

Metropolitan Transportation Commission Programming and Allocations Committee

December 10, 2014

Agenda Item 3a

MTC Resolution No. 4035, Revised

Subject: Recommendation of Car Sharing projects for Cycle 2 Climate Initiatives Program funds

Background: In April 2014, MTC programmed \$2 million of Cycle 2 Congestion Mitigation Air Quality Program (CMAQ) funds to increase car sharing in Bay Area communities as part of the Climate Initiatives Program (Climate Program). The Climate Program is a multi-faceted program aimed at reducing transportation-related emissions and vehicle miles traveled (VMT) and is a critical strategy of Plan Bay Area.

Project Selection Process

In July 2014, MTC issued a call for projects for the Car Sharing Program to expand car sharing in the following areas:

1. Suburban or urban communities that do not currently have robust car sharing service
2. Underserved minority or low-income communities
3. Business parks and transit connections
4. Innovative / new technologies, i.e. point-to-point car sharing, electric vehicle (EV) fleet, etc.

MTC received 7 applications totaling \$3.4 million in funding requests. Projects were evaluated by a panel consisting of three MTC staff and one Bay Area Air Quality Management District (Air District) staff. Applications were scored based on the following criteria and could receive up to 100 points total:

1. Project Impact (35 points): Potential to reduce GHG emissions, including project area size, projected number of users, and fleet size.
2. Implementation (30 points): Project readiness, ability to implement within 24 months, staffing commitment, and experience with implementing similar projects.
3. Location (20 points): Projects located within the top sixteen cities taking on two-thirds of the region's housing growth in Plan Bay Area, or a city that can demonstrate it is taking on a significant amount of growth, were given priority.
4. Local Match (10 points): An 11.47% local match was required; higher match amounts were given priority.
5. Located within a Community of Concern (5 points): Project area included a Community of Concern as defined by MTC's Lifeline Transportation Program.

Funding Recommendations

Staff recommends awarding \$2 million in grants to 6 projects. Below is a summary of the project name, sponsor, and recommended funding amount; additional detail is provided in Attachment 1.

Project Sponsor	Project Title	Funding Amount
Sonoma County Transportation Authority (SCTA)	Santa Rosa Car Share	\$170,130
Contra Costa Transportation Authority (CCTA)	CarShare4All	\$973,864
City of San Mateo	Car Sharing – A Catalyst for Change	\$210,000
City of Oakland	Oakland Car Share and Outreach Program	\$320,526
City of Hayward	City of Hayward RFP for Car Sharing Services	\$200,480
Transportation Authority of Marin (TAM)	Car Share CANAL	\$125,000
	Total:	\$2,000,000

Due to the high funding requests and the number of similarly-ranked projects, the amount of funding recommended is less than what was requested for all but one of the recommended projects. SCTA's Santa Rosa Car Share funding request is not recommended to be reduced because it was the highest scoring project. Reduced funding is recommended for the City of San Mateo, the City of Oakland, and the City of Hayward, which all had similarly-ranked projects, to result in all projects providing a 30 percent match. Reduced funding is also recommended for TAM since the Car Share CANAL project scored lower than the other applications and is not located in an area taking on a significant amount of growth. CCTA's CarShare4All application was the second highest-scoring project. Staff recommends partially funding the project, but the recommended funding is almost half the of the total available grant funding.

The one remaining application, from the City of Richmond, scored significantly lower than the others and is not recommended for funding. However, staff proposes that the CCTA/CarShare4All project prioritize the Richmond BART station for establishing a car share pod, subject to agreement by the City of Richmond.

Additional funding for several of the grants may be available through the California Air Resources Board's (CARB) Clean Vehicles Program funded through Cap and Trade. CARB indicated that they will release a solicitation for car sharing projects in December 2014 or January 2015. Projects will be required to be located within disadvantaged communities as defined by the California Communities Environmental Health Screening Tool (CalEnviroScreen) criteria adopted for the Cap and Trade program. Based on preliminary discussions with CARB and staff analysis, four of those which applied to our program would be eligible to apply: CCTA, the City of Oakland, the City of Hayward, and the City of Richmond. MTC will work with those project sponsors to encourage them to apply to the CARB program.

Next Steps

Following Commission approval, MTC will program the projects into the 2015 Transportation Improvement Program (TIP) allowing sponsors to obtain federal authorization (obligation) for their projects.

