

**Transportation Fund for Clean Air Project Information Forms
For July 2020 Board Approval
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¹ Acronym: SFMTA (San Francisco Municipal Transportation Agency), SFE (San Francisco Department of the Environment)

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:			

DETAILED SCOPE:

Please submit Detailed Scope as a separate Word document.
Guidance: Describe project location, purpose, and need, including target population of the project; describe how outcomes of the project will be evaluated. Attach maps, drawings, photos of current conditions, etc. to support understanding of the project scope.

Project Type Specific Guidance:
 -For shuttle/feeder bus projects, indicate the hours of operation, frequency of service, and transit station and employment sites/area served to ensure compliance with Air District policies.
 -For heavy-duty vehicle projects, provide the relevant CARB Executive Orders.
 -For smart growth projects, provide title and approval date of the originating plan.

PROJECT INFORMATION:

Describe benefits to Communities of Concern or disadvantaged populations.
 Communities of concern are a target audience in the outreach and marketing scope of the upcoming grant cycle and will benefit from heightened, targeted promotion of 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 2050. 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.

Although Emergency Ride Home has demonstrated significant positive results over the years, measures to make the program more effective are required. Over the past few years, SFE staff have streamlined the reimbursement submission process and increased direct access to San Francisco-based employees. During the upcoming grant cycle, we are seeking more funding than in past years to implement new measures to increase program awareness and accessibility, with an emphasis on equitable outreach to communities of concern.

The additional funding accounts for an overall increase in staff time needed to support the ongoing work and expanded project scope, as well as the associated direct costs. The new project scope includes: updates to and modernization of ERH marketing materials, translation of all program webpages, request forms and marketing collateral, printing costs for all updated and translated program collateral, launch of a paid media campaign to drive program awareness, and sponsorship of community partner programming directly aligned to the ERH program goals.

The majority of increased expenditures are due to direct costs associated with the expanded project scope, as outlined below. Of the \$41,000 requested in direct costs, we are requesting \$7,000 to support the translation of all program materials into Chinese, Filipino, and Spanish, \$25,000 for a paid marketing campaign, \$3,000 to cover printing costs for all new collateral, \$2,000 for program sponsorships, and \$4,000 to cover program reimbursements. For further information on the allocation of funding, please review the project budget and detailed project scope.

2020-2021 Project Scope

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 participants using the ERH program. With each reimbursement request, participants are asked questions regarding program usage and their 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 and system by verifying reimbursement requests to ensure program rules are being abided by and processing reimbursement payments in the form of checks mailed

to approved participants. SFE staff will support both employees (participants) and employers with all customer services questions and manage any issues or concerns that may arise.

Task 3: Marketing and Outreach

The work outlined below will build upon activities completed in 2019-2020. To refine outreach efforts, we've identified target audiences, with a notable emphasis on communities of concern. The key audiences for our outreach efforts will include:

- local community-based organizations that can support outreach to people who live and work within communities of concern,
- San Francisco Unified School District parents and staff,
- businesses—specifically small- to medium-sized organizations that can be reached 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.

Program Evaluation (September 2020): To effectively market the ERH program, we will first conduct an overall program evaluation, reviewing program rules and qualifications, communications, and marketing materials. This evaluation phase will be conducted in September 2020 and will include outreach to other Bay Area ERH or Guaranteed Ride Home program leads. The goal of the evaluation phase is to ensure the program continues to meet the needs of commuters and to help us make informed decisions when updating program guidelines and implementing our marketing strategy.

Marketing Material Updates (September-October 2020): Through user testing and feedback conducted in 2019-2020, we have identified opportunities to revise and improve ERH marketing collateral and communications materials. The funds we receive will support SFE staff (marketing, design, and web) in updating and redesigning ERH marketing materials. New, modernized materials will ensure we are providing up-to-date information in a user-friendly format to further drive awareness and help reach our intended audiences. The funds requested for this task also include \$3,000 for direct costs for printing of the new, updated market collateral, as well as costs for additional printing needs for translated materials (see below).

Translation of Marketing Materials (September 2020-October 2020): Translation of the ERH program materials is essential in ensuring the program is equitable and accessible to all. To broaden the reach and availability, we are requesting funds to support the translation of ERH marketing materials and ERH webpages. The anticipated direct costs associated with contracting translation services is \$7,000. This will include translation from English into three languages, Spanish, Chinese, and Filipino. SF Environment staff time is also required to support the translation work, including content review, vendor management, and website updates. The translation of the materials will coincide with the marketing material updates and therefore we anticipate this work to have lasting value.

Paid Media Campaign (Spring/Summer 2021): Surveys and feedback have indicated a significant gap in awareness of the Emergency Ride Home program—unsurprising since, to date, no significant investment in promoting and marketing the program via paid media strategies has been made. To increase public knowledge of the program, we are requesting funds to support a paid marketing campaign, which may include paid digital advertisements, boosted social content, e-mail marketing, and/or out-of-home advertisements. Based on the budget provided and target audiences defined, we would elect the most effective advertising channels to reach the intended audiences. The anticipated direct costs, paid to a marketing consultant to support creative concepting, media planning, and media purchasing, are estimated at \$25,000. The goal of the campaign would be to

significantly increase ERH program reach, as measured by traffic to the ERH webpage, ad reach, and ad impressions data. Please note, the timing of the paid media campaign would depend on the evolving response to the COVID-19 public health crisis; we would abstain from going live with a campaign until employees resume more customary commute patterns.

