Climate Initiatives Program Update

Stefanie Hom & Ursula Vogler, MTC Staff
Climate Initiatives Program Background

• Born out of California legislation: AB 32 and SB 375

• Climate Program outlined in Transportation 2035, MTC’s last Regional Transportation Plan, adopted in 2009

• Working group consisting of Commissioners, transit agency representatives, advocates, agency staff created program

• Climate Initiatives program adopted in December 2009
AB 32 Global Warming Solutions Act of 2006

• Establishes the first comprehensive program of regulatory and market mechanisms in the nation to achieve greenhouse gas (GHG) emissions reductions

• AB 32 sets GHG emissions limit for 2020 at 1990 level
  – Acknowledges that 2020 is not the endpoint
  – Points way towards 80% reduction by 2050

• Air Resources Board (ARB) adopted a Scoping Plan to achieve AB 32’s GHG emissions reduction target
• Requires the integration of **land use** and **transportation planning** in a Sustainable Communities Strategy (SCS) to reduce emissions from light duty vehicles

• Directs ARB to develop GHG reduction targets for CA’s 18 MPOs for 2020 and 2035

• Provides CEQA streamlining incentives for projects consistent with SCS

• New legislation continues to build off this framework
Program Specifics
Cycle 1 Climate Initiatives Program

- **Public Outreach and Education Program - $10 million**
  - School and Youth Outreach Program
  - Smart Driving Pilots
  - Electric Vehicle Adoption Campaign
  - Spare the Air promotion

- **Innovative Grants – $33 million for 17 grants**
  - 4 Clean Vehicles
  - 4 Transportation Demand Management (TDM)
  - 4 Showcase
  - 1 Parking Management

- **Safe Routes to School (SR2S) County Program - $15 million**

- **Program Evaluation - $2 million**
Testing the effectiveness of:

1. In-vehicle devices measuring miles per gallon (MPG)
2. Smart driving education
3. MPG mobile applications

Results will determine whether to promote smart driving tactics to the region
Public Outreach Program: Electric Vehicle Campaign

- **Campaign’s main goal**: Encourage Bay Area drivers to purchase or use EVs when offered the choice

- **Ride-and-drive events throughout Bay Area**: at employer locations and existing

- **Launch event**: in early May in San Francisco
Spare the Air Youth School and Youth Outreach Program

- $3 million over 4 years
- Program implemented in two phases: testing and implementation
- Program encourages kids and their families to use alternative transportation
- Currently in implementation phase, funded 7 grants
Safe Routes to School
Cycle 1

- Distributed $15 million to the 9 Bay Area counties

- Counties decided projects based on local needs
  - Most schools funded education and outreach programs
# Innovative Grants: Goals and Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td>Measurably reduce emissions of greenhouse gases and criteria pollutants</td>
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<td>Have the greatest potential for replication</td>
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<td>Employ multiple approaches together, effectively layering them to produce synergy</td>
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<tr>
<td>Remove substantial barrier – technical, financial, policy, or political – that impedes successful implementation of a new strategy</td>
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<td>Build effective collaboration and partnerships</td>
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Innovative and SR2S Creative Grants: Funding Recommendations

Total: $33 Million:
17 grants

- Clean Vehicles: $14 (43%)
- SR2S: $2 (6%)
- Showcase: $11 (33%)
- Parking: $2 (6%)
- TDM: $4 (12%)

Dollars shown in millions
SR2S: Safe Routes to School
TDM: Transportation Demand Management
Safe Routes to School
Grant Funding: $2 million

1. Bike mobile for repairs and education (Alameda County)
2. Green Ways to Schools: social media, School Pool, etc. (Marin)
3. Green Star Schools’ climate curriculum (Bay Area); Eco2School middle/high school education (Sonoma)
4. GIS-based school route maps (Solano)
1. EV Taxis (San Francisco)
2. Municipal EV Fleets and Smart Driving (Bay Area)
3. City CarShare EV Fleet (San Francisco)
4. Tribal EVs (Stewart’s Point Rancheria, Sonoma County)
Parking Grant Funding: $2 million

