



Strategic Planning Committee

May 31, 2012

Approve Expansion of SACOG Vanpool Subsidy Program and to Provide FY 2012/13 Program Support for Continuation of the Agricultural Worker Transportation Component of the CalVans Program

Issue: Should the Strategic Planning Committee, with its delegated authority from the Board of Directors, approve the expansion of the current Vanpool Subsidy Program and provide FY 2012/13 JARC funding to support the continuation of the Agricultural Worker Transportation Component of the CalVans Program?

Recommendation: That the Strategic Planning Committee approve the expansion of the current SACOG Vanpool Subsidy Program; allocate JARC and currently budgeted CMAQ funds to support the expanded SACOG vanpool subsidy program; direct staff to finalize the revised program guidelines and implement the expanded program effective July 1, 2012; allocate JARC funds to provide support for the continuation of the Agricultural Worker Transportation component of the CalVans program; and authorize the Chief Executive Officer to take any and all actions necessary to implement, evaluate and modify the program to insure its continued success.

Discussion:

Vanpool Subsidy Program

SACOG has provided a vanpool subsidy program as a part of our overall transportation demand management program since 2006. This program was initially developed as part of an overall Transportation Demand Management Program and is intended to offer an alternative to drivers making trips in single occupancy vehicles. The use of the current vanpool subsidy program has dropped off over the past few years, and there are currently about 125 vanpools operating in the SACOG region. The current and proposed program is consistent with the Metropolitan Transportation Plan and Sustainable Communities Strategy and will assist in achieving the goals of reduced vehicle miles traveled, reduced congestion, and reduced levels of air polluting emissions.

Staff has been reviewing alternate ways of improving and expanding the current vanpool subsidy program. Many jurisdictions throughout the state have implemented expanded vanpool programs with great success. One of the beneficial side effects of many of these new programs is that they take advantage of those public transportation aspects of vanpool programs that allow the vanpools' passengers and miles of service to be reported into the National Transportation Data Base, and by doing so, to receive a higher allocation of Federal Transit Administration funds that are allocated through a formula based in part on passengers and miles.

SACOG is one of the founding members of the CalVans Joint Powers Agency, an organization that became fully operational in December 2011. CalVans provides two services: the Agricultural Workers Transportation Program and the General Public Vanpool program. CalVans has been operating the agricultural workers program in the SACOG region since June 2011; CalVans has not yet offered general public vanpool services in the SACOG region. The northern California office for CalVans is located in Woodland and currently serves the SACOG region and Napa County. The agricultural worker program is moving forward with mixed and seasonally affected success. Agricultural worker vanpools in the SACOG region peaked last year with 12 to 15 vanpools. Currently, there are no agricultural worker vanpools operating exclusively within the SACOG region, but there are five going from Yolo and Lake Counties to job sites in Napa County. It is likely that additional vanpools will be formed soon, given the seasonal nature of demand and current marketing efforts.

One of the advantages that SACOG's participation and membership in CalVans offers is the immediate capacity to capture and report vanpool passenger miles into the National Transportation Database (NTD). The NTD provides the basis for the allocation of Federal Transit Administration 5307 funds that are available in urbanized areas. Based on the experience of vanpool programs operated throughout California including CalVans, the Los Angeles Metropolitan Transportation Authority and Orange County Transit District, NTD data submitted by participating vanpools generates between \$10,000 and \$20,000 per van, per year. These agencies provide a subsidy similar to that offered by the current SACOG program. Given that these subsidies are generally in the range of \$3,600 to \$4,500 per van, per year, the positive return on these programs is in the range of \$5,500 to \$16,400 annually per van. These new FTA 5307 funds are then made available to transit operators to support regular transit programs, and in some areas, some portion of the funds are used to support further vanpool subsidies.

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SACOG staff has analyzed the program resources available to support an expanded vanpool subsidy program and recommends that the Strategic Planning Committee continue the existing level of CMAQ funding of the program, allocate any unexpended FY 2011/12 vanpool subsidy program funds to the FY 2012/13 program, and allocate \$100,000 of already approved and programmed JARC funds in FY 2012/13 and 2013/14 to support an expanded vanpool subsidy program. These funds, combined with an expected Caltrans award of \$25,000 of statewide JARC funds for CalVans services in Yuba County, will provide an excellent basis for the new program and the ability to generate additional FTA 5307 program funds after the first two years of data reporting are completed. Attachment A is a draft of the guidelines for the new and expanded vanpool subsidy program and Attachment B is a draft budget for FY 2012/13 and FY 2013/14.

