

STAFF REPORT

SUBJECT: Traffic Solutions FY05-06 Annual Report

MEETING DATE: October 19, 2006

AGENDA ITEM: 11

STAFF CONTACT: Kent Epperson and Steve VanDenburgh

RECOMMENDATION:

- A. Receive a status report on the activities and performance of the Traffic Solutions program during FY 2005-06.
- B. Adopt a resolution amending the 2007 FTIP to program \$1.9 million in CMAQ phase-out funding to the Traffic Solutions Program to provide operational funding from FY 2006/2007 through FY 2009/10.

SUMMARY:

SBCAG's Traffic Solutions division operates programs and provides services to reduce traffic congestion and improve air quality by reducing reliance on single occupant vehicle use. A Traffic Solutions annual report has been prepared to provide information on the scope of services, revenues and expenditures and program performance measures. The attached report reviews the Traffic Solutions program's accomplishments for FY05-06 and highlights the major goals for FY06-07. The detailed annual report is included as Attachment 1.

Traffic Solutions has historically relied on CMAQ funds for its ongoing traffic congestion relief and demand reduction programs. Current CMAQ allocations for Traffic Solutions will fund the program through the end of FY06-07. CMAQ phase-out apportionments are available to SBCAG for fiscal years 06/07 and 07/08. SBCAG's estimated share of phase-out funding is \$1.270 million in 06/07 and \$635,000 in 07/08. The funding must be obligated in the fiscal year that it is apportioned to SBCAG or the funding will be lost to the region. SBCAG staff's intent in pursuing state legislation creating a CMAQ phase-out program was to provide a secure source of transitional funding for the Traffic Solutions program for fiscal years 2007/08 through 2009/10, when Measure D renewal funding would become available. At its July meeting, TTAC supported programming all \$1.9 million in CMAQ phase out funding to Traffic Solutions. TTAC recognized that the funds could be promptly obligated by Traffic Solutions assuring they will not be lost to the region. And by funding the program with CMAQ, Traffic Solutions would not compete for valuable RSTP funds in an upcoming (November) programming recommendation that will be brought to the Board. RSTP funds have lately been reserved for local agency projects, and primarily local street repair projects.

DISCUSSION:

Member Agencies

Buellton ■ Carpinteria ■ Goleta ■ Guadalupe ■ Lompoc ■ Santa Barbara ■ Santa Maria ■ Solvang ■ Santa Barbara County

Fiscal Year 2005-06 was a busy year for the Traffic Solutions program. In addition to maintaining the vanpool program, carpool program, and bicycle program, Traffic Solutions entered into its fifth year of management of the Clean Air Express, including contract administration, route and schedule development, marketing, fare collection and customer service for the commuter bus program. In FY 2005-06, Traffic Solutions added one new route to the Clean Air Express system and added a new route to the VISTA Coastal Express with direct commuter service from Ventura to Goleta. Traffic Solutions also concluded the two year FlexWork Santa Barbara Phase I Program and published a set of telecommuting and flexible work schedule case studies to make the case to businesses in Santa Barbara County that FlexWork can be good for business. Traffic Solutions also offered carpool matching services, vanpool start-up assistance and engaged in individualized marketing with thousands of commuters by phone and in person. These programs together accounted for:

- * A diversion of 486,000 trips to alternative modes or carpools that would otherwise have been made by automobile
- * 16.4 million fewer vehicle miles traveled
- * \$6.3 million saved by motorists (primarily commuters)
- * 650,000 gallons of gasoline saved
- * Eliminated over 13.2 million pounds of air pollutants

The Traffic Solutions FY05-06 Vehicle Miles Traveled (VMT) Eliminated estimate is 37% higher and the Trips Eliminated estimated is 112% higher than the previous year. The improvements in these performance measures are a result of an increase in ridership for the Clean Air Express and Coastal Express, an increase in participation in the Team Bike Challenge and the Phase I FlexWork program.

In FY05-06, the Traffic Solutions and Clean Air Express websites alone generated over 162,000 hits, averaging over 440 hits per day. Over 60,000 maps, bus schedules and program brochures were distributed at events and by mail.

These results were accomplished by Traffic Solutions' staff of four which is funded out of the division's \$1.7 million budget. Most of the budget is devoted to purchasing fuel and leasing buses to operate the Clean Air Express and Vista Coastal Express. Staff salaries and benefits account for 20% percent of the budget. Three of the four staffers spend at least part of their time working on other SBCAG functions.

The major goals and challenges that Traffic Solutions faces in FY 06/07 are:

- Clean Air Express Funding: Finding funding to operate the Clean Air Express when the current CMAQ subsidy expires at the end of FY 06/07. CMAQ funds may be used one time, for three years, to operate a "pilot" transit service, so CMAQ is no longer an option to fund the service. The North County Transit Plan recommends that operation of the service be transferred to the cities of Lompoc and Santa Maria; but it is assumed by SBCAG staff that an operational subsidy will be needed, at a minimum, during a transitional period.
- Transfer of Clean Air Express: Initiating the actual transfer of service to other operators before FY 06/07 ends, assuming that the North County Transit Plan is adopted by the SBCAG Board.
- North County TDM Programs: Expanding the presence of Traffic Solutions in the North County. Traffic Solutions has begun staffing the SBCAG North County office on a regular basis and holding meetings with and conducting outreach to businesses such as Marian Medical Center and Kirby-Morgan in Santa Maria.