Ongoing Marketing & Outreach (Ongoing): We will continue to market 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 presentation to CCSF employees. We will also continue to collaborate with City partners, businesses, and community partners for cross-promotion on digital channels and inclusion in relevant events and programs, such as Bike to Work Day, Walk to Work Day, Walk and Roll to School Week, Salesforce Transportation Fair, etc.

Program Sponsorship: Each year, Walk SF and SF Bike Coalition host separate, highly visible initiatives aimed at encouraging employees to walk or bike to work. 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 two programs—Walk to Work Day and Bike to Work Day. The \$2,000 funds requested for this task will be used to adapt any such materials in alignment with program messaging, provide additional ERH marketing collateral to these organizations, and allow ERH to be featured on the program 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 2020	November 2021
2	Task 2 Program Management	September 2020	August 2021
3	Task 3 Marketing and Outreach	September 2020	August 2021
4	Final Report	September 2021	November 2021

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 4/24/20	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	2020	November	2021
Open for Use	N/A	N/A	N/A		
Final Report Due Date (Project completion):	SFCTA will assign (default is 3 months after completion, including evaluation)				

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	\$96,239				
TOTAL PROJECT COST	\$96,239	\$96,239	\$0	\$0	

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

All Phases	20/21	21/22	22/23	Total
TFCA	\$96,239	\$0	\$0	\$96,239

FUNDING PLAN

Funding Source and Status	Planned	Programmed	Allocated	Total
TFCA	\$96,239			\$96,239
Specify Source of Non-Public Funds (if applicable)				\$0
Specify Source of Other Funds				\$0
TOTAL	\$96,239	\$0	\$0	\$96,239

Emergency Ride Home
SF Environment - FY 2020-2021 TFCA Budget
 September 2020-November 2021

Overhead Multiplier: 2.42

Task	Project Supervision (5644)			Project Oversight (5642)			Project Manager (9922)			Project Staff 1 (5640)			Project Staff 2 (5638)			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	Hours	Base Rate	Fully Burdened Cost	Hours	Base Rate	Fully Burdened Cost			
Emergency Ride Home - Prop K																		
Task 1 TFCA Administration																	\$ 3,993	
1.1 TFCA Reporting and Project Evaluation	5	\$ 99.00	\$ 1,197.90	5	\$ 87.00	\$ 1,053	18	\$ 40.00	\$ 1,742	0	\$ 76.00	\$ -	0	\$ 64.00	\$ -		\$ 3,993	
Task 2 Program Management																	\$ 14,558	
2.1 Reimbursement Payment - Direct Cost	0	\$ 99.00	\$ -	0	\$ 87.00	\$ -	0	\$ 40.00	\$ -	0	\$ 76.00	\$ -	0	\$ 64.00	\$ -	\$ 4,000	\$ 4,000	
2.2 Reimbursement Processing and Management	5	\$ 99.00	\$ 1,197.90	5	\$ 87.00	\$ 1,052.70	45	\$ 40.00	\$ 4,356	0	\$ 76.00	\$ -	0	\$ 64.00	\$ -		\$ 6,607	
2.3 Employee & Employer Customer Service	2	\$ 99.00	\$ 479.16	5	\$ 87.00	\$ 1,052.70	25	\$ 40.00	\$ 2,420	0	\$ 76.00	\$ -	0	\$ 64.00	\$ -		\$ 3,952	
Task 3 Marketing and Outreach																	\$ 77,687	
3.1 Marketing Material Updates - Direct Cost (Printing)	2	\$ 99.00	\$ 479.16	5	\$ 87.00	\$ 1,052.70	5	\$ 40.00	\$ 484	10	\$ 76.00	\$ 1,839	0	\$ 64.00	\$ -	\$ 3,000	\$ 6,855	
3.2 Translation of Materials - Direct Cost (Translation Services)	2	\$ 99.00	\$ 479.16	5	\$ 87.00	\$ 1,052.70	20	\$ 40.00	\$ 1,936	10	\$ 76.00	\$ 1,839	0	\$ 64.00	\$ -	\$ 7,000	\$ 12,307	
3.3 Ongoing Marketing & Outreach	3	\$ 99.00	\$ 718.74	20	\$ 87.00	\$ 4,210.80	100	\$ 40.00	\$ 9,680	0	\$ 76.00	\$ -	5	\$ 64.00	\$ 774		\$ 15,384	
3.4 Paid Media Campaign - Direct Cost (Contractor, Media Buys)	5	\$ 99.00	\$ 1,197.90	40	\$ 87.00	\$ 8,421.60	10	\$ 40.00	\$ 968	10	\$ 76.00	\$ 1,839	5	\$ 64.00	\$ 774	\$ 25,000	\$ 38,201	
3.5 Program Sponsorship - Direct Cost (SF Walk, SF Bike Coalition)	0	\$ 99.00	\$ -	5	\$ 87.00	\$ 1,052.70	10	\$ 40.00	\$ 968	5	\$ 76.00	\$ 920	0	\$ 64.00	\$ -	\$ 2,000	\$ 4,940	
Subtotals	24		\$ 5,749.92	90		\$ 18,948.60	233		\$ 22,554.40	35		6,437	10		1,549	55,239	\$ 41,000	\$ 96,239
FTE Totals	0.012			0.043			0.112			0.017			0.002					

