



**Contra
Costa
County**

To: Board of Supervisors
From: John Kopchik, Director, Conservation & Development Department
Date: June 16, 2015

Subject: Transportation Demand Management Program – Contra Costa Centre Association

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Director of Conservation and Development, or designee, to execute a contract with the Contra Costa Centre Association in an amount not to exceed \$267,515 to provide for transportation demand management services for the Contra Costa Centre area, for the period July 1, 2015 through June 30, 2016.

FISCAL IMPACT:

No impact to the County General Fund. 100% County Service Area M-31 funds. The commercial property owners at Contra Costa Centre voted to approve the formation of County Service Area M-31 to fund County mandated transportation demand management services in the area.

BACKGROUND:

Contra Costa County (County) has required a Transportation Demand Management (TDM) program for the Contra Costa Centre area since 1986 to encourage the use of alternative modes of transportation by station area employees in order to mitigate the traffic impacts resulting from the development of the area. The County has entered an agreement with the Contra Costa Centre Association to manage the TDM program for the Contra Costa Centre

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **06/16/2015** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Candace Andersen, District II
Supervisor
Mary N. Piepho, District III
Supervisor
Karen Mitchoff, District IV
Supervisor

ABSENT: Federal D. Glover, District V
Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: June 16, 2015

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Chris Heck, Deputy

Contact: Maureen Toms (925)
674-7878

cc:

area each year since 1990.

The property owners in Contra Costa Centre area have established a County Service Area (M-31) with an annual assessment to fund the TDM program. The program offers commute alternative service to people working in the Contra Costa Centre area. While there is no mandate requiring participation by employers or any penalty for non-participation, there has been high participation in the program by both employers and employees.

BACKGROUND: (CONT'D)

The TDM program goals of achieving over 30% of the area employees travel to work via alternative modes (transit, carpool, van-pools, bicycle, walk, telecommute, etc.) have consistently been met.

The project agreement covers a 12-month period from July 1, 2015 to June 30, 2016. It funds the operation of van-pools and a noon-time shuttle service to nearby commercial areas, Segway (two-wheeled self-balancing personal transport) and bicycle services, on-site transit ticket sales, and marketing and management of a variety of transit subsidy and incentive programs.

CONSEQUENCE OF NEGATIVE ACTION:

The Contra Costa Centre Association members who have paid an annual assessment for transportation demand management services would be unable to provide them through this contract.