



Memorandum

AGENDA ITEM 7

DATE: June 29, 2023

TO: Transportation Authority Board

FROM: Anna LaForte - Deputy Director for Policy and Programming

SUBJECT: 7/11/2023 Board Meeting: Approve the Fiscal Year 2023/24 Transportation Fund for Clean Air Program of Projects

RECOMMENDATION ☐ Information ☒ Action

Approve the Fiscal Year (FY) 2023/24 Transportation Fund for Clean Air (TFCA) Program of Projects including:

- Short-Term Bike Parking (\$422,963 to the San Francisco Municipal Transportation Agency (SFMTA))
- Taxi Electrification - Vehicles (\$186,000 to SFMTA)
- Taxi Electrification - EV Infrastructure (\$162,000 to SFMTA)
- Emergency Ride Home (\$116,252 to the Department of the Environment (SFE))
- Program Administration (\$55,535 to the Transportation Authority)

SUMMARY

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 \$55,535 for program administration, as allowed by the Air District, the estimated amount available to program to projects is \$887,215. Following Board approval of the Local Expenditure Criteria in February, we issued a call for projects on March 3. We received four project applications by the May 5 deadline, requesting \$881,281 in TFCA funds compared to the \$887,215 available. We are recommending fully funding SFMTA's two electrification projects (Taxi Electrification - Vehicles and Taxi Electrification - EV Infrastructure) and SFE's Emergency Ride Home program, and slightly exceeding the amount of funds initially requested for SFMTA's Short-Term Bike Parking request to fully use the available funds. This programming is expected to reduce the need for Prop L funds for bike parking and it avoids the loss of TFCA funds to San Francisco since any funds not programmed to

- ☐ Fund Allocation
- ☒ Fund Programming
- ☐ Policy/Legislation
- ☐ Plan/Study
- ☐ Capital Project Oversight/Delivery
- ☐ Budget/Finance
- ☐ Contract/Agreement
- ☐ Other:



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| an eligible project by November must be returned to the Air District. SFMTA has no objection to this recommendation. | |
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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 2023/24 San Francisco County Program Manager program is comprised of estimated FY 2023/24 TFCA revenues, reconciliation of prior year revenue estimates compared to actual revenue, interest income, de-obligated funds from completed and cancelled prior year TFCA projects, and unspent prior year administrative funds, as shown in the table below.

| Estimated TFCA Funds Available for Projects FY 2023/24 | |
|---|------------------|
| Estimated TFCA Revenues (FY 2023/24) | \$701,000 |
| Reconciliation of Prior Year Revenue Estimate and Actuals | \$53,227 |
| Interest Income | \$909 |
| De-obligated funds from projects completed under budget: <ul style="list-style-type: none"> SFMTA's Alternative Fuel Taxicab Incentive Program SFE's Emergency Ride Home program CA Interfaith Power & Light's EV Chargers at Faith Institutions project De-obligated funds from cancelled projects: <ul style="list-style-type: none"> SF State University's Ford GoBike Memberships for SF State Students program | \$182,154 |
| Prior Year Administrative Funds | \$5,461 |
| Total Funds | \$942,750 |
| Administrative Expense (6.25%) | (\$55,535) |
| Total Available for Projects | \$887,215 |



After netting out 6.25% for Transportation Authority program administration, as allowed by the Air District, the amount available for projects is \$887,215.

Prioritization Process. On March 3, 2023 we issued the FY 2023/24 TFCA San Francisco County Program Manager call for projects. We received four project applications by the May 5, 2023 deadline, requesting \$881,281 in TFCA funds compared to the \$887,215 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 2023/24 for relevant project types are: Alternative Fuel Light- and Medium-Duty Vehicles - \$500,000; Alternative Fuel Infrastructure - \$500,000; Ridesharing Projects - Existing - \$150,000; and Bicycle Parking - \$250,000.

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 Equity Priority Communities, 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 four 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. Attachment 3 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 SFE's Emergency Ride Home program at the requested level, which represents a one-time funding increase of \$28,050 from \$88,202 in FY 2022/23 TFCA funds to \$116,252 in FY 2023/24 funds. With this increased funding, SFE will conduct



additional marketing campaigns that they expect to grow participation in the program by an additional 20%. SFE also plans to establish partnerships with community-based organizations, including paying those organizations to help promote the Emergency Ride Home program. We will increase our oversight and involvement to guide and oversee SFE's work to improve the effectiveness of the program, including ensuring that recommendations from the Transportation Authority's Transportation Demand Management Market Analysis (underway) and future Transportation Demand Management Strategic Plan are incorporated. We will also work with SFE to explore coordinating with and leveraging of other transportation demand management efforts like BayPass and Commuter Check outreach, and will seek to strengthen partnerships between SFE and transit operators, such as BART and Muni, that can help promote Emergency Ride Home as a way to encourage more people to return to transit.

We are recommending funding at the requested amount for SFMTA's two electrification projects, Taxi Electrification - Vehicles and Taxi Electrification - EV Infrastructure. After consulting with SFMTA, we are recommending funding the SFMTA's Short-Term Bike Parking request with \$422,963 compared to the requested \$417,029 to fully use all of the available funds. The modest amount of additional TFCA programming will help reduce the potential need to fund bike parking using Prop L funds and avoid the loss of TFCA County Program Manager funds for San Francisco.

Schedule for Fund Availability. We expect to enter into a master funding agreement with the Air District by July 2023 after which we will issue grant agreements for the recommended FY 2023/24 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 2023. 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 2023/24 TFCA program is \$942,750. This includes \$887,215 for the four proposed projects and \$55,535 for administrative expenses. Revenues and expenditures for the TFCA program are included in the adopted FY 2023/24 budget.