Three new commuter programs will be offered to commuters traveling to the North County communities, including a reverse commute vanpool program, SLO to Santa Maria/Lompoc rideshare promotion and management of the County bicycle lockers in Santa Maria.

- South 101 Trip Reduction: Implementing a South Coast Highway 101 trip reduction program, working with South Coast businesses, in anticipation of the start of construction on the Highway 101 Milpas to Hot Springs Operational Improvement Project.
- New Web-based Rideshare Service: Implementing a web-based rideshare software to increase the efficiency of carpool and vanpool matching and provide employers with more commuter services.
- A Commuter Profile Survey for the Ventura, Santa Barbara and San Luis Obispo County regions, to improve the efficiency of marketing Traffic Solutions services and provide policy makers with information about who, how and where commutes are occurring in the tri-county area so that funding can be most effectively targeted to address current and future congestion during peak commute periods.
- Traffic Solutions Funding: Identifying a funding source for the continued operation of Traffic Solutions after FY 06/07. SBCAG staff and TTAC recommend that CMAQ phase out funds be programmed to Traffic Solutions, which would provide continued CMAQ funding for the program until FY 09/10, when Measure D renewal funds could theoretically become available to operate the program. **The recommendation to fund Traffic Solutions with CMAQ is described below.**

The information in this staff report represents a summary of the information in the full annual report, which is attached. SBCAG staff will present more highlights from the annual report via a presentation at the October 19 board meeting.

CMAQ Phase-Out Funding

During July and August, SBCAG staff and TTAC discussed the best and most expeditious use of the CMAQ phase-out funds that SBCAG would receive now that the legislation that SBCAG helped draft, SB 1587, was signed into law by Governor Schwarzenegger on September 29, 2006.

SBCAG will receive \$1.270 million in CMAQ funding in FY06/07, which must be obligated between January 1, 2007 and June 30, 2007, and \$635,000 in 07/08, which must be obligated between July 1, 2007 and June 30, 2008. Failure to obligate the funds in these windows will result in a complete loss of the CMAQ phase-out funds to the region.

At TTAC's urging, staff asked local agencies to submit CMAQ project proposals to gauge interest in the funds available. Staff distributed a memo to TTAC requesting eligible project proposals/ideas. Staff received project proposals from five agencies and presented summaries of each proposal to TTAC. Although there was some interest in the CMAQ funds, there were also concerns about meeting the obligation deadlines and the ability of proposed projects to compete in the areas of reducing trips and vehicle miles traveled (the primary scoring criteria for selecting CMAQ projects). The projects that were submitted for consideration by TTAC were:

- Traffic Solutions Travel Demand Management Program. Traffic Solutions requested \$1.9 million to operate programs and provide countywide services to reduce traffic congestion and improve air quality by reducing reliance on single occupant vehicle use. The funds

will also be used to provide support, information and promotional materials regarding alternatives to driving alone.

- The Riverbend Park Bikeway in Lompoc. The City requested \$100,000 to construct 2 miles of Class I bike path that would connect Highway 246 with Riverbend Park. The path would also provide connections to various existing facilities for bicycles and pedestrians.
- Automated Vehicle Locator System submitted by the Metropolitan Transit District. MTD requested \$2.2 million to equip each vehicle in its fleet with GPS and communications equipment that would determine the exact location of the vehicle and transmit information to a specified location. The information will be used in conjunction with regional maps to indicate the current location of each bus and the Estimated Time of Arrival (ETA) for specified bus stops. MTD would also deploy signs at certain bus stops that broadcast the ETA of the next bus. In addition, software could be created that would allow people to access ETA information with Wireless Application Protocol (WAP) compatible devices such as, Cell Phones and Personnel Digital Assistants (PDA's).
- The Eighth Street Pedestrian Arch Bridge in Carpinteria. The City requested \$250,000 to replace a pedestrian arch bridge crossing Carpinteria Creek. The existing bridge provides access between the Concha Loma residential area to the east of Carpinteria Creek, and to residences, schools and the downtown shopping areas to the west of the creek crossing. The Project includes removal of the existing bridge and seven column supports located in the stream bed, and replacing it with a 175' free span arch bridge.
- Various County projects including: hybrid vehicle purchases for the County fleet; Obern Trail bike path reconstruction, in concert with bike/pedestrian bridge rehabilitation along the trail; and solar lighting installation along the Maria Ygnacio bike path. The County requested a total of approximately \$700,000 to fund these four projects.

TTAC expressed their support of Traffic Solutions and providing continued funds to effective projects and programs. Traditionally, Traffic Solutions has fared well given FTA eligibility requirements and scoring criteria. It was also clear that Traffic Solutions could obligate the CMAQ phase-out funding within the limited timeframe, ensuring that the funds would not be lost from the region.

COMMITTEE REVIEW: At the August 3rd TTAC meeting the committee voted unanimously to program the \$1.9 million of CMAQ phase-out funding to Traffic Solutions.

