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**DEPARTMENT OF  
PUBLIC WORKS**

OFFICE OF THE DIRECTOR

**CITY OF SACRAMENTO**  
CALIFORNIA

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916-449-8747

May 14, 1991

Budget and Finance/Transportation and  
Community Development Committee  
Sacramento, California

Honorable Members in Session:

**SUBJECT: ALTERNATIVE MODES PROGRAMS -- RECOMMENDED FY 1990-91 FUNDING**

**SUMMARY**

During the 1990-91 budget hearings, certain interest groups requested the City Council to investigate the possibility of the City funding some special projects to discourage single occupant vehicle commuting thereby improving the air quality. These "alternative modes" programs would include projects that would provide for public transit promotions or advertising and encourage the use of carpool programs, shuttle projects, etc.

During the preparation and review of the mid-year budget, \$100,000 was identified to support a one time alternative mode funding program. In January 1991, the alternative modes funding program was announced, parties were informed of the availability of funding, and proposals were requested for uses of the funds.

In response to the programs, proposals requesting funding in the amount of \$251,000 were received. This exceeded the available funding. To reconcile the difference in funds requested and available budget, staff is recommending partial funding of most projects and the deferral of funding for one project.

This report provides the details of the programs and recommends funding in the following amounts:

1.	Smog Squad	\$ 16,800
2.	Transit Voucher Program	19,800
3.	Clean Air Week Promotion	21,800
4.	Holiday Promotional Activities	19,800
5.	South Natomas TMA Subsidy Proposal	<u>21,800</u>

**TOTAL** **\$100,000**

### **BACKGROUND INFORMATION**

During the 1990-91 budget hearings, certain interest groups requested the City Council to investigate the possibility of City funding some special projects to discourage single-occupant vehicle commuting thereby improving air quality. These "Alternative Modes Programs" would include programs or projects that would provide public transit or advertise and encourage the use of alternative modes. Examples of such programs might include promotional campaigns, carpool programs, shuttle projects, etc.

During the preparation and review of the mid-year budget, in accordance with Council's direction, \$100,000 was identified by staff to support alternative modes funding programs. In January 1991, the alternative modes funding program was announced, parties were informed of the availability of funding, and proposals were requested for uses of the funds. Based on discussions with numerous downtown and near downtown organizations, the following programs/activities were submitted for inclusion in the alternative modes funding program.

#### **1. Smog Squad**

Requested Funding Amount	\$25,000
Recommended Funding Amount	16,800

The Smog Squad Neighborhood Partners for Clean Air is agency sponsored by the Cleaner Air Partnership of Sacramento, a joint project of the American Lung Association of Sacramento-Emigrant Trails and the Metropolitan Chamber of Commerce, and is funded by the County of Sacramento's Environmental Management Department, Regional Transit District, City of Sacramento, the Sacramento Council of Governments, and other concerned individuals. The Smog Squad Neighborhood Partners submitted a proposal for \$25,000 cosponsorship of the Smog Squad's 1991 campaign. The Smog Squad project completed their pilot program in 1990. The Smog Squad's grassroots, clean air campaign utilizes community organizations, networks, and mass communication media to reduce motor vehicle trips, especially by reducing solo driving. Public opinion research is used to identify a target group of drivers that are determined to be most likely to change their driving habits. The Smog Squad uses telephone, direct mail, and face-to-face communications to provide target drivers with information and incentives designed to persuade them to increase their ridesharing. Drivers are contacted through door-to-door canvassing, phone banks, personalized direct mail, home meetings, and small neighborhood events.

The Smog Squad's total budget for fiscal year 1991 is \$118,700. Funding proposals are simultaneously being evaluated from the Regional Transit District (\$40,000) and the County of Sacramento's Environmental Management Department (\$60,000). In addition, Caltrans' Sacramento Rideshare has authorized \$24,000 in in-kind services for Smog Squad's efforts targeted at Highway 99 express lanes.