CAC POSITION

The Community Advisory Committee considered this item at its June 28, 2023 meeting and unanimously adopted a motion of support for the staff recommendation.

SUPPLEMENTAL MATERIALS

- Attachment 1 - FY 2023/24 TFCA Local Expenditure Criteria
- Attachment 2 - FY 2023/24 TFCA Program of Projects - Detailed Staff Recommendation
- Attachment 3 - Project Information Forms (4)
- Attachment 4 - Resolution

Attachment 1
Fiscal Year 2023/24 Transportation Fund for Clean Air (TFCA)
LOCAL EXPENDITURE CRITERIA (Adopted 2/28/2023)

The following are the Fiscal Year 2023/24 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 2024. 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 (NO_x), 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 2023/24 TFCA funds, a project must meet the CE ratio for emissions (i.e., ROG, NO_x, 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 2023/24 funds are not programmed within 6 months of the Air District's approval of San Francisco's funding allocation, expected in May 2023, 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, NOx, PM, and CO₂ emissions. However, the Air District's calculation only includes the reductions in ROG, NOx, 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 2024 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 or a community-based organization).

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 attached 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 2023/2024 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 L Eligible | Cost Effectiveness Ratio ³ | CO ₂ Tons Reduced ⁴ | Total Project Cost | TFCA Amount Requested | TFCA Amount Proposed |
| 1 | SFE | Emergency Ride Home - The Emergency Ride Home 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. Proposed funding includes budget for continuing paid marketing efforts to increase program awareness. The recommendation includes a one-time increase of \$28,050 compared to the FY 2022/23 TFCA funds provided. SFE would use these funds to conduct additional marketing and outreach, which it expects would increase participation in the program by 20%. The Transportation Authority will work closely with SFE on the enhanced outreach, exploring coordinating and leveraging other transportation demand management efforts. We will also work to help build more effective partnerships between SFE and transit operators, such as BART and Muni, that can help promote Emergency Ride Home as a way to encourage more people to return to transit. | Citywide | 1 | Yes | \$41,944/ton emissions | 1,610 | \$ 116,252 | \$116,252 | \$ 116,252 |
| 2 | SFMTA | Short-Term Bike Parking - SFMTA will use TFCA funds to plan, coordinate, purchase, and install 1,217 bicycle parking racks in San Francisco, providing an additional 2,434 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. Proposed funding exceeds requested funding in order to fully use the available funds, which reduces potential demand for Prop L funds for bike parking. | Citywide | 1 | Yes | \$228,799/ton emissions | 880 | \$ 1,042,573 | \$417,029 | \$ 422,963 |
| 3 | SFMTA | Taxi Electrification - EV Infrastructure - To incentivize electrification of the taxi fleet, SFMTA would use the funds to pay rebates of up to 90% of the cost of procurement and installation work for 2 electric vehicle (EV) fast chargers for shared taxi fleets. Exact locations are yet to be determined, but will be at taxi yards within San Francisco. | Citywide | 3 | No | \$480,489/ton emissions | 553 | \$ 180,000 | \$162,000 | \$ 162,000 |
| 4 | SFMTA | Taxi Electrification - Vehicles - This project would fund a rebate program to encourage taxi owners to purchase EVs for use as taxicabs. This grant is expected to fund 21 rebates. Purchase of a new EV could qualify for a \$3,750 rebate, however, higher rebates would be available if the taxi company also scraps an older taxi vehicle. The value of each rebate may vary depending on the age of the vehicle being scrapped. For example, scrapping and replacing an existing 2007 gasoline hybrid with an EV could qualify for \$12,000, while replacing a 2012 gasoline hybrid with an EV could qualify for \$9,500. Rebates would be provided until funds are exhausted. | Citywide | 3 | No | \$487,373/ton emissions | 815 | \$ 186,000 | \$186,000 | \$ 186,000 |
| TOTAL | | | | | | | | \$ 1,524,825 | \$ 881,281 | \$ 887,215 |
| Total TFCA Funding Available for Projects: | | | | | | | | \$ 887,215 | | |

Attachment 2
San Francisco County Transportation Authority
Fiscal Year 2023/2024 TFCA Program of Projects – Detailed Staff Recommendation

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 2023/24 the CE limits, in dollars per ton of emissions reduced, for relevant project types are: Bike Parking - \$250,000; Ridesharing Projects - Existing - \$150,000; Alternative Fuel Light- and Medium-Duty Vehicles - \$500,000; Alternative Fuel Infrastructure - \$500,000

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.

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



**San Francisco
County Transportation
Authority**

| | | | |
|--|---|---------------------------|------------------|
| Project Name: | Emergency Ride Home | | |
| Implementing Agency: | San Francisco Environment Department | | |
| Project Location: | San Francisco | | |
| Supervisory District(s): | San Francisco (all) | TFCA Proj. Number: | 24SF05 |
| Project Manager: | Anna Dagum | | |
| Contact Information | Email: anna.dagum@sfgov.org | Phone: | 1 (415) 355-3702 |
| 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 First- and Last-Mile Connections, 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 Equity Priority Communities or disadvantaged populations.

Equity Priority Communities, specifically parents and caregivers in these communities, are a key target audience in the outreach and marketing scope of the upcoming grant cycle so that 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 or a community-based organization).

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.

Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



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/tfca.

**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 advances San Francisco's Transit First Policy and helps the City meet its goal of reducing greenhouse gas emissions 80% below 1990 levels by 2040. It encourages commuters' use of sustainable commute modes by providing a subsidized ride home in the event of a personal emergency. Overall, ERH is a cost-effective program that motivates commuters to walk, bike, take transit, carpool, or vanpool to work instead of driving alone.