Overhead Multiplier		
	Base Rate	Fully Burdened Rate
Project Supervision (5644)	\$ 99.00	\$ 239.58
Project Oversight (5642)	\$ 87.00	\$ 210.54
Project Manager (9922)	\$ 40.00	\$ 239.58
Project Staff 1 - Design/Web (5640)	\$ 76.00	\$ 183.92
Project Staff 2 - Social Media (5638)	\$ 64.00	\$ 154.88
Multiplier for SFE Staff	2.42	

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



Project Name:	Short-Term Bike Parking		
Implementing Agency:	San Francisco Municipal Transportation Agency		
Project Location:	Citywide		
Supervisory District(s):	Citywide	TFCA Proj. Number:	SFCTA assigns
Project Manager:	Jason Hyde		
Contact Information	Email: jason.hyde@sfmta.com	Phone:	(415) 646-2434
Partner Agencies (incl. staff contact):			
Brief Project Description (50 words max):	SFMTA will use \$310,723 in TFCA County Program Manager funds to plan, design, coordinate, and install 1,235 bicycle parking racks in San Francisco, providing an additional 2,470 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.		
Type of Environmental Clearance:	CatEx		

DETAILED SCOPE:

Please submit Detailed Scope as a separate Word document.

PROJECT INFORMATION:

Describe benefits to Communities of Concern or disadvantaged populations.

More than one-third of all bike racks installed citywide are in a San Francisco Community of Concern. Additional racks have been installed in locations benefiting CoCs as a part of larger street improvement projects on Folsom, Howard, 7th Street, 8th Street, Taylor, Townsend, and Valencia streets, as well as through proactive installation on outer Mission Street, Ocean Avenue, and Third Street. All these corridors are within or adjacent to Communities of Concern.

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 between 80 and 100 new bike rack requests each month.

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

The SFMTA receives a bike rack fee of \$75 per permitted scooter from its private-sector scootershare permittees annually (see the 2019 Powered Scooter Share Permit Application https://www.sfmta.com/sites/default/files/reports-and-documents/2019/07/2019_powered_scooter_share_permit_application.pdf, pp. 2-3) to support installation of bike racks throughout the city. The SFMTA will also receive \$300,000 from its bikeshare partner, BayWheels, to support bike rack installation throughout San Francisco (see <https://www.sfmta.com/blog/sfcta-and-bay-wheels>).

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

20FS01 Short-Term Bike Parking

The San Francisco Municipal Transportation Agency (SFMTA) requests \$367,562 in FY20 Transportation Fund for Clean Air County Program Manager (TFCA PM) Funds to provide 1,300 bicycle racks to create 2,600 bicycle parking spaces throughout San Francisco.*

Providing 2,600 additional bicycle parking spaces in San Francisco means that more people will be encouraged to reach their destinations using a non-motorized mode, knowing they will have a secure place to lock their personal bike, bikeshare bike, or scooter. This will increase the number of bicycle and scooter 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 by the end of 2020.

The SFMTA maintains a list of public requests for short-term bicycle parking locations. The SFMTA currently receives 80-100 new bike rack requests each month via email, SFMTA website, and 311. These requests are for sites throughout the city, with the vast majority near San Francisco businesses and along transit routes. SFMTA staff know 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. In order to better serve businesses and people who bicycle throughout the city, the SFMTA has developed a strategy for surveying and installing short-term bicycle parking in proactively-identified locations, which represent approximately 30 percent of all installations. This citywide strategy focuses on commercial, retail and mixed-use corridors where a lack of secure bicycle parking exists (e.g., 7th, 8th, Folsom, Howard, outer Mission, Taylor, Third, Townsend, and Valencia streets, and Ocean Avenue), as well as Communities of Concern (CoCs), where the Agency targets installing 20% of all racks. 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 neighborway projects in CoCs;
- 2) High-demand locations in CoCs as identified by the SFMTA's bikeshare/scootershare permittees; and
- 3) High-demand locations in CoCs 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.

Bike parking is also a critical component of SFMTA's successful bikeshare and scootershare programs. San Francisco is the only city in the country to require 100% of its dockless bikeshare and scootershare fleet be completely "lock-to" capable to help maintain an accessible path of travel and reduce clutter on sidewalks. While lock-to has proven to be the signature success of these programs, it has also resulted in a dramatic increase in bike parking demand during the last 18 months since

these services launched and expanded. By providing these parking facilities, the SFMTA will increase bike and scooter trips and reduce motor vehicle trips and emissions. As part of their permits, bikeshare and scootershare permittees also have equitable distribution requirements in outer neighborhoods and Communities of Concern. The SFMTA works proactively with permittees to identify locations in these neighborhoods where there may be an insufficient number of racks, and uses proactive installations to add rack supply.

In addition to sidewalk locations, these funds may also be used for on-street bicycle parking corrals. SFMTA currently receives 2-3 new bicycle corral applications each month. 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. The SFMTA has also begun piloting proactive corral installation in red curb “daylighting” zones, and expects to install more such corrals in the coming years.

This application does not include a line item for bicycle rack procurement. In 2014, the SFMTA used \$541,000 in revenue bond funds to purchase 6,018 racks and the fasteners to install them. The SFMTA has an ample supply of approximately three-foot tall by three-foot wide zinc-coated circular steel bicycle racks. These racks provide two points of contact between the rack and a bicycle, the bicycle parking industry standard for optimal bicycle parking.

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 provide a large quantity of bicycle and scooter 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.