2. Transit Voucher Program

Requested Funding Amount	\$30,000
Recommended Funding Amount	19,800

The Sacramento Central City Transportation Management Association has submitted a proposal for \$30,000 to finance initial costs for the development of a transit voucher program. The transit voucher is essentially a convenient way for someone (other than the ultimate user) to pay for a person's transit fare. Importantly, it is not a transit ticket, token, or pass but an intermediate mechanism that the user redeems to purchase a ticket, token, or pass. The transit voucher is actually a bank check, in most ways the same as the million issued every day. The transit voucher idea has several key advantages over traditional transit pass programs.

- a. The voucher program provides the opportunity to encourage the occasional transit user who can ride transit a few days a week and who is more likely to increase transit usage than the employee who is already riding daily.
- b. The transit voucher is a convenient way to subsidize transit fares. The voucher can be paid to any transit provider and can be applied to a ticket or a pass.
- c. Because the system is much simpler than a subsidized transit pass program, small employers are able to participate and provide it for their employees. This encourages alternative mode use among a much broader market than existing pass subsidy programs reach.

The funding request of \$30,000 is to establish the program in the Sacramento area. It does not provide for media/advertising expenses, nor does it include the personnel costs associated with administration of the program.

3. Clean Air Week Promotion

Requested Funding Amount	\$33,000
Recommended Funding Amount	21,800

The Sacramento Central City Transportation Management Association has submitted a proposal for \$33,000 for a promotional program to be run during Clean Air Week. A variety of activities is included in this proposal:

- a. A promotional campaign will be designed around the theme of using an alternative mode to come to the central City.

- b. A walking tour of Sacramento, featuring historical, cultural, and entertainment sites in the central City. The program will include a souvenir card that will be validated with stamps at all sites. Cards returned with the requisite number of stamps will be redeemed and entered into a drawing for prizes.
- c. The Central City TMA will organize and coordinate a transportation fair in the Downtown Plaza. Employees, shoppers, and visitors who attend will be eligible for drawings and prizes. The following organizations will have an informational booth:

VPSI Vanpool Leasing  
Sacramento Rideshare  
Caltrans Demonstration Van  
Vendors from Bicycle and Sporting Goods Stores  
City Parking Staff Promoting Carpooling Programs  
South Natomas Workers (Will have a complimentary shuttle into the central City.)

The total program is estimated to cost \$145,700, with additional funding of \$112,700 coming from the following organizations: Downtown Plaza Merchants, Regional Transit, Sutter Health, Central City TMA, South Natomas TMA, and Sacramento Chamber of Commerce.

4. Holiday Promotional Campaign

Requested Funding Amount	\$30,000
Recommended Funding Amount	19,800

Last year, the Downtown Plaza merchants successfully sponsored the "Miracle on Seventh Street," a promotional campaign that offered free transit passes in to the downtown area and featured, as a highlight, an ice skating rink with reduced price skate rentals. The proposal is for City participation and sponsorship in this program to come from parking funds this year rather than general fund. Various activities and print ads will be produced.

5. South Natomas TMA Subsidy Program

Requested Funding Amount	\$33,000
Recommended Funding Amount	21,800

This program is a comprehensive plan proposed by the South Natomas TMA to achieve a 35% alternative modes use among TMA member organizations. The plan includes a marketing component, as well as a subsidy program to encourage and develop 5 new vanpools, 50 new carpools, and recruitment of 25 new transit riders. The program will provide cash incentives for a single occupant commuter to switch to an alternative mode of transportation for commuting.

6. South Natomas Shuttle

Requested Funding Amount      \$100,000  
Recommended Funding Amount      None

The South Natomas TMA has proposed the development of a shuttle bus program connecting to existing downtown light rail and transit and operating this same shuttle as a circulator during the lunchtime hours.

The total estimated operating and capital costs in the first year are over \$300,000 and total approximately \$1,000,000 for a five-year period. The success of this program is based on the full funding of the program, which would require the successful capture of an Urban Mass Transportation Administration grant for \$166,000, and other sources of funding to combine for the total program. Since this sizeable balance of funding is not identified or secured at this time, staff does not recommend funding this request in a proportional manner.

