



**Contra  
Costa  
County**

To: Board of Supervisors

From: John Kopchik, Director, Conservation & Development Department

Date: September 13, 2016

Subject: Transportation Demand Management Program – Contra Costa Centre Association

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**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Conservation and Development Director, or designee, to execute a contract with the Contra Costa Centre Association in an amount not to exceed \$281,000 to provide transportation demand management services for the Contra Costa Centre area, for the period July 1, 2016 through June 30, 2017.

**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

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Action of Board On: **09/13/2016** ☒ 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  
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: September 13, 2016

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 approved establishment of a County Service Area with an annual assessment to fund the TDM program. The program offers commute alternative service to BART station area employees. While there is no mandate requiring participation by employers or any penalty for non-participation,

### BACKGROUND: (CONT'D)

there has been high participation in the program by both employers and employees. 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, 2016 to June 30, 2017. 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.