

PLAN BAY AREA 2050

Final Blueprint: Alternative to Strategy EN7 (Telecommuting)

Dave Vautin, MTC/ABAG

November 20, 2020

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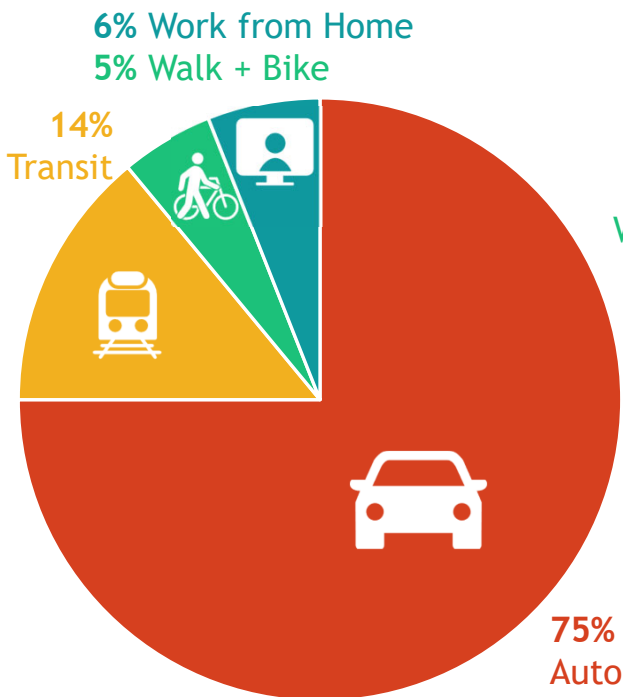
Template1												
G25												
	A	B	C	D	E	F	G	H	I	J	K	L
1	No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
2	10460	Benefits	1-Personal	0	12,034	13,565	10,674	13,095	16,392	12,357	20,775	24,765
3	35246	Payroll taxes	1-Personal	0	345	347	154	1,953	374	534	-	-
4	76745	Salaries	1-Personal	1	521	434	178	519	1,850	543	764	133
5	78023	Commissions and bonuses	1-Personal	0	0	2,300	189	90	23	456	246	346
6	23674	Personnel Total	1-Personal	1	12,900	16,646	11,195	15,667	18,639	13,890	25,326	25,599
7	14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,266	1,500	4,600
8	10567	Independent Research	2-Marketing	1	2,000	5,420	3,000	2,100	900	580	4,252	3,674
9	96643	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000	8,000	-	4,500	6,800	7,550
10	17695	Market Research Total	2-Marketing	3	16,200	12,620	10,000	14,600	10,100	5,312	10,252	15,074
11	94015	Promotions	3-Commu	2	1,239	190	1,245	432	134	357	2,466	-
12	75321	Branding	3-Commu	1	522	431	573	323	612	453	355	-
13	95235	Web Advertising	3-Commu	1	10,432	-	10,430	14,093	12,890	13,555	24,890	45,780
14	32564	Direct Marketing	3-Commu	0	-	532	156	1,090	234	425	236	3,688
15	68508	Newspaper Advertising	3-Commu	0	-	1,243	12	567	34	346	865	3,467
16	06342	Communication Total	3-Commu	4	12,662	19,330	12,416	16,505	13,904	15,136	28,812	56,965
17	89063	Travel	4-Other	0	19,300	15,333	15,000	15,890	12,009	1,367	247	478
18	07421	Phone	4-Other	0	200	150	155	200	120	145	207	109
19	93012	Computer/Office Equipment	4-Other	2	400	500	100	200	500	100	500	770
20	24601	Postage	4-Other	0	683	153	356	235	746	462	678	346
21	35151	Other Total	4-Other	2	20,583	16,136	15,611	16,525	13,375	2,074	1,632	1,703
22	10460	Benefits	1-Personal	0	12,034	13,565	10,674	13,095	16,392	12,357	20,775	24,765
23	35246	Payroll taxes	1-Personal	0	345	347	154	1,953	374	534	-	-
24	76745	Salaries	1-Personal	1	521	434	178	519	1,850	543	764	133