San Francisco County Transportation Authority
 Fiscal Year 2020/21 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 4/24/20	Start Date		End Date	
		Month	Calendar Year	Month	Calendar Year
Planning/Conceptual Engineering					
Environmental Studies (PA&ED)					
Design Engineering (PS&E)	0%	January	2021	March	2022
Right-of-Way					
Advertise Construction					
Start Construction or Procurement (e.g. award contract)	0%	January	2021		
Open for Use	N/A	N/A	N/A	March	2022
Final Report Due Date (Project completion):	SFCTA will assign (default is 3 months after completion, including evaluation)				

PROJECT COST ESTIMATE Phase	Cost	Funding Source by Phase			
		TFCA	Non-Public Funds	Other	Source of Cost Estimate
Planning/Conceptual Engineering	\$0				
Environmental Studies (PA&ED)	\$0				
Design Engineering (PS&E)	\$402,249			\$402,249	Based on past cycles
Right-of-Way	\$0				
Construction	\$615,474	\$310,723		\$304,751	Based on past cycles
TOTAL PROJECT COST	\$1,017,723	\$310,723	\$0	\$707,000	

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

All Phases	20/21	21/22	22/23	Total
TFCA	\$124,289	\$186,434	\$0	\$310,723

FUNDING PLAN

Funding Source and Status	Planned	Programmed	Allocated	Total
TFCA	\$310,723			\$310,723
Prop K		\$398,000		\$398,000
Bikeshare/Scootershare Fees	\$309,000			\$309,000
TOTAL	\$619,723	\$398,000	\$0	\$1,017,723

Short Term Bike Parking Project Budget

CLASS	HOURS	HOURLY RATE FY20	EXTENDED	NOTES
5290	78	\$190.31	\$ 14,844	1.5 hours/week
5289	1768	\$162.50	\$ 287,300	.85 FTE
1406	520	\$91.61	\$ 47,637	10 hours/week
7457	3120	\$108.52	\$ 338,582	1.5 FTE
5302	1560	\$117.34	\$ 183,050	.9 FTE
		<i>SUBTOTAL Livable Streets/Shops:</i>	\$ 871,414	
CLASS	NO.	UNIT COST	EXTENDED	NOTES
Paint Shop	20	\$159.12	\$ 3,182	Installation labor at 20 corrals (8"SW)
		<i>SUBTOTAL other departments:</i>	\$ 3,182	
	NO.	UNIT COST	EXTENDED	NOTES
Wheel Stop	40	\$62.00	\$ 2,480	Unit cost per rubber wheel stop
Flexible Post	40	\$100.00	\$ 4,000	Unit cost per flex post w/curb
8" Solid White	20	\$194.99	\$ 3,900	Unit cost is per corral
		<i>SUBTOTAL of materials:</i>	\$ 10,380	
		<i>SUBTOTAL all labor:</i>	\$ 874,597	
		<i>SUBTOTAL all materials:</i>	\$ 10,380	
		<i>15% Contingency</i>	\$ 132,746	
		<i>Grand total:</i>	\$ 1,017,723	
		<i>Per rack labor cost:</i>	\$ 670.32	

PE LABOR	\$	349,781
CONSTRUCTION LABOR	\$	524,815
CONSTRUCTION MATERIALS	\$	10,380
PE CONTINGENCY	\$	52,467.21
CONSTRUCTION CONTINGENCY	\$	80,279.25

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



Project Name:	San Francisco Family E-Bike Ownership Program		
Implementing Agency:	San Francisco Municipal Transportation Agency (SFMTA)		
Project Location:	San Francisco		
Supervisorial District(s):	Citywide	TFCA Proj. Number:	21SF02
Project Manager:	Sidd Mandava		
Contact Information	Email: sidd.mandava@sfmta.com	Phone:	415-646-4483
Partner Agencies (incl. staff contact):			
Brief Project Description (50 words max):	This program will reduce barriers to purchasing a family e-bike by offering 150-250 vouchers of up to \$1250 to qualifying lower-income San Francisco families. The program aims to reduce vehicle trips and greenhouse gas emissions by increasing access to electric bikes for trips with child passengers and general day-to-day transportation.		
Type of Environmental Clearance:	To Be Determined		

DETAILED SCOPE:

Please submit Detailed Scope as a separate Word document.
 Guidance: Describe project location, purpose, and need, including target population of the project; describe how outcomes of the project will be evaluated. Attach maps, drawings, photos of current conditions, etc. to support understanding of the project scope.
 Project Type Specific Guidance:
 -For shuttle/feeder bus projects, indicate the hours of operation, frequency of service, and transit station and employment sites/area served to ensure compliance with Air District policies.
 -For heavy-duty vehicle projects, provide the relevant CARB Executive Orders.
 -For smart growth projects, provide title and approval date of the originating plan.

PROJECT INFORMATION:

Describe benefits to Communities of Concern or disadvantaged populations.
This program will specifically focus on providing qualifying low-income SF families with a more affordable opportunity to purchase an electric bike to increase their mobility options. We will design marketing materials in multiple languages, and conduct outreach throughout SF, especially in Communities of Concern, to encourage broad participation in the program. We will also work to partner with a geographically diverse group of bicycle shops, and will work with community partners to ensure that we reach those residents who need the assistance.
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).
Please see the attached Letters of Support. Additionally, as described in the attached Scope of Work, the San Francisco Bicycle Coalition will play a supporting role in the coordination and administration of this program, bringing their wealth of community organizing and bicycle advocacy experience.
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 Family E-Bike Ownership Program

The San Francisco Municipal Transportation Agency (SFMTA) requests \$275,000 in FY2021 Transportation Fund for Clean Air County Program Manager (TFCA PM) Funds to administer an e-bike subsidy pilot program for low-income families throughout San Francisco.

