

Low Carbon Transit Operations Program (LCTOP)

PROJECT DESCRIPTION AND ALLOCATION REQUEST (SUMMARY)

Project Information:

Lead Agency:	San Bernardino Associated Governments
Project Name:	Transit Marketing & Fare Subsidy Program for Mountain/Desert Transit Operators
Project Type <i>See Attachment A</i> :	A5: Free or reduced-fare transit vouchers
Description of Project (Short):	The FY 2015-16 Funds will be used for a six- to twelve-month fare subsidy program for Mountain/Desert transit riders. In addition, funds will be used to assist each of the operators with developing a marketing plan that will help develop agency branding and messaging, and will also define community outreach focused on increasing ridership and promotion of the fare subsidy program. The fare subsidy program launched in tandem with a successful marketing plan will increase transit ridership thus reducing greenhouse gas emissions; all with a focus in DACs.
Project Location:	San Bernardino County - Mountain/Desert Region
Project Start Date (anticipated):	07/01/2016
Project End Date (anticipated):	12/31/2017

Funding Information:

Funding Year:	FY 2015-16
Requested Amount of PUC 99313:	\$461,683
Requested Amount of PUC 99314:	\$0
Total LCTOP Funding:	\$461,683
Total Project Cost:	\$461,683

Project Benefits:

Greenhouse Gas Benefits (off of worksheet)

Estimated GHG Reduction:	2501.13 MTCO _{2e}
Project Life:	1
Estimated Total GHG Reduction:	0.0054 MTCO _{2e}

Disadvantaged Communities (DAC) Benefits:

Does your service area have a DAC?	Yes
Does the Project Benefit a DAC?	Yes
Identify the DAC Census Tracts?	6071010802, 6071010025, 6071009912, 6071009913, 6071009800, 6071009117, 6071011700, 6071009400, 6071009500, 6071012002, 6071010300
Identify Specific DAC Benefit Criteria? <i>See Attachment B</i>	TP 1B: Project provides transit incentives to residents with a physical address in a disadvantaged community.
Qualitative Description of DAC Benefit?	All residents in the DACs, including the Benefit Zone extending one-half mile around the DACs, will benefit from the fare subsidy program
Describe the DAC Need Project Addresses?	DACs need exposure to transit options as well as an incentive to take advantage of those transit options. The marketing plan will provide exposure for the agency itself and the fare subsidy program will provide residents with an incentive to use transit.
Total GGRF \$ Allocated to DAC	\$461,683

Co-benefit

Critical Air Pollution Reduction:	11,881 Pounds CO ₂ on Average Weekday
VMT Reduction:	4,778,842 Annually
Ridership Increase	1.67%
Fuel Use Reduction:	606 Gallons on Average Weekday
Energy Use Reduction:	N/A

Low Carbon Transit Operations Program (LCTOP)

PROJECT DESCRIPTION AND ALLOCATION REQUEST (ALLOCATION)

Regional Entity: San Bernardino Associated Governments

Project Lead: San Bernardino Associated Governments

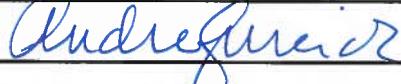
County: San Bernardino

Project Title: Transit Marketing & Fare Subsidy Program for Mountain/Desert Transit Operators

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: Andrea Zureick

Signature: 

Title: Director, Fund Administration & Programming

Agency: San Bernardino Associated Governments

Date:

Amount: \$461,683

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.**

Name: N/A

Signature:

Title:

Agency:

Date:

Amount:

Low Carbon Transit Operations Program (LCTOP)

PROJECT DESCRIPTION AND ALLOCATION REQUEST (FUNDING)

<i>LCTOP Allocation</i>	<i>15/16</i>	<i>16/17</i>	<i>17/18</i>
Request Amount per PUC 99313:	\$461,683	\$0	\$0
Request Amount per PUC 99314:	\$0	\$0	\$0
Total Project Allocation Request:	\$461,683	\$0	\$0
Project Title:	Transit Marketing & Fare Subsidy Program for Mountain/D		
Project Location/Address:	San Bernardino County - Mountain/Desert Region		