Recap: Key Themes from Discussions in Past Month

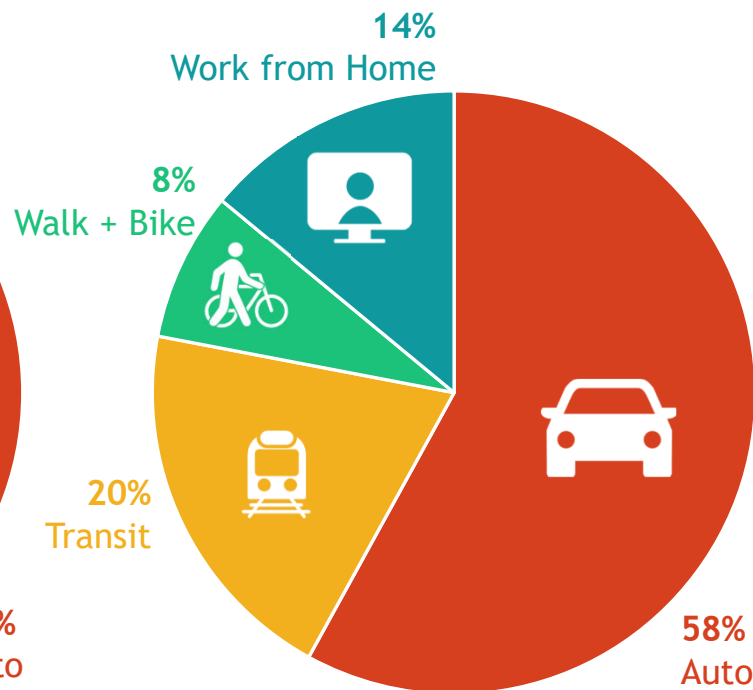
- While we recognize that there is strong public support for telecommuting strategies in Plan Bay Area 2050, there are also significant concerns from businesses, elected officials, and transit agencies about economic impacts.
- Most of the alternative approaches suggested to staff were already in the Final Blueprint. Focusing housing near transit, building new rail lines, investing in transit service increases, incentivizing carpooling, pricing freeways, and more - all of these ideas are already in the Final Blueprint.
- All of the funding in the Final Blueprint is already committed to transportation projects. Only strategies that generate new revenues, or rely on shifting revenue away from proposed projects, can be accommodated due to “fiscal constraint”.
- Bottom line: there are no easy alternatives to the telecommute strategy.

Recap: Intent of Telecommuting Strategy (EN7)