RECOMMENDATION:

SBCAG staff recommends that the \$1.9 million in CMAQ phase-out funding be programmed to Traffic Solutions through an amendment to the 2007 FTIP. This funding, which would be apportioned to SBCAG over FYs 06/07 and 07/08 would be obligated in those respective years, but could be expended for up to three years after. This funding would be all that is needed for Traffic Solutions to meet its non-transit, demand management (carpool, vanpool, FlexWork, bike programs) operating budgets for fiscal years 07/08 – 09/10. Traffic Solutions would not compete for RSTP funds available for programming this year. The funds could serve as bridge funding until a Measure D renewal is passed that contained funding for alternative modes and demand management.

ATTACHMENTS: Attachment 1 –Traffic Solutions FY05-06 Annual Report



FY 05-06 ANNUAL REPORT TRAFFIC SOLUTIONS



October 19, 2006

Prepared by Kent Epperson, Director of Traffic Solutions

Traffic Solutions is a Division of:





FY 05-06 Annual Report Traffic Solutions

INTRODUCTION

Traffic Solutions, a division of SBCAG, is responsible for implementing the Ridesharing and Transportation Demand Management (TDM) programs throughout Santa Barbara County. The primary goal of the Traffic Solutions program is to provide transportation services, information, assistance and referrals in an effort to reduce the reliance on single-occupant vehicle use for commuting during peak hours.

Fiscal Year 2005-06 was a busy year for the Traffic Solutions program. In addition to maintaining the vanpool program, carpool program, and bicycle program, Traffic Solutions entered into its fifth year of management of the Clean Air Express, including contract administration, route and schedule development, marketing, fare collection and customer service for the commuter bus program. In FY 2005-06, Traffic Solutions added one new route to the Clean Air Express system and added a new route to the VISTA Coastal Express with direct commuter service from Ventura to Goleta. Traffic Solutions also concluded the two year FlexWork Santa Barbara Phase I Program and published a set of telecommuting and flexible work schedule case studies proving the business case for FlexWork in Santa Barbara county.

SCOPE OF SERVICES

Traffic Solutions provides services, information and promotion of alternative transportation options in Santa Barbara County. The Traffic Solutions services and programs serve commuters throughout the county.

In FY 2005-06, Traffic Solutions services included:

- Carpool matching
- Administration of the Clean Air Express commuter bus program
- Assist Ventura County Transportation Commission (VCTC) in the financing, planning, marketing and operation of the VISTA Coastal Express.
- Referral services for vanpools and transit agencies
- Employer outreach, including monthly e-newsletter (*NewsWire*), consulting, employee surveys (upon request), transportation fairs.
- Promotion and administration of the Emergency Ride Home Program
- Distribution of the countywide Bike Map and Transit Map
- Online Commute Cost Calculator
- New Vanpool Rider Rebate program
- Countywide Vanpool Quick Start program
- Rideshare promotions
- Team Bike Challenge
- Website maintenance of www.trafficsolutions.info, www.cleanairexpress.com, www.sbbikeweek.com and www.sbflexwork.com.
- Outreach to general public.
- Annual Green Awards partner

- Safe Routes to School partner
- Santa Barbara Car Free project (an APCD project) partner
- Staffing of the 963-SAVE commuter hotline

Staff:

The Traffic Solutions program consists of four full-time staff members:

Program Administrator (Kent Epperson): Responsible for program planning, financing, development, monitoring and administration; outreach to agencies, employers, and public groups including the development of commuter surveys and FlexWork programs.

Marketing Coordinator (Jon Whitt): responsible for e-newsletter and brochure development, program implementation and graphic design. Mr. Whitt also serves as the graphic designer and Spanish translator for SBCAG.

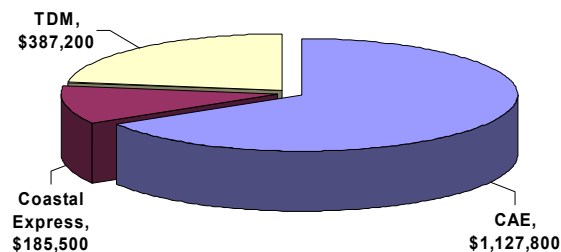
TDM Project Coordinator / Bicycle Coordinator (Erika Lindemann): Responsible for transportation consulting to general public, managing the carpool program, employer outreach, bicycle safety classes, coordinating the new Team Bike Challenge promotion and is the liaison to Safe Routes to School Coalition and bicycle community in Santa Barbara County.

Transit Coordinator and SBCAG Webmaster (Scott Spaulding): Responsible for administering the Clean Air Express and Coastal Express programs, as well as other transit-related activities. Scott also assists with TDM marketing and outreach. Scott also serves as the webmaster for the SBCAG website.

FY05-06 REVENUE AND EXPENDITURES

There were several funding sources for the Traffic Solutions Division in FY 2005-06. The primary sources of funding included Congestion Mitigation and Air Quality - CMAQ (\$469,000), Clean Air Express fares (\$755,600), Santa Barbara County Measure D (\$193,500), Santa Barbara County Air Pollution Control District (\$133,500) and carry forward funds (\$148,900). The Traffic Solutions Division budget pays for the operation of the Clean Air Express, SBCAG's portion of the VISTA Coastal Express, and for the Countywide Rideshare Programs. The following tables show the FY 2005-06 Traffic Solutions budgeted revenue and actual operating expenditures.

