

Attachment B: Climate Change Initiatives Program Overview

Climate Initiatives (\$80 million)

The Cycle 1 program has four primary elements: 1) Public Education / Outreach; 2) Safe Routes to Schools; 3) Innovative Grants; and 4) Climate Action Program Evaluation. Within the total program amount, \$3 million is also proposed to fund CMAQ eligible projects in Eastern Solano County per an agreement that covers the Sacramento Air Basin. The table below presents the program components and grant amounts, followed by program descriptions:

Cycle 1 Climate Initiatives Program Components and Funding (million \$s)		
Program Components	Cycle 1 Program	%
	80	100%
Eastern Solano CMAQ	3	
Public Education / Outreach	10	13%
Safe Routes to Schools	17	23%
Innovative Grants	31	
SFgo*	15	60%
Climate Action Program Evaluation	4	5%
Total	80	100%

*Assumes SFgo partly funded in first cycle (\$15M) and partly in second cycle (\$5M)

Eastern Solano CMAQ Program (\$3 million): These CMAQ funds come to MTC by way of the Sacramento Metropolitan Air Quality Management District's air basin which overlaps with the MTC region in Eastern Solano County. The Solano Transportation Authority will select projects in consultation with MTC and the Sacramento Air District per the existing memorandum of understanding.

Public Education / Outreach (\$10 million): The objective of this program is to develop a regional campaign to reduce greenhouse gas emissions, influence the public to make transportation choices to reduce these emissions, and evaluate the effectiveness of strategies used. The following specific tasks are included:

- Launch a branded, Bay Area climate campaign in 2011;
- Develop tools to encourage smart driving or other emission reduction strategies; and
- Support school and youth programs to train the next generation.

This program will be further developed by MTC staff in cooperation with the Bay Area Air Quality Management District.

Safe Routes to Schools (\$17 million): This element further implements Safe Routes to Schools (SR2S) programs region-wide with the overall goal of significantly reducing emissions related to school-related travel. It also increases the ability of Bay Area jurisdictions to compete for state and federal SR2S infrastructure grants. Within the SR2S program, \$15 million is distributed among the nine Bay Area counties based on K-12 school enrollment. An additional \$2 million would be available on a competitive basis to one or more counties to expand implementation of creative school-related emission reduction strategies and to determine their effectiveness and potential replication throughout the Bay Area. Appendix A-5 details the county distribution.

Innovative Grant Program (\$46 million - \$31 million competitive and \$15 million for SFgo): The purpose of Innovative Grant Program is to fund a smaller number of higher-cost/higher-impact/innovative projects on a broader geographic scale (i.e., citywide or countywide). The Innovative Grant Program would achieve two basic objectives:

- Test the effectiveness of three strategies that have high potential for reducing emissions, but have not been sufficiently tested for replication on a larger scale throughout the Bay Area. Included in this category are: 1) Parking management/innovative pricing policies; 2) Acceleration of efforts to shift to cleaner, low GHG vehicles; and 3) Transportation demand management strategies.
- Generate more Bay Area innovation and engage local communities by funding up to five major transportation-related projects that expand or combine strategies to measurably reduce emissions and showcase results at specific locations to increase understanding about whether these strategies result in cost-effective emission reduction and, if successful, how the results could be replicated elsewhere. Included in this category are: 1) Initiatives defined in locally-adopted Climate Action Plans or plan equivalent; or 2) Expansion of other innovative ideas that have yet to be fully evaluated as to their cost-effectiveness

This program is regionally competitive, giving higher priority to projects that are located in priority development areas (PDAs) and projects that offer contributions from other sources to leverage the CMAQ investment and build partnerships. The process for soliciting projects includes regional workshops, an abbreviated request for interest, and a more involved request for project proposals from projects deemed most promising from the request for interest review.

The staff proposal continues to include \$20 million for the SFgo project as a component of the Climate Initiatives Program but recommends that the funding be split over the two cycles (\$15 million in Cycle 1 and \$5 million in Cycle 2) to provide more funding for the competitive innovative grant program. Should additional “anticipated” revenues become available, staff proposes to accelerate the remaining \$5 million for SFGo. Further, if SFgo receives \$5 million in other discretionary funding during Cycle 1, \$5 million will revert to the Innovative Grant program. SFgo would support implementation of one of the region's Small Starts priorities - Van Ness Avenue BRT -- by upgrading the network communications infrastructure to install transit signal priority. The SFgo project includes traffic signal controllers linked by fiber-optic interconnect conduit and related communications systems to enable transit signal priority and optimize signal timings on Van Ness Muni routes and vehicles on crossing routes.

Climate Action Program Evaluation: The evaluation element is intended to serve a twofold purpose: 1) provide additional data for ongoing evaluation efforts that estimate project/program greenhouse gas emission impacts, including co-benefits for other criteria pollutants; and 2) assess the overall effectiveness of projects and programs funded by the Climate Action Program, including public education/outreach, SR2S, and innovative grants.

**New Act Cycle 1 STP/CMAQ
Safe Routes To School
December 16, 2009**

(thousands \$)

Estimated Cost of Program	Total School Enrollment (K-12) ¹		Total Annual Funding	Cycle 1 Total Funding
	Attendance	%		
Innovative Approaches				
	TBD	TBD	\$667	\$2,000
Innovative Approaches SubTotal	TBD	TBD	\$667	\$2,000
Supplemental School Roll-out			\$5,000	\$15,000
Alameda	239,163	21%	\$1,073	\$3,220
Contra Costa	183,230	16%	\$822	\$2,467
Marin	35,260	3%	\$158	\$475
Napa	23,406	2%	\$105	\$315
San Francisco	80,177	7%	\$360	\$1,079
San Mateo	106,160	10%	\$476	\$1,429
Santa Clara	300,064	27%	\$1,346	\$4,039
Solano	69,972	6%	\$314	\$942
Sonoma	76,836	7%	\$345	\$1,034
Supplemental School Roll-out SubTotal	1,114,268	100%	\$5,000	\$15,000
Safe Routes To School Grand Total			\$5,667	\$17,000

Notes:

1) Figures from the California Department of Education's website for FY 2008-09 and include both public and private schools