



Memorandum

AGENDA ITEM 9

DATE: May 18, 2022
TO: Transportation Authority Board
FROM: Anna LaForte - Deputy Director for Policy and Programming
SUBJECT: 6/7/2022 Board Meeting: Approve the Fiscal Year 2022/23 Transportation Fund for Clean Air Program of Projects

<p>RECOMMENDATION <input type="checkbox"/> Information <input checked="" type="checkbox"/> Action</p> <p>Approve the Fiscal Year (FY) 2022/23 Transportation Fund for Clean Air (TFCA) Program of Projects including:</p> <ul style="list-style-type: none"> • Emergency Ride Home (\$88,202 to the Department of the Environment (SFE)) • Short-Term Bike Parking (\$847,113 to the San Francisco Municipal Transportation Agency (SFMTA)) • Program Administration (\$43,384 to the Transportation Authority) <p>SUMMARY</p> <p>As the San Francisco TFCA County Program Manager, the Transportation Authority annually develops the Program of Projects for San Francisco’s share of TFCA funds. Revenues come from a portion of a \$4 vehicle registration fee in the Bay Area and are used for projects that reduce motor vehicle emissions. After netting out 6.25% or \$43,384 for program administration, as allowed by the Air District, the estimated amount available to program to projects is \$935,315. Following Board approval of the Local Expenditure Criteria in February, we issued a call for projects on March 4. We received two project applications by the April 22 deadline, requesting \$445,122 in TFCA funds compared to the \$935,315 available. For the FY 2022/23 TFCA County Program Manager program we are recommending fully funding the SFE’s Emergency Ride Home project and exceeding the amount of funds initially requested for SFMTA’s Short Term Bike Parking to match the funds available. This programming results in a dollar-for-dollar reduction in the amount of Prop K funds needed for bike parking and avoids the loss of TFCA funds to San Francisco since any funds not programmed to an eligible project by November must be returned to the Air District. SFMTA has no objection to this recommendation and is planning to develop a pilot program for secure bike parking (e.g. electronic lockers) that could be funded with the \$398,000 in freed up Prop K funds.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Fund Allocation <input checked="" type="checkbox"/> Fund Programming <input type="checkbox"/> Policy/Legislation <input type="checkbox"/> Plan/Study <input type="checkbox"/> Capital Project Oversight/Delivery <input type="checkbox"/> Budget/Finance <input type="checkbox"/> Contract/Agreement <input type="checkbox"/> Other: _____
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BACKGROUND

The TFCA Program was established to fund the most cost-effective transportation projects that achieve emission reductions from motor vehicles in accordance with the Bay Area Air Quality Management District’s (Air District’s) Clean Air Plan. Funds are generated from a \$4 surcharge on the vehicle registration fee collected by the Department of Motor Vehicles in San Francisco. 40% of the funds are distributed on a return-to-source basis to Program Managers for each of the nine counties in the Air District. The Transportation Authority is the designated County Program Manager for the City and County of San Francisco. The remaining 60% of the revenues, referred to as the TFCA Regional Fund, are distributed to applicants from the nine Bay Area counties via programs administered by the Air District.

DISCUSSION

Funds Available. As shown in the table below, the amount of available funds for the FY 2022/23 San Francisco County Program Manager program is comprised of estimated FY 2022/23 TFCA revenues, interest income, and de-obligated funds from completed prior-year TFCA projects as shown in the table below.

Estimated TFCA Funds Available for Projects FY 2022/23	
Estimated TFCA Revenues (FY 2022/23)	\$690,700
Interest Income	\$920
De-obligated Funds from SFE’s Emergency Ride Home and Essential Worker Ride Home projects (completed under budget) and Grace Cathedral’s DC Fast Chargers (cancelled)	\$289,240
Total Funds	\$980,860
Administrative Expense (6.25%, less \$2,191 adjustment to account for lower than estimated FY 2021/22 revenues)	(\$43,384)
Total Available for Projects	\$935,315

After netting out 6.25% for Transportation Authority program administration, as allowed by the Air District, the amount available to program to projects is \$935,315.

Prioritization Process. On March 4, 2022 we issued the FY 2022/23 TFCA San Francisco County Program Manager call for projects. We received two project applications by the April 22, 2022 deadline, requesting \$445,122 in TFCA funds compared to the \$935,315 available.

We evaluated the TFCA project applications following the Board adopted prioritization process for developing the TFCA Program of Projects shown in Attachment 1. The first step involved screening projects to ensure eligibility according to the Air District’s TFCA guidelines. One of the most important aspects of this screening was ensuring a project’s cost effectiveness (CE) ratio was calculated correctly and was low enough to be eligible for consideration. The Air District’s CE ratio, described in detail in Attachment 1, is designed to



measure the cost effectiveness of a project in reducing air pollutant emissions and to encourage submittal of projects that leverage funds from non-TFCA sources. CE ratio limits are expressed in dollars per ton of emissions reduced and vary by project type. CE limits for FY 2022/23 for relevant project types are: Bicycle Parking - \$250,000 and Ridesharing Projects - Existing - \$150,000.

We performed our review of the CE ratio calculations in consultation with project sponsors and the Air District. The focus was to ensure that the forms were completed correctly, that values other than default values had adequate justification, and that assumptions were consistently applied across all project applications for a fair evaluation. Inevitably, as a result of our review, we had to adjust some of the submitted CE worksheets. In these cases, we worked with the project sponsor to determine the correct CE ratio and whether or not it exceeded the Air District's CE threshold.