Table 1: Project Lead Information

	Legislative District Numbers	
Agency Name: <u>San Bernardino Associated Governments</u>	Assembly: 33, 40, 42	
Contact Person: <u>Michelle Adams</u>	Senate: 16, 21, 23	
Contact Phone #: <u>(909) 884-8276</u>	Congressional: 8	
Email Address: <u>madams@sanbag.ca.gov</u>	Amount:	PUC Funds Type:
Address: <u>1170 W. 3rd Street, 2nd Floor</u>	\$ 461,683.00	99313
<u>San Bernardino, CA 92410</u>	\$	

Table 2: Contributing Sponsor Information

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

Other Contributing Sponsors: (Attach sheet with contact information)	Amount:	PUC Fund Type:
Name: _____	\$ _____	
Name: _____	\$ _____	
Name: _____	\$ _____	
TOTAL \$461,683		

*(*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).

<u>Operations Projects</u>				<u>Capital Projects</u>			
	A1		Ai		B1		Bi
	A2		Aii		B2		Bii
	A3		Aiii		B3		Bii
	A4		Aiv		B4		
X	A5						

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.

The FY 2015-16 LCTOP Funds will be used for a six- to twelve-month fare subsidy program for Mountain/Desert transit riders. In addition, funds will be used to assist each of the operators with developing a marketing plan that will help refine agency branding and messaging, and will also define community outreach focused on increasing ridership and promotion of the fare subsidy program. The fare subsidy program launched in tandem with a successful marketing plan will increase transit ridership thus reducing greenhouse gas emissions; all with a focus in DACs.

The fare subsidy program is expected to achieve a 1.67% increase in ridership thereby reducing greenhouse gas emissions. It is also expected that the fare subsidy program will reach 100% of boardings from DACs and associated Benefit Zones one-half mile around the DACs.

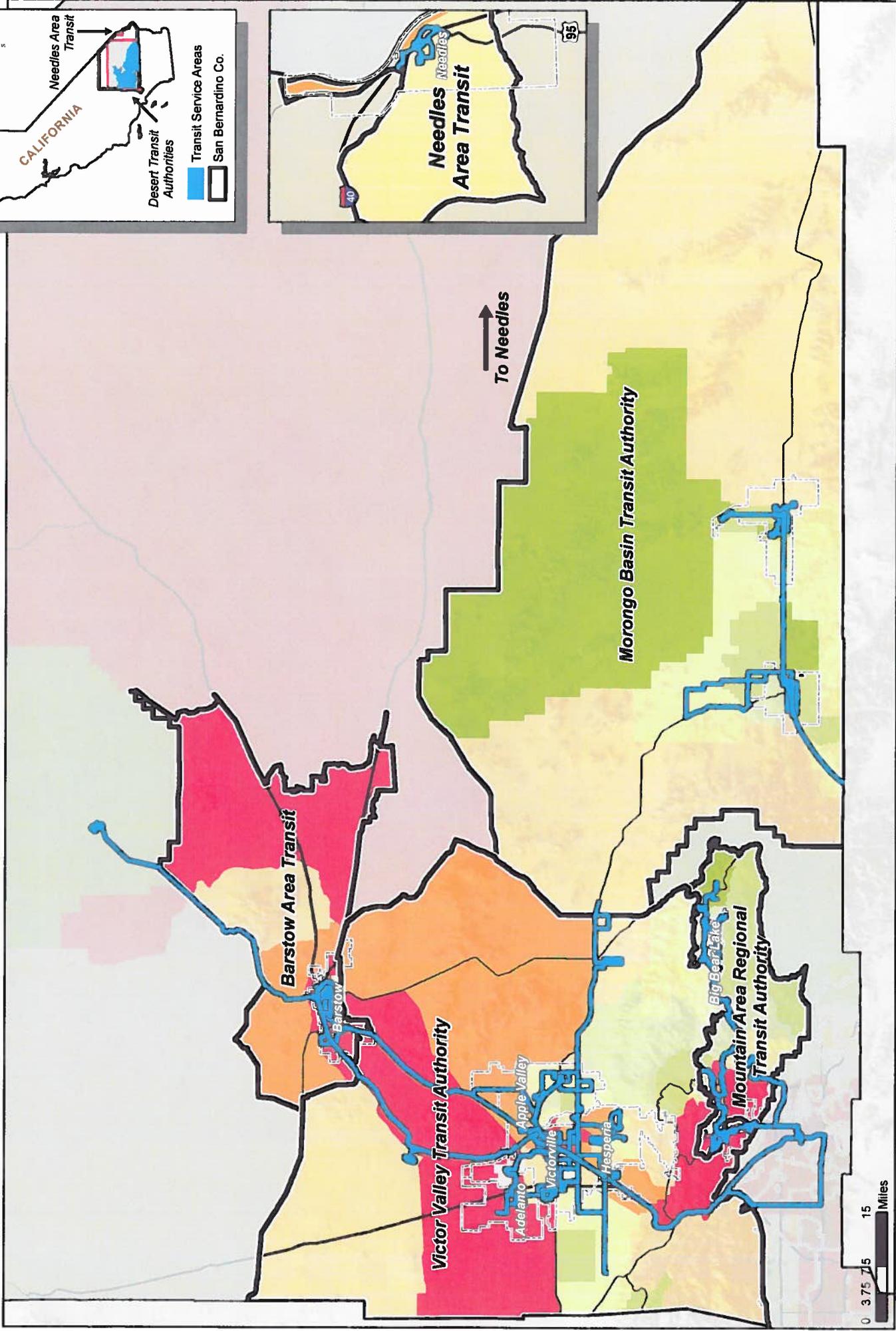
b) Project Location - Describe the location of the project. Also provide an 8 1/2" X 11" project site map that shows the transit service area and project location. Use link to CalEPA website for information, <http://www.calepa.ca.gov/EnvJustice/GHGInvest/default.htm>.