Background

This pilot is an opportunity to address a common reason for purchasing a vehicle in San Francisco: the need to transport children and associated cargo. SFMTA is proposing a voucher-based program to encourage families to purchase an electric bike by reducing their financial barriers. These e-bikes are not only low-emission, they also empower people to travel longer distances and carry heavier loads as compared to typical bicycle trips. In the past years, they have also become more reliable and better suited for families and other cargo. However, e-bike ridership in the United States remains low, in large part because of their pricing.¹

By expanding access to e-bikes, it could catalyze mode shift for not just school-oriented trips, but other common household trips as well. If funded, we believe this program could become a pioneer that other cities could emulate to promote bicycle mode shift, reduce greenhouse gas emissions, and provide families a new convenient and reliable form of transportation.

The pilot will provide between 150 and 250 subsidies of up to \$1250 to offer more affordable pricing for San Francisco families looking to purchase an e-bike. The program aims to reduce vehicle trips and greenhouse gas emissions by providing families a reliable mode of transportation with child passengers, as well as for general day-to-day trips within San Francisco. The program is also designed with equity in mind, with a targeted focus on lower-income families and outreach anticipated in Communities of Concern to garner program participation. While there are a few similar e-bike rebate programs that have recently started in the US, this pilot would be the first in California and the first to focus on low-income residents and families.

Currently, only 3.3% of SF families use a bike for their child's commute, but 21.6% of them are interested in bike-commuting or would like to do so. Additionally, 53% live between 1 and 4 miles away from their child's school, suggesting that a meaningful proportion of residents have a school commute that is appropriately-sized for an e-bike. In terms of the potential market size of trips, as of 2016, there were roughly 45,000 children in San Francisco schools between kindergarten and 5th grade², and we note that children can safely ride on the back of bicycles as early as nine months old.

Program Structure

Residents will complete a brief application which includes household information and income verification, and submit to SFMTA for review. Specifically, participants must meet the following criteria:

- Agree to retain their e-bikes for at least four years
- Current San Francisco resident, and must continue to reside in the BAAQMD for four years
- Household must include at least one child
 - If necessary for the Air District, we can require specific proof of household composition through tax returns, school records, birth certificates, or other identifying documents.

¹ McQueen, M., MacArthur, J., & Cherry, C. (2019). How E-Bike Incentive Programs are Used to Expand the Market.

² SFCTA Child Transportation Survey Report, 2016

- Gross annual household income at or below 80 percent of the Bay Area Median Income level, verified through acceptable documentation such as their most recent W-2 or Income Tax Return (see Table 1)
 - If we have funds remaining for rebates after the first year of the program, we will open up the application to households at or below 120% of the Bay Area Median Income
- Use the rebate only for the purchase of an eligible e-bike model (e.g. Regulation (CVC 312.5) Class 1, 2, or 3 electric bicycle with some sort of expanded carrying capacity, whether a wagon or a longtail storage rack)

Once the program administrator confirms the residents' eligibility for the subsidy, SFMTA will issue a voucher to the participant who can then use it at participating bike shops to purchase an electric bike at reduced cost.

To reduce the administrative burden for participants and bike shops, SFMTA will explore a partnership with the San Francisco Bicycle Coalition (SFBC) as a third-party contractor to coordinate the reimbursement process for vouchers.³ The SFBC has been identified due to their existing unique experience working with bicycle shops, and because they are well placed to promote and support this type of program.

Project Work Plan

To implement the program described above, SFMTA would use the TFCA funds for three main work phases: start-up activities, pilot operations, and project evaluation.

Phase 1: Program Start-Up

SFMTA staff would design the program application and voucher certificate, and would coordinate with the contractor, if selected, to design promotional materials (e.g. a webpage and other collateral). The contractor would work with bike shops and secure their participation in the voucher process. All application and promotional materials would be available in English, Chinese, Filipino, and Spanish.

Phase 2: Pilot Operating Activities

Once the pilot is in motion, SFMTA staff would be responsible for coordinating the marketing and outreach efforts, reviewing applications to confirm eligibility, and tracking vouchers and their usage. As described above, the contractor would be responsible for coordinating the reimbursement process with bike shops who honor the vouchers, and SFMTA staff would oversee the contractor and review invoices to ensure that payments appropriately match up with vouchers.

To reach out to residents and encourage uptake of the e-bike subsidy, promotional materials will be disseminated through existing marketing channels like the San Francisco Unified School District, the Safe Routes to School program, and the SFBC's bicycle outreach and education efforts. We have included funding in our budget for the proposed contractor to design and deliver these materials, but our use of existing marketing efforts means that we will not require additional budget for SFMTA staff.

Examples of our outreach might include:

- Email program information and outreach to SFUSD parents or SFBC members (40k recipients)
- Specific collateral and talking points at Sunday Streets tabling along with all other SFBC events

³ The SFMTA has existing contracts with the SFBC to perform Bicycle Safety Education and Outreach and to support the Safe Routes to Schools program. Both of these programs provide education, outreach, and encouragement that are directly complementary to the proposed E-Bike Subsidy Pilot Program.

- Presentations to community-based organizations or neighborhood associations

We will conduct outreach in all supervisor districts, with a particular focus on low-income and other marginalized communities, and ensure that all outreach materials will be available in English, Chinese, Filipino, and Spanish.