We then prioritized projects that passed the eligibility screening using factors such as project type (e.g., first priority to zero emission projects), cost effectiveness, program diversity, project delivery (i.e., readiness), benefits to Communities of Concern, investment from non-public project sponsors, community support, and other considerations (e.g., a sponsor's track record for delivering prior TFCA projects). Our prioritization process also considered carbon dioxide (CO₂) emissions reduced by each project. CO₂ emissions are estimated in the Air District's CE worksheets but were not a subject of the state legislation that created TFCA and are not a factor in the CE calculations.

Staff Recommendation. Attachment 2 shows the two candidate projects, listed in ranked order based on the scoring criteria and other information, including a brief project description, total project cost, and the amount of TFCA funds requested. The enclosure includes a Project Information Form for each project with additional detail on the proposed scope, schedule, cost, and funding plan, as well as proposed deliverables.

We are recommending funding at the requested amount for the SFE's Emergency Ride Home (\$88,202) project. After consulting with SFMTA, we are recommending funding the SFMTA's Short-Term Bike Parking with \$847,113 versus the \$356,920 requested, to fully program the TFCA funds available to San Francisco. The additional TFCA programming will reduce the amount of Prop K funds needed to fully fund the project and avoid the loss of TFCA County Program Manager funds for San Francisco.

We are aware of interest from Board members in a program for secure bike parking (e.g. electronic lockers) in the city. This is also a topic that has been raised by Community Advisory Committee members. SFMTA has indicated that this program isn't developed enough for a TFCA grant in this cycle, but they are planning to develop a pilot program for secure bike parking that could be funded with the \$398,000 in freed up Prop K funds that are no longer needed for bike racks. This pilot could inform future secure bike parking projects that could be funded by TFCA.

Schedule for Funds Availability. We expect to enter into a master funding agreement with the Air District by August 2022 after which we will issue grant agreements for the recommended FY 2022/23 TFCA funds. Pending timely review and execution of the grant agreements by the Air District and project sponsors, we expect funds to be available for expenditure beginning



in September 2022. Projects are expected to be completed within two years, unless otherwise specified, per Air District policy.

FINANCIAL IMPACT

The estimated total budget for the recommended FY 2022/23 TFCA program is \$978,699. This includes \$935,315 for the two proposed projects and \$43,384 for administrative expenses. Revenues and expenditures for the TFCA program are included in the proposed Transportation Authority's FY 2022/23 budget, which will be considered for adoption by the Transportation Authority Board on June 7, 2022 (first reading) and June 28, 2022 (final approval).

CAC POSITION

The Community Advisory Committee will consider this item at its May 25, 2022, meeting.

SUPPLEMENTAL MATERIALS

- Attachment 1 - FY 2022/23 TFCA Local Expenditure Criteria
- Attachment 2 - FY 2022/23 TFCA Program of Projects - Detailed Staff Recommendation
- Attachment 3 - Project Information Forms (2)

Attachment 1
Fiscal Year 2022/23 Transportation Fund for Clean Air (TFCA)
LOCAL EXPENDITURE CRITERIA (Approved 2/15/2022)

The following are the Fiscal Year 2022/23 Local Expenditure Criteria for San Francisco's TFCA County Program Manager Funds.

ELIGIBILITY SCREENING

In order for projects to be considered for funding, they must meet the eligibility requirements established by the Air District's TFCA County Program Manager Fund Policies for Fiscal Year Ending 2023. Consistent with the policies, a key factor in determining eligibility is a project's cost effectiveness (CE) ratio. The TFCA CE ratio is designed to measure the cost effectiveness of a project in reducing motor vehicle air pollutant emissions and to encourage projects that contribute funding from non-TFCA sources. TFCA funds budgeted for the project are divided by the project's estimated emissions reduction. The estimated reduction is the weighted sum of reactive organic gases (ROG), oxides of nitrogen (NOx), and particulate matter (PM) emissions that will be reduced over the effective life of the project, as defined by the Air District's guidelines.

TFCA CE is calculated by inputting information provided by the applicant into the Air District's CE worksheets. Transportation Authority staff will be available to assist project sponsors with these calculations and will work with Air District staff and the project sponsors as needed to verify reasonableness of input variables. The worksheets also calculate reductions in carbon dioxide (CO₂) emissions, which are not included in the Air District's official CE calculations, but which the Transportation Authority considers in its project prioritization process.

Consistent with the Air District's Guidelines, in order to be eligible for Fiscal Year 2022/23 TFCA funds, a project must meet the CE ratio for emissions (i.e., ROG, NOx, and PM) reductions as specified in the guidelines for each project type. Projects that do not meet the appropriate CE threshold cannot be considered for funding.

PROJECT PRIORITIZATION

Candidate projects that meet the cost effectiveness thresholds will be prioritized for funding based on the two-step process described below:

Step 1 - TFCA funds are programmed to eligible projects, as prioritized using the Transportation Authority Board-adopted Local Priorities (see next page).

Step 2 - If there are TFCA funds left unprogrammed after Step 1, the Transportation Authority will work with project sponsors to develop additional TFCA candidate projects. This may include refinement of projects that were submitted for Step 1, but were not deemed eligible, as well as new projects. This approach is in response to an Air District policy that does not allow County Program Managers to rollover any unprogrammed funds to the next year's funding cycle. If Fiscal Year 2022/23 funds are not programmed within 6 months of the Air District's approval of San Francisco's funding allocation, expected in May 2021, funds can be redirected (potentially to non-San Francisco projects) at the Air District's discretion. New candidate projects must meet all TFCA eligibility requirements and will be prioritized based on the Transportation Authority Board's adopted Local Priorities.