Traffic Solutions Division
FY 05-06 Operating Expenditures



Total Expenditures = \$1,700,500

FY 2005-06 Traffic Solutions Revenue:

Clean Air Express:
Clean Air Express Fares: \$ 755,600

CMAQ:	\$ 230,700
Regional Measure D:	\$ 8,000
APCD:	\$ 133,500
Total:	\$1,127,800

Rideshare Programs:	
CMAQ	\$ 238,300
RSTP/Carry-forward:	\$ 148,900
Total:	\$ 387,200

Coastal Express:	
Regional Measure D:	\$ 185,500

GRAND TOTAL **\$1,700,500**

FY05-06 PERFORMANCE MEASURES AND ACCOMPLISHMENTS

The following chart summarizes the performance measures for five major Traffic Solutions programs: the Carpool/Vanpool program, the Coastal Express program, the Clean Air Express program, FlexWork program and the Team Bike Challenge. The Traffic Solutions FY05-06 Vehicle Miles Traveled (VMT) Eliminated is 37% higher and Trips Eliminated is 112% higher than the previous year. The increased performance measures are a result of an increase in ridership for the Clean Air Express and Coastal Express, an increase in participation in the Team Bike Challenge and the Phase I FlexWork program.

FY05-06 Traffic Solutions Performance Measures

Annual Performance Measure	Vanpool Carpool	Coastal Express	Clean Air Express	Team Bike Challenge	FlexWork Program	Total
Trips Eliminated or Boardings	14,731	147,629	163,891	107,315	51,984	485,550
VMT Eliminated	800,173	5,314,644	8,363,893	336,894	1,559,520	16,375,124
Commuter Costs Saved (IRS travel reimbursement of \$0.44.5/mile)	\$347,437	\$1,927,022	\$3,170,918	\$149,918	\$693,986	6,289,282
Farebox Recovery Ratio	na	72%	67%	na	na	na
Gallons of Gasoline Saved (Assumes 2005 CAFE of 25.2 MPG)	31,753	210,899	331,901	13,369	61,886	649,806
Emissions Eliminated (lbs)						
ROG	916	6,221	9,601	664	1,849	19,251
NO_x	1,408	9,441	14,739	767	2,785	29,141
CO	9,928	67,211	104,030	6,755	19,943	207,867
Particulate Matter	57	380	597	26	112	1,171
CO₂	630,954	4,199,570	6,596,881	283,629	1,233,855	12,944,889

Notes: Emissions figures are based on Emfac 2002 2.2 Emissions Mode, a composite of emission factors for Santa Barbara County's 2005 vehicle fleet.

Several aspects of the Traffic Solutions programs cannot be easily quantified, such as individualized marketing efforts, distribution of information and employer commuter consulting

services. The following information describes some of Traffic Solutions accomplishments in FY05-06.

Carpool Matchlist Program:



In FY 2005-06, Traffic Solutions launched an instant, on-line carpool matching program that allows users to generate up-to-date information about people with similar commutes and work hours. Once logged on, users generate a personalized carpool matchlist from which they can send standardized or personalized emails to other commuters as well as update their personal commute information, twenty four hours a day. The program was developed in-house.

1,132 commuters are registered in the carpool database. 206 are active users of the program. In April 2006, to encourage new carpool formation, \$10 gas cards were offered to those that logged into the program. 154 new commuters registered for the program and 1,517 matchlists were generated in FY05-06.

The following is a percentage breakdown of where the carpool commuters live.

North County	72%
South County	3%
Ventura County	21%
SLO County	3%
LA County	1%

To document the commuting habits of our on-line participants and to determine the usefulness of the service, Traffic Solutions conducted a simple entrance survey in which we asked how participants were currently commuting and if they had found our service helpful to find a carpool partner. A total of 177 carpool matchlist commuters were surveyed. The following are the responses to the survey.

- 27% Currently carpool
- 46% Currently drive alone
- 12% Currently use transit, vanpool or other modes
- 43% First-time matchlist users
- 25% Successfully found a carpooler
- 43% Found the service to be helpful, but did not find a carpooler
- 5% Did not find service to be helpful and did not find a carpooler

Vanpool Program:



A vanpool is similar to a large carpool with seven to fifteen commuters traveling to work together. Vanpools are most cost effective for long distance commutes of over 40 miles round trip. Typically, vanpools are either employer owned (such as UCSB's program) or leased from a vanpool vehicle provider by a commuter. The commuters then share the operating costs of the vehicle, with the driver usually commuting for free.

Traffic Solutions offers various support services for vanpools operating in Santa Barbara County. These services include referrals to vanpools with vacancies and the advertising of vacancies on the Traffic Solutions website and in the monthly newsletter, *NewsWire*. Traffic Solutions also

offers the *New Rider Rebate* program, which provides a \$100 rebate to new vanpool subscribers after their third consecutive month of subscription. To encourage the formation of new vanpools, Traffic Solutions offers the *Vanpool Quick Start Program*. In 2004, the Quick Start Program was restructured to provide new vanpools with a 50% subsidy the first month and a 25% subsidy the second month.

In FY05-06 Santa Barbara County 33 vanpools were in operation in the county. These vanpools result in 8.4 million fewer vehicle miles traveled (VMT) per year. Two new vanpools were formed under the Vanpool Quick Start program in FY05-06.