Administered by the San Francisco Environment Department (SF Environment) for more than a decade, ERH is available to anyone who commutes to a San Francisco-based job.

During this past grant cycle, SF Environment created new promotional materials that targeted parents and caregivers of San Francisco Unified School District (SFUSD) students who might get sick at school and need to be picked up during the workday. Promotional materials include memorable and sturdy business cards reminding parents/caregivers that they can get reimbursed up to \$150 for a taxi ride from work to their child's school and then home if they commuted via low carbon modes that day. The business card is easy for parents and caregivers to slip into a purse or wallet to remind them that ERH is an available resource. It is supported by an informative trifold with more details about the program. Both pieces of collateral direct viewers to the ERH landing page.

For the next iteration of ERH, SF Environment will provide this collateral to primarily Spanish and Cantonese speaking schools and those in SFCTA-identified Equity Priority Communities. Materials are available in English, Spanish, Chinese, and Filipino. SF Environment assessed interest in both the program and advertising method by contacting seven SFUSD schools – all of which gave positive feedback. SF Environment will leverage its existing relationships with SFUSD and community-based organizations (maintained by its education and outreach teams) to promote ERH at San Francisco schools, daycares, and childcare centers.

SF Environment will launch a paid marketing campaign using this new collateral. *The previous marketing campaign drew more than 32,000 people to the ERH website – a 4,674% increase in unique page views.*

Through this grant cycle's increased outreach and implementation, SF Environment expects to see similar success in its 23/24 marketing campaign and grow program participation by 20%.

SF Environment includes two budget scenarios in this proposal, with varying allocations to paid marketing campaigns:

- Scenario 1: In the higher budget scenario, SF Environment is requesting \$116,252 to continue paid marketing efforts aimed at increasing program awareness. SF Environment will allocate \$60,000 to launch two paid marketing campaigns:
 - An ad campaign during Fall 2023 to coincide with flu season and market ERH to parents and caregivers at San Francisco schools, daycares, and childcare centers
 - An ad campaign during Summer 2024 targeting the working population of San Francisco
- Scenario 2: In the lower budget scenario, SF Environment is requesting \$96,252 and will allocate \$40,000 to launch one, larger paid marketing campaign targeting parents and caregivers at San Francisco schools, daycares, and childcare centers.

In both scenarios, the marketing efforts will target Spanish and Cantonese speaking audiences, as well as Equity Priority Communities.

For this new grant cycle, SF Environment will continue to promote ERH to city partners, such as the San Francisco Public Library and the San Francisco Department of Human Resources, among others.

Additional costs under both scenarios are allocated to:

- \$45,252 for program administration and staffing for outreach, customer service, and reimbursement processing;
- \$2,000 for collateral printing costs;
- \$3,000 for outreach partnerships with community based organizations;
- \$1,500 for translation services; and
- \$4,500 for program reimbursements.

Please see the attached budget and project scope for more detail on funding allocation.

Associate Tasks and Project Deliverables

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

Task 1: Program Administration (Ongoing)

SF Environment staff will administer the reimbursement process, including verifying that reimbursement requests meet reimbursement criteria. Reimbursement payments will be made via check mailed to approved participants. SF Environment staff will provide customer service to program participants to manage any issues, questions, or concerns that may arise.

Task 2: Marketing and Outreach

The program will build on activities completed in the FYs 2021-23 grant cycles. Key outreach audiences will include, but not be limited to:

- Chinese and Spanish speaking parents and caregivers of SFUSD students and children in daycare
- Parents and caregivers of SFUSD students and children in daycare in Equity Priority Communities
- Local community-based organizations that can support outreach to people who live and work in targeted communities
- Spanish and Chinese speaking communities
- Businesses, specifically small- to medium-sized organizations reachable through partnerships with the Office of Workforce Development and the San Francisco Green Business program (also administered by SF Environment)
- City and County of San Francisco employees
- This year, the program will also work with community based organizations serving families in under-resourced communities to promote ERH via quarterly newsletter blurbs, social media, and tabling events.

Marketing Collateral Distribution (Ongoing): Funds requested include \$2,000 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 materials is essential to ensuring the program is equitable and accessible. During the past grant cycle, SF Environment translated materials into Spanish, Chinese, and Filipino. In anticipation of future marketing and outreach campaigns, SF Environment is requesting \$1,500 to provide for associated translation needs and staff time to coordinate translation work, including content review, vendor management, and website updates.

Paid Media Campaign(s): SF Environment will use the funds to secure a marketing consultant to support creative concepting, media planning, and media purchasing.

The previous paid marketing campaign, which cost \$58,000, ran from January to March 2022, and resulted in 32,636 unique page views. Of these, the English language page received 17,712 views, the Chinese-language page received 14,768 views, and the Spanish page received 122 views. Overall, this was a 4,674% increase in unique page views from the previous quarter. This media buy proved very effective in increasing awareness of the program as evidenced by the amount of traffic to the ERH website and the number of reimbursement requests submitted. In Q3 (January - March 2022), SF Environment received 13 requests, compared to zero in the preceding quarter (October - December 2021) and an average of 7 per quarter in previous years.

In Scenario 1, SF Environment is proposing to split the \$60,000 for two paid media campaigns during the Winter 2024 flu season (January – March) and during Summer 2024. The Winter campaign will target Chinese and Spanish speaking parents/caregivers of SFUSD students, as well as parents/caregivers in Equity Priority Communities and will use materials that were designed in 2022. The Summer campaign will target San Francisco employees with an increased focus on Spanish language advertising, as was recommended by the consultants who SF Environment worked with on the previous campaign. While the previous paid media campaign only ran advertisements for 3 months, it was successful in spreading awareness. By running advertisements for 6 months out of the year, SF Environment will increase program awareness for both our targeted audience and for San Francisco employees more broadly.