Local Priorities

The Transportation Authority's Local Priorities for prioritizing TFCA funds include the following factors:

1. Project Type - In order of priority:

- 1) Zero emissions non-vehicle projects including, but not limited to, bicycle and pedestrian facility improvements, transit priority projects, traffic calming projects, and transportation demand management projects;
- 2) Shuttle services that reduce vehicle miles traveled (VMT);
- 3) Alternative fuel vehicles and alternative fuel infrastructure; and
- 4) Any other eligible project.

2. Cost Effectiveness of Emissions Reduced– Priority will be given to projects that achieve high CE (i.e. a low cost per ton of emissions reduced) compared to other applicant projects. The Air District’s CE worksheet predicts the amount of reductions each project will achieve in ROG, NO_x, PM, and CO₂ emissions. However, the Air District’s calculation only includes the reductions in ROG, NO_x, and PM per TFCA dollar spent on the project. The Transportation Authority will also give priority to projects that achieve high CE for CO₂ emission reductions based on data available from the Air District’s CE worksheets. The reduction of transportation-related CO₂ emissions is consistent with the City and County of San Francisco’s 2021 *Climate Action Plan*.

3. Project Readiness – Priority will be given to projects that are ready to proceed and have a realistic implementation schedule, budget, and funding package. Projects that cannot realistically commence in calendar year 2023 or earlier (e.g. to order or accept delivery of vehicles or equipment, begin delivery of service, award a construction contract, start the first TFCA-funded phase of the project) and be completed within a two-year period will have lower priority. Project sponsors may be advised to resubmit these projects for a future TFCA programming cycle.

4. Community Support – Priority will be given to projects with demonstrated community support (e.g. recommended in a community-based transportation plan, outreach conducted to identify locations and/or interested neighborhoods, or a letter of recommendation provided by the district Supervisor).

5. Benefits Equity Priority Communities – Priority will be given to projects that directly benefit Equity Priority Communities, whether the project is directly located in an Equity Priority Community (see map) or can demonstrate benefits to disadvantaged populations.

6. Investment from Non-Public Project Sponsors or Partners – Non-public entities may apply for and directly receive TFCA grants for alternative-fuel vehicle and infrastructure projects and may partner with public agency applicants for any other project type. For projects where a non-public entity is the applicant or partner, priority will be given to projects that include an investment from the non-public entity that is commensurate with the TFCA funds requested.

7. Project Delivery Track Record – Projects that are ranked high in accordance with the above local expenditure criteria may be lowered in priority or restricted from receiving TFCA funds if either of the following conditions applies or has applied during the previous two fiscal years:

- **Monitoring and Reporting** – Project sponsor has failed to fulfill monitoring and reporting requirements for any previously funded TFCA project.
- **Implementation of Prior Project(s)** – Project sponsor has a signed Funding Agreement for a TFCA project that has not shown sufficient progress; the project sponsor has not implemented the project by the project completion date without formally receiving a time extension from the Transportation Authority; or the project sponsor has violated the terms of the funding agreement.

8. Program Diversity – Promotion of innovative TFCA projects in San Francisco has resulted in increased visibility for the program and offered a good testing ground for new approaches to reducing motor vehicle emissions. Using the project type criteria established above, the Transportation Authority will continue to develop an annual program that contains a diversity of project types and approaches and serves multiple constituencies. The Transportation Authority believes that this diversity contributes significantly to public acceptance of and support for the TFCA program.

Attachment 2
 San Francisco County Transportation Authority
 Fiscal Year 2022/2023 TFCA Program of Projects – Detailed Staff Recommendation

PROJECTS RECOMMENDED FOR TFCA FUNDS [sorted by project type priority and then cost-effectiveness]										
Rank	Sponsor ¹	Project Description	District	Project Type ²	Prop K Eligible	Cost Effectiveness Ratio ³	CO ₂ Tons Reduced ⁴	Total Project Cost	TFCA Amount Requested	TFCA Amount Proposed
1	SFE	Emergency Ride Home - This program furthers San Francisco's Transit First Policy by incentivizing commuters' usage of sustainable commute modes by providing a subsidized taxi ride home in the event of a personal emergency.	Citywide	1	Yes	\$31,261/ton emissions	1,632	\$ 88,202	\$88,202	\$ 88,202
2	SFMTA	Short-Term Bike Parking - Plan, coordinate, and install 1,320 bicycle parking racks in San Francisco, providing an additional 2,640 bicycle parking spaces. Bicycle parking spaces will provide end-of-trip facilities for new bicycle and scooter trips, thereby replacing vehicle trips and reducing motor vehicle emissions.	Citywide	1	Yes	\$249,624/ton emissions	1,600	\$ 883,600	\$356,920	\$ 847,113

TOTAL \$ 971,802 \$ 445,122 \$ 935,315
 Total TFCA Funding Available for Projects: \$ 935,315

¹Sponsor acronyms include San Francisco Department of the Environment (SFE) and San Francisco Municipal Transportation Agency (SFMTA).

²Priority based on project type is established in the Local Expenditure Criteria, with zero-emissions non-vehicle projects as the highest priority, followed by shuttle services, followed in turn by alternative fuel vehicle projects, and finally any other eligible project.

³The TFCA cost effectiveness ratio (CE) is designed to measure the cost effectiveness of a project in reducing motor vehicle air pollutant emissions and to encourage projects that contribute funding from non-TFCA sources. For 2022/23 the CE limits, in dollars per ton of emissions reduced, for relevant project types are: Bike Parking - \$250,000, Ridesharing Projects - Existing - \$150,000.

⁴CO₂ Reduction is based on tons of carbon dioxide reduced over the lifetime of the project. This figure is calculated in the cost effectiveness worksheet.