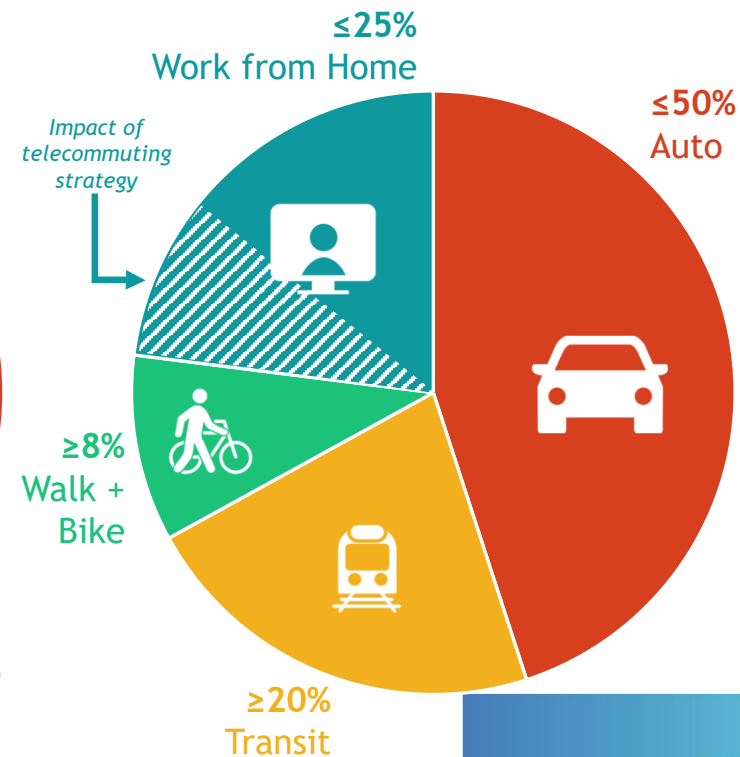
Commute Mode Choice
2015



Commute Mode Choice
2050 Draft Blueprint

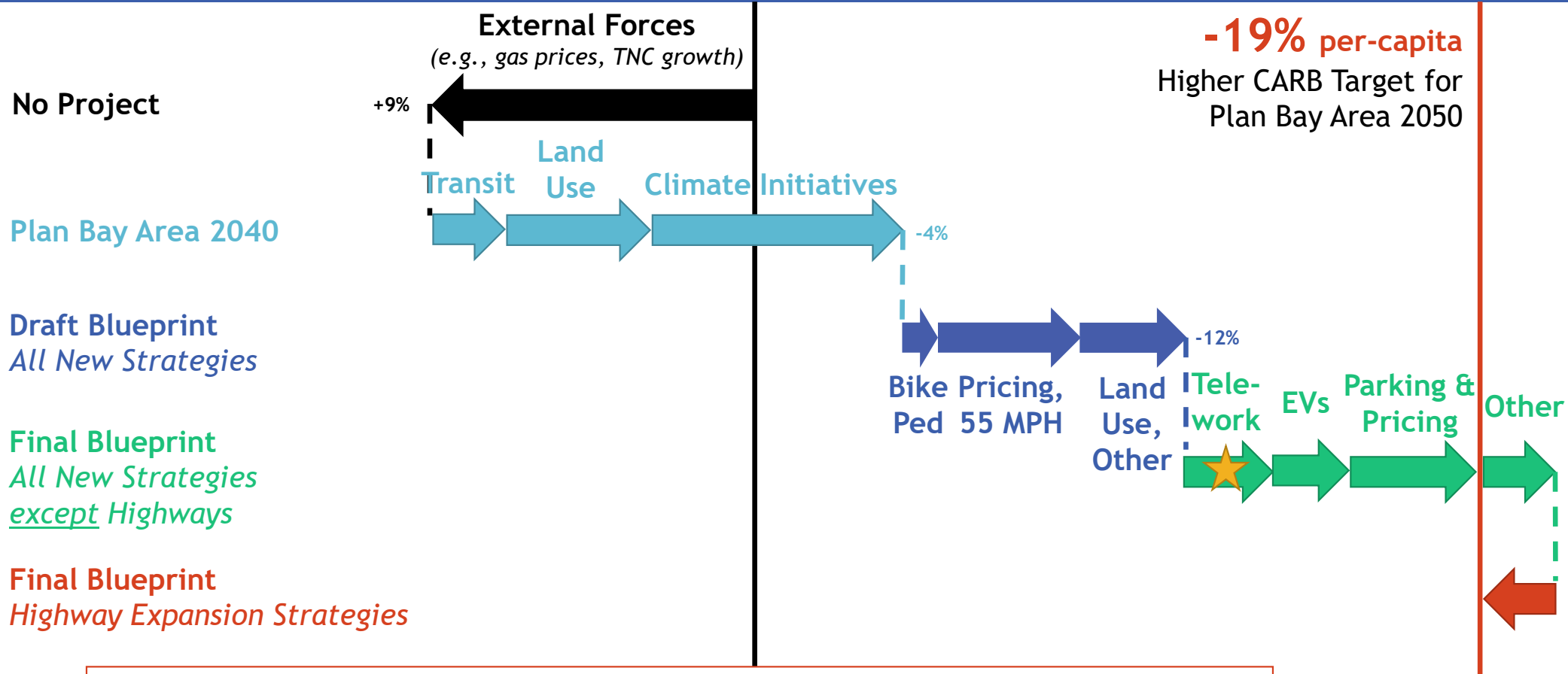


Commute Mode Choice
2050 Final Blueprint**



** Envisioned modal shift; analysis now underway to understand combined effect of 35 approved strategies. 3







-19% GHG Target: Bold Strategies Required



Note: this is a sketch-level breakdown based on limited data/information. Modeling is now underway; CARB has final approval and could require even more conservative assumptions. This graphic integrates CARB's October 2020 approval of a more consistent auto operating cost.