In Scenario 2, SF Environment will use the \$40,000 for the first paid marketing campaign, outlined above, targeting parents and caregivers.

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

Task 3: Program Evaluation and Reporting (Ongoing)

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

Program Deliverables:

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

High-level Project Schedule and Delivery Milestones

| Phase | Description | Start | End |
|--------------|---|---------------|---------------|
| 1 | Task 1 TFCA Administration | December 2023 | December 2024 |
| 2 | Task 2 Marketing and Outreach | December 2023 | December 2024 |
| 3 | Task 3 Program Evaluation and Reporting | January 2025 | February 2025 |

Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



| | |
|----------------------|---------------------|
| Project Name: | Emergency Ride Home |
|----------------------|---------------------|

| SCHEDULE | Status | Start Date | | End Date | |
|---|---------------------------------|-------------------|----------------------|-----------------|----------------------|
| Phase/Milestone | % Complete as of 4/21/23 | 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% | December | 2023 | November | 2024 |
| Open for Use | N/A | N/A | N/A | | |
| Final Report Due Date (Project completion): | March 31, 2025 | | | | |

| 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 | \$116,252 | \$116,252 | | | |
| TOTAL PROJECT COST | \$116,252 | \$116,252 | \$0 | \$0 | |

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

| All Phases | 23/24 | 24/25 | 25/26 | Total |
|-------------------|--------------|--------------|--------------|--------------|
| TFCA | \$116,252 | \$0 | \$0 | \$116,252 |

FUNDING PLAN

| Funding Source and Status | Planned | Programmed | Allocated | Total |
|--|------------------|-------------------|------------------|------------------|
| TFCA | \$116,252 | | | \$116,252 |
| Specify Source of Non-Public Funds (if applicable) | | | | \$0 |
| Specify Source of Other Funds | | | | \$0 |
| TOTAL | \$116,252 | \$0 | \$0 | \$116,252 |

Emergency Ride Home

SF Environment - FY 2023-2024 TFCA Budget

December 2023-December 2024

| Task | Project Supervision (5644) | | | Project Oversight (5642) | | | Project Manager (9922) | | | Total Fully Burdened Cost | Direct Costs | Total |
|--|----------------------------|---------------------|---------------------|--------------------------|---------------------|---------------------|------------------------|---------------------|---------------------|---------------------------|--------------|-----------|
| | Hours | Fully Burdened Rate | Fully Burdened Cost | Hours | Fully Burdened Rate | Fully Burdened Cost | Hours | Fully Burdened Rate | Fully Burdened Cost | | | |
| Emergency Ride Home - Prop K | | | | | | | | | | | | |
| Task 1 TFCA Administration | | | | | | | | | | | | |
| 1.1 TFCA Reporting and Project Evaluation | 3 | \$ 207.90 | \$ 623.70 | 5 | \$ 183.04 | \$ 915 | 12 | \$ 116.74 | \$ 1,401 | | | \$ 2,940 |
| Task 2 Program Management | | | | | | | | | | | | |
| 2.1 Reimbursement Payment - Direct Cost | 0 | \$ 207.90 | \$ - | 0 | \$ 183.04 | \$ - | 0 | \$ 116.74 | \$ - | | \$ 4,500 | \$ 4,500 |
| 2.2 Reimbursement Processing and Management | 5 | \$ 207.90 | \$ 1,039.50 | 3 | \$ 183.04 | \$ 549.12 | 45 | \$ 116.74 | \$ 5,253 | | | \$ 6,842 |
| 2.3 Employee & Employer Customer Service | 0 | \$ 207.90 | \$ - | 3 | \$ 183.04 | \$ 549.12 | 10 | \$ 116.74 | \$ 1,167 | | | \$ 1,717 |
| Task 3 Marketing and Outreach | | | | | | | | | | | | |
| 3.1 Marketing Material Updates - Direct Cost (Printing) | 0 | \$ 207.90 | \$ - | 9 | \$ 183.04 | \$ 1,647.36 | 5 | \$ 116.74 | \$ 584 | | \$ 2,000 | \$ 4,231 |
| 3.2 Translation of Materials - Direct Cost (Translation Services) | 0 | \$ 207.90 | \$ - | 5 | \$ 183.04 | \$ 915.20 | 8 | \$ 116.74 | \$ 934 | | \$ 1,500 | \$ 3,349 |
| 3.3 Marketing & Program Outreach | 2 | \$ 207.90 | \$ 415.80 | 10 | \$ 183.04 | \$ 1,830.40 | 175 | \$ 116.74 | \$ 20,430 | | | \$ 22,676 |
| 3.4 Paid Media Campaign - Direct Cost (Contractor, Media Buys) | 5 | \$ 207.90 | \$ 1,039.50 | 27 | \$ 183.04 | \$ 4,942.08 | 0 | \$ 116.74 | \$ - | | \$ 60,000 | \$ 65,982 |
| 3.5 Program Sponsorship - Direct Cost (SF Bike Coalition, SF Transit Riders) | 0 | \$ 207.90 | \$ - | 3 | \$ 183.04 | \$ 549.12 | 4 | \$ 116.74 | \$ 467 | | \$ 3,000 | \$ 4,016 |
| Subtotals | 15 | | \$ 3,118.50 | 65 | | \$ 11,897.60 | 259 | | \$ 30,235.66 | 45,252 | \$ 71,000 | 116,252 |
| FTE Totals | 0.007 | | | 0.031 | | | 0.125 | | | | | |

| Fully Burdened Rates | |
|----------------------------|-----------|
| Project Supervision (5644) | \$ 207.90 |
| Project Oversight (5642) | \$ 183.04 |
| Project Manager (9922) | \$ 116.74 |