Attachment 3
San Francisco County Transportation Authority
Fiscal Year 2020/21 Transportation Fund for Clean Air County Program Manager Fund
Project Information Form



Project Name:	Emergency Ride Home		
Implementing Agency:	Department of the Environment		
Project Location:	San Francisco		
Supervisory District(s):	San Francisco (all)	TFCA Proj. Number:	SFCTA assigns
Project Manager:	Alexandra Bogdan		
Contact Information	Email:	Phone:	(415) 539-6744
	alexandra.bogdan@sfgov.org		
Partner Agencies (incl. staff contact):			
Brief Project Description (50 words max):	The Emergency Ride Home (ERH) program furthers San Francisco's Transit First Policy by incentivizing commuters' usage of sustainable commute modes via a subsidized ride home in the event of a personal emergency.		
Type of Environmental Clearance:	N/A		

DETAILED SCOPE:

See attached

PROJECT INFORMATION:

Describe benefits to Communities of Concern or disadvantaged populations.

Communities of concern are a key target audience in the outreach and marketing scope of the upcoming grant cycle, so they will benefit from heightened, targeted promotion about the program's offering of a guaranteed ride home in case of emergency.

Demonstrate community support (e.g. cite a community-based transportation plan, outreach conducted to identify locations and/or interested neighborhoods, or attach a letter of recommendation provided by the district Supervisor).

Emergency Ride Home is an ongoing program critical to supporting San Francisco in reaching its sustainable transportation goals through a reduction in vehicle miles traveled. The program is included in San Francisco's Transportation Demand Management Plan, which is created and managed by Department of the Environment, SFMTA, SF Planning Department, and SFCTA.

Describe investment from non-public project sponsors or partners (if applicable) including evidence of commitment by private applicant or partner.

N/A

NOTE: Cost-effectiveness worksheets are required for all project types, available at sfcta.org/tfcacallforprojects.

**San Francisco Emergency Ride Home
Program Scope
Transportation Fund for Clean Air – Call for Projects
San Francisco Department of the Environment**

Project Summary

The Emergency Ride Home (ERH) program furthers San Francisco's Transit First Policy by incentivizing commuters' usage of sustainable commute modes via a subsidized ride home in the event of a personal emergency. By doing so, the program helps to meet the City's goal of reducing greenhouse gas emissions 80 percent below 1990 levels by 2040. Overall, ERH is a very cost-effective program considered to motivate commuters to walk, bike, take transit, carpool or vanpool to work instead of driving alone.

The San Francisco Department of the Environment (SFE) administers the Emergency Ride Home program, which is available to anyone who commutes to a job based in San Francisco.

Due to the COVID-19 pandemic and associated remote-work arrangements, use of the Emergency Ride Home program was low from March 2020-March 2022. However, the program has seen a notable increase in demand due to the increase in employees returning to offices in San Francisco and—most significantly—an increase in program awareness brought about by robust outreach and a paid marketing campaign. During the past grant cycle, SFE launched a first-ever paid marketing campaign to raise awareness about the program, which resulted in 32,636 unique page views. Of these, the English-language page received 17,712 views and the Chinese-language page received 14,768 views. The campaign ran from January 5 to March 31, 2022, and proved very impactful, as evidenced by the increase in page views and the number of reimbursement requests submitted. In Q3 FY21-22 (January 2022-March 2022), SFE received 13 requests, compared to zero in the preceding quarter (October 2021-December 2021). When comparing Q3 FY20-21 (January 2021 – March 2021) to Q3 FY 21-22 (January 2022-March 2022), SFE saw a 4,674% increase in unique page views.

SFE also conducted significant outreach to community-based organizations and City partners, notably SFUSD, the San Francisco Public Library, and the San Francisco Department of Human Resources, among others. Additionally, SFE sponsored programs by SF Transit Riders, Walk SF, and the SF Bicycle Coalition. Sponsorship benefits included the distribution of ERH marketing collateral and direct engagement with commuters. Since August 2021, SFE has distributed more than 3,000 pieces of collateral in English, Spanish, and Chinese.

In the upcoming grant cycle, SFE is requesting additional funds to continue paid marketing efforts aimed at increasing program awareness, especially among businesses and Spanish and Chinese speakers. Of the \$88,202 requested, SFE is requesting \$54,000 to cover direct costs for ongoing marketing efforts, with \$40,000 earmarked for a paid marketing campaign; \$4,000 to cover collateral printing costs; \$4,000 for program sponsorships; \$1,500 for translation services; and \$4,500 for program reimbursements. For further information on the allocation of funding, please review the project budget and detailed project scope.

2022-2023 Project Scope

For budget details associated with each task below, please refer to the budget outlined in the TFCA Info Form.

Task 1: TFCA Administration (Ongoing)

SFE staff will evaluate and report on the effectiveness of the program. SFE staff will use reimbursement data to track changes in the number of ERH program participants. With each reimbursement request, participants are asked questions regarding program usage and typical commute modes, among others. All data will be provided in quarterly and annual reports to SFCTA.

Task 2: Program Management (Ongoing)

SFE staff will administer and maintain the reimbursement process, including verifying that reimbursement requests meet reimbursement criteria. SFE will process reimbursement payments in the form of checks mailed to approved participants. SFE staff will provide customer service to employees (participants) and employers and manage any issues or concerns that may arise.

