

Office of the Mayor

CONSENT CALENDAR
July 13, 2010

To: Members of the City Council

From: Mayor Tom Bates

Subject: Proposal for the Metropolitan Transportation Commission's (MTC) Bay Area Climate Initiative Grants – Innovation Grant

RECOMMENDATION:

Grant the City Manager authority to make the necessary changes in program design, development and budget and submit a full grant proposal by the July 30 deadline to MTC Climate Initiative Grants-Innovation Grant for a two-year implementation project that will reduce greenhouse gas emissions resulting from vehicles.

BACKGROUND:

On May 18, 2010, the City Council directed the City Manager to submit a Letter of Interest for MTC's Bay Area Initiative Grants – Innovation Grants. On June 4, staff submitted a Letter of Interest that proposed the Berkeley Transit Action Plan (B-TAP). On July 1, the Mayor's office and staff were informed that Berkeley is invited to submit a full application by July 30th.

The June 4th Letter of Interest included the following B-TAP goals (full Letter of Interest in Attachment A):

1. Increase access to affordable alternative transit modes by providing an integrated array of options, including: a) free AC Transit EasyPasses coupled with increased supplemental AC Transit service, b) new bicycle station for parking adjacent to Downtown BART, c) new accessible car sharing for public transportation riders to use for business and personal use, d) free car share membership for residents or employees who sell and don't replace their car, e) TravelChoice's tailored information program for people living in Transit Oriented Developments (TOD), and f) enrollment in the Guaranteed Ride Home program.
2. Establish effective marketing and communications strategies to help the local workforce and residents understand options and increase utilization of alternative transit modes, including bus, BART, Car Sharing, bicycles, and walking.
3. Introduce parking pricing and enforcement strategies with License Plate Recognition (LPR) technology that will improve enforcement efficiency and discourage long-term non-resident parking in the Residential Preferential Parking (RPP) neighborhoods.

4. Launch the City's new Tax Relief Action to Cut Commuter Carbon (TRACC) ordinance with targeted outreach to small and medium size employers as an integrated part of the EasyPass program. TRACC requires employers with ten or more employees to provide a commute program to encourage employees to use public transit, vanpools or bicycles.
5. Evaluate the results and make available for replication in the Bay Area.

The budget request in the Letter of Interest is \$2,352,460. The total budget is \$3,026,850 and we secured a 27% match of \$859,390 (see attached Letter of Interest).

MTC has some specific questions they would like staff to answer in preparing the 12-page application. Primarily, MTC is requesting the City of Berkeley consider re-scoping the proposal to focus on parking management/pricing strategies. Potential areas to explore include parking districts, graduated on-street parking pricing, stall sensors and way finding as per Parking Policies to Support Smart Growth, as prepared for MTC by Wilbur Smith Associates in 2007 and/or draw from more current planning studies. They would also like us to describe specific strategies that can help support the above parking strategies.

MTC is also asking us to explain how our project will coordinate with UC Berkeley's proposal for "Climate-Smart Parking". Staff has already been in discussion with UC Berkeley's Planning and Transportation staff.

Approval of this recommendation will direct staff to further refine the B-TAP proposal, make the necessary changes in program design, development and budget and submit a full grant proposal by the July 30 deadline.

FINANCIAL IMPLICATIONS:

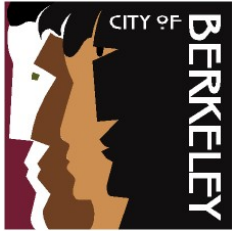
CONTACT:

Mayor Tom Bates

981-7100

Attachment

1 Report from May 18, 2010



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