Phase 3: Evaluation

Lastly, SFMTA would also put in place a process to evaluate the effectiveness of the pilot program. Staff would design a follow-up survey, reach out to participants to administer the survey 6 months after their purchase, and evaluate the survey results to understand the impact of the voucher on travel patterns and mode shift.

Furthermore, we will conduct brief yearly follow-up surveys to evaluate longer-term habits and verify continued ownership and use of the e-bike.

Table 1.

2019: San Francisco Income by Household Size

Category	% Median Income	1 Person Household	2 Person Household	4 Person Household
Very Low-Income Household	30% AMI	\$25,850	\$29,550	\$36,950
Low Income-Household	60% AMI	\$51,700	\$59,100	\$73,900
	80% AMI	\$68,950	\$78,800	\$98,500
Moderate-Income Household	100% AMI	\$86,200	\$98,500	\$123,150
	120% AMI	\$103,450	\$118,200	\$147,800
Above Moderate-Income Household	140% AMI	\$120,700	\$137,900	\$172,400

Family E-bike Example.



Photo: SF Bike Coalition

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



Project Name:	San Francisco Family E-Bike Ownership Program
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SCHEDULE	Status	Start Date		End Date	
Phase/Milestone	% Complete as of 4/24/20	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%	January	2021	December	2024
Open for Use	N/A	N/A	N/A	December	2024
Final Report Due Date (Project completion):	SFCTA will assign (default is 3 months after completion, including evaluation)				

PROJECT COST ESTIMATE	Funding Source by Phase				
Phase	Cost	TFCA	Non-Public Funds	Other	Source of Cost Estimate
Planning/Conceptual Engineering	\$0				
Environmental Studies (PA&ED)	\$0				
Design Engineering (PS&E)	\$0				
Right-of-Way	\$0				
Construction	\$275,000	\$275,000			See attached budget
TOTAL PROJECT COST	\$275,000	\$275,000	\$0	\$0	

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

All Phases	20/21	21/22	22/23	Total
TFCA	\$175,000	\$100,000	\$0	\$275,000

FUNDING PLAN

Funding Source and Status	Planned	Programmed	Allocated	Total
TFCA	\$275,000			\$275,000
Specify Source of Non-Public Funds (if applicable)				\$0
Specify Source of Other Funds				\$0
TOTAL	\$275,000	\$0	\$0	\$275,000

San Francisco County Transportation Authority
 Fiscal Year 2020/21 Transportation Fund for Clean Air County Program Manager Fund
 San Francisco Family E-Bike Ownership Program Budget

	Hours	Cost	Planing Program Manager	TDM Manager	Planner II	Planner I
<i>Classification</i>			9174	5290	5288	5277
<i>Base Hourly Rate</i>			\$78	\$72	\$51	\$40
<i>Overhead Multiplier</i>			2.72	2.68	2.76	2.82
<i>Burdened Hourly Rate</i>			\$213	\$193	\$141	\$112
Totals						
SFMTA Staff Hours	367	-	6	16	84	261
SFMTA Staff Labor		\$45,442	\$1,278	\$3,088	\$11,844	\$29,232
Contractor Costs		\$25,000				
Operational Direct Costs		\$3,750				
Rebate Direct Cost		\$200,000	200	@	\$ 1,000	
Project Funding Request Total		\$274,192				
Tasks						
Program Start-Up Activities	76	\$10,851	\$ 852	\$ 2,123	\$ 5,076	\$ 2,800
RFP Process/Contracting Process	42	\$5,891	2	5	20	15
Develop Promotional Material	8	\$1,232		2	6	
Develop Eligibility Application, Form, Voucher	26	\$3,728	2	4	10	10
Operating Costs (2 years)	216	\$25,178	\$ -	\$ -	\$ 4,794	\$ 20,384
Oversee Contractor/Review Invoices	116	\$13,978			34	82
Review Eligibility	100	\$11,200				100
Program Evaluation	75	\$9,413	\$ 426	\$ 965	\$ 1,974	\$ 6,048
Design follow-up survey	25	\$2,997		1	4	20
Administer follow-up survey	24	\$2,688				24
Evaluate Results	26	\$3,728	2	4	10	10
Expenses						
	Contractor Cost Direct Cost		Unit Cost	# Units		
Program Start-Up Activities						
Contractor - Develop materials; outreach to businesses	\$5,000		\$5,000	1		
Material Translation		\$1,000	\$1,000	1		
Print Promotional Material - postcards/flyers		\$500	\$0.10	5000		
Operating Costs (2 years)						
Contractor Processing Cost - Percentage of Rebate	\$20,000		\$200,000	10%		
Print & Mail Welcome Packet - Mailer w/ collateral		\$750	\$3	250		
Program Evaluation						
Survey Translation		\$1,000	\$1,000	1		
Print & Mail Survey - Mailer including return envelope		\$500	\$2	250		

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



Project Name:	PresidiGo Battery Electric Shuttles		
Implementing Agency:	Presidio Trust		
Project Location:	Presidio, San Francisco		
Supervisory District(s):	2	TFCA Proj. Number:	SFCTA assigns
Project Manager:	Emily Beaulac		
Contact Information	Email: ebeaulac@presidiotrust.gov	Phone:	415-561-5474
Partner Agencies (incl. staff contact):			
Brief Project Description (50 words max):	Replacing gas shuttle buses used to serve visitors and tenants of the Presidio with one new battery electric transit buses.		
Type of Environmental Clearance:			

DETAILED SCOPE:

Please submit Detailed Scope as a separate Word document.