-19% GHG Target: Costs of Traditional Approaches

On average, traditional transportation investments **require many billions of dollars of investment** to achieve marginal reductions in greenhouse gas emissions, despite meaningful mobility & safety benefits.

Infrastructure-Oriented Transportation Strategies		Strategy Costs & Approximate GHG Effect	
	Build a Complete Streets Network	\$13 billion	
	Enable a Seamless Mobility Experience Reform Regional Transit Fare Policy Enhance Local Transit Frequency, Capacity & Reliability Expand and Modernize the Regional Rail Network	\$126 billion	
	Improve Interchanges and Address Regional Bottlenecks Build an Integrated Regional Express Lane/Bus Network	\$20 billion	

*Strategy costs are in year-of-expenditure dollars over the Plan lifespan.
Per-capita GHG reductions are between year 2005 and 2035; estimates are sketch-level and will be refined in ongoing modeling work.*

-19% GHG Target: What If We Don't Hit the Target?

The San Francisco Bay Area would be the **first major metropolitan area in California** to fail to meet its climate targets set under Senate Bill (SB) 375.

- In addition to moving forward with the non-compliant plan, MTC/ABAG would need to develop a fiscally- and politically-unconstrained **Alternative Planning Strategy (APS)** document this winter in submit to the State in concert with Plan Bay Area 2050.

Transportation agencies throughout the Bay Area would **immediately lose eligibility for at least \$100 million** in annual state funding starting in early 2022; this also diminishes our competitive position.

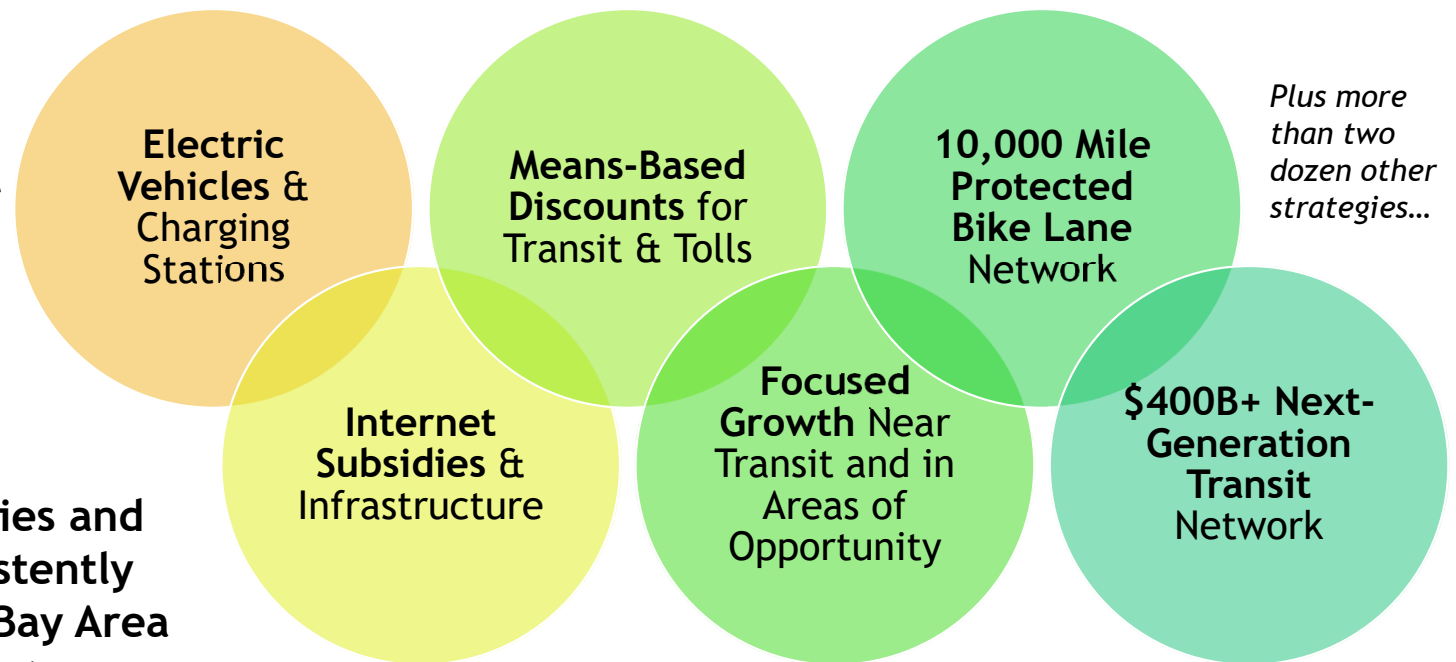
- **Senate Bill 1 Solutions for Congested Corridors Program** - ineligible under State law
- **Senate Bill 1 Trade Corridor Enhancement Program** - ineligible under CTC policy

