


Metropolitan Transportation Commission Programming and Allocations Committee

October 14, 2020

Agenda Item 2h - 20-1379

MTC Resolution No. 4428, Revised

- Subject:** Amendment to the FY 2020-21 Regional Measure 2 Marketing Program to redirect \$251,000 to the Return-to-Transit Plan from the Hub Regional Resource Center.
- Background:** Regional Measure 2 (RM2) marketing funds are available to support public information for projects that are part of the RM2 capital or operating program. These funds were programmed to support the Hub Regional Resource Center on the ground floor at 375 Beale Street. Since that project has been suspended due to the Shelter in Place orders related to the Covid-19 pandemic, it is proposed to redirect the funds to the Return-to-Transit Plan. This public outreach program aims to safely welcome riders back to transit and is part of the Blue Ribbon Transit Recovery Task Force efforts.
- At the Administration Committee, a contract amendment was proposed to conduct market and employer research to gauge barriers to transit ridership and to lay the groundwork for developing messaging to encourage a return to transit. This contract would use these funds.
- Issues:** None
- Recommendation:** Refer MTC Resolution No. 4428, Revised to the Commission for approval.
- Attachments:** MTC Resolution No. 4428, Revised
- Attachment A, RM2 Operating and Marketing Program of Projects


Therese W. McMillan

Date: June 24, 2020
W.I.: 1255
Referred by: PAC
Revised: 10/28/20-C

ABSTRACT

Resolution No. 4428, Revised

This resolution adopts the Regional Measure 2 (RM2) Operating and Marketing Assistance Program for FY2020-21.

Further discussion of this action is contained in the Programming and Allocations Committee Summary Sheet dated June 10, 2020 and October 14, 2020.

Date: June 24, 2020
W.I.: 1255
Referred by: PAC

RE: Adoption of FY2020-21 RM2 Operating Assistance Program

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION NO. 4428

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 FY2020-21, 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



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 and at other remote locations on June 24, 2020.

Attachment A
MTC Resolution No. 4428

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FY 2020-21 RM-2 Operating Assistance Program -- Streets and Highways Code 30914(d)

| Project Name | Sponsor | Route | Programmed (notes 1,2) |
|-------------------------|---------------------|----------------------------|-----------------------------------|
| Richmond Bridge Express | Golden Gate Transit | Route 40 | \$ 1,743,976 |
| Total | | | 1,743,976 |
| Napa VINE Service | NVTA | Route 29 | \$ 300,612 |
| Total | | | 300,612 |
| Express Bus North | SolTrans | Yellow Line | \$ 537,610 |
| | SolTrans | Red Line | \$ 570,867 |
| | ECCTA | Route 300 | \$ 374,944 |
| | FAST | Blue Line | \$ 327,097 |
| | FAST | Green Express | \$ 448,803 |
| | Golden Gate Transit | Route 72x | \$ 71,391 |
| | Golden Gate Transit | Route 101 | \$ 137,714 |
| | WestCat | Route JPX | \$ 175,752 |
| Total | | | 2,644,178 |
| Express Bus South | AC Transit | Route F | \$ 628,060 |
| | AC Transit | Route LA | \$ 103,467 |
| | AC Transit | Route NL/BA | \$ 1,888,257 |
| | AC Transit | Route NX1 | \$ 64,704 |
| | AC Transit | Route NX2 | \$ 62,175 |
| | AC Transit | Route O | \$ 549,249 |
| | AC Transit | Route P | \$ 271,449 |
| | AC Transit | Route U - Dumbarton | \$ 219,423 |
| | AC Transit | Route W | \$ 39,889 |
| | CCCTA | Route 96X | \$ 102,464 |
| | WestCat | Hercules LYNX/JX | \$ 648,283 |
| | LAVTA | Rapid | \$ 409,489 |
| Total | | | 4,986,908 |
| Dumbarton Bus | AC Transit | Routes DB | \$ 1,045,393 |
| | AC Transit | Route DB1 | \$ 1,081,575 |
| Total | | | 2,126,968 |
| Ferry Service | WETA | Alameda Harbor Bay | \$ 1,021,404 |
| | WETA | Alameda/Oakland | \$ 3,198,092 |
| | WETA | Vallejo | \$ 5,010,999 |
| | WETA | South San Francisco | \$ 1,556,006 |
| | WETA | Bay Bridge Forward | \$ 846,000 |
| Total | | | 11,632,500 |
| Owl Service | AC Transit | Route 800 | \$ 594,154 |
| | AC Transit | Route 801 | \$ 470,836 |
| | MUNI | Route 14 | \$ 132,188 |
| | SamTrans | Route 397 | \$ 215,643 |
| Total | | | 1,412,820 |
| MUNI Metro 3rd Street | SF MUNI | Metro 3rd Street extension | \$ 1,762,500 |
| AC Transit Rapid Bus | AC Transit | Route 1/Rapid | \$ 2,115,000 |
| WETA planning | WETA | Planning and operations | \$ 2,115,000 |
| Clipper | MTC | Operations | \$ 1,410,000 |
| Transbay Transit Center | TJPA | Terminal Operations | \$ 2,115,000 |
| Grand Total | | | \$ 34,365,463 |

FY 2020-21 RM2 Marketing Assistance Program (note 2 and 3)

| Project Name | Operator | Programmed |
|--------------------------------------|-----------------|-----------------------|
| Clipper® | MTC | \$ 2,600,000 |
| Regional Map and Wayfinding | MTC | \$ 500,000 |
| 511 Real Time Transit | MTC | \$ 340,000 |
| The Hub Regional Resource | MTC | \$ 251,000 |
| <u>Return-to-Transit Plan</u> | <u>MTC</u> | <u>\$ 251,000</u> |
| Fare Integration Project | MTC | \$ 300,000 |
| AC Transit Services | AC Transit | \$ 500,000 |
| Grand Total | | \$ 4,491,000 |

Notes:

1. The amounts listed reflect the RM2 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 surpassed the amounts budgeted to fund the legislative operating projects. Escalation was restored in FY2010-16 for eligible projects. In FY2020-21, the FY2019-20 original programming amounts were reduced proportionally based on reduced revenue estimate due to COVID-19. 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.
2. Amounts shown are subject to approval of the FY2020-21 BATA Budget and funding availability.
3. 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