Guidance: Describe project location, purpose, and need, including target population of the project; describe how outcomes of the project will be evaluated. Attach maps, drawings, photos of current conditions, etc. to support understanding of the project scope.

Project Type Specific Guidance:

- For shuttle/feeder bus projects, indicate the hours of operation, frequency of service, and transit station and employment sites/area served to ensure compliance with Air District policies.
- For heavy-duty vehicle projects, provide the relevant CARB Executive Orders.
- For smart growth projects, provide title and approval date of the originating plan.

PROJECT INFORMATION:

Describe benefits to Communities of Concern or disadvantaged populations.

The Presidio welcomes over 10 million visitors a year and offers free programs for San Francisco residents. Last year, the Presidio partnered with San Francisco Human Services Agency to promote the Presidio and its open spaces to low income families.

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 PresidiGo shuttle is part of the Presidio Trust Management Plan and is the key element of our TDM plan. In February 2019, the Volpe Center completed the PresidiGo Capital Plan, which details the transition to battery electric buses. Last year, PresidiGo ridership grew 9% from 580,000 rides per year to 635,000 rides.

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

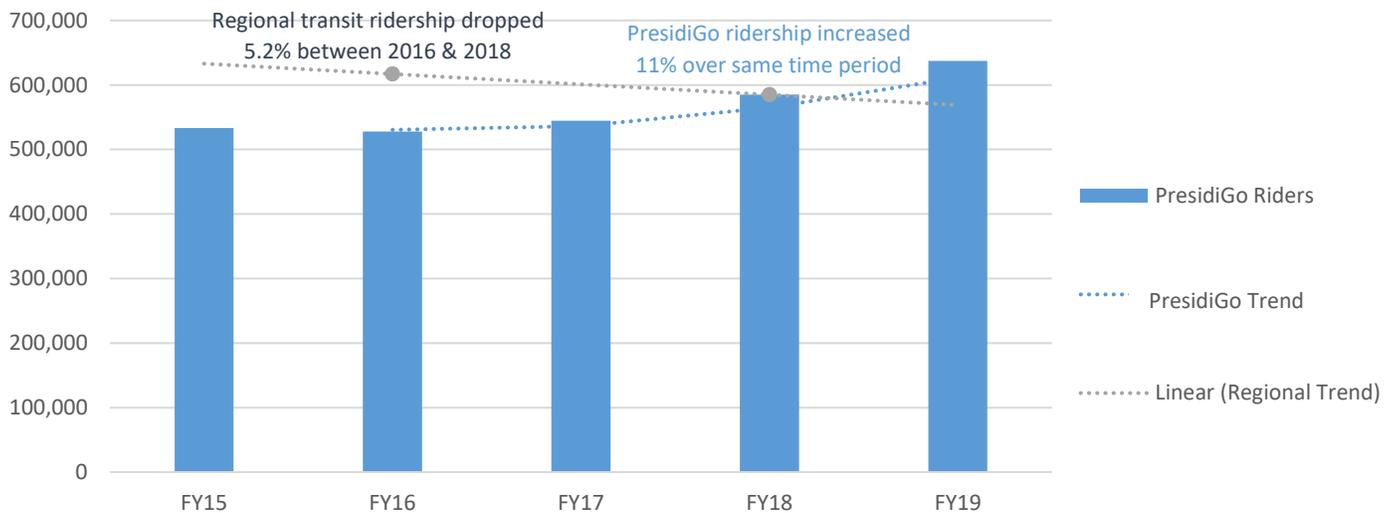
In addition to TFCA funds, funds from the Federal Lands Transportation Program and the VW Mitigation Trust will be utilized.

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

Transportation Fund for Clean Air – PresidiGo Battery Electric Shuttle Purchases

The PresidiGo shuttle network is a free service that provides transportation for visitors and tenants of the Presidio. The network consists of three routes: the Downtown Route that provides service to regional transit connections in downtown San Francisco and the Presidio Hills and Crissy Field Route, commonly referred to as the “Around the Park Routes”, which circulate within the Presidio. The Presidio Trust owns the compressed natural gas (CNG) fleet, the fleet consists of six heavy-duty buses (used on the Downtown Route) and three medium duty shuttles (used on the Around the Park Routes). In fiscal year 2019, the PresidiGo shuttle provided over 635,000 rides, a nine percent increase from the previous year.

Annual Systemwide PresidiGo Ridership



This TFCFA project would fund the purchase of two battery electric transit buses to replace of two CNG “cutaway” shuttles used on the Around the Park Routes. The transition to battery electric buses was outlined the PresidiGo Capital Plan, a technical analysis performed by Volpe or The National Transportation Systems Center. In addition to the air quality benefits which are exhibited in cost-effectiveness worksheet, the two new battery electric buses will contribute to the Presidio Trust’s goals of reducing greenhouse gas emissions by reducing the fleet’s carbon footprint by 100 metrics tons CO₂e per year. The BYD buses also have a low floor, which will improve accessibility of the shuttle network by providing easy boarding for those with limited mobility and families.