This would likely **accelerate efforts, already underway, to reform SB 375**, but it may also have adverse unforeseen impacts for the Bay Area.

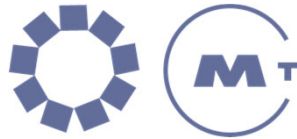


















Key Complementary Strategies

It's essential to remember that the telecommuting strategy - as well as the alternative presented today - does not live in a vacuum. It must be pursued in concert with the other 34 strategies approved in the Final Blueprint to achieve the Plan Bay Area 2050 Vision.

Furthermore, equity strategies and mitigations have been consistently integrated throughout Plan Bay Area 2050. The telecommuting strategy, or any alternative, must also make progress on this critical goal.



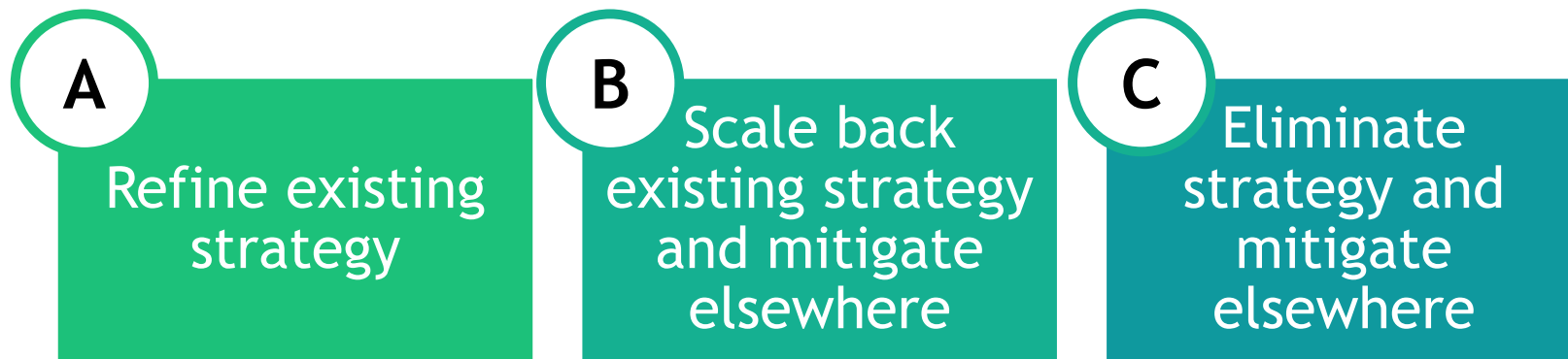
We Are Not Alone: Actions by Other Regions

Key Climate Strategies Beyond Land Use & Transportation Investments	 Plan Bay Area 2050 (Final Blueprint)	 2020 Plan (Adopted)	 2020 Plan (Adopted)	 San Diego Forward (2021 Draft)
 Roadway Pricing Strategies	 All-lane tolling + cordon pricing (<i>SF</i>)	 Regional VMT fee	 Regional VMT fee + cordon pricing (<i>LA</i>)	 Tolling of select general-purpose lanes
 Parking Pricing Strategies	 Expanded pricing in growth geographies		 Expanded pricing in job centers	 Expanded pricing in mobility hubs
 Telework Strategies		 <i>Adopted pre-COVID</i>	 <i>Assumes exponential growth</i>	

Alternative Approaches: Framing the Discussion

As part of MTC Resolution No. 4437, the Commission requested that staff look at **alternatives for the telecommuting strategy that would generate the same GHG emissions reductions.**

Three types of alternatives:



To be effective, alternatives must meet the following requirements:

At Scale

No Duplication

Within Fiscal Constraint

- A modified or alternative strategy cannot have marginal impacts on GHG reduction.