Analysis

Staff has reviewed all of the proposals and finds many meritorious aspects in each proposal. However, the collective amount requested by these proposals totals \$251,000, exceeding the \$100,000 available for this demonstration project. Therefore, staff is recommending that proposals be reduced in proportion to the budget available. This results in each funded proposal receiving approximately 66 percent of their requested funding. The following revised budgets are recommended for approval:

	<u>Requested</u>	<u>Recommended Funding</u>
1. Smog Squad	\$ 25,000	\$ 16,800
2. Transit Voucher Program	30,000	19,800
3. Clean Air Week Promotion	33,000	21,800
4. Holiday Promotional Activities	30,000	19,800
5. South Natomas TMA Subsidy Proposal	33,000	21,800
6. South Natomas Shuttle Bus	<u>100,000</u>	<u>0</u>
TOTAL	\$251,000	\$100,000

FINANCIAL DATA

Funds for this program are available in the FY 1990-91 Off-Street Parking operating budget (412-310-3123-4287) which is supported by the Parking Fund.

**POLICY CONSIDERATIONS**

The Alternative Modes Program is intended to help underwrite the costs of activities aimed at encouraging travel alternatives to the single-occupant vehicle. The activities recommended to receive assistance are primarily aimed at the downtown area. This one-time demonstration program satisfies the requirement to fund an Alternative Mode Program. However, long-term, more reliable funds should be sought from new county-wide revenue sources.

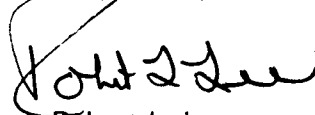
**MBE/WBE EFFORTS**

There are no MBE/WBE impacts directly associated with this report. However, grant recipients will be encouraged to involve minority and women-owned businesses in their activities.

**RECOMMENDATION**

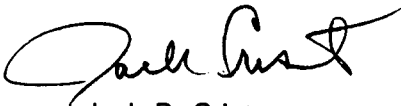
Staff recommends that the Joint Committee forward this report and the attached resolution to the full City Council authorizing the award of alternative modes fund grants as specified.

Respectfully submitted,



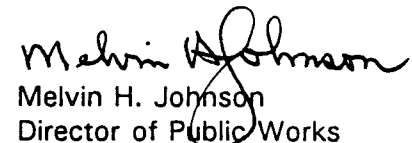
Robert L. Lee  
Deputy Director of Public Works

Recommendation Approved:



Jack R. Crist  
Deputy City Manager

Approved:



Melvin H. Johnson  
Director of Public Works

**Contact Person**

Mary Wray, Asst. to the Transportation Div. Mgr.  
449-5283

May 14, 1991  
All Districts

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

## RESOLUTION TO APPROVING FUNDING IN THE AMOUNT OF \$100,000 FOR PROGRAMS SUPPORTING THE USE OF ALTERNATIVE MODES OF TRAVEL WITHIN THE CITY OF SACRAMENTO

WHEREAS, the Sacramento area is a non-attainment area for state and federal air quality standards; and

WHEREAS, the Sacramento region is undergoing rapid growth, which places additional pressure on efforts to improve air quality; and

WHEREAS, auto traffic is a major cause of air pollution in the Sacramento area; and

WHEREAS, the City, through its TSM ordinance and other regional agencies, have standing policies of encouraging travel by modes other than the single occupant automobile; and

WHEREAS, the City Council accepted a recommendation to create Alternative Modes Programs to support programs and activities designed to encourage alternative modes of travel; and

WHEREAS, staff has identified and evaluated several bona fide programs and uses for alternative modes funding and has recommended that several programs/activities be funded in FY 1992.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF SACRAMENTO does authorize funding for FY 1990-91 for the following programs and activities in the following amounts:

1.	Smog Squad	\$ 16,800
2.	Transit Voucher Program	19,800
3.	Clean Air Week Promotion	21,800
4.	Holiday Promotional Activities	19,800
5.	South Natomas TMA Subsidy Proposal	<u>21,800</u>
TOTAL		\$100,000

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_