ALAMEDA COUNTY
CONGESTION MANAGEMENT AGENCY

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Agenda Item 5.1
October 12, 2009

DATE: September 25, 2009

TO: Administration and Legislative Committee

FROM: Diane Stark, Sr. Transportation Planner

SUBJECT: Guaranteed Ride Home Program - Contract

Action Requested:
It is recommended that the CMA Board authorize the Executive Director, or his designee, to sign a contract with Nelson/Nygaard for an amount not to exceed $220,000 for FY 2009/10 to FY 2010/11. The Bay Area Air Quality Management District signed an agreement with CMA on July 7, 2009 to fund two years of the Guaranteed Ride Home Program.

Next Steps
Enter into an agreement with the consultant to operate the Guaranteed Ride Home Program.

Discussion:
The Bay Area Air Quality Management District (Air District) approved $280,000 funding for the Guaranteed Ride Home Program for Fiscal Years 2009/10 to 2010/11. The funding includes $220,000 for consultant services. Nelson/Nygaard was selected as the consultant team to operate the program through a Request for Proposals in 2007.

The Guaranteed Ride Home Program is a Transportation Demand Management (TDM) strategy that encourages people to take alternative modes of transportation to work. It is the only TDM strategy that CMA is currently undertaking to meet the State requirements in the Congestion Management Program (CMP). It also contributes towards the CMA's efforts to reduce greenhouse gas emissions, as required by recent state legislation, SB 375 and AB 32.

The purpose of the program is to provide a ride home to registered employees in cases of emergency or unscheduled overtime on days the employee has used an alternative mode of transportation to go to work other than driving alone. Alternative modes include carpools, vanpools, transit, walking or bicycling. By encouraging use of alternative modes, it results in a reduction in the number of single occupancy vehicle trips taken. The 2008 Annual Evaluation Report, based on employee and employer surveys, shows that 7,270 drive-alone one-way trips per week were replaced by alternative mode trips by those who joined the program. This is equivalent to 378,040 total drive-alone, one-way trips per year.

Financial Implications
CMA's currently approved budget includes $280,000 for costs associated with the Guaranteed Ride Home Program, which will be funded through the Air District. The budget is for two fiscal years - FY 2009/10 and FY 2010/11.

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