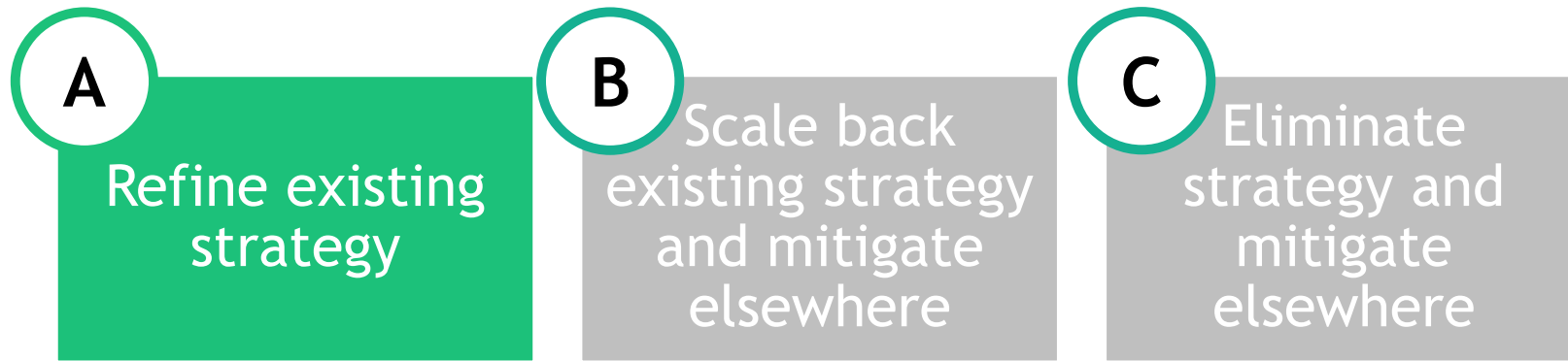
- A modified or alternative strategy cannot “double count” estimated GHG reductions. (*must ensure CARB approval*)

- Transportation strategies must fit within federally-required “fiscal constraint” - all monies are currently allocated to specific investments.

Alternative Approaches: Path Forward

As part of MTC Resolution No. 4437, the Commission requested that staff look at **alternatives for the telecommuting strategy** that would generate the same GHG emissions reductions.

Three types of alternatives:



Other than a No Change approach, the most viable alternative is in Category A.

Expand Commute Trip Reduction Programs at Major Employers

Examples of Other Alternatives to Achieve GHG Goals:

C1. Double Per-Mile Toll Assumptions and Further Increase On- and Off-Street Parking Rate Assumptions

C2. Shift from Time-of-Day Per-Mile Tolling to Dynamic Tolling on Congested Freeways

Refine Existing Telecommute Strategy

A

Revised Strategy EN7: Expand Commute Trip Reduction Programs at Major Employers

Objective

Reduce greenhouse gas emissions and traffic congestion by partnering with major employers to *shift auto commuters to telecommuting, transit, walking, and bicycling*.

Description

Set a sustainable commute target for all major employers as part of an expanded Bay Area Commuter Benefits Program. Employers would then be responsible for expanding their commute trip reduction programs, identifying and funding sufficient incentives and/or disincentives to achieve or exceed the target. By the year 2035, no more than 40 percent of each employer's workforce would be eligible to commute by auto on an average workday. To minimize impacts on small businesses, businesses with fewer than 50 employees would be exempt from this policy; furthermore, recognizing the difficulty in serving rural jobs by transit and non-motorized modes, agricultural employers would also be exempt from this policy.

