



TravelChoice New Residents

Countywide

PROJECT BENEFITS:

Approximately 20,000 people will receive personalized travel information, which will encourage increased walking, bicycling, and transit use. Additionally, as a pilot, this program will demonstrate the impacts of providing new residents with tailored travel information, with the goal of having private developers fund the program in the future.

TravelChoice New Residents (TCNR), a new pilot program, provides personalized outreach, exclusive transportation concierge services, and other transportation information to new residents of developments in walkable, transit-rich areas. The primary program goal is to encourage residents to maximize the use of walking, bicycling, public transit, and other non-drive-alone transportation modes, at a time when residents are establishing new travel patterns. Demonstrating the benefits of this type of program is key to garnering funding from developers after the initial pilot period.

TransForm, the Project Sponsor, is focusing on five to eight housing sites, totaling approximately 10,000 households. These sites are located in all four areas of the County. This grant will fund development of the materials and web resources, telephone and door-to-door outreach, and program effectiveness surveys.

After completing outreach to all sites, TransForm will create a final document, called Program Guidelines, to provide the operational characteristics of a successful transportation demand management/educational outreach program to reduce vehicle trips in new developments. This document will provide an overview of the pilot locations, survey results, and best practice recommendations for operating a concierge web and phone system, as well as maintaining contact with households on an ongoing basis. The guidelines will also include a strategy for future implementation of the program, and the assumed ongoing costs and cost savings that will occur in the transition from a pilot program to a stable, consistent program.

PROJECT STATUS:

The Project Sponsor has acquired the remaining matching funds from the Transportation Fund for Clean Air Program Managers funding source. With full project funding in place, the Project Sponsor began implementing the TCNR program in September 2010.

To find out more about the program, please contact the Project Sponsor.

Project Budget and Funding

TOTAL PROJECT COST	\$353,000
Funding	
ACTIA Bike/Ped Grant Award	\$175,000
Matching Funds	
Sources:	
Local Funds	\$178,000



Project Performance Measures and Targets

10,000	Number of households contacted by program
7,500	Number of requests for information/materials (also, number of deliveries)
20 percent	Increase in bicycling mode share as compared to a control group
30 percent	Increase in walking mode share as compared to a control group

PROJECT SPONSOR:

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Alameda County

Alameda County's half-cent transportation sales tax, known as Measure B, will generate more than \$3 billion over 20 years for transportation improvements in Alameda County. Over **\$80 million** is dedicated to **bicycle and pedestrian safety and access**. In voting for Measure B, which dedicated 5 percent of the sales tax revenue to bicycle and pedestrian projects and programs, Alameda County residents voiced their support for these time-honored modes of travel.

Measure B has transformed the way bicycle and pedestrian projects are financed in Alameda County by providing each city and the County with a steady, flexible stream of funding for making walking and biking improvements. The funds are being used to maintain facilities, close gaps and construct new facilities such as bike lanes and pedestrian crossings.

The Measure B bicycle and pedestrian funds are distributed in two ways. Seventy-five percent of funds go directly to Alameda County cities and the County based on population. The remaining 25 percent funds countywide programs and projects, including a competitive grant program called the Measure B Bicycle and Pedestrian Countywide Discretionary Fund and a Countywide Bicycle and Pedestrian Coordinator. To date, ACTIA's grant program has funded 41 capital projects, programs and master plans, totaling \$9.5 million, over four grant cycles.



Updated October 2010

Bicycle and Pedestrian Grant Program - Active Projects

Location *	Project	Project Sponsor	Grant Cycle	Measure B Funding Amount	Total Project Cost
C	Bay Trail Slough Bridge	City of San Leandro	1 & 3	\$1,000,000	\$3,030,000
N, C, S	Bicycle Racks for New Buses	AC Transit	3	\$20,000	\$120,000
N	Aquatic Park Connection Streetscape Improvement Project	Berkeley Redevelopment Agency	3	\$65,000	\$1,225,000
N	Buchanan Bicycle/Pedestrian Path	City of Albany	3	\$266,000	\$317,600
N	Ashby BART/Ed Roberts Pedestrian and Bicycle Access and Safety Project	City of Berkeley	3	\$136,000	\$7,050,000
CW	Alameda Countywide Bicycle Plan Update	Alameda County Congestion Management Agency	4	\$130,000	\$165,000
N	Albany Pedestrian Master Plan and Update to the Albany Bicycle Master Plan	City of Albany	4	\$130,000	\$160,000
E	Alamo Canal Trail Undercrossing of I-580: Construction	City of Dublin	4	\$891,000	\$2,651,000
S	Irvington Area Pedestrian Improvements	City of Fremont	4	\$342,000	\$400,000
S	Tri-City Senior Walk Clubs	City of Fremont	4	\$52,000	\$67,000
S	Newark Pedestrian and Bicycle Master Plan	City of Newark	4	\$119,000	\$149,000
N	Lakeshore/Lake Park Avenue Complete Streets Project	City of Oakland	4	\$573,599	\$1,207,591
CW	Bicycle Safety Education Program	East Bay Bicycle Coalition	4	\$215,401	\$220,201
E	Iron Horse Trail Feasibility Study - Dublin BART to Santa Rita Road	East Bay Regional Parks District	4	\$25,000	\$50,000
CW	Safe Routes to Schools Alameda County Partnership	TransForm	4	\$820,000	\$1,895,000
CW	TravelChoice New Residents	TransForm	4	\$175,000	\$353,000
N & C	East Bay Greenway Environmental Review and Implementation Strategy	Urban Ecology	4	\$527,000	\$930,000

* C = Central, CW = Countywide, E = East, N = North, S = South

Total

\$5,487,000

\$19,990,392

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