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



**San Francisco
County Transportation
Authority**

| | | |
|-----------------------------|--------------------------------------|--|
| Project Name: | Emergency Ride Home | |
| Sponsor Agency: | San Francisco Environment Department | |
| TFCA Project Number: | 24SF02 | |

TRANSPORTATION AUTHORITY RECOMMENDATION

| Fiscal Year Cash Flow Distribution: | Cash Flow for TFCA Funds | % Reimbursed Annually | Balance |
|-------------------------------------|--------------------------|-----------------------|---------|
| FY23/24 | \$116,252 | 100% | |
| Total: | \$116,252 | | |

Resolution:

Date:

Deliverables:

1. By January 15, April 15, July 15, 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 Interim Project Report Form.
3. 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 Methodology.

Special Conditions:

1. SFE will work with SFCTA staff to improve the effectiveness of the Emergency Ride Home program, including ensuring that recommendations from the Transportation Authority's Transportation Demand Management Market Analysis (underway) and future Transportation Demand Management Strategic Plan are incorporated.
2. SFE will work with SFCTA staff explore coordinating with and leveraging of other transportation demand management efforts like BayPass and Commuter Check outreach, and will seek to strengthen partnerships with transit operators, such as BART and Muni, that can help promote Emergency Ride Home as a way to encourage more people to return to transit.

Notes:

1. Deliverables shall be submitted through the Transportation Authority's online grants portal at portal.sfcta.org/.
2. All required forms are available at www.sfcta.org/funding/transportation-fund-clean-air#panel-sponsors

**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: | 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 \$422,963 in TFCA County Program Manager funds to plan, coordinate, purchase, and install 1,217 bicycle parking racks in San Francisco, providing an additional 2,434 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: | | | |

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 First- and Last-Mile Connections, 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 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).

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



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.

SFMTA Short-Term Bike Parking: Detailed Scope of Work

The San Francisco Municipal Transportation Agency (SFMTA) requests \$~~422,963~~^{417,029} in FY23/24 Transportation Fund for Clean Air County Program Manager (TFCA CPM) Funds to provide ~~1,217~~^{1,200} bicycle racks to create ~~2,434~~^{2,400} bicycle parking spaces throughout San Francisco.

Providing ~~2,434~~^{2,400} 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 30% 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;
- 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.

This application also includes 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. In 2022, the agency procured an additional 750 racks using TFCA County Program Manager funds. The SFMTA has a diminishing supply of approximately three-feet tall by three-feet 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. Part of these requested funds will go towards procurement of more racks.

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.

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



| | |
|----------------------|-------------------------|
| Project Name: | Short Term Bike Parking |
|----------------------|-------------------------|

| SCHEDULE | Status | Start Date | | End Date | |
|---|---------------------------------|-------------------|----------------------|-----------------|----------------------|
| Phase/Milestone | % Complete as of 4/22/23 | Month | Calendar Year | Month | Calendar Year |
| Planning/Conceptual Engineering | 0% | December | 2023 | March | 2025 |
| Environmental Studies (PA&ED) | | | | | |
| Design Engineering (PS&E) | | | | | |
| Right-of-Way | | | | | |
| Advertise Construction | | | | | |
| Start Construction or Procurement (e.g. award contract) | 0% | March | 2024 | March | 2025 |
| Open for Use | N/A | N/A | N/A | March | 2025 |
| Final Report Due Date (Project completion): | June 30, 2025 | | | | |

| PROJECT COST ESTIMATE | | Funding Source by Phase | | | |
|---------------------------------|--------------------|--------------------------------|-------------------------|------------------|--------------------------------|
| Phase | Cost | TFCA | Non-Public Funds | Other | Source of Cost Estimate |
| Planning/Conceptual Engineering | \$360,383 | | | \$360,383 | based on past cycles |
| Environmental Studies (PA&ED) | \$0 | | | | |
| Design Engineering (PS&E) | \$0 | | | | |
| Right-of-Way | \$0 | | | | |
| Procurement | \$336,268 | \$71,107 | | \$265,161 | |
| Construction | \$351,856 | \$351,856 | | | based on past cycles |
| TOTAL PROJECT COST | \$1,048,507 | \$422,963 | \$0 | \$625,544 | |

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

| All Phases | 23/24 | 24/25 | 25/26 | Total |
|-------------------|--------------|--------------|--------------|--------------|
| TFCA | \$122,659 | \$300,304 | \$0 | \$422,963 |

FUNDING PLAN

| Funding Source and Status | Planned | Programmed | Allocated | Total |
|--|------------------|-------------------|------------------|--------------------|
| TFCA | \$422,963 | | | \$422,963 |
| Specify Source of Non-Public Funds (if applicable) | | | | \$0 |
| Prop B | | \$398,000 | | \$398,000 |
| Scootershare Rack Fee* | \$227,544 | | | \$227,544 |
| TOTAL | \$650,507 | \$398,000 | \$0 | \$1,048,507 |

*legislated for bike parking only

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



**San Francisco
County Transportation
Authority**

| | | |
|-----------------------------|-------------------------|--|
| Project Name: | Short Term Bike Parking | |
| Sponsor Agency: | SFMTA | |
| TFCA Project Number: | 24SF01 | |

| |
|--|
| TRANSPORTATION AUTHORITY RECOMMENDATION |
|--|

| Fiscal Year Cash Flow Distribution: | Cash Flow for TFCA Funds | % Reimbursed Annually | Balance |
|-------------------------------------|--------------------------|-----------------------|-----------|
| FY23/24 | \$122,659 | 29% | \$300,304 |
| FY24/25 | \$300,304 | 71% | \$0 |
| Total: | \$422,963 | | |