Task 3: Marketing and Outreach

The work outlined below will build upon activities completed in FY 2021-2022. The key audiences for our outreach efforts will include, but not be limited to:

- Local community-based organizations that can support outreach to people who live and work within communities of concern
- Spanish- and Chinese-speaking communities
- Businesses, specifically small- to medium-sized organizations reachable through partnerships with the Office of Workforce Development, the San Francisco Green Business program (also administered by SFE), and community organizations
- City and County of San Francisco employees

Marketing Collateral Distribution (Ongoing): Funds requested for this task include \$4,000 in direct costs to print marketing collateral, as well as additional budget for associated staff hours to distribute materials to community-based organizations and other relevant partners.

Translation of Marketing Materials (Ongoing): Translation of ERH program materials is essential to ensuring the program is equitable and accessible. During the past grant cycle, SFE translated all program materials into three languages: Spanish, Chinese, and Filipino. In anticipation of future marketing and outreach campaigns, SFE is requesting \$1,500 to provide for associated translation needs. SF Environment staff time is also required to coordinate translation work, including content review, vendor management, and website updates.

Paid Media Campaign (Fall/Winter 2022-23): The 2022-2023 campaign will be informed by lessons learned from the preceding 2022 campaign. Anticipated direct costs, paid to a marketing consultant to support creative concepting, media planning, and media purchasing, amount to \$40,000. The goal of the campaign will be to increase ERH program reach and awareness to all audiences, as measured by traffic to the ERH webpage, ad reach, and ad impressions data. This \$15,000 increase in requested marketing funds will provide for the incorporation of Spanish-language ads, which were not previously included in the 2022 campaign due to limited budget, as well as the inclusion of local Spanish- and Chinese-language print media in publications such as El Tecolote and Sing Tao, estimated at \$6,000. As employees continue to return to work and resume daily commutes, the ERH program and a paid marketing campaign will be integral to encouraging sustainable mode choices.

Ongoing Marketing & Outreach (Ongoing): SFE will continue to promote the program through existing SFE marketing and outreach channels, such as on SFEnvironment.org, SFE social media channels, public-facing tabling and outreach events, and commuter benefits presentations to CCSF employees. SFE will also continue to collaborate with City partners, businesses, and community partners for cross-promotion via digital channels and at relevant events and programs.

Program Sponsorship: Each year, SF Transit Riders, Walk SF, and SF Bike Coalition host separate, highly visible initiatives aimed at encouraging employees to walk, bike, or take public transit. These programs

are in direct alignment with the goals of the ERH program, which aims to reduce vehicle miles traveled and encourage commuters to choose sustainable modes. As these programs provide a high-profile opportunity for SFE to market the ERH program, we are requesting funds to support the direct costs associated with sponsoring these three programs—Transit Week, Walk to Work Day, and Bike to Wherever Day. The \$4,000 funds request for this task will allow for adaptation of relevant promotional materials in alignment with program messaging; distribution of additional ERH marketing collateral to these organizations; and ERH program features on partner webpages. These sponsorships provide a low-cost, high-return opportunity to market ERH to a broad swath of the program's target audience.

Deliverables:

- Program administration: processing reimbursements, customer service support, and employer registrations
- Marketing and promotion of program: strategic marketing plan and execution
- Quarterly and annual report: submitted to SFCTA

High-level Project Schedule and Delivery Milestones

Phase	Description	Start	End
1	Task 1 TFCA Administration	September 2022	September 2023
2	Task 2 Program Management	September 2022	September 2023
3	Task 3 Marketing and Outreach	September 2022	September 2023
4	Final Report	October 2023	November 2023

San Francisco County Transportation Authority
 Fiscal Year 2020/21 Transportation Fund for Clean Air County Program Manager Fund
 Project Information Form



Project Name:	Emergency Ride Home
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SCHEDULE Phase/Milestone	Status	Start Date		End Date	
	% Complete as of 4/22/22	Month	Calendar Year	Month	Calendar Year
Planning/Conceptual Engineering					
Environmental Studies (PA&ED)					
Design Engineering (PS&E)					
Right-of-Way					
Advertise Construction					
Start Construction or Procurement (e.g. award contract)	0%	September	2022	November	2023
Open for Use	N/A	N/A	N/A		
Final Report Due Date (Project completion):	March 31, 2024				

PROJECT COST ESTIMATE Phase	Cost	Funding Source by Phase			Source of Cost Estimate
		TFCA	Non-Public Funds	Other	
Planning/Conceptual Engineering	\$0				
Environmental Studies (PA&ED)	\$0				
Design Engineering (PS&E)	\$0				
Right-of-Way	\$0				
Construction	\$88,202	\$88,202			
TOTAL PROJECT COST	\$88,202	\$88,202	\$0	\$0	

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)				
All Phases	22/23	23/24	24/25	Total
TFCA	\$88,202	\$0	\$0	\$88,202

FUNDING PLAN				
Funding Source and Status	Planned	Programmed	Allocated	Total
TFCA	\$88,202			\$88,202
Specify Source of Non-Public Funds (if applicable)				\$0
Specify Source of Other Funds				\$0
TOTAL	\$88,202	\$0	\$0	\$88,202

Emergency Ride Home
SF Environment - FY 2022-2023 TFCA Budget
 September 2022-November 2023

