

# 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**



## CLIMATE CHANGE SCOPING PLAN

*a framework for change*

DECEMBER 2008

*Pursuant to AB 32  
The California Global Warming Solutions Act of 2006*

Prepared by  
the California Air Resources Board  
for the State of California

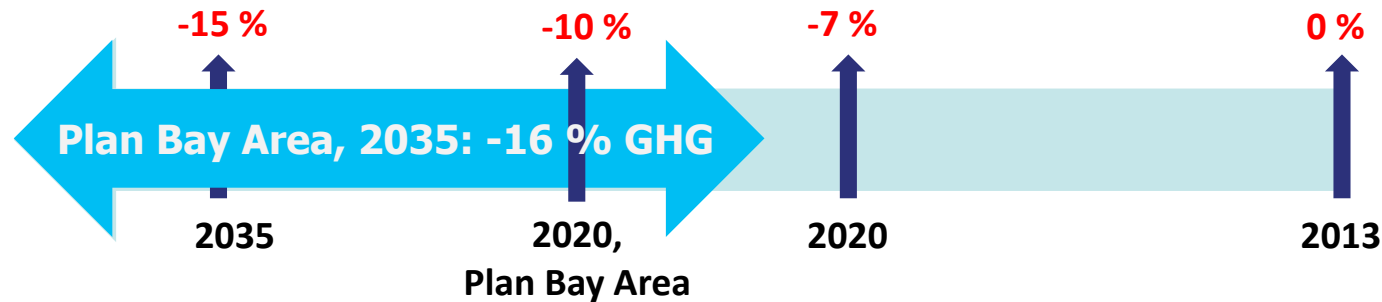
Arnold Schwarzenegger  
Governor

Linda S. Adams  
Secretary, California Environmental Protection Agency

Mary D. Nichols  
Chairman, Air Resources Board

James H. Goldstone  
Executive Officer, Air Resources Board

# Senate Bill 375: Sustainable Communities Strategy



- 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**

# Public Outreach Program: Smart Driving Pilots

## Testing the effectiveness of:

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



## **SMART DRIVING**

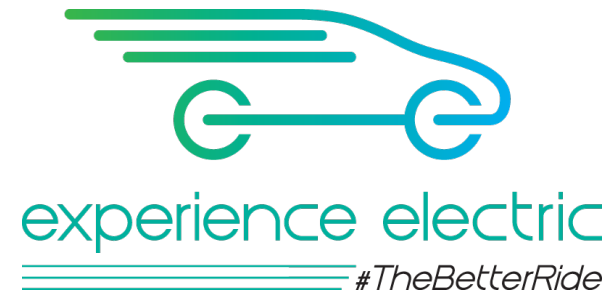
Good for Your Pocketbook,  
Good for the Air

**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

Measurably **reduce emissions of greenhouse gases** and criteria pollutants

Have the greatest **potential for replication**

Employ multiple approaches together, effectively layering them to produce synergy

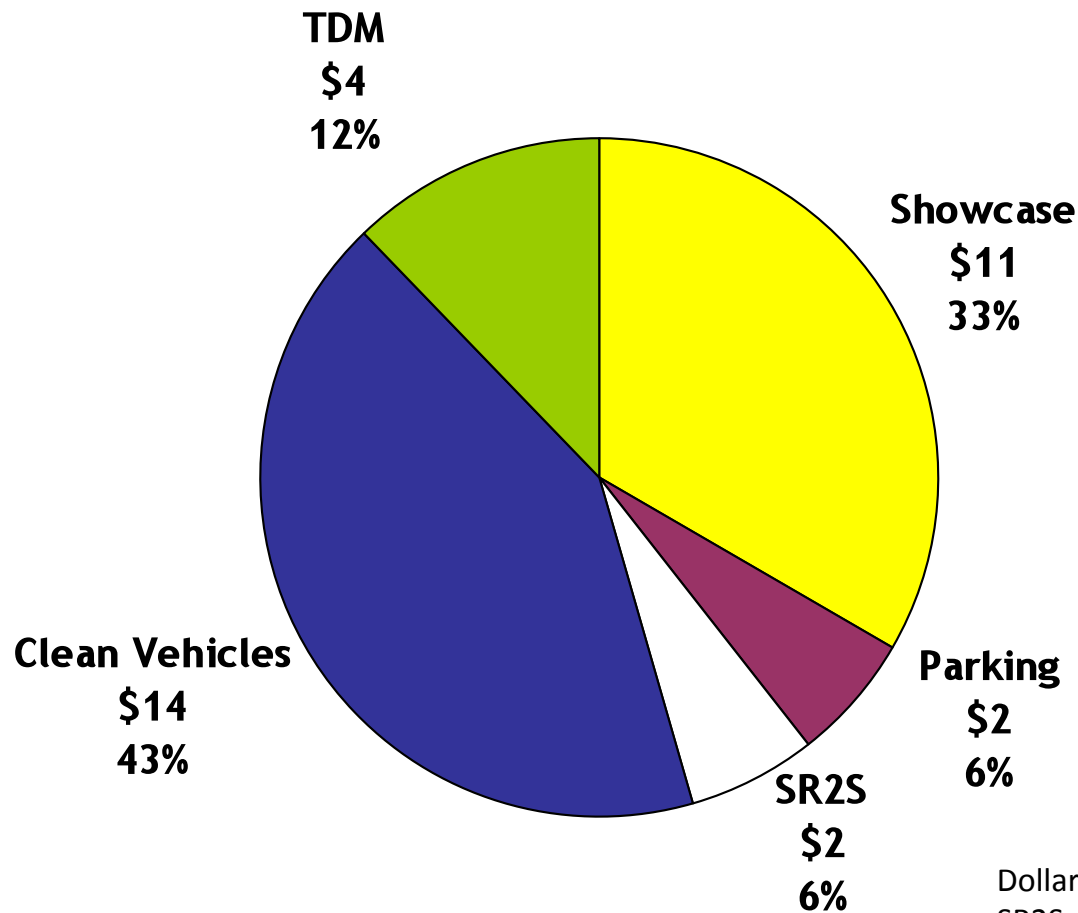
**Remove substantial barrier** – technical, financial, policy, or political – that impedes successful implementation of a new strategy

