

## Low Carbon Transit Operations Program (LCTOP)

### PROJECT DESCRIPTION AND ALLOCATION REQUEST (SUMMARY)

**Project Information:**

Lead Agency:	SBCAG Traffic Solutions	
Project Name:	South Coast Transit Marketing and Try Transit Program	
Project Type: <i>See Attachment A</i>	Type A-5	A5: Free or reduced-fare transit vouchers
Description of Project (Short):	Try Transit campaign will focus on attracting new passengers to existing South Coast	
Project Location:	Santa Barbara South Coast	
Project Start Date (anticipated):		7/1/2016
Project End Date (anticipated):		6/30/2017

**Funding Information:**

Funding Year:	2016
Requested Amount of PUC 99313:	\$20,000
Requested Amount of PUC 99314:	\$0
Total LCTOP Funding:	\$20,000
Total Project Cost:	\$20,000

**Project Benefits:**

**Greenhouse Gas Benefits (off of worksheet)**

Estimated GHG Reduction:	123.63
Project Life:	1
Estimated Total GHG Reduction:	123.63

**Disadvantaged Communities (DAC) Benefits:**

Does your service area have a DAC?	No
Does the Project Benefit a DAC?	No
Identify the DAC Census Tracts?	n/a
Identify Specific DAC Benefit Criteria? <i>See Attachment B</i>	
Qualitative Description of DAC Benefit?	
Describe the DAC Need Project Addresses?	
Total GGRF \$ Allocated to DAC	

**Co-benefit**

Critical Air Pollution Reduction:	202 pounds of other toxic pollutants
VMT Reduction:	251,390
Ridership Increase	20 daily full time transit riders
Fuel Ues Reduction:	11,638 gallons of gasoline saved
Energy Use Reduction:	

**PROJECT DESCRIPTION AND ALLOCATION REQUEST (ALLOCATION)**

<b>Regional Entity:</b> SBCAG	
<b>Project Lead:</b> Santa Barbara County Association of Governments	<b>County:</b> Santa Barbara
<b>Project Title:</b> Expanded Saturday Intercity Transit Service in Santa Barbara Co.	

**Project Lead:**

I certify the scope, cost, schedule, and benefits as identified in the attached Allocation Request (Request) and attachments are true and accurate and demonstrate a fully funded operable project. I understand the Request is subject to any additional restrictions, limitations or conditions that may be enacted by the State Legislature, including the State's budgetary process and/or auction receipts. In the event the project cannot be completed as originally scoped, scheduled and estimated, or the project is terminated prior to completion, project lead shall, at its own expense, ensure that the project is in a safe and operable condition for the public. I understand this project will be monitored by the California Department of Transportation - Division of Rail and Mass Transportation.

**Name:** Jim Kemp

**Signature:** 

**Title:** Executive Director

**Agency:** Santa Barbara County Association of Governments

**Date:** \_\_\_\_\_ **Amount:** \$ 169,422

**Contributing Sponsor(s):**

\*If this project includes funding from more than one project sponsor, the project lead above becomes the "recipient agency" and the additional contributing project sponsor(s) must also sign and state the amount and type of LCTOP funds (PUC Sections 99313 and 99314) contribution. Sign below or **attach a separate officially signed letter providing that information. If there is more than one contributing sponsor, please submit additional page, or a letter from the additional contributors.**

Contributing Sponsor Forms from the cities of Guadalupe, Lompoc, Santa Maria and Solvang and County of Santa Barbara are attached.

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Agency:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Amount:** \_\_\_\_\_

<i>LCTOP Allocation</i>	<b>15/16</b>	<b>16/17</b>	<b>17/18</b>
<b>Request Amount per PUC 99313:</b>	\$20,000	\$0	\$0
<b>Request Amount per PUC 99314:</b>	\$0	\$0	\$0
<b>Total Project Allocation Request:</b>	\$20,000	\$0	\$0

**Project Title:** South Coast Transit Marketing and Try Transit Program  
**Project Location/Address:** \_\_\_\_\_

**Table 1: Project Lead Information**

		<b>Legislative District Numbers</b>	
Agency Name:	<u>SBCAG Traffic Solutions</u>	Assembly:	_____
Contact Person:	<u>Kent Epperson</u>	Senate:	_____
Contact Phone #:	<u>805-895-6589</u>	Congressional:	_____
Email Address:	<u><a href="mailto:kepperson@sbcag.org">kepperson@sbcag.org</a></u>	Amount:	<u>PUC Funds Type:</u>
Address:	<u>260 N San Antonio Rd. B</u>	\$	<u>20000</u>
	<u>Santa Barbara, CA 93110</u>	\$	_____