Current:



- Built on a truck chassis, which results in a bumpy an uncomfortable ride
- Narrow aisle makes accommodating standees difficult
- Back door wheelchair lifts are slow and cannot be deployed for walkers or strollers

Proposed:



- Transit style buses provide a smoother, more comfortable ride
- Wide aisles and open spaces allow more space for standees
- Low floor wheelchair ramps can be deployed for people with mobility devices like walkers

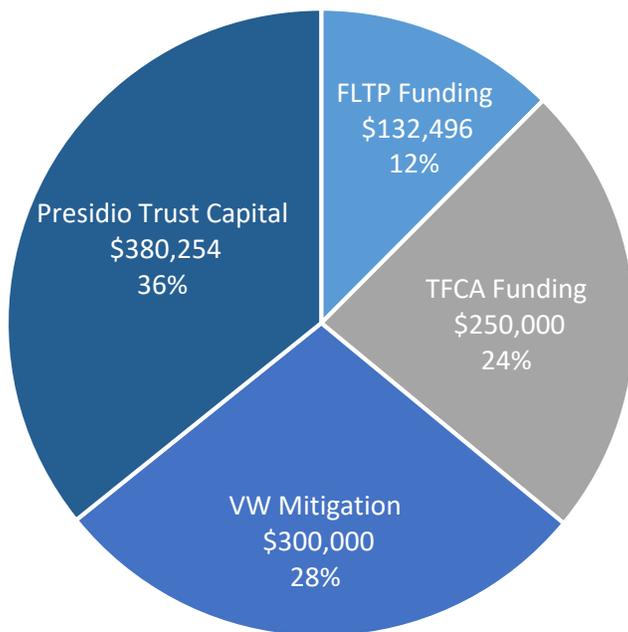
Project Schedule

The BYD K7M-ER was chosen based on the specific needs of the PresidioGo shuttle fleet and it is the only 30-foot low floor bus eligible for the Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP). HVIP vehicle technology requirements are also applicable for the VW Mitigation Trust funding. The buses have a 12-year life expectancy, nearly twice as long as the current shuttle buses, and the batteries have a 12-year warranty. As part of the decision-making process, the Presidio Trust visited multiple transit operators with BYD buses and connected with University of California San Francisco, Stanford University and Fresno County Rural Transit Agency. Each one of these transit providers had positive feedback about the BYD buses and their customer service.

BYD buses are built to order and the current expected delivery date is 14-16 months from date of order. Below is a project timeline.

Date	Activity
Mar-20	BYD Bus Selected and Quote Received
May-20	TFCA, Carl Moyer, and VW Mitigation Applications Submitted
Jul-20	Sign Funding Agreements
Aug-20	Execute Contract with BYD
Jan-21	Receive Detailed Bus Build Schedule from BYD
Sep-21	Receive Bus from BYD and Put Bus into Service
Oct-21	Request TFCA Reimbursement

Project Funding Strategy



- The Federal Lands Transportation Program provides funding to improve the transportation infrastructure owned and maintained by the following Federal Lands Management Agencies. A portion of this funding will be used to purchase new shuttles. The Presidio Trust is not eligible for Federal Transportation Administration Funding.
- Volkswagen (VW) Environmental Mitigation Trust provides about \$423 million for California to mitigate the excess nitrogen oxide (NOx) emissions caused by VW's use of illegal emissions testing devices. The maximum funding available for each bus is \$180,000.
- The Presidio Trust has an existing capital project of about \$380k to purchase new shuttles.

Alternatives

The purchase of two battery electric shuttle buses is dependent on receiving funding from the TFCA regional fund or the BAAQMD's Carl Moyer Program and the VW Mitigation Trust. In addition to applying to the TFCA regional fund, the Presidio Trust will also apply to the Carl Moyer Program, with the understanding that funding can only be accepted from either the BAAQMD or the SFCTA.

If VW Mitigation Trust funding is not awarded, the Presidio Trust will wait for the California HVIP program to reopen. New vouchers requests are expected to be accepted starting in November 2020. If funding cannot be provided by either of these programs, the Presidio Trust will leverage whichever funding is available to buy just one shuttle bus.

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



Project Name:	PresidiGo Battery Electric Shuttles
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SCHEDULE Phase/Milestone	Status	Start Date		End Date	
	% Complete as of 4/24/20	Month	Calendar Year	Month	Calendar Year
Planning/Conceptual Engineering	100%	November	2018	March	2020
Environmental Studies (PA&ED)	100%	March	2020	March	2020
Design Engineering (PS&E)	80%	February	2020	June	2020
Right-of-Way	100%	May	2020	May	2020
Advertise Construction	65%	March	2020	May	2020
Start Construction or Procurement (e.g. award contract)	50%	June	2020	October	2021
Open for Use	N/A	N/A	N/A	October	2021
Final Report Due Date (Project completion):	SFCTA will assign (default is 3 months after completion, including evaluation)				

PROJECT COST ESTIMATE Phase	Cost	Funding Source by Phase			Source of Cost Estimate
		TFCA	Non-Public Funds	Other	
Planning/Conceptual Engineering	\$0			\$0	
Environmental Studies (PA&ED)	\$0			\$0	
Design Engineering (PS&E)	\$0			\$0	
Right-of-Way	\$0			\$0	
Construction	\$656,375	\$130,000		\$526,375	
TOTAL PROJECT COST	\$656,375	\$130,000	\$0	\$526,375	

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

All Phases	20/21	21/22	22/23	Total
TFCA	\$0	\$130,000	\$0	\$130,000

FUNDING PLAN

Funding Source and Status	Planned	Programmed	Allocated	Total
TFCA	\$130,000			\$130,000
Specify Source of Non-Public Funds (if applicable)	\$0	\$0	\$0	\$0
Federal Lands Transportation Program	\$0	\$0	\$132,496	\$0
VW Mitigation Trust	\$300,000	\$0	\$0	
Presidio Trust Capital	\$0	\$0	\$93,879	\$93,879
TOTAL	\$430,000	\$0	\$226,375	\$656,375