

**Metropolitan Transportation Commission
Policy Advisory Council**

February 12, 2020

Agenda Item 11

Staff Liaison Report – February 2020

Subject: Relevant MTC policy decisions and other activities.

Recommendation: Information

Attachments: Attachment A: Staff Liaison Report – February 2020

Healthy: Resilience strategies – from sea level rise protections to retrofits of aging Bay Area homes – can drastically lessen climate, earthquake and other hazardous effects on the Bay Area’s economy, infrastructure and housing market.

Vibrant: Partnering with the state and federal government will be key to growing middle-class employment; exploring strategies that reduce volatility in these jobs may reduce the damaging effects seen in the last recession.

[Review the full report to learn more.](#)

New Commute Program Aims to Ease Traffic Troubles for Napa Valley Workers

On January 27, 2020, MTC in partnership with the Napa Valley Vintners and Visit Napa Valley launched Napa Valley Forward, an innovative commute program for Napa Valley wine and hospitality industry employees that provides incentives for carpooling and vanpooling, riding public transit, and walking or bicycling to make workers’ commutes easier and to relieve the valley’s vexing traffic congestion. The employer-focused initiative harnesses data to customize alternatives to solo driving for each participant.

Workers who enroll in Napa Valley Forward can receive subsidies such as a Clipper card value equal to a 31-day VINE transit pass or \$50 gas cards for registered carpools. Participants who log commute trips on the program’s website can earn rewards such as free coffee, gift cards and vouchers to local businesses, with extra reward points for those who walk or bike to work. In partnership with Lyft, a Guaranteed Ride Home is also available to Napa Valley Forward participants in case of an emergency or unscheduled overtime. Participating employees can use the Guaranteed Ride Home program up to four times per year with a maximum fare coverage of \$125 per Lyft ride.

“Napa Valley Forward is a public-private partnership that uses real data to help real people,” said Napa County Supervisor and MTC Vice Chair Alfredo Pedroza. “We are empowering employees and employers to use data to help identify clusters of workers and set up alternatives to driving in your individual car that are reliable, cost-effective and more efficient. That’s how Napa Valley Forward can reduce traffic congestion on Highway 29 and Silverado Trail, and support sustainability in our region.”

Workers can enroll in Napa Valley Forward through participating employers in the wine and hospitality industries, 17 of which already are on board. Napa Valley Forward uses Luum commuter benefits software, which allows participants to enroll in both English and Spanish, making the program almost universally accessible.

The Napa Valley Forward kickoff will include a series of launch events beginning the week of January 27 and continuing through mid-March at locations throughout the valley. These events will provide employers and workers alike a chance to learn more about the program from Napa Valley Forward team members, who will explain how workers can receive subsidies and other incentives for their commutes, and can walk enrollees through the sign-up process.

Employers already participating in Napa Valley Forward include Auberge du Soleil, Boisset Family Estates, C. Mondavi & Family, Cakebread Cellars, Calistoga Ranch, Embassy Suites, Harvest Inn, Joseph Phelps, Las Alcobas, Long Meadow Ranch, Meadowood, Napa Valley Wine Train, Opus One, St. Supéry, Silver Oak, Silverado Resort, Solage, Trinchero Family Estates, and V. Sattui Winery.

Transportation, Housing Strategies Rose to the Top for Mayor of Bayville Participants

New routes for bicycles and pedestrians, denser housing near transit stops, and more frequent and reliable train service were the top three strategies chosen by more than 3,100 people who played the Mayor of Bayville this fall as part of the development of Plan Bay Area 2050, a long-range transportation and housing plan that will help chart a course for the Bay Area's future over the next 30 years.

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) received over 10,000 responses via the [Mayor of Bayville](#) online tool from residents of all nine Bay Area counties during November and December. Participants were invited to prioritize and comment on proposed strategies for improving mobility, meeting the Bay Area's housing challenges, sustaining economic growth and protecting the environment. All told, residents in 84 of the Bay Area's 101 cities and towns participated.

Strategies in the transportation and housing categories garnered the most responses from participants, followed by those in the environment and the economy. Overall the five most popular strategies include:

- **Prioritize active modes:** Build a network of safe paths for bicycles, e-bikes, scooters and pedestrians
- **Regional policy:** Allow apartments and denser housing around transit stops
- **Invest in transit:** Improve the reliability and frequency of the existing rail network
- **Price transportation service:** Provide free transit to low-income riders
- **Reuse and redevelopment:** Transform aging malls into neighborhoods

Executive Director's Report

The following items are excerpts from the January 2020 Executive Director's Report to the Commission. To read the report in its entirety go to:

<http://www.mtc.ca.gov/whats-happening/news/executive-directors-report>.

Key Highlights for January:

Plan Bay Area 2050

MTC/ABAG hosted three meetings – focused on Housing and Economy (December 10th), Equity (December 11th) and the Environment (January 7th) – to discuss potential strategies for the Draft Blueprint for Plan Bay Area 2050. A meeting focused on Transportation was held in November. Each event was well attended and input from these sessions will be used to help craft the Draft Plan Bay Area 2050 Blueprint.

Solano Transportation Authority Board Presentation

On January 8th, at the invitation of Commissioner Jim Spering, I attended the Solano Transportation Authority Board meeting to discuss Plan Bay Area 2050 and the relationship between the region's transportation and housing challenges.

2020 Transportation Research Board Annual Meeting

Along with several staff, I attended the 99th Annual Meeting of the Transportation Research Board, held this year from January 12-16th. The meeting, *A Century of Progress: Foundation for the Future*, provided an opportunity to learn about the latest research, share best practices, and discuss hot policy topics in transportation.

Upcoming Events:

MTC Workshop

The Commission Workshop will take place on Thursday, January 30 and Friday, January 31. The first day will provide an opportunity to discuss key decisions before the Commission, understand the timeframes and set priorities. On the second day of the workshop, the Commission will be joined by members of the ABAG Executive Board to discuss near-term and important decisions related to Plan Bay Area 2050 and Assembly Bill 1487, the San Francisco Bay Area Regional Housing Finance Act.