Issues:

1. Because staff is recommending partial funding for the majority of the projects, staff is working with project sponsors to refine the project scopes and budgets and ensure the revised programs still meet the goals of the program.
2. Staff proposes that the CCTA/CarShare4All project prioritize the Richmond BART station for establishing a car share pod, subject to agreement by the City of Richmond.

Recommendation:

Refer MTC Resolution No. 4035, Revised to the Commission for approval. Because Resolution No. 4035, Revised is proposed for revision under other agenda items, it is included once under agenda item 3c with all proposed revisions. Only items approved by the Committee will be forwarded to the Commission.

Attachments:

Attachment 1: Car Sharing Program Grant Recommendations
Attachment 2: Letter of Support, Congresswoman Jackie Speier, for the CCTA CarShare4All application

Attachment 1
Car Sharing Program Grant Recommendations

Rank	Project Sponsor	Partner Agencies	Project Title	Project Description	Total Project Cost	Grant Funds Requested	Recommended Grant Amount	Average Score
1	Sonoma County Transportation Authority (SCTA)	Regional Climate Protection Authority, Sonoma County Water Agency, Sonoma County General Services, SMART, City of Santa Rosa, North Bay Organizing Project and Transit Riders United, Climate Protection Campaign, ZipCar, City CarShare	Santa Rosa Car Share	Establish nine vehicles at four pods in Santa Rosa, including Downtown/Railroad Square SMART Station, Airport Business Park/SMART Station, County of Sonoma Offices/North Junior College neighborhood, and Sebastopol Road/Roseland neighborhood	\$ 390,130	\$ 170,130	\$ 170,130	92
2	Contra Costa Transportation Authority (CCTA)	City CarShare, Bay Area Climate Collaborative	CarShare4All	EV car sharing pods at El Cerrito Plaza, El Cerrito Del Norte, Fruitvale, West Oakland, and Richmond BART stations; possible locations at Bishop Ranch and Hacienda business parks	\$ 2,018,384	\$ 1,630,777	\$ 973,864	89
3	City of San Mateo	Commute.org, Samtrans, Caltrain, College of San Mateo, County of San Mateo Health System	Car Sharing - A Catalyst for Change in the City of San Mateo	Establish car sharing pods around transit stations (Caltrain) and business and residential sites; includes marketing campaign, evaluation, and change in city ordinance to support future car sharing	\$ 300,000	\$ 237,600	\$ 210,000	82
4	City of Oakland	Transform, UC Berkeley	Oakland Car Share and Outreach Program	Establish city programs to support traditional and point-to-point car sharing; outreach focused on East Oakland; program evaluation to assess performance	\$ 457,895	\$ 387,248	\$ 320,526	81
5	City of Hayward	Life Chiropractic College West	City of Hayward RFP for Car Sharing Services	Establish car sharing at Downtown Hayward BART, South Hayward BART, Cannery Area/Amtrak Station, and/or Life Chiropractic College	\$ 286,400	\$ 241,000	\$ 200,480	76
6	Transportation Authority of Marin (TAM)	n/a	Car Share CANAL	Three EV's and an outreach effort in the CANAL neighborhood in San Rafael	\$ 268,400	\$ 228,140	\$ 125,000	65
7	City of Richmond	Transmetro	Car Sharing	Expansion of car sharing in Richmond; no details were provided in the application.	\$ 570,000	\$ 500,000	\$ -	38
						TOTAL	\$2,000,000	

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October 28, 2014

Steve Heminger
Executive Director
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

RE: Application for Car Sharing Program

Dear Mr. Heminger:

I write to respectfully support the application of City Carshare for MTC grant funding. My understanding is that additional vehicles will be deployed at various East Bay BART stations.

While my Congressional District does not include these stations, tens of thousands within my district ride BART each day. It is quite likely that they would use any car sharing program available at East Bay stations.

I will leave it to the applicant to describe the technical details of the application. I just wanted to lend my voice to the list of those who recognize that we live and work within a very small community known as the San Francisco Bay Area. What happens across the bay is of daily interest to my constituents in San Francisco and on the Peninsula. I hope that, consistent with the rules regarding this program, the application of City Carshare will receive MTC's fullest and fairest evaluation.

All the best,


Jackie Speier

cc: Ms. Stefanie Hom

KJS/bp