



Office of the City Manager

CONSENT CALENDAR
July 15, 2003

To: Honorable Mayor and
Members of the City Council

From: Weldon Rucker, City Manager

Subject: Transportation Fund for Clean Air Regional Fund Grant Application

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to 1) submit a grant application to the Bay Area Air Quality Management District's Transportation Fund for Clean Air Regional Fund grant program for funds in the amount of \$35,257 in the City's fiscal year 2003/2004 for implementation of a Dynamic Ridesharing program; 2) accept the grant and execute any resultant agreements and amendments; and 3) implement the project, subject to Council approval of expenditures and bids.

FISCAL IMPACTS OF RECOMMENDATION:

If received, this grant would provide 20% of estimated project costs. The Alameda County Congestion Management Agency (ACCMA) will provide the other 80% of project costs from a Federal Highway Administration (FHWA) Value Pricing Pilot Program grant that is being administered by Caltrans and the ACCMA to implement a Dynamic Ridesharing pilot project in Alameda County.

Securing these funds would guarantee that this project could move forward with no expenditure of City funds. In fact, the program budget includes \$23,640-\$57,840 for City staff salaries. (The higher amount includes direct program administration costs, including telephone operator, which may be subcontracted.)

The grant program does not require any matching funds for projects requesting less than \$100,000. The budget code is 613-0920-431-9960 and CMS number is TRUL3.

CURRENT SITUATION AND ITS EFFECTS

Although carpooling traditionally has been an effective alternative to driving alone, carpooling rates have been declining both nationally and locally. According to the 2000 U.S Census, 104 fewer workers carpool to work in Berkeley compared to the 1990 Census. Carpooling is also a relatively poorly developed commute option in the city; Berkeley ranks 104th out of 159 Bay Area communities in its share of carpool-to-work commuters.

The City's General Plan calls for support of trip reduction activities, including carpool programs (Policy T-10). The City offers a deeply discounted monthly parking permit for carpools with three or more riders (\$45 versus \$150 for single occupant vehicles) at the Center Street garage.

Currently, there are 12 registered carpools receiving the discounted monthly parking permit. The City recently approved increasing the number of carpool permits sold to 40 and staff are preparing an outreach effort and program procedures to successfully expand carpooling in Berkeley.

BACKGROUND

The proposed grant project would fund the planning, program development and complete implementation costs for a Dynamic Ridesharing project. Dynamic Ridesharing differs considerably from conventional carpooling in that it uses computer matching and advanced communications to allow users to find carpool partners on a "real-time" basis. Rather than trying to encourage people to form a carpool with a fixed membership and schedule, it provides an "on-demand" system. Its features include:

- Web-based and telephone communication systems that make it fast and simple to request a ride match.
- Significant incentives to participate, including free, reserved parking spaces for Dynamic Rideshare carpools and timesavings in HOV lanes.
- Users can request a "custom" ride/drive time every time they want to travel -- even shortly before they need to leave.
- Users can specify meeting places of their own choosing. Parking spaces in over-subscribed park-and-ride lots are not necessary.
- The computer system automatically provides the most suitable and convenient ride matches. Participants do not need to spend time searching for a suitable partner.
- Guaranteed rides home are provided as part of the service.

The Dynamic Ridesharing program is designed to provide a service having the reliability, flexibility, and convenience of solo driving – without the solo driving. As parking is extremely limited in downtown Berkeley and City policy states that priority should be given short-term visitor parking, this project promises to reduce long-term commuter parking and make parking spaces more readily available for short-term use.

This project will implement a Dynamic Ridesharing program for commuter traveling from the I-80 corridor to and from downtown Berkeley. This area was chosen because of the relatively poor transit options in this area and the large numbers of Berkeley workers commuting on this congested corridor. Computer simulations of Dynamic Ridesharing for Berkeley commuters in the I-80 Corridor show successful formation of 50 carpools daily, reducing 210 total daily vehicle trips.