Task	Project Supervision (5644)			Project Oversight (5642)			Project Manager (9922)			Total Fully Burdened Cost	Direct Costs	Total
	Hours	Base Rate	Fully Burdened Cost	Hours	Base Rate	Fully Burdened Cost	Hours	Base Rate	Fully Burdened Cost			
Emergency Ride Home - Prop K												
Task 1 TFCA Administration												
1.1 TFCA Reporting and Project Evaluation	3	\$ 101.73	\$ 738.56	5	\$ 87.32	\$ 1,057	18	\$ 40.93	\$ 1,783			\$ 3,578
Task 2 Program Management												
2.1 Reimbursement Payment - Direct Cost	0	\$ 101.73	\$ -	0	\$ 87.32	\$ -	0	\$ 40.93	\$ -		\$ 4,500	\$ 4,500
2.2 Reimbursement Processing and Management	5	\$ 101.73	\$ 1,230.93	3	\$ 87.32	\$ 633.94	45	\$ 40.93	\$ 4,457			\$ 6,322
2.3 Employee & Employer Customer Service	0	\$ 101.73	\$ -	3	\$ 87.32	\$ 633.94	25	\$ 40.93	\$ 2,476			\$ 3,110
Task 3 Marketing and Outreach												
3.1 Marketing Material Updates - Direct Cost (Printing)	0	\$ 101.73	\$ -	5	\$ 87.32	\$ 1,056.57	5	\$ 40.93	\$ 495		\$ 4,000	\$ 5,552
3.2 Translation of Materials - Direct Cost (Translation Services)	0	\$ 101.73	\$ -	2	\$ 87.32	\$ 422.63	5	\$ 40.93	\$ 495		\$ 1,500	\$ 2,418
3.3 Ongoing Marketing & Outreach	2	\$ 101.73	\$ 492.37	10	\$ 87.32	\$ 2,113.14	125	\$ 40.93	\$ 12,381			\$ 14,987
3.4 Paid Media Campaign - Direct Cost (Contractor, Media Buys)	2	\$ 101.73	\$ 492.37	10	\$ 87.32	\$ 2,113.14	0	\$ 40.93	\$ -		\$ 40,000	\$ 42,606
3.5 Program Sponsorship - Direct Cost (SF Walk, SF Bike Coalition)	0	\$ 101.73	\$ -	3	\$ 87.32	\$ 633.94	5	\$ 40.93	\$ 495		\$ 4,000	\$ 5,129
Subtotals	12		\$ 2,954.24	41		\$ 8,663.89	228		\$ 22,583.54	34,202	\$ 54,000	88,202
FTE Totals	0.006			0.020			0.110					

Overhead Multiplier		
	Base Rate	Fully Burdened Rate
Project Supervision (5644)	\$101.73	\$ 246.19
Project Oversight (5642)	\$ 87.32	\$ 211.31
Project Manager (9922)	\$ 40.93	\$ 99.05
Multiplier for SFE Staff	2.42	

Overhead Multiplier: 2.42

San Francisco County Transportation Authority
Fiscal Year 2019/20 Transportation Fund for Clean Air County Program Manager Fund
Project Information Form



Project Name:	Emergency Ride Home	
Sponsor Agency:	Department of the Environment	
TFCA Project Number:	SFCTA assigns	

TRANSPORTATION AUTHORITY RECOMMENDATION

Fiscal Year Cash Flow Distribution:	Cash Flow for TFCA Funds	% Reimbursed Annually	Balance
FY22/23	\$75,202	85%	\$13,000
FY23/24	\$13,000	15%	\$0
Total:	\$88,202		

Resolution:

Date:

Deliverables:

1. SF Environment shall provide evidence of Emergency Ride Home promotion at any sponsored events, including evidence of Air District attribution.
2. By January 30, April 30, July 30, and October 15 of each year, submit quarterly reports updating project progress and identifying any issues which may delay project implementation.
3. With the October 15 quarterly report, submit Interim Project Report Form.
4. By March 31, 2024, submit Final Report Form #1 (Ridesharing), including evidence of TFCA and Transportation Authority attribution. Final report shall include BAAQMD required description of Monitoring Methodolgy.

Special Conditions:

1. Event sponsorship costs are eligible provided that SFE can provide evidence that the Emergency Ride Home program was promoted and SFE can justify that event sponsorship will help reduce vehicle emissions. Sponsorship budget shall not exceed 6% of grant amount.

Notes:

1. Deliverables shall be submitted through the Transportation Authority's online grants portal at <https://portal.sfcta.org/>.
2. All required forms are available at <http://www.sfcta.org/TFCA-sponsor-resource-page>

Attachment 3
Fiscal Year 2022/23 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



Project Name:	Short Term Bike Parking		
Implementing Agency:	SFMTA		
Project Location:	City and County of San Francisco		
Supervisory District(s):	Citywide	TFCA Proj. Number:	<i>SFCTA assigns</i>
Project Manager:	Kathie Studwell		
Contact Information	Email: kathryn.studwell@sfmta.com	Phone:	(415) 646-4329
Partner Agencies (incl. staff contact):			
Brief Project Description (50 words max):	SFMTA will use \$847,113 in TFCA County Program Manager funds to plan, coordinate, and install 1,320 bicycle parking racks in San Francisco, providing an additional 2,640 bicycle parking spaces. Bicycle parking spaces will provide end-of-trip facilities for new bicycle trips, thereby replacing vehicle trips and reducing motor vehicle emissions.		
Type of Environmental Clearance:	Cat Ex		

DETAILED SCOPE:

See attached.

PROJECT INFORMATION:

Describe benefits to Equity Priority Communities or disadvantaged populations.

In San Francisco over the last five years, approximately a third of bike racks installed citywide were located in Equity Priority Communities. SFMTA staff will continue to review requests as they come in to confirm we are filling this need as well as proactively identify corridors in Equity Priority Communities using the existing San Francisco GIS inventory, where there is a lack of bike parking .

Demonstrate community support (e.g. cite a community-based transportation plan, outreach conducted to identify locations and/or interested neighborhoods, or attach a letter of recommendation provided by the district Supervisor).