It is also recommended that SACOG staff be directed to work with CalVans and the private sector vanpool program providers to bring them into the program and to provide the ability for those vendors to gather and report NTD data and, thereby, be eligible for continued participation in the SACOG vanpool subsidy program. CalVans staff has scheduled meetings with one of the providers, VPSI, to explore ways they can work together so that CalVans can be a “gate keeper” and reporting agent for NTD data. SACOG staff will also contact both Enterprise and VPSI to open discussions on how they can be included in the NTD reporting program and expanded SACOG vanpool subsidy program.

Agricultural Worker Vanpool Plan

The growth of the agricultural worker vanpools has generally taken a few years to build in most parts of the state. The program in the SACOG region has been reviewed and assessed by the CalVans staff. Some of the current disincentives that exist here are dissimilar to other parts of the state, including a lower level of enforcement of driving and labor laws by the California Highway Patrol (CHP) and the Federal Department of Labor (DOL) than has been the experienced in other parts of California. This lower level of enforcement has been described as a combination of staffing and geographic area coverage for the local offices.

CalVans staff has embarked on a series of meetings with both DOL and CHP to explore ways that CalVans can work with those agencies and the growers to assist the growers in meeting the state and federal regulations that DOL and CHP are charged with enforcing. CalVans staff expects that some of these changes will lead to an increased demand for CalVans agricultural vanpool services in the near future. This increase in work with the growers, CHP and DOL, combined with the proposed vanpool subsidy program, should result in a significant increase in CalVans agricultural worker vanpools.

FY 2012/13 is the first full year that CalVans will operate as a separate JPA. Because of the initial low level of agricultural vanpool activity in the SACOG area, CalVans has requested that SACOG work with CalVans and Napa County to provide an interim level of support for the northern California office until the program has enough vanpools operating to cover the full cost of operating the Woodland office. SACOG staff has met with CalVans and Napa County staff and is developing a plan to support the Woodland office Agricultural Worker Vanpool Program by providing support for CalVans staff to continue marketing, outreach, and work with the growers and agricultural workers in the SACOG and Napa area to start additional vanpools. SACOG staff has reviewed the available resources and recommends that the Strategic Planning Committee approve the allocation of an amount not to exceed \$85,000 per year over the next two years to support the continued marketing and outreach of the agricultural worker vanpool program.

Approved by:

Mike McKeever
Chief Executive Officer

MM:JB:gg
Attachments

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VANPOOL INCENTIVE PROGRAM

The Sacramento Area Council of Governments (SACOG) will subsidize newly-formed vanpools operating in the Sacramento Region - Sacramento, Yolo, Yuba, Sutter, El Dorado, and Placer Counties - for a twelve-month initial period. This incentive to vanpool is offered on a first-come, first-served basis to any qualifying vanpool that has signed agreements with SACOG and a participating vanpool vendor.

Program features


1. SACOG will pay \$300/month for twelve consecutive months (\$3,600 total) directly to a participating vanpool provider for each qualifying vanpool, with the savings passed on to the vanpool members.
2. The primary driver is responsible to pay the remaining monthly lease to the vanpool vendor.
3. The vanpool incentive program will not be available to vanpools operating during normal peak hours on the following alignments: Marysville/Yuba City to Downtown Sacramento; Davis to Downtown Sacramento; Woodland to Downtown Sacramento; Woodland to the Cache Creek Casino, Galt to Downtown Sacramento. The incentive program will be available in all other parts of the region.

Program requirements

1. The vanpool must have one or more employment destinations within the Sacramento region (Sacramento, Yolo, Yuba, Sutter, El Dorado, and Placer counties), or if the employment destination is outside of the region, the vanpool must originate within the Sacramento region and at least 75 percent of the daily trip miles must be within the region.
2. The vanpool must be newly formed upon entry into the program, with a minimum of at least six committed passengers, including one primary driver. No more than two of these passengers may be from the same previously existing vanpool.
3. Participants are required to use an authorized vanpool provider; see below for more information on these providers.
4. The primary driver, vanpool vendor, and SACOG will sign an agreement to activate the subsidy. This agreement covers financial arrangements between SACOG and the provider and reporting requirements that the primary driver must fulfill.
5. New vanpools may supplement this incentive subsidy with other subsidies, for example, from transportation management organizations.
6. The subsidy will be revoked if a vanpool's ridership falls below six members (including the driver) for two consecutive months during the twelve-month program period.
7. If an "offshoot" vanpool is formed from members of a vanpool that is receiving a subsidy from this program, the original vanpool must remain viable or the new vanpool will not qualify for the subsidy.