Options for Employers

Each employer would have the flexibility to choose the right set of incentives and disincentives for their employees to meet or exceed the target:

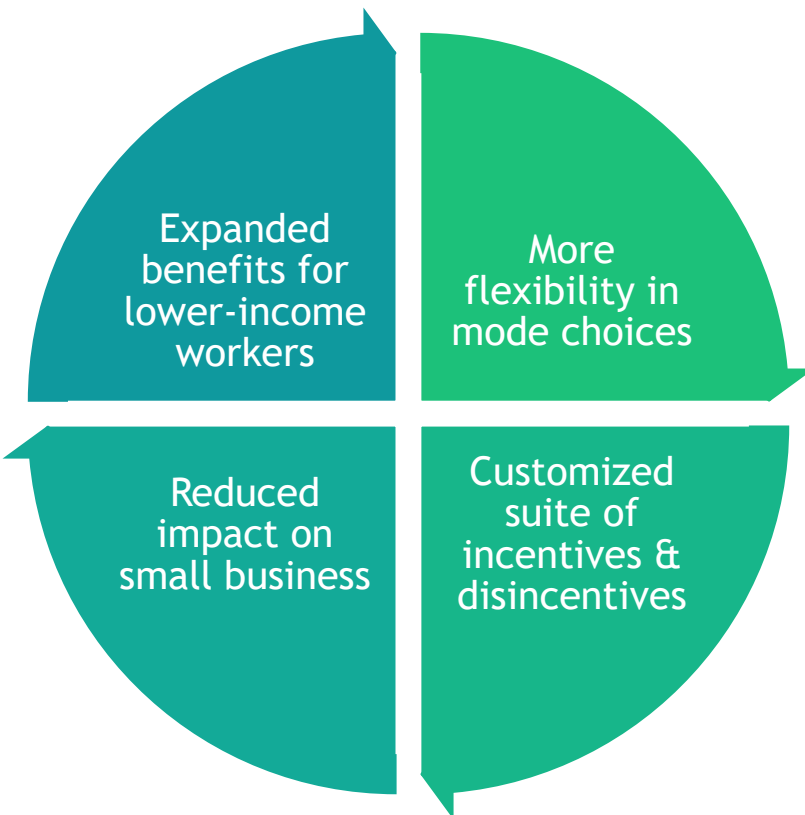
Examples of employer-funded incentives include free or subsidized transit passes, bike & e-bike subsidies and giveaways, free bikeshare memberships, free commuter shuttles for employees, provision of on-site employee housing on current parking lots or other available land, rent or mortgage subsidies for employees residing in walkable transit-rich communities, and direct cash subsidies for walking, biking, or telecommuting. Employer-managed disincentives could include reduction or elimination of parking lots or garages, higher on-site or off-site parking fees, compressed work schedules, and elimination of Dedicated workspaces in lieu of shared space. Note that this strategy works in conjunction with other complementary strategies in Plan Bay Area 2050, including the strategies in which Plan Bay Area 2050 assumes Substantial funding that will, prior to 2035, make sustainable trips and this strategy much more attainable.

A

Refine Existing Telecommute Strategy

Revised Strategy EN7: Expand Commute Trip Reduction Programs at Major Employers

The Revised Strategy EN7 addresses key concerns by business stakeholders...



...while ensuring that the alternative meets the requirements laid out in October 2020.

At Scale?



The proposed alternative would yield similar emissions reductions to the original Strategy EN7, while expanding the portfolio of commute choices beyond telecommuting.

No Duplication?



Benefits from the proposed alternative would complement, not duplicate, existing Final Blueprint strategies for transit, housing, and more.

Within Fiscal Constraint?



Businesses remain responsible for identifying and funding incentives and disincentives to auto commuting for their workforce.

PLAN BAY AREA 2050

Next Steps

- **Today:** Seeking Action on Revised Strategy EN7 via MTC Resolution No. 4337, Revised
- **December:** Public Release of Final Blueprint Analysis
- **January:** MTC/ABAG Action on Final Blueprint as Preferred EIR Alternative + ABAG Action on Draft RHNA Methodology (*integrating Final Blueprint forecasts*)