The SFMTA installs racks for short-term bike parking in the public rights-of-way by request through the SFMTA website (<https://www.sfmta.com/getting-around/bike/bike-parking/request-bike-rack>), email, and 311. The SFMTA receives new bike rack requests each month. Additionally we identify corridors where more parking is needed plus work with city project managers through public outreach process to identify and then install bike parking with streetscape projects and street improvement projects

Describe investment from non-public project sponsors or partners (if applicable) including evidence of commitment by private applicant or partner.

NA

NOTE: Cost-effectiveness worksheets are required for all project types, available at sfcta.org/tfcacallforprojects.

22SF01 Short Term Bike Parking

The San Francisco Municipal Transportation Agency (SFMTA) requests \$847,113 in FY22/23 Transportation Fund for Clean Air County Program Manager (TFCA PM) Funds to provide 1,320 bicycle racks to create 2,640 bicycle parking spaces throughout San Francisco.

Providing 2,640 additional bicycle parking spaces in San Francisco means that more people will be encouraged to bicycle to their destinations, knowing they will have a secure place to lock their bikes. This will increase the number of bicycle trips to city businesses, transit stops, and other destinations, which will shift trips away from motor vehicles, reduce emissions, and help achieve the San Francisco Board of Supervisors' goal of a 20% bicycle mode share.

The SFMTA maintains a list of public requests for short-term bicycle parking locations. The SFMTA currently receives 40-60 new bike rack requests each month via email, the SFMTA website, and SF311. These requests are for sites throughout the city, with the vast majority near San Francisco businesses and along transit routes. The SFMTA staff knows anecdotally and from experience that there is a latent demand for bicycle infrastructure in San Francisco; there are more people who would ride a bicycle if the proper facilities were available to support their trip.

Bicycle racks help meet this need by providing a secure parking location at trip destinations. To better serve businesses and people who bicycle throughout the city, the SFMTA has developed a proactive strategy for surveying and installing short-term bicycle parking. This citywide strategy focuses on commercial, retail and mixed-use corridors where a lack of secure bicycle parking exists (e.g., Jones, Valencia, Battery/Sansome, and 17th streets, and Bayshore Boulevard), as well as Equity Priority Communities (EPCs), where the Agency targets installing 20% of all racks (approximately 40% of racks have been installed in EPCs over the last two years). Because rack requests tend to cluster in certain areas of the city, the bike parking team uses proactive installations to help ensure racks are installed in an equitable way. Proactive installation locations come from a number of sources, including:

- 1) From Project Managers working on corridor or neighborhood projects in EPCs;
- 2) High-demand locations in EPCs as identified by the SFMTA's bikeshare/scootershare permittees; and

- 3) High-demand locations in EPCs identified through MDS data from bikeshare/scootershare permittees and/or from other data sources such as bike counters; and
- 4) Through ongoing analysis of bike rack location data to identify and address gaps in bike rack coverage

The bike parking team has also begun focusing some proactive installations in residential areas (especially adjacent to multi-unit buildings) where requests and installations have historically been less frequent, assuming placement guidelines such as minimum sidewalk widths and required clearances from street furniture are met. The SFMTA will continue to prioritize these types of installations in Equity Priority Communities to ensure equitable bike rack coverage across San Francisco.

In addition to sidewalk locations, these funds may also be used for on-street bicycle parking corrals. The SFMTA currently receives 2-4 new bicycle corral applications each year. Bicycle corrals consist of several bicycle racks placed in the parking lane of a roadway where demand for bike parking is higher than can be accommodated on the sidewalk. Eight to 12 bicycles can be parked in the space occupied by just one motor vehicle, making bike corrals an efficient use of public roadway space.

Short-term bicycle parking is defined as simple bicycle rack fixtures to park at for two hours or less, per the 2015 Association of Pedestrian and Bicycle Professionals' Bicycle Parking Guidelines. Short-term bicycle parking enables linked trips to multiple destinations (e.g., a trip from home, to the bank and to the grocery store.) Bicycle racks also provide a large quantity of bicycle storage inexpensively and are a cost-effective solution to support non-polluting transportation modes.

These new installations of bicycle racks are independent of previous grant applications

Fiscal Year 2022/23 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



Project Name:	Short Term Bike Parking
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SCHEDULE Phase/Milestone	Status % Complete as of 4/22/22	Start Date		End Date	
		Month	Calendar Year	Month	Calendar Year
Planning/Conceptual Engineering	0%	July	2022	July	2024
Environmental Studies (PA&ED)					
Design Engineering (PS&E)					
Right-of-Way					
Advertise Construction					
Start Construction or Procurement (e.g. award contract)	0%	July	2022	July	2024
Open for Use	N/A	N/A	N/A	July	2024
Final Report Due Date (Project completion):	September 30, 2024				

PROJECT COST ESTIMATE Phase	Cost	Funding Source by Phase			Source of Cost Estimate
		TFCA	Non-Public Funds	Other	
Planning/Conceptual Engineering	\$310,383	\$310,383			based on past cycles
Environmental Studies (PA&ED)	\$0				
Design Engineering (PS&E)	\$0				
Right-of-Way	\$0				
Construction	\$573,217	\$536,730		\$36,487	based on past cycles
TOTAL PROJECT COST	\$883,600	\$847,113	\$0	\$36,487	

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

All Phases	22/23	23/24	24/25	Total
TFCA	\$211,778	\$535,335	\$100,000	\$847,113

FUNDING PLAN

Funding Source and Status	Planned	Programmed	Allocated	Total
TFCA	\$847,113			\$847,113
Bikeshare/Scootershare Fees		\$36,487		\$36,487
Prop K				\$0
TOTAL	\$847,113	\$36,487	\$0	\$883,600

San Francisco County Transportation Authority
Fiscal Year 2019/20 Transportation Fund for Clean Air County Program Manager Fund
Project Information Form