Resolution:

Date:

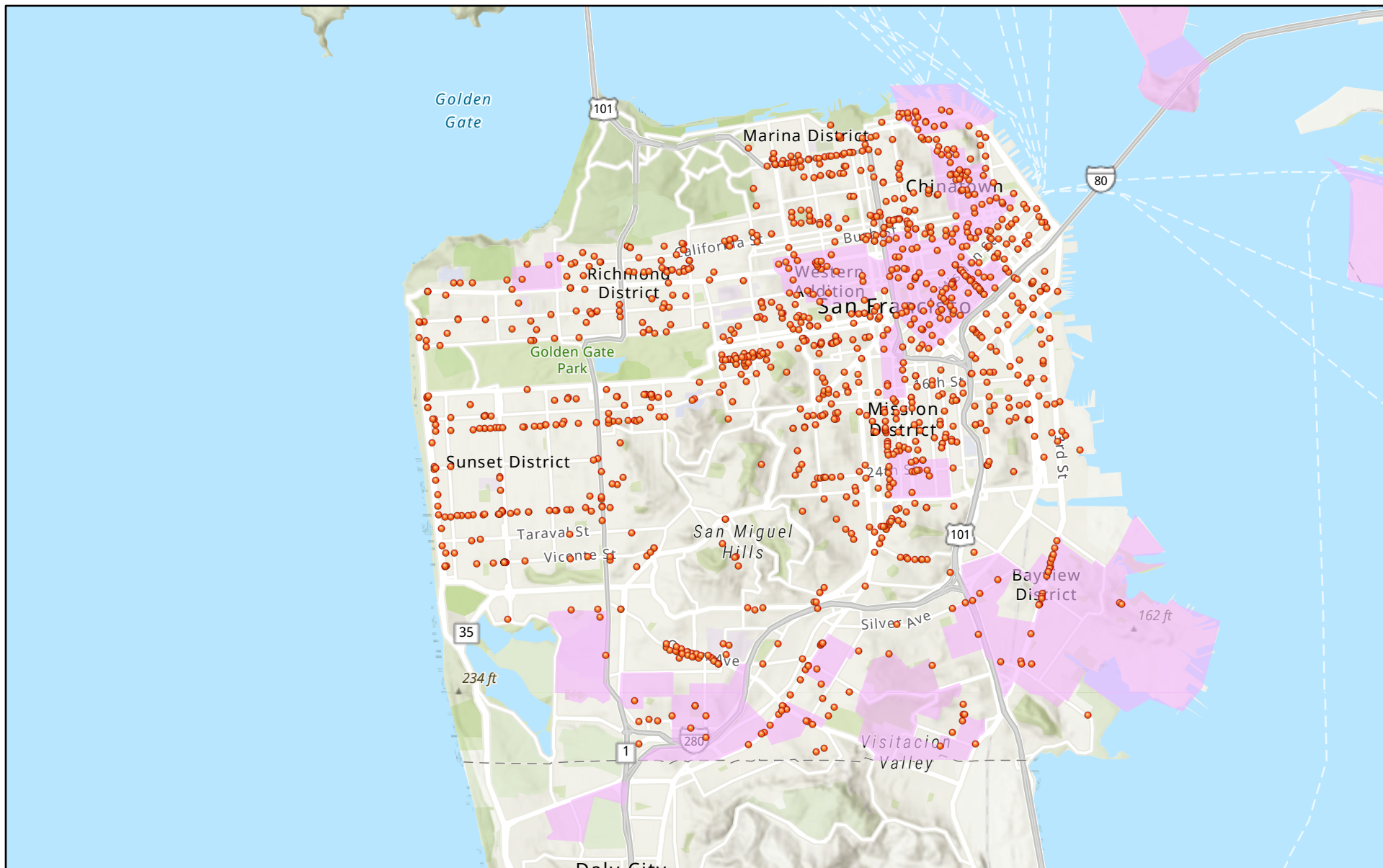
Deliverables:

- By January 15, April 15, July 15, and October 15 of each year, submit quarterly reports updating project progress and identifying any issues which may delay project implementation.
- With the October 15 quarterly report, submit Interim Project Report Form.
- By 6/30/25, 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.

Notes:

- Deliverables shall be submitted through the Transportation Authority's online grants portal at portal.sfcta.org/.
- All required forms are available at www.sfcta.org/funding/transportation-fund-clean-air#panel-sponsors

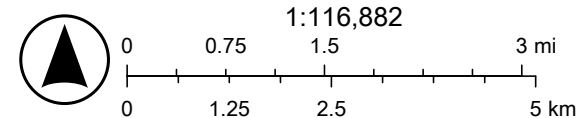
TFCA-Funded Bike Racks, 1/1/20 - 5/1/23



5/1/2023

• Bike Rack Install Locations - 2020 - Present

Equity Priority Communities
 # racks installed in EPCs: 660
 % racks installed in EPCs: 30%



Esri, NASA, NGA, USGS, California State Parks, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land

Jason Hyde, SFMTA

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



| | | | |
|--|---|---------------------------|---|
| Project Name: | Taxi Electrification - EV Infrastructure | | |
| Implementing Agency: | San Francisco Municipal Transportation Agency | | |
| Project Location: | San Francisco | | |
| Supervisory District(s): | Various | TFCA Proj. Number: | 24SF04 |
| Project Manager: | Forest Barnes | | |
| Contact Information | Email: forest.barnes@sfmta.com | Phone: | 415-646-4761 |
| Partner Agencies (incl. staff contact): | n/a | | |
| Brief Project Description (50 words max): | This project would fund a rebate program for the procurement and installation of EV charging infrastructure for shared taxi fleets. | | |
| Type of Environmental Clearance: | n/a | | |

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 First- and Last-Mile Connections, 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 Equity Priority Communities or disadvantaged populations.