**Table 2: Contributing Sponsor Information**

Name:	_____	Amount :	_____	PUC Fund Type:	_____
Contact:	_____	\$	_____		
Contact Phone #:	_____	\$	_____		
Email Address:	_____				
Address:	_____				

<i>Other Contributing Sponsors: (Attach sheet with contact information)</i>	Amount:	PUC Fund Type:
Name: _____	\$ _____	
Name: _____	\$ _____	
Name: _____	\$ _____	
<b>TOTAL \$20,000</b>		

(\*Contributing project sponsors provide signed letters of verification as to amount and eligibility or sign cover page)

**Low Carbon Transit Operations Program (LCTOP)**  
**PROJECT DESCRIPTION AND ALLOCATION REQUEST (PROJECT)**

**Table 3: Type of Project**

**See Attachment A for category of project** (example: Category 1A Implement new or expanded transit service (for new routes or expansion of existing routes)).

Operations Projects		Capital Projects	
<input type="checkbox"/>	A1	<input type="checkbox"/>	Ai
<input type="checkbox"/>	A2	<input type="checkbox"/>	Aii
<input type="checkbox"/>	A3	<input type="checkbox"/>	Aiii
<input type="checkbox"/>	A4	<input type="checkbox"/>	Aiv
<input checked="" type="checkbox"/>	A5	<input type="checkbox"/>	

**Table 4: Project Summary**

**a) Project Description** - Describe the project in your own words, using comprehensive overall project description regarding improvements to be made, increased level of service and performance goals.

Traffic Solutions will coordinate a South Coast transit marketing effort designed to introduce new transit users of South Coast transit services. This will be done through employer outreach, marketing and promotional events. Free trial transit passes will be issued to potential new passengers of the services. A Try Transit promotion will highlight target transit services at employment sites, with fun activities and incentives that attract new riders. Drive alone commuters will be targeted for this campaign. Social media will be used to highlight first time transit experiences, earned "badges" for participation, ride with a friend or coworker promotions, etc... New passengers will also be encouraged to link thier transit trip with a bike trip, by either taking their bikes with them on bus bike racks, or by parking their bikes a the Santa Barbara Bikestation, or at bike racks or bike lockers.

**b) Project Location** - Describe the location of the project. Also provide an 8 1/2" X 11" project site map that shows the transit service area and project location. Use link to CalEPA website for information, <http://www.calepa.ca.gov/EnvJustice/GHGInvest/default.htm>.

Santa Barbara County South Coast

**c) Project Life** - For capital projects, state the Useful Life of the Project. For operations project state the number of months service will operate.

Capital:

Operations:

**Low Carbon Transit Operations Program (LCTOP)**

**PROJECT DESCRIPTION AND ALLOCATION REQUEST (BENEFITS/OUTCOMES)**

**Table 5: Description of Major Benefits/Outcomes**

**a) Greenhouse Gas Reduction** - Describe how this project will reduce greenhouse gases and any assumptions or data that support this description. For example, "The expanded transit service will reduce VMT and greenhouse gas emissions by replacing auto trips with transit trips. Initial estimates indicate that the expansion could add 50 commuter bus riders per day to replace an average auto trip of 10 miles each way." If available, please provide the expected amount of VMT reductions and greenhouse gas reductions.

According to the Los Angeles County Metropolitan Transportation Authority, Transit Programs for employers is the most cost effective strategy for reducing green house Gas reductions. This program will target potential new transit passengers at employment sites well served by transit. Free bus passes will be given to try transit for the first time. Activities, mini-events and incentives will be offered to create buzz and attract new transit riders. For each new transit rider, an auto trip will be reduced resulting in a reduction in green house gas emissions. All trips will be tracked throughout the promotion. It is estimated that this project will result in 251,390 fewer VMT and 123.63 total GHG Benefits from the free transit trips made. These estimates assume 54% of transit trips are local MTD trips, 11% are Clean Air Express long distance commuters and 35% are Coastal Express long distance commuters. It is

**b) Increased Mode Share** - Describe how this project will directly increase mode share.

Introducing new riders to existing transit services will serve to increase mode share for transit - see above.

**c) Disadvantaged Communities (DAC) Project Criteria**

See **Attachment B** for DAC Criteria to Evaluate Projects (example: Category 1B Project provides transit incentives to residents with a physical address in a disadvantage community (e.g., vouchers, reduced fares, transit passes).

Low Carbon Transportation Projects				Transit Projects					
<input type="checkbox"/>	1A	<input type="checkbox"/>	2A	<input type="checkbox"/>	1A	<input type="checkbox"/>	1G	<input type="checkbox"/>	2E
<input type="checkbox"/>	1B	<input type="checkbox"/>	2B	<input type="checkbox"/>	1B	<input type="checkbox"/>	1H	<input type="checkbox"/>	2F
<input type="checkbox"/>	1C	<input type="checkbox"/>	2C	<input type="checkbox"/>	1C	<input type="checkbox"/>	2A	<input type="checkbox"/>	2G
<input type="checkbox"/>	1D			<input type="checkbox"/>	1D	<input type="checkbox"/>	2B	<input type="checkbox"/>	2H
				<input type="checkbox"/>	1E	<input type="checkbox"/>	2C	<input type="checkbox"/>	2I
				<input type="checkbox"/>	1F	<input type="checkbox"/>	2D		

**d) Disadvantaged Communities (DAC) (if applicable\*)** - Describe how this project will directly benefit the DAC(s) within your service area in your own words. For agencies whose service area includes disadvantaged communities, at least 50 percent of the total moneys received shall be expended on projects that will benefit disadvantaged communities.

n/a

**Low Carbon Transit Operations Program (LCTOP)**

**PROJECT DESCRIPTION AND ALLOCATION REQUEST (BENEFITS/OUTCOMES)**

**Table 5: Description of Major Benefits/Outcomes**

e) **Co-Benefits** - Check all additional Benefits/Outcomes. Page 5 of 7

<input type="checkbox"/> Improved Safety	<input checked="" type="checkbox"/> Coordination with Educational Institutions
<input type="checkbox"/> Improved Public Health	<input checked="" type="checkbox"/> College/University <input type="checkbox"/> Grades K-12
<input type="checkbox"/> Reduced Operating/Maintenance Cost	<input checked="" type="checkbox"/> Promotes Active Transportation (walking, biking)
<input type="checkbox"/> Increase System Reliability	<input checked="" type="checkbox"/> Promotes integration with other modes of transportation
<input type="checkbox"/> Other Benefits (describe below)	

**f) Co-Benefits** - Describe benefits indicated above in d) and any other benefits not listed.

This project will target underutilized transit services for transit marketing and Try Transit complementary transit passes, thereby increasing ridership on underutilized transit routes. The project will also serve to market transit in general to large employers in the Santa Barbara County South Coast.

**Table 6: Project Schedule**

<b>Capital Projects</b>	
Begin Construction Phase ( <b>Contract Award</b> )	
End Construction Phase ( <b>Contract Acceptance</b> )	
Begin Vehicle/Equipment Order ( <b>Contract Award</b> )	
End Vehicle/Equipment Order ( <b>Contract Acceptance</b> )	
Begin Closeout Phase	
End Closeout Phase	

<b>Operations Projects</b>	
Begin expanded/enhanced transit services	7/1/2016
End expanded/enhanced transit services	6/30/2017
Begin Closeout Phase	
End Closeout Phase	

**START DATE FOR LCTOP FUNDED PHASES MAY NOT PROCEED PROJECT APPROVAL LETTER.**

*Pre-construction costs (e.g design, environmental and right-a-way) are not eligible to be funded by LCTOP funds, they must be funded by other sources.*

**Low Carbon Transit Operations Program (LCTOP)**

**PROJECT DESCRIPTION AND ALLOCATION REQUEST (OPERATIONS DESCRIPTION)**

**Table 7: Operations Project Description**

a) Describe the operating plan for this system.

This program will target potential new transit passengers that are drive alone commuters at employment sites well served by transit. Free bus passes will be given to try transit for the first time. Activities, mini-events and incentives will be offered to create buzz and attract new transit riders.

b) Describe the fare structure for this system.  
n/a

c) Describe the assumptions and process that were used to develop the ridership projections shown in the request.

All trips will be tracked throughout the promotion. Each program participant (recipient of a promotional transit pass) will result in one transit trip and one auto trip avoided. It also assumes that 5% of the participants will continue taking transit 4 out of 5 days a week for 1 year (this equates to converting 20 full time drive alone commuters to full time transit users). It is estimated that this project will result in 251,390 fewer VMT and 123.63 total GHG Benefits from the free transit trips made. These estimates assume 54% of transit trips are local MTD trips, 11% are Clean Air Express long distance commuters and 35% are Coastal Express long distance commuters. It is estimated that 85% of the transit trips drive 2.37 miles to a park and ride. It is estimated that 5% of all the try transit participants continue to ride the bus 4 out of 5 days a week for 1 year.

d) Describe the assumptions and process for how the operating cost projections were developed.  
Budget assumes 35% of passes issued to Coastal Express passengers, 11% of passes issued to Clean Air Express passengers and 54% of passes issued to MTD passengers. Budget also assumes 83 hours of staff time and approximately \$2,000 in advertising and outreach and \$2,000 in other incentives and event expenses.