This project is located in the Mountain/Desert region of San Bernardino County. The attached maps show the service areas of the target transit agencies which are Victor Valley Transit Agency (VVTA), Barstow Area Transit, Mountain Transit (formerly Mountain Area Regional Transit Authority or MARTA), Morongo Basin Transit Authority (MBTA), and Needles Area Transit (NAT).

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: N/A
 Operations: 12 months

Disadvantaged Communities California Communities Environmental Health Screen (CalEnviro Screen 2.0)



CalEnviroScreen 2.0 ranks community vulnerability by census tract from dark red with relatively high pollution burdens and population sensitivities to green tracts with lower pollution burdens and sensitivities. For more information, please see <http://oehha.ca.gov/ej/ces2.html>.

CalEnviroScreen 2.0 Results



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.

The fare subsidy program, for which the marketing plan will define promotion and community outreach, will provide the residents in the service area DACs the ability to take advantage of lower cost transit opportunities; therefore, reducing VMT and GHG emissions by replacing auto trips with transit trips. The anticipated decrease in fares is estimated to result in a 1.67% increase in ridership, or 69 additional boardings per average weekday for all Mountain/Desert operators.

With an average trip length of 6.5 miles in the Mountain/Desert region of our county, VMT would be reduced by 13,093 miles/weekday. With average fuel consumption at approximately 0.0463 gallons/mile, 606 gallons of fuel would be saved. Therefore, using EPA estimates of 19.6 pounds of carbon dioxide per gallon of fuel used, this means that 11,881 pounds of carbon dioxide would be saved on an average weekday.

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

We estimate that a 5% decrease in fares will result in a 1.67% increase in ridership. Current mode share for bus trips is estimated at 2.9% for work trips. With an increase in transit trips and a reduction of auto trips, we anticipate transit mode share to increase to 2.95%.

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

	1A		2A
	1B		2B
	1C		2C
	1D		

	1A
X	1B
	1C
	1D
	1E
	1F

Transit Projects

	1G		2E
	1H		2F
	2A		2G
	2B		2H
	2C		2I
	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.

The Mountain/Desert region transit operators serve a combined 11 census tracts designated as DACs with a total population of 58,424. The reduction in fares will benefit all residents in those DACs including the Benefit Zone extending one-half mile around the DACs as well as 100% of the Mountain/Desert current boardings. In addition, the marketing plan will be developed with increased focus on reaching the DACs.

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.

<input type="checkbox"/> Improved Safety	<input type="checkbox"/> Coordination with Educational Institutions
<input type="checkbox"/> Improved Public Health	<input type="checkbox"/> College/University <input type="checkbox"/> Grades K-12
<input type="checkbox"/> Reduced Operating/Maintenance Cost	<input type="checkbox"/> Promotes Active Transportation (walking, biking)
<input type="checkbox"/> Increase System Reliability	<input 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.

N/A

Table 6: Project Schedule

Capital Projects	
Begin Construction Phase (Contract Award)	N/A
End Construction Phase (Contract Acceptance)	N/A
Begin Vehicle/Equipment Order (Contract Award)	N/A
End Vehicle/Equipment Order (Contract Acceptance)	N/A
Begin Closeout Phase	N/A
End Closeout Phase	N/A

Operations Projects	
Begin expanded/enhanced transit services (Community Outreach)	Jul-16
End expanded/enhanced transit services	Dec-17
Begin Closeout Phase	N/A
End Closeout Phase	N/A

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.

Mountain Transit (formerly Mountain Area Regional Transit Authority or MARTA) serves the San Bernardino Mountain communities of Crestline, Lake Arrowhead, Running Springs, and Big Bear Lake, providing three local service routes for more than 163,000 passengers each year. Mountain Transit also offers three routes of Off-the-Mountain Service that enable the residents of the mountain communities to connect with major stops in San Bernardino, which include Metrolink, Omnitrans, Greyhound, St. Bernadine Medical Center, and other stops along the way. This service runs Monday through Saturday.

Victor Valley Transit Authority (VVTA) operates local fixed-route and ADA paratransit bus services in the Victor Valley. The system carries more than one million passenger annually. The service structure consists of 23 local fixed and deviated routes, three County routes and ADA paratransit service. Service is also provided to Barstow and Fort Irwin. VVTA also operates Barstow Area Transit for the city of Barstow and the surrounding areas of San Bernardino County, including the communities of Hinkley, Lenwood, Grandview, Yermo, Harvard, Daggett and Newberry Springs. Operating Monday through Friday from 6:00 a.m. to 11:30 p.m. and on the weekends from 9:00 a.m. to 11:30 p.m., the system features three routes and carries more than 144,000 passengers each year.

Morongo Basin Transit Authority (MBTA) serves the Morongo Basin, providing eight routes of local service to more than 143,000 passengers each year in the town of Yucca Valley, city of Twentynine Palms, and the surrounding areas of San Bernardino County.

The City of Needles operates Needles Area Transit (NAT) which is the fixed route service, Dial-a-Ride program for seniors and persons with disabilities, and medical transport service in the city of Needles. The service operates hourly, 7 a.m. to 7 p.m., Monday through Friday and for 4 hours on Saturday and transports approximately 34,000 riders each year. NAT provides deviated fixed route service on a single route within Needles.

b) Describe the fare structure for this system.

Mountain Transit (formerly Mountain Area Regional Transit Authority or MARTA) - Currently, the one-way full fare costs \$2.50. Breeze cards are \$1. Passengers over 65, passengers with disabilities and Medicare recipients are eligible to receive a discounted fare of \$1. A one-way paratransit fare is \$4. Ten full fare one-way trips can be purchased for \$25, and twenty full fare trips can be purchased at a discount for \$42.50. Mountain Transit also offers unlimited travel through multiple transit pass options: 1-day pass \$9, 2-day pass \$14, 3-day pass \$16, 4-day pass \$19, 7-day pass \$23.75, and a 30-day pass for \$95. Additional discounted pass programs allow for university students and staff to purchase calendar monthly passes.

Victor Valley Transit Authority (VVTA) - Mega Pass good for one month is \$175 Regular and \$87.50 for Senior/Disabled; Fixed Route Service is \$1.25 per boarding, \$3.50 per day, or \$50 for a 31-day pass; Fixed Route Student Service is \$1 per boarding, \$3.25 per day, or \$40 for a 31-day pass; Fixed Route Senior/Disabled is \$0.60 per boarding, \$1.75 per day, or \$25 for a 31-day pass. Passengers who require a deviation on either Deviated or County routes must pay a service charge. VVTA also provides Direct Access Dial-A-Ride service to persons with disabilities.

Barstow Area Transit - VVTA has a different fare structure for this service which is as follows. Fares for fixed route service range from \$0.65 one-way for Senior/Disabled to \$1.25 Regular. Monthly passes are available at a cost from \$21 for Senior/Disabled to \$43 Regular. City Dial-a-Ride is \$1.85 one-way, \$8.50 for a Day Pass and \$30 for a Monthly Pass. Special fares are available for deviated fixed-route service.

Morongo Basin Transit Authority (MBTA) - Fares in the MBTA system vary due to the distance that the bus must travel in order to serve the entire system. Fares for route 12 and 15 fare are the highest in the MBTA system since it is based on original boarding area and distance. These fares range from \$9 to \$15 for Adult/Student passes and \$4.50 to \$9 for Senior/Disabled passes. Route 15 is the most expensive fixed route since \$10 are added to base price of route 12.

Needles Area Transit (NAT) - Fixed Route Service is \$1.20 per each boarding; Fixed Route Service for Seniors Over 60 Years Old and Persons With Disabilities is \$1 per each boarding; 30 Punch Card Pass is \$31.50; Route Deviation Service is \$1.60 per each boarding; and Route Deviation Service for Seniors Over 60 Years Old and Persons With Disabilities is \$1.50 per each boarding.

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

Using a fare elasticity model known as the Simpson-Curtain Rule, a model used by transit agencies nationwide, it is assumed that for a 3% increase in fares there is a 1% reduction in ridership. Conversely, for a 3% decrease in fares, we would expect to see a 1% increase in ridership. With an estimated potential 5% fare decrease we are looking at approximately a 1.67% ridership increase.

d) Describe the assumptions and process for how the operating cost projections were developed.

The operating cost associated with the proposed development of a marketing plan and transit ridership promotion is estimated at \$300,000 based upon prior experience for similar services and programs in the Inland Empire.

The balance of the LCTOP funds will be applied to cover any loss of fare revenue over the period of fare reduction. Based on current daily fare collection, the annual fare revenue for FY 2015-16 for all the Mountain/Desert transit agencies combined is projected to be \$1.4 million. The average monthly revenue for FY 2015-16 is estimated at \$117,682. Assuming a 5% fare reduction, and no change in ridership, revenue would decrease by 5% to \$111,798. However, in line with the Simpson-Curtain Rule of fare elasticity, the 5% fare reduction should yield a 1.67% increase in ridership. Therefore, the monthly fare revenue would be \$113,665 so there would be a net monthly loss of revenue of approximately \$4,017.

The San Bernardino Associated Governments will work in partnership with the Mountain/Desert transit operators to evaluate the success of the fare subsidy program and, if necessary, will revise the assumption which may result in continuing the program throughout the life of the LCTOP funding period.



Low Carbon Transit Operations Program TOTAL PROJECT COST AND FUNDING PLAN

The following Funding Plan has been reviewed and approved by the undersigned. It includes a complete list of funds for this project and is the total cost of the project, including LCTOP funds.

Person preparing this form (please type or print) Michelle Adams	Phone: (909) 884-8276	Date: 01/27/2016
Approval Authority: Sign and date 1/28/16	Typed name and phone number: Andrea Zureick, Director, Fund Administration & Programming (909) 884-8276	

Shaded fields are automatically calculated. Please do not fill these fields.

Proposed Total Project Cost								Project
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED	0	0	0	0	0	0	0	0
PS&E	0	0	0	0	0	0	0	0
R/W	0	0	0	0	0	0	0	0
CON	0	0	0	0	0	0	0	0
Veh/Equip Purchase	0	0	0	0	0	0	0	0
Operations/Other	0	461,683	0	0	0	0	0	461,683
TOTAL	0	461,683	0	0	0	0	0	461,683

Low Carbon Transit Operations Program (LCTOP)								Total
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other		461,683						461,683
TOTAL	0	461,683	0	0	0	0	0	461,683

Funding Source:								Total
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0

Funding Source:								Total
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0

Funding Source:								Total
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0



Low Carbon Transit Operations Program TOTAL PROJECT COST AND FUNDING PLAN

Funding Source:								
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0

Funding Source:								
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0

Funding Source:								
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0

Funding Source:								
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0

Funding Source:								
Component	Prior	FY 15-16	FY 16-17	FY 17-18	FY	FY	FY	Total
PA&ED								0
PS&E								0
R/W								0
CON								0
Veh/Equip Purchase								0
Operations/Other								0
TOTAL	0	0	0	0	0	0	0	0