The charging infrastructure will support the use of new EV taxis which provide paratransit trips and trips for those who qualify for the SFMTA's Essential Trip Card Program.

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 or a community-based organization).

The San Francisco Climate Action Plan calls for electrification of 25% of vehicles by 2030 and 100% by 2040. Additionally, taxi service is identified in the San Francisco Transportation Plan 2050 as a supplement to paratransit service for seniors and people with disabilities who are unable to use fixed-route transit service.

Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



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

The taxi industry will pay for 100% of the upfront cost of the EV charging infrastructure and the SFMTA will reimburse the company 90% of purchase and installation price.

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

SFMTA Taxi Electrification – EV Infrastructure: Detailed Scope of Work

The purpose of the proposed project is to reduce vehicle emissions by promoting greater use of EVs in San Francisco taxi fleets. The project would establish an SFMTA rebate program for EV charging infrastructure for taxi fleets.

Currently there are no fully EV taxis on the road in San Francisco, although nearly 90% of the current taxi fleet is some form of hybrid vehicle. SFMTA staff have spoken to the taxi industry about EV charging and there has been strong support from taxi lot owners who would like to install the infrastructure. The proposed voucher program will provide up to 90% of the cost of a fast EV charger, as well as the electrical work needed to connect the charger to the electric power supply. The SFMTA estimates, based on conversations with the taxi industry, that the full cost would be \$90,000 per charger installation. So SFMTA expects to refund \$81,000 for each of two installations. Once the electrical work to extend the power supply to the location of the battery chargers is complete, the taxi companies will be able to increase the number of charges at a lower per unit cost because the infrastructure work will have already been completed.

Charging for EV taxis will be done on taxi company lots, or if the vehicle is owner operated, wherever the taxi driver chooses to charge the vehicle. The SFMTA Taxis, Access and Mobility Services (TAMS) division staff will only rebate the procurement and installation of EV charging infrastructure and will not be the direct purchaser or installer of infrastructure. The SFMTA will also only fund rebates for EV charging infrastructure for taxi fleet charging at taxi lots.

Most taxi trips start and finish within the City of San Francisco; 32.28% of taxi trips occur in the Equity Priority Areas. EV taxis will benefit paratransit users who are eligible for subsidized taxi trips and participants in SFMTA's Essential Trip Card (ETC) program. The ETC discount program helps qualifying seniors and people with disabilities make essential trips in taxis. Although it was originally designed to support travel when Muni service was scaled back during the pandemic lockdown, the program continues today even as Muni service has been restored. Nearly 84,000 ETC trips were completed in the last Fiscal Year; about 36.2% took place in Equity Priority Communities.

Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



| | |
|----------------------|--|
| Project Name: | Taxi Electrification - EV Infrastructure |
|----------------------|--|

| SCHEDULE | Status | Start Date | | End Date | |
|---|--------------------------|------------|---------------|----------|---------------|
| Phase/Milestone | % Complete as of 4/21/23 | 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% | August | 2023 | December | 2024 |
| Open for Use | N/A | N/A | N/A | December | 2024 |
| Final Report Due Date (Project completion): | June 30, 2025 | | | | |

| 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 | \$180,000 | \$162,000 | \$18,000 | | 2 vouchers @ 90% of cost for chargers and installation |
| TOTAL PROJECT COST | \$180,000 | \$162,000 | \$18,000 | \$0 | |

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

| All Phases | 23/24 | 24/25 | 25/26 | Total |
|------------|----------|----------|-------|-----------|
| TFCA | \$81,000 | \$81,000 | | \$162,000 |

FUNDING PLAN

| Funding Source and Status | Planned | Programmed | Allocated | Total |
|---------------------------|------------------|------------|------------|------------------|
| TFCA | \$162,000 | | | \$162,000 |
| Taxi Company Contribution | \$18,000 | | | \$18,000 |
| TOTAL | \$180,000 | \$0 | \$0 | \$180,000 |

**Note: The taxi industry will be purchasing the chargers at their own expense*

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



**San Francisco
County Transportation
Authority**

| | | |
|-----------------------------|---|--|
| Project Name: | Taxi Electrification - EV Infrastructure | |
| Sponsor Agency: | San Francisco Municipal Transportation Agency | |
| TFCA Project Number: | 24SF04 | |

| |
|--|
| TRANSPORTATION AUTHORITY RECOMMENDATION |
|--|

| Fiscal Year Cash Flow Distribution: | Cash Flow for TFCA Funds | % Reimbursed Annually | Balance |
|-------------------------------------|--------------------------|-----------------------|----------|
| FY23/24 | \$81,000 | 50% | \$81,000 |
| FY24/25 | \$81,000 | 50% | \$0 |
| Total: | \$162,000 | | |

Resolution:

Date:

Deliverables:

1. By January 15, April 15, July 15, 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 Interim Project Report Form.
3. By 6/30/25, submit Final Report Form #2 (Clean Air Vehicles and Infrastructure), including evidence of TFCA and Transportation Authority attribution. Final report shall include 2-3 photos of open-for-use chargers, with at least one showing Air District logo.