Project Name:	Short Term Bike Parking	
Sponsor Agency:	SFMTA	
TFCA Project Number:	23SF02	

TRANSPORTATION AUTHORITY RECOMMENDATION

Fiscal Year Cash Flow Distribution:	Cash Flow for TFCA Funds	% Reimbursed Annually	Balance
FY22/23	\$211,778	25%	\$635,335
FY23/24	\$535,335	63%	\$100,000
FY24/25	\$100,000	12%	
Total:	\$847,113		

Resolution:

Date:

Deliverables:

1. By January 30, April 30, July 30, and October 15 of each year, submit quarterly reports updating project progress and identifying any issues which may delay project implementation.
2. With the October 15 quarterly report, submit BAAQMD Interim Project Report Form.
3. By 9/30/2024, submit Final Report Form #3 (Bicycle Projects), including evidence of TFCA and Transportation Authority attribution. Final report shall include a list of rack locations and number of racks at each, as well as 2-3 photos of installed racks showing BAAQMD logo.

Special Condition:

1.

Notes:

1. Deliverables shall be submitted through the Transportation Authority's online grants portal at <https://portal.sfcta.org/>.
2. All required forms are available at <http://www.sfcta.org/TFCA-sponsor-resource-page>

TFCA-Funded Bike Racks

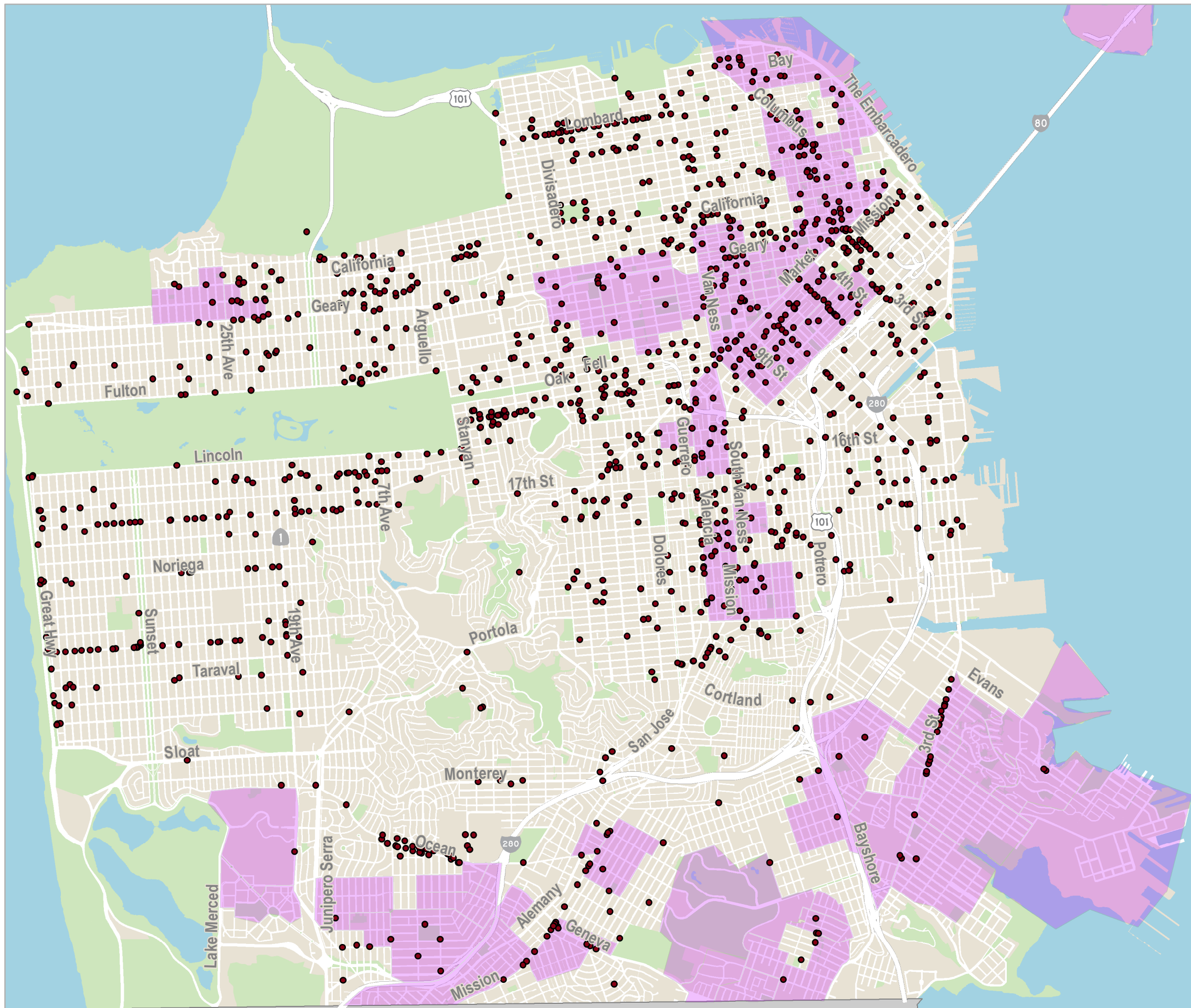
Installations - 1/1/20 through 5/1/22

May 2022

Note - multiple racks may be represented by a single dot, depending on # of racks installed at a given location

LEGEND

- Bike Rack Install Locations - 2020 - Present
- Equity Priority Communities
- Parks



0.9 miles

Scale 1:46,140

Date Saved: 5/12/2022

For reference contact: <jason.hyde@sfmta.com>

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SFMTA