TBD	\$ 300,000
<b>Grand Total</b>		<b>\$ 6,940,000</b>

- Notes:
1. Amounts shown are subject to approval of the FY 2019-20 BATA Budget.
  2. 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).