8. The vanpool riders must give the primary driver a 30-day notice prior to permanently leaving the vanpool group. Each rider will be financially responsible for the seat for the full 30 days after giving notice to terminate their ridership.
9. The vanpool riders will individually pay the primary driver for their share of vanpool costs as agreed upon.
10. The primary driver is responsible for fueling and maintaining the vehicle, collecting rider contributions, providing a receipt, and driving responsibly.

What you need to do to join the vanpool incentive program

1. The primary driver registers the vanpool in the rideshare database so that other interested individuals can join the vanpool. Once registered click "Vanpool List" on the left side of the screen, then click "Add My Listing." Vanpool vendors and transportation management organizations can also assist in finding vanpool riders.
2. The primary driver coordinates at least five other committed vanpool members, chooses a participating vanpool vendor from the providers listed below, and completes the [3-Party SACOG-Driver-Vendor Agreement](#) .
3. Monthly, the primary driver provides SACOG with a list of vanpool members, along with phone numbers, e-mail addresses, origins, destinations, and mileage, for the twelve-month period of the subsidy.

For assistance with the program or if you have questions

Call SACOG directly at 916-340-6229 or e-mail tscheiter@sacog.org, or contact one of SACOG's rideshare outreach partners:

City of Elk Grove Transit Services

Phone: 916-687-3031 or (916) 68E-TRAN

E-mail: transit@elkgrovecity.org

City of Roseville - Transportation Division

Phone: 916-774-5293

E-mail: transportation@roseville.ca.us

El Dorado County Transportation Commission

Phone: 530-642-5260

E-mail: jbarton@edctc.org

50 Corridor Transportation Management Association

Phone: 916-852-7409

E-mail: Rebecca@50corridortma.org

McClellan Park Transportation Management Association

Phone: 916-570-5314

E-mail: brager@mcclellanparktma.org

North Natomas Transportation Management Association

Phone: 916-419-9955

E-mail: info@northnatomastma.org

Placer County Transportation Planning Agency

Phone: 530-823-4029

E-mail: ssabol@pctpa.org

Point West Area Transportation Management Association

Phone: 916-852-7409

E-mail: Rebecca@80corridor.com

Power Inn Business and Transportation Association

Phone: 916-453-8888

E-mail: dawn@powerinn.org

Sacramento Transportation Management Association

Phone: 916-737-1513

E-mail: sactma@surewest.net

South Natomas Transportation Management Association

Phone: 916-646-0928

E-mail: info@sntma.org

Yolo Transportation Management Association

Phone: 530-669-1446

E-mail: bob@yolotma.org

Yuba Sutter Transportation Management Association

Phone: 530-554-9400

E-mail: Bob@yubasuttertma.org

Authorized Vanpool Providers in the SACOG Region

CalVans

1-866-655-5444

Enterprise Rideshare (Pending Verification of NTD Submittal Program)

1-800-van 4 work

VPSI (Pending Verification of NTD Submittal Program)

1-800-Van Ride



[Sacramento Region Commuter Club](#)

OUTREACH PARTNERS

The following non-profit local entities have teamed up with the Sacramento Area Council of Governments (SACOG) to provide you with valuable commuter services via this Web site:

[50 Corridor TMA](#)

[City of Elk Grove](#)

[City of Roseville](#)

[El Dorado County](#)

[McClellan Park TMA](#)

[North Natomas TMA](#)

[Placer County TPA](#)

[Point West TMA](#)

[Power Inn BTA](#)

[Sacramento TMA](#)

[South Natomas TMA](#)

[Yolo TMA](#)

[Yuba-Sutter TMA](#)

PROPOSED BUDGET FOR EXPANDED VANPOOL SUBSIDY PROGRAM AND CALVANS SUPPORT

FUNDING**FY 2012/13**Expenditures

SACOG JARC Funds for vanpool subsidy	\$100,000
Carryover unused FY 2011/12 SACOG Vanpool subsidy funds	16,000
FY 2012/13 SACOG Vanpool subsidy funds	5,000
CalVans JARC funding for Yuba County	25,000
SACOG JARC funds for Agricultural Worker program marketing and outreach	<u>85,000</u>
Total	<u>\$273,000</u>

Revenue

SACOG CMAQ funds	\$ 63,000
SACOG JARC funds	185,000
CalVans Yuba County JARC funds	<u>25,000</u>
Total	<u>\$273,000</u>

FY 2013/14Expenditures

SACOG JARC Funds for vanpool subsidy	\$100,000
FY 2013/14 SACOG Vanpool subsidy funds	45,000
SACOG JARC funds for Agricultural Worker program marketing and outreach	<u>85,000</u>
Total	<u>\$230,000</u>

Revenue

SACOG CMAQ funds	\$ 45,000
SACOG JARC funds	<u>185,000</u>
Total	<u>\$230,000</u>