The following is a list of vanpools currently in operation by origin and destination:

Lompoc to South Coast:	7
Santa Maria / Orcutt to South Coast:	7
Santa Maria / Orcutt to SLO:	6
Santa Ynez Valley to South Coast:	3
Ventura / Oxnard / Camarillo:	<u>10</u>
Total Number of Vanpools:	33

Number of New Vanpool Formation:

New Vanpool (Quick Start Program)	2
New Rider Rebates:	5

Clean Air Express:



The Clean Air Express is a commuter bus service, serving residents of northern Santa Barbara County who commute to jobs in Goleta and Santa Barbara. There are currently eleven Clean Air Express roundtrips per weekday. Traffic Solutions assumed the administration of the Clean Air Express from the Santa Barbara County Air Pollution Control District on October 1, 2001.

In FY05-06, the Clean Air Express saw tremendous growth in ridership in FY05-06 with over 163,000 boardings in FY05-06, a 27% increase from FY04-05. Farebox revenue increased by 25% in FY05-06 (\$755,600 versus \$602,173 in FY04-05) and resulted in a higher farebox recovery ratio of 67% (63% in FY04-05). Increased ridership is a result of Clean Air Express Free Ride Promotion sponsored by the City of Santa Barbara as well as the higher fuel prices in FY05-06. A fare increase was instituted in November 2005 increasing monthly fares from \$130 to \$135 and increasing 10-Ride tickets from \$40 to \$45. Single ride tickets remain \$6 each.

In September 2005, one new route from Santa Maria to Goleta was added to the Clean Air Express. This new route was paid for with Congestion Mitigation and Air Quality Funds (CMAQ). The four CMAQ funded routes (including the new UCSB route funded with CMAQ beginning in 2003) had a farebox recovery ratio of 35% in FY05-06. FY05-06 marks the final year of CMAQ funds for the Clean Air Express.

In August 2005, SBCAG Board executed a new contract with Santa Barbara Airbus. The new contract is due to expire in August 2007. The billable rate under the new contract is \$91 per revenue hour, slightly lower than the previous rate of \$95. The lower rate is largely due to a change in the contractor's scope of services which transfers financial responsibility of engine and transmission rebuilds and replacements from the contractor to SBCAG. Since no transmission or engine rebuilds were needed in FY05-06 the new contract format has proven to be more cost effective than under the previous contract. These unused maintenance funds were rolled over to the current year to cover transmission or engine rebuilds if they are needed.

Since 2003, the Clean Air Express has faced an annual shortage of operating funds. SBCAG does not have access to the traditional Federal or State transit operating funds available to other transit operators in Santa Barbara County. Since 2004, SBCAG has allocated Regional Measure D funds to fund the shortfall of operating funds. In March 2006, the SBCAG Board approved \$500,000 in Regional Measure D funds. \$190,000 of these funds were budgeted for replacement spare bus and particulate matter traps to meet California Air Resources Board bus fleet emissions standards. The remaining \$310,000 of funds were budgeted to cover the projected shortfall in operating funds. Due to higher fare revenue in FY05-06, \$158,000 in surplus operating funds were carried forward to FY06-07. Depending on fare revenues and fuel prices in FY06-07, as much as \$200,000 in surplus operating revenue could be carried forward to FY07-08.

VISTA Coastal Express:



The VISTA Coastal Express is an intercommunity bus service between Ventura, Carpinteria, Santa Barbara and Goleta. The VISTA Coastal Express provides twenty eight (28) daily trips on weekdays and eighteen (18) daily trips on weekends. The VISTA Coastal Express is jointly funded by SBCAG and the Ventura County Transportation Commission (VCTC). The VISTA Coastal Express was initially implemented in 2001 as a three-year CMAQ funded pilot program. FY03-04 was the final year of the three-year pilot program. In November 2003, the SBCAG Board approved a total of \$1.5 million in Regional Measure D funds to continue the VISTA Coastal Express for an additional six (6) years. SBCAG's portion of FY05-06 net operating expenditures was approximately \$185,500.

The Coastal Express is primarily managed by VCTC, however, a substantial amount of Traffic Solutions staff time is dedicated to assisting VCTC in such matters as schedule revisions, route planning, funding, and marketing. In FY 2005-06, the service was enhanced by adding an express non-stop round trip for commuters from Ventura to Goleta—which has proven so popular that buses frequently run at or near capacity. In FY2005-06, the Coastal Express had 147,629 annual boardings (a 30% increase from FY04-05) and a farebox recovery ratio of 72%.

FlexWork Santa Barbara Phase I Program:



The purpose of the FlexWork Santa Barbara Phase I Program is to assist employers (public and private) in developing telecommuting and flexible schedule (FlexWork) programs that can make a solid business case for FlexWork programs in Santa Barbara County. Funded with Federal Congestion Mitigation and Air Quality (CMAQ) funds, the overall goal was to stimulate more telecommuting and flexible work schedules throughout the County of Santa Barbara in order to reduce peak period traffic congestion, improve air quality and to assist employers in addressing high staff turnover that results from long distance commutes. Flexwork is included as one traffic demand reduction element in the adopted 101 in Motion consensus package and is identified as an Early Action project.

In May 2004 SBCAG hired the Telecommuting Advantage Group (TAG) to recruit and assist 7 to 10 employers in implementing flexwork pilot programs for their employees. Case studies were to be developed from each pilot program providing a template for other employers wishing to implement flexwork. A total of nine employers were initially recruited for the pilot program, and five of these nine successfully implemented flexwork programs. The final report and case studies

are attached. A total of 353 flexwork employees participated in the pilot programs. Program participants are projected to reach approximately 846 flexwork employees once the programs mature (not including Cottage Health, for which a forecast is unavailable). It is estimated that these new flexworkers will result in 52,000 fewer trips each year and approximately 1.5 million fewer vehicle miles traveled (VMT). A total of 109,000 annual peak period trips (73,000 from Highway 101 south to Ventura) will also be eliminated as a result of both the telecommuters and employees shifting their work hours outside the peak period.

Information Distributed:



One of Traffic Solutions' primary functions is to inform the public about alternative transportation through the distribution of information. As more and more commuters gain access to the internet and email, Traffic Solutions has focused more of its resources on distributing information digitally, including email marketing campaigns and website development. The monthly newsletter, the NewsWire, is received by over 700 people each month. Traffic Solutions manages four websites; www.trafficsolutions.info, www.cleanairexpress.com, www.teambikechallenge.com and www.sbflexwork.com. These websites have become one of the primary means of communicating Traffic Solutions program information to the general public. In FY05-06 Traffic Solutions started monitoring website activity on the www.trafficsolutions.info website. In FY05-06, the Traffic Solutions and Clean Air Express websites alone generated over 162,000 hits, an average of 443 hits per day. Traffic Solutions also distributes printed material such as Bike Maps, Transit Maps, Clean Air Express schedules, and program brochures. In FY 2005-06, Traffic Solutions distributed more than 60,000 pieces of information including brochures, bike maps, transit maps, carpool matchlists, email flyers, bus schedules, commuter surveys and newsletters.

Traffic Solutions also serves the public through the 963-SAVE commuter hotline. Traffic Solutions receives thousands of calls each year from commuters and members of the general public. These calls serve as an opportunity to engage in individualized marketing, helping to resolve the transportation needs of commuters and others. The 963-SAVE line also serves as an information clearinghouse for interagency referrals for questions regarding traffic issues, traffic citations, and street and highway conditions throughout the county.

Traffic Solutions has developed an online individually tailored Cost of Commute Calculator that calculates the cost of commuting by car and the annual cost savings of taking transit, carpooling or vanpooling. The cost calculator estimates the fuel costs, maintenance costs, insurance costs and vehicle depreciation based on the length of commute and the specific mileage, make and model of the car. Long distance commuting by car often cost commuters \$5,000 a year or more. Twenty-nine detailed commute costs were calculated for commuters in FY05-06.

Employer Support:

Traffic Solutions provides free commuter support services for employers, including an e-newsletter (*NewsWire*), commuter surveys (2,664 conducted in FY05-06), the Emergency Ride Home Program and consulting services that give Traffic Solutions an opportunity to create a customized TDM program for businesses. In FY 2005-06, Traffic Solutions provided support services to Santa Barbara County, the City of Santa Barbara, Medtronics, Santa Barbara County Superior Court, QAD, Clipper Windpower, Community Environmental Council, Marian Medical Center, Cottage Health System, Citrix Online, C. Moore Dunkin, Fess Parker's Double Tree and Jordano's. By providing these services, Traffic Solutions hopes to encourage the development of

employer paid commuter benefits designed to encourage alternative transportation use by employees. Traffic Solutions is currently aware of nine major employers that offer cash commuter benefits, such as transit or vanpool subsidies.

In FY05-06 Traffic Solutions worked closely with the County of Santa Barbara to develop a more comprehensive commuter benefits program for its employees, including conducting an extensive commuter survey, developing a program budget and assisting with program implementation. The program was recently approved by the Board of Supervisors including a Commuter Choice Tax Incentive program enabling employees to deduct up to \$105 per month pre-tax from their paychecks for transit and vanpool fees and a \$10 monthly transit and vanpool benefit will likely save County employees over \$100,000 in commuter costs and eliminate an estimated 50,000 to 70,000 automobile trips each year. The program also calls for more flexible schedules and telecommuting.

In FY05-06 Traffic Solutions worked extensively with Fess Parker Double Tree Resort to educate its employees regarding commute options. Nine presentations were made to various departments employees and 182 employees were surveyed.

Special Events:

In FY 2005-06, Traffic Solutions hosted three major events to encourage and reward trial use of alternative transportation. These events increased alternative transportation use by developing partnerships with employers, organizations and the media to generate exposure, excitement and interest in alternative transportation.



Downtown Santa Barbara Clean Air Express Free Ride Promotions: From December 2005 through May 2006, Traffic Solutions worked with the City of Santa Barbara Downtown Parking Division to launch a six month free ride promotion to increase ridership on the four Clean Air Express routes serving downtown Santa Barbara. Downtown ridership increased by 61% from December – May compared to ridership during the same period the year before and over 220,000 trips were eliminated as a result of the promotion. The promotion also generated an estimated \$25,000 in fare revenue for the Clean Air Express.

Carpool Promotion: In April 2006, Traffic Solutions launched its new on-line carpool matchlist service. As part of this new launch, Traffic Solutions offered \$10 gas cards to the first 100 commuters that logged into the database. This promotion generated approximately 390 new matchlists on the carpool database.



Team Bike Challenge: In June 2006 Traffic Solutions held the second annual Team Bike Challenge, a month long bicycle competition in which teams of five individuals tracked the number of days they made trips by bicycle instead of by car. Each day team members made a trip by bike they earn points for their team, and as the team earned points, members became eligible for fun prizes such as movie tickets, T-shirts and bike shop gift certificates. The Team Bike Challenge, designed to encourage more utilitarian bicycling in Santa Barbara County, was not only fun, but motivated both novice and experienced bicyclists to establish new transportation routines. The competition was a marked success with 230 teams and over 1,100 participants. A total of 41,318 one-way bike trips and 129,685 miles

were logged by participants. This year's Team Bike Challenge Grand Prize winner was awarded to the *Raytheon Vision Systems (RVS) Chain Gang*, which earned a total of 236 points. Each team member won a \$100 bike shop gift certificate for the bike shop of his/her choice.

In 2006 Traffic Solutions established several goals for the 2006 Team Bike Challenge:

- To increase participation numbers from 2005 by 50%, from 476 to over 700
 - More than doubled participation from 2005 (to over 1,100 in 2006)
- To allow participants to track multiple daily trips and mileage
 - Successfully tracked multiple trips and miles
- To increase the profile of bicycling through a concerted public outreach campaign, that includes advertising and interviews on television, radio and in print.
 - Produced television advertisements as well as video PSAs for the first time and implemented successful public outreach campaign via television, radio, and print
- To increase outreach and participation to Santa Barbara County employers
 - Mailed publicity packets to over 200 employers in Santa Barbara county and significantly increased the number of employer-based teams
- To increase participation by North County residents and employers
 - 29 North County based teams participated in 2006, a substantial increase from the previous year

Other Special Events: In FY05-06 Traffic Solution attended several other stand alone events throughout the county. These events are attended by large number of residents and present an excellent opportunity to educate the public regarding alternatives to driving alone. Traffic Solutions had booths or hosted the following events:

*2005 Green Awards Luncheon
Hosted May 2006 Santa Barbara Human Resources Association (SBHRA) Luncheon
Santa Maria Marian Medical Center Partners for the Environment Fair
Cottage Health System Health Benefits Fair (Goleta and Santa Barbara)
Raytheon Vendors Fair
SBHRA Business Workshop
Santa Barbara City College Safe Spring Event
Santa Barbara Earth Day Celebration
Santa Maria Earth Day Celebration
Clipper Windpower Employee Transportation Fair
Santa Barbara City College Earth Day Celebration
Monte Vista School Bicycle Rodeo
APCD / SBCAG Bicycle Safety Class
Bike Fest at Eilings Park
Bike to Work Day – Downtown Santa Barbara and UCSB
MTD Bus Driver Bicycle Safety Training
Lompoc Nature's Wonders Event
2005 Bike to School Day*

Other Major Accomplishments:



Emergency Ride Home: Continued to administer the Emergency Ride Home Program, providing a free ride home to alternative transportation commuters, in the event of an unplanned personal emergency. A total of 146 employers are registered for this program.



2005 Green Awards: Traffic Solutions is a Green Award Consortium member, honoring businesses for their environmental programs. 2005 Green Award winners were: Goleta Union School District; Midland School Santa

Barbara Contractors Association; Isla Vista Food Cooperative; SpiritLand Bistro.



Bicycle Skills Classes and Bicycle Rodeo: Several Bicycle Skills classes were offered by Traffic Solutions, including a class for MTD bus drivers, drivers education class, APCD/SBCAG staff and a women's bicycle skills class. Traffic Solutions also assisted in Bicycle Rodeos as part of bike to school day at Monte Vista Elementary School and Mountain View School in Santa Barbara.



SBCAG Commuter Benefits were implemented for all SBCAG employees, including a vacation incentive, carpool gas card incentive, \$50 transit and vanpool incentive, emergency ride home program and flexible work schedule and telecommuting program.



North County Office: In May 2006, SBCAG Traffic Solutions opened a new satellite office in Santa Maria located at 301 E. Cook, Suite L. Traffic Solutions staffs the office one day a week. The new office has enabled Traffic Solutions to expand its outreach efforts with North County employers and public agencies and to become more familiar with North County commuter needs. The new office is shared with other SBCAG staff members that generally staff the office two times a week.

PROGRAM GOALS FOR FY06-07

1. Clean Air Express Administration Transition

One of the North County Transit Plan recommendations is to transfer the administration of the Clean Air Express bus service from Traffic Solutions to SMAT and COLT. Once the North County Transit Plan is adopted, Traffic Solutions will work with SMAT and COLT on a transition plan. The transition plan will determine how and when the administration is to be transferred including operator contracts, maintenance contracts, customer service coordination, website administration, allocation of the bus fleet and possible funding sources to offset operating and capital costs. Traffic Solutions anticipates bringing the transition plan to the SBCAG Board in January.