In 2002, the Federal Highway Administration (FHWA) awarded a Value Pricing Pilot Program grant for a Dynamic Ridesharing pilot project in Alameda County. Caltrans and the Alameda

County Congestion Management Agency (ACCMA) administer the funds. If the TFCA grant is received, the ACCMA has agreed to sub-allocate a portion of the FHWA grant funds to the City of Berkeley's Dynamic Ridesharing program.

City staff has been working with the Dan Kirschner, staff of Environmental Defense who has designed the program, developed the software, and conducted the simulations in order to gauge the feasibility and efficacy of a Dynamic Rideshare program in Berkeley.

RATIONALE FOR RECOMMENDATION

If awarded, this grant would provide a convenient system and substantial incentives to encourage commuters in the I-80 corridor to carpool to work or school in Berkeley. This is a very innovative program with strong Federal, state and regional agency interest and support, and Berkeley would be an excellent 'test-bed' project partner.

CONTACT PERSON

Peter Hillier, Assistant City Manager for Transportation, 981-7010
Matt Nichols, Senior Transportation Planner (TDM), 981-7068

Approved:



Peter Hillier, Assistant City Manager for Transportation

RESOLUTION NO. N.S.

AUTHORIZING THE CITY MANAGER TO 1) SUBMIT A GRANT APPLICATIONS TO THE BAY AREA AIR QUALITY MANAGEMENT DISTRICT'S TRANSPORTATION FUND FOR CLEAN AIR REGIONAL FUND GRANT PROGRAM FOR FUNDS IN THE AMOUNT OF \$35,257 IN FISCAL YEAR 2003 FOR IMPLEMENTATION OF A DYNAMIC RIDESHARING PROGRAM; 2) ACCEPT THE GRANT, AND EXECUTE ANY RESULTANT AGREEMENTS AND AMENDMENTS; AND 3) IMPLEMENT THE PROJECT, SUBJECT TO COUNCIL APPROVAL OF EXPENDITURES AND BIDS

WHEREAS, carpooling traditionally has been an effective alternative to driving alone, carpooling rates have been declining both nationally and locally; and

WHEREAS, Berkeley ranks 104th out of 159 Bay Area communities in the 2000 U.S Census in its share of carpool-to-work commuters; and

WHEREAS, the City's General Plan calls for support of trip reduction activities, including carpool programs (Policy T-10); and

WHEREAS, Dynamic Ridesharing uses web-based and telephone-based systems to allow users to find carpool partners on a "real-time" basis; and

WHEREAS, simulations of Dynamic Ridesharing for Berkeley commuters in the I-80 Corridor show successful formation of 50 carpools daily, reducing 210 total daily vehicle trips; and

WHEREAS, the Federal Highway Administration (FHWA) awarded a Value Pricing Pilot Program grant to be administered by Caltrans and the Alameda County Congestion Management Agency (ACCMA) for a Dynamic Ridesharing pilot project in Alameda County, and the ACCMA has agreed to sub-allocate FHWA grant funds to the City of Berkeley's program; and

WHEREAS, there is no matching requirement for the TFCA Regional Fund grant program for requests less than \$100,000; and

WHEREAS, securing this grant would assure sufficient funds to allow this project to be implemented for at least one year and cover all anticipated costs; and

WHEREAS, the City's Office of Transportation has participated in the project planning and is prepared to carry out the project; and

WHEREAS, the grant funds will be deposited to revenue budget code 613-0920-431-9960, CMS# TRUL3.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Berkeley authorizes the City Manager to 1) submit a grant application to the Bay Area Air Quality Management District's Transportation Fund for Clean Air Regional Fund grant program for funds in the amount of \$35,257 in Fiscal Year 2003 for implementation of a Dynamic Ridesharing program; 2) accept the grant, and execute any resultant agreements and amendments; and 3) implement the project, subject to Council approval of expenditures and bids.