1. Go Berkeley: Parking pricing in commercial districts. Also includes TDM strategies:
   • transit passes
   • car sharing
Transportation Demand Management
Grant Funding: $4 million

1. **WeGo Rideshare:**
   ridematching app used in CoCo, Marin, Sonoma counties

2. **TDM program in San Francisco. Includes:**
   - parking cashout
   - shuttle coordination
   - ride matching
   - marketing

3. **Connect, Redwood City!**
   - carshare/bikeshare
   - Telecommute

4. **AVL Pilot (Santa Rosa)**
1. Bay Area Bike Share **pilot** in San Francisco, San Mateo, and Santa Clara counties

2. Port of Oakland’s **Shore Power Initiative**

3. Bicycle Detection **System** (San Jose)

4. Cold in Place **Recycling** demos for road rehabilitation (Napa, Sonoma)
Program Evaluation: Key Questions

• What are the quantified estimates of change before and after the implementation of the project or program?

• How effective is the project or program at reducing GHG emissions and criteria pollutant emissions?

• What are the costs and benefits of the project or program? How can the project/program be replicated elsewhere in the Bay Area? How can we remove barriers and support elements that would lead to successful implementation?

• What are some key lessons that we can learn from the project or program?

• Are there any different or new approaches, strategies or ways to make the project or program even more effective?

• Results expected fall 2014
Program Evaluation: Co-benefits

- Increase in physical activity
- Reduction in air pollution and associated public health impacts
- Improvement in roadway safety
- Reduction in household transportation costs
- Increase in public awareness of strategies to reduce emissions
- Reduction of barriers to clean vehicle adoption and use
## Plan Bay Area
### Climate Initiatives Program

<table>
<thead>
<tr>
<th>Policy Initiative</th>
<th>2035 Cost In YOE millions</th>
<th>Per Capita CO2 Emissions Reductions in 2035</th>
<th>Cost per GHG Ton Reduced in 2035</th>
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</thead>
<tbody>
<tr>
<td>Regional Electric Vehicle Charger Network</td>
<td>$80</td>
<td>-0.3%</td>
<td>$812</td>
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<tr>
<td>Vehicle Buy-Back &amp; Plug-in or Electric Vehicle Purchase Incentive</td>
<td>$120</td>
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<tr>
<td>Car Sharing</td>
<td>$13</td>
<td>-2.6%</td>
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<td>Vanpool Incentives</td>
<td>$6</td>
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<tr>
<td>Clean Vehicles Feebate Program</td>
<td>$25</td>
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<td>Smart Driving Strategy</td>
<td>$160</td>
<td>-1.5%</td>
<td>$322</td>
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<tr>
<td>Commuter Benefits Ordinance</td>
<td>$0</td>
<td>-0.3%</td>
<td>$0</td>
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<tr>
<td>Climate Initiatives Innovative Grants</td>
<td>$226</td>
<td>TBD</td>
<td>TBD</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$630</strong></td>
<td><strong>-6.3%</strong></td>
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Available for Climate Programming: $23 Million

- Federal CMAQ Cycles 1 and 2: $17.1 million
- TFCA funds: $6 million (for Air District approval)

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<th>Programs</th>
<th>CMAQ</th>
<th>TFCA</th>
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<tbody>
<tr>
<td>1. Bay Area Bike Share Program</td>
<td>$8.7</td>
<td>$8.7</td>
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<td>2. EV Charging Infrastructure and Vehicles*</td>
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<td>$6.0</td>
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<td>3. Car Sharing</td>
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<td>4. Innovative Grants – TDM Focus</td>
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<td>5. Commuter Benefits Program</td>
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<td>Total</td>
<td>$17.1</td>
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* Air District to consider TFCA funding by June 2014
Questions?

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