Notes:

1. Deliverables shall be submitted through the Transportation Authority's online grants portal at portal.sfcta.org/.
2. All required forms are available at www.sfcta.org/funding/transportation-fund-clean-air#panel-sponsors

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



| | | | |
|--|---|---------------------------|---|
| Project Name: | Taxi Electrification - Vehicles | | |
| Implementing Agency: | San Francisco Municipal Transportation Agency | | |
| Project Location: | San Francisco | | |
| Supervisory District(s): | Various | TFCA Proj. Number: | 24SF03 |
| Project Manager: | Forest Barnes | | |
| Contact Information | Email: forest.barnes@sfmta.com | Phone: | 415-646-4761 |
| Partner Agencies (incl. staff contact): | n/a | | |
| Brief Project Description (50 words max): | This project would fund a rebate program to encourage taxi owners to purchase electric vehicles for use as taxicabs. This grant is expected to fund 21 rebates. The value of each rebate may vary depending on whether the taxi company also scraps an older taxi vehicle and on the age of the vehicle being scrapped. | | |
| Type of Environmental Clearance: | n/a | | |

DETAILED SCOPE:

Please submit Detailed Scope as a separate Word document.

PROJECT INFORMATION:

Describe benefits to Equity Priority Communities or disadvantaged populations.

The new EV taxis provide paratransit trips and trips for those who qualify for the SFMTA's Essential Trip Card Program.

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 or a community-based organization).

The San Francisco Climate Action Plan calls for electrification of 25% of vehicles by 2030 and 100% by 2040. Additionally, taxi service is identified in the San Francisco Transportation Plan 2050 as a supplement to paratransit service for seniors and people with disabilities who are unable to use fixed-route transit service.

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

The taxi industry will pay for 100% of the upfront cost of the electric vehicles and the SFMTA will reimburse for a portion of the purchase price depending on the age and type of the surrendered vehicle.

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

SFMTA Taxi Electrification – Vehicles: Detailed Scope of Work

The purpose of the proposed project is to reduce vehicle emissions by promoting greater use of EVs in San Francisco taxi fleets. The project would establish an SFMTA rebate program for EV taxis.

The total number of taxis available for operation in San Francisco is 1,692, most of which are 10 – 15 years old. Currently there are no fully EV taxis on the road in San Francisco, although nearly 90% of the current taxi fleet is some form of hybrid vehicle. The SFMTA has successfully implemented a hybrid vehicle grant in previous years. The EV rebate program is consistent with vehicle turnover rates, as much of the taxi fleet is over a decade old. Staff also frequently get requests from drivers for the previous rebate program for replacement vehicles. The SFMTA proposes to issue a total of \$186,000 in vouchers.

The program will provide a baseline voucher amount for the purchase of a new or used EV, however, a larger voucher amount will be provided if the taxi company also scraps an older taxi vehicle and provides documentation that it has been scrapped. The older the vehicle being scrapped, the greater the emissions reduction and thus the greater the eligible voucher amount under TFCA policies. Though it is difficult to know the exact number of vehicles that would be surrendered and the age, the SFMTA cost-effectiveness calculation assumes that approximately 21 vehicles ranging in age from 2 to 21 years old would be surrendered. The SFMTA Taxis, Access and Mobility Services (TAMS) division staff will only rebate the purchase of new and used EVs and will not be the direct purchaser of vehicles. SFMTA may open this program to rebates for plug-in hybrid electric vehicles if there is insufficient demand for fully electric vehicles, however, potential rebates would be smaller because the emissions benefits would be less.

Charging for EV taxis will be done on taxi company lots, or if the vehicle is owner operated, wherever the taxi driver chooses to charge the vehicle.

Most taxi trips start and finish within the City of San Francisco; 32.28% of taxi trips occur in the Equity Priority Areas. EV taxis will benefit paratransit users who are eligible for subsidized taxi trips and participants in SFMTA's Essential Trip Card (ETC) program. The ETC discount program helps qualifying seniors and people with disabilities make essential trips in taxis. Although it was originally designed to support travel when Muni service was scaled back during the pandemic lockdown, the program continues today even as Muni service has been restored. Nearly 84,000 ETC trips were completed in the last Fiscal Year; about 36.2% took place in Equity Priority Communities.

Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form



| | |
|----------------------|---------------------------------|
| Project Name: | Taxi Electrification - Vehicles |
|----------------------|---------------------------------|

| SCHEDULE | Status | Start Date | | End Date | |
|---|--------------------------|------------|---------------|----------|---------------|
| Phase/Milestone | % Complete as of 4/21/23 | 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% | August | 2023 | December | 2024 |
| Open for Use | N/A | N/A | N/A | December | 2024 |
| Final Report Due Date (Project completion): | June 30, 2025 | | | | |

| 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 | \$186,000 | \$186,000 | | | see Cost Effectiveness Worksheet |
| TOTAL PROJECT COST | \$186,000 | \$186,000 | \$0 | \$0 | |

PROPOSED TFCA EXPENDITURES BY FISCAL YEAR (CASH FLOW)

| All Phases | 23/24 | 24/25 | 25/26 | Total |
|------------|----------|----------|-------|-----------|
| TFCA | \$93,000 | \$93,000 | \$0 | \$186,000 |

FUNDING PLAN

| Funding Source and Status | Planned | Programmed | Allocated | Total |
|--|------------------|------------|------------|------------------|
| TFCA | \$186,000 | | | \$186,000 |
| Specify Source of Non-Public Funds (if applicable) | | | | \$0 |
| Specify Source of Other Funds | | | | \$0 |
| TOTAL | \$186,000 | \$0 | \$0 | \$186,000 |

**Note: The taxi industry will be purchasing the vehicles at their own expense*

**Fiscal Year 2023/24 Transportation Fund for Clean Air
County Program Manager Fund
Project Information Form**



**San Francisco
County Transportation
Authority**

| | | |
|-----------------------------|---|--|
| Project Name: | Taxi Electrification - Vehicles | |
| Sponsor Agency: | San Francisco Municipal Transportation Agency | |
| