



Office of the City Manager

CONSENT CALENDAR
September 11, 2007

To: Honorable Mayor and
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Claudette Ford, Director, Public Works

Subject: Contract: Transportation Land Use Coalition

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a sole source contract with the Transportation Land Use Coalition (TALC) for the Travel Choice-Berkeley Program to promote the City of Berkeley Transit First policy for an amount not to exceed \$396,000 for the period September 15, 2007 to June 30, 2009.

SUMMARY

On February 27, 2007, Council approved Resolution No. 63,595-N.S., authorizing the City Manager to apply for a Travel Choice - Berkeley Program to the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Authority (ACTIA) 2006/2007 Coordinated Program. ACTIA administers the funding sources: Measure B Bicycle/Pedestrian Countywide Discretionary Fund and the Federal Surface Transportation Program (STP)/Congestion Mitigation and Air Quality (CMAQ) program. The grant application for Travel Choice–Berkeley specifically named the TALC as the implementing agency for this project.

Staff submitted the funding application as authorized by Council, and the City was awarded \$406,000 for Travel Choice - Berkeley. Final ACCMA and ACTIA board approval for the grant award to the City with the Transportation Land Use Coalition as the implementing agency was made on April 24, 2007. On May 22, 2007, Council amended Resolution No. 63,595-N.S. with Resolution No. 63,707-N.S, thereby authorizing the City Manager to execute and officially file for the federal funds STP/CMAQ and to implement the Travel Choice - Berkeley program as described in the grant application.

FISCAL IMPACTS OF RECOMMENDATION

The City has been awarded \$406,000 for the Travel Choice - Berkeley program, although the actual contract with TALC will be for \$396,000. The grant award consists of \$216,000 in CMAQ and STP funds (614-4920-331-1095) and \$190,000 from Measure B ACTIA Bicycle/Pedestrian Countywide Discretionary Funds (392-4920-331-

3501). The CMAQ/STP grant requires an 11.47% non-federal match, or \$28,045 (392-4950-313-1011). The \$28,045 matching requirement can be met by the \$190,000 Measure B non-federal ACTIA funds. The application specifically designates the Transportation Land Use Coalition as the implementing agency.

The \$396,000 for the contract is allocated in FY 2008 as follows: \$206,000 in 614-4920-431-3038 and \$190,000 in 392-4920-431-3038; project code is 08TD01. The CMS number is FWHXH.

AC Transit and BART have also agreed to support the Travel Choice project with non-federal funds. However, these funds will not flow through the City.

CURRENT SITUATION AND ITS EFFECTS

Travel Choice – Berkeley will implement the Transit First policy adopted in the Transportation Element of the General Plan. The City has committed to promoting alternative transportation methods to the use of single occupancy vehicles.

The Travel Choice - Berkeley program will fulfill the City's General Plan Transportation Element Policy Objectives T-2 (Promote and Market Public Transportation), T-4 (Transit First Policy) and T-10 (Trip Reduction).

BACKGROUND

Travel Choice is a cost-effective method for reducing demand on local roads and the need for additional infrastructure while encouraging healthy lifestyles, supporting transit through increased fare revenue and cleaning the air through reduced emissions. This program has proven extremely effective in a pilot program in 2005-06 in Alameda and the Fruitvale area of Oakland. The total cost of the project is \$477,000. AC Transit and BART have also contributed \$100,000 to the project.

Travel Choice – Berkeley will increase walking, bicycling, transit use and ridesharing by providing personalized outreach, information and training on transportation alternatives to Berkeley households. Travel Choice – Berkeley outreach will focus on the Telegraph and San Pablo corridors and around major BART stations in Berkeley. The limits of the project area will be 1/2 mile from the stations or transit corridors. Outreach will include telephone outreach during weekday evenings and weekends, as well as door-to-door, in-person outreach in the area to households not reached by phone. Participating households will receive information packets delivered by bicycle and on-foot. Follow-up phone calls will be made after materials are delivered to make sure that households receive the information that they request.

RATIONALE FOR RECOMMENDATION

The TALC is the only organization in the Bay Area region that offers this program. Further, TALC has directly secured an additional \$100,000 from regional agencies to

run this program in Berkeley. The granting agencies, the ACCMA and ACTIA awarded this grant due to TALC's success in the Alameda and Fruitvale neighborhoods.

ALTERNATIVE ACTIONS CONSIDERED

If the City is not successful in executing these grants as described in our grant application, we will be unable to receive \$406,000 of awarded grant funding. There are no reasonable alternative implementing agencies and fund sources to carry out this program.

CONTACT PERSON

Matt Nichols, Principal Transportation Planner, 981-7068

Lila Hussain, Associate Transportation Planner, Public Works, 981-7065

Attachment:

1. Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: TRANSPORTATION LAND USE COALITION FOR TRAVEL CHOICE–
BERKELEY PROGRAM TO PROMOTE A TRANSIT FIRST POLICY

WHEREAS, on February 27, 2007 by Resolution No. 63,595-N.S the City submitted an application to the Alameda County Congestion Management Agency's (ACCMA) FY 2006-07 Coordinated Program grant for Measure B, Regional Bicycle and Pedestrian Program (RBPP) and Congestion Mitigation and Air Quality Improvement Program (CMAQ) fund sources; and

WHEREAS, on May 22, 2007 by Resolution No. 63,707-N.S. amended Resolution No. 63,595-N.S. to authorize the City Manager to execute and file an application for \$216,000 under the Surface Transportation Program (STP) and CMAQ for Travel Choice-Berkeley; and

WHEREAS, the City received a grant award for Travel Choice-Berkeley Program from ACCMA 2006-07 Coordinated Program for \$190,000 in Measure B RBPP funds and 216,000 under STP and CMAQ; and

WHEREAS, the grant award consists of \$216,000 in CMAQ and STP funds (614-4920-331-1095) and \$190,000 from Measure B ACTIA Bicycle/Pedestrian Countywide Discretionary Funds (392-4920-331-3501); and

WHEREAS, the CMAQ/STP grant requires an 11.47% non-federal match, or \$28,045 (392-4950-313-1011); the \$28,045 matching requirement to be met by the \$190,000 Measure B non-federal ACTIA funds; and

WHEREAS, the \$396,000 for the contract is allocated in FY 2008 funds (\$216,000 in 614-4920-431-3038 and \$190,000 in 392-4920-431-3038; CMS number FWHXH); project code 08TD01 has been assigned; and

WHEREAS Resolution No. 63,707-N.S. states the City shall complete the Travel Choice-Berkeley Program as described in the application for the Coordinated Program; and

WHEREAS, the City's application designates the Transportation Land Use Coalition as the implementing agency for the Travel Choice - Berkeley Program; and

WHEREAS, the contract is sole source as Transportation and Land Use Coalition is the only organization in the Bay Area that offers this program; and

WHEREAS, Transportation and Land Use Coalition has secured additional grant funds for this project from AC Transit and BART; and

WHEREAS, the Transportation and Land Use Coalition has successfully completed similar Travel Choice Programs in Alameda and Fruitvale neighborhoods; and

WHEREAS, the Travel Choice program will help fulfill the City's General Plan Transportation Element Policy Objectives T-2, T-4 and T-20; and Travel Choice is a cost-effective method for reducing single occupant motor vehicle use and increasing transit, bicycling and walking.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Berkeley authorizes the City Manager to execute a sole source contract with the Transportation Land Use Coalition (TALC) for the Travel Choice-Berkeley Program to promote the City of Berkeley Transit First policy for an amount not to exceed \$396,000 for the period September 15, 2007 to June 30, 2009.