2. Serving commuter needs in the growing North County communities

As the North County continues to outpace growth in the south coast, traffic congestion is now emerging within and between north county communities. Although the majority of Traffic Solutions customers reside in North County, TDM services have primarily focused on providing transportation options for commuters destined for the south coast.

In FY06-07 Traffic Solutions will launch three new North County TDM programs:

- **North County Reverse Commute Vanpool Program:** To help offset impacts from the Santa Maria Highway 101 Widening Project as well as to meet the growing need for commute options from the south coast to north county communities and between the Santa Ynez Valley and Lompoc and Santa Maria where no transit currently exists, Traffic Solutions successfully secured a Jobs Access Reverse Commute (JARC) grant to launch a new vanpool program that will serve these needs. The program will provide a low cost means of testing the viability of transit between these

communities. The vanpool program could transition into reverse commute transit service if such a service is developed.

- **SLO to Santa Maria TDM Promotion:** A joint promotion between San Luis Obispo (SLO) Regional Rideshare and Traffic Solutions will focus on the Highway 101 corridor between SLO and Santa Maria and will likely include commuter incentives and promotions designed to attract new riders on the RTA Route 10 (SLO to Santa Maria transit service) as well as for vanpools and carpools traveling the corridor.
- **Bicycle Locker Administration:** A number of County-owned bicycle lockers are currently available for bicycle commuters in Santa Maria. County staff has requested that Traffic Solutions manage these lockers. Prior to taking on these responsibilities, Traffic Solutions will conduct a bicycle locker inventory in Santa Maria to determine what repairs are needed and the best way to administer the bicycle lockers.

3. New Web-based Ridesharing Service

While the current matchlist program is a vast improvement over the hand-prepared matchlists of the previous system, it lacks the sophistication and reliability of the off-the-shelf web-based ridematching services that are now the industry standard. In October, Traffic Solutions will release a Request for Proposals (RFP) for web-based ridematching services and expects to launch the new service in January 2007. The new service will offer several of the following features:

1. Maps showing location of carpools, vanpools, regional transit routes, and park and ride locations
2. Generate trip reduction and air quality reduction reports
3. Automated web-based incentives for alternative transportation use
4. PayPal feature for carpools and vanpools to share cost of commuting
5. Assists in vanpool coordination and vanpool fees
6. Monthly commute calendar for tracking commute behavior
7. Ability for employers to manage and track their own commute programs, promotions and incentives

4. South Highway 101 Trip Reduction Employer Initiative

In FY05-06 a group of major employers, transportation professionals and the Santa Barbara Regional Chamber of Commerce was formed to develop a program for employers to participate in resolving the south Highway 101 congestion problem. This group recently reconvened to launch a strategic effort to engage the largest employers in helping offset some of the substantial traffic impacts that will result from the four year 101 Milpas to Hot Springs Operational Improvements project scheduled to begin in FY07-08. The employer outreach effort will be launched in January 2007 and will assist Traffic Solutions in implementing a package of traffic mitigation transportation demand management (TDM) programs that will serve to reduce the traffic impacts caused by construction. Funded out of the construction project budget, the following programs are included in the 101 Milpas to Hot Springs TDM program:

- **FlexWork Santa Barbara Phase II Program:** In August 2006, the SBCAG Board approved a one year contract with Telecommuting Advantage Group (TAG) for a second phase of FlexWork pilot program in preparation of the Milpas to Hot Springs Hwy 101 project Traffic Mitigation Program (TMP). TAG will work with south coast employers in implementing flexible work schedules and telecommuting programs for their employees. The overall goal is to stimulate more telecommuting and flexible work schedules in the south Highway 101 corridor. The option of extending the contract for a second year will

be brought to the Board as part of the execution of the 101 Milpas to Hot Springs Cooperative Agreement with Caltrans next spring.

- **Employer TDM Program Mini-Grants:** Funding will be available for unique TDM programs created and implemented by employers, such as transit and vanpool benefits. The program will be a matching program designed to encourage permanent commuter benefits offered by employers.
- **Carpool and Vanpool Incentives:** Incentives will be offered to stimulate new vanpool and carpool formation within the south Highway 101 corridor. The carpool and vanpool incentive program will be managed through the new ridematching software service.

5. 2007 Commuter Profile

In 2002, SBCAG, VCTC and San Luis Obispo Regional Rideshare jointly conducted the first Commuter Profile random telephone survey in Santa Barbara, Ventura and San Luis Obispo Counties. The survey replaced the biannual employer surveys that were conducted on a voluntary basis by employers throughout the county. The 2002 Commuter Profile has been a highly referenced document as it is the only survey that provides a statistically valid, comprehensive snapshot of commute behavior in and out of Santa Barbara County.

In November, another Commuter Profile will be conducted. The Commuter Profile will have four primary purposes; transportation planning, rideshare planning and marketing, and to identify commute trends and job/housing imbalances. The target universe of the survey are residents of 18 years of age or older that work 35 hours a week or more. The survey questions are nearly identical to the 2002 Commuter Profile in order to provide a set of data comparable to the 2002 Commuter Profile. Surveys will be conducted in the evening and on weekends beginning in November. A sample size of 3,000 is needed to provide a sampling accuracy of +/- 2.3% at a 95% confidence level. The final report will be presented to the SBCAG Board in March 2007.