Build effective **collaboration and partnerships**

# Innovative and SR2S Creative Grants: Funding Recommendations

**Total: \$33 Million:**

**17 grants**



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)**



# Clean Vehicles

## Grant Funding: \$14 million

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)**

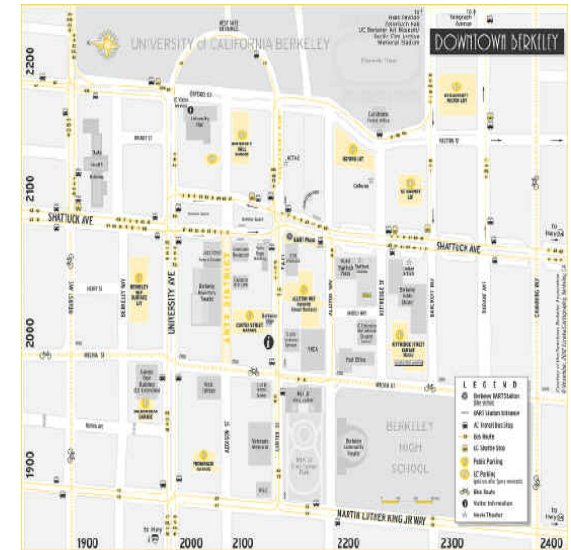


# Parking

## 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)

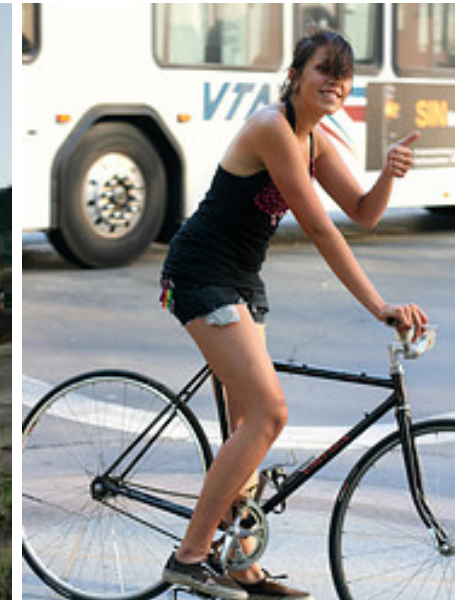




# Showcase

## Grant Funding: \$11 million

- 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

Policy Initiative	2035 Cost In YOE millions	Per Capita CO2 Emissions Reductions in 2035	Cost per GHG Ton Reduced in 2035
Regional Electric Vehicle Charger Network	\$80	-0.3%	\$812
Vehicle Buy-Back & Plug-in or Electric Vehicle Purchase Incentive	\$120	-0.5%	\$684
Car Sharing	\$13	-2.6%	\$14
Vanpool Incentives	\$6	-0.4%	\$29
Clean Vehicles Feebate Program	\$25	-0.7%	\$108
Smart Driving Strategy	\$160	-1.5%	\$322
Commuter Benefits Ordinance	\$0	-0.3%	\$0
Climate Initiatives Innovative Grants	\$226	TBD	TBD
<b>Total</b>	<b>\$630</b>	<b>-6.3%</b>	

# Available for Climate Programming: \$23 Million

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

Programs	CMAQ	TFCA	Total
1. Bay Area Bike Share Program	\$8.7		\$8.7
2. EV Charging Infrastructure and Vehicles*		\$6.0	\$6.0
3. Car Sharing	\$2.0		\$2.0
4. Innovative Grants – TDM Focus	\$6.0		\$6.0
5. Commuter Benefits Program	\$0.4		\$0.4
Total	\$17.1	\$6.0	\$23.1

**\* Air District to consider TFCA funding by June 2014**

# Questions?

**Stefanie Hom**

**[shom@mtc.ca.gov](mailto:shom@mtc.ca.gov)**

**510-817-5756**

**Ursula Vogler**

**[uvogler@mtc.ca.gov](mailto:uvogler@mtc.ca.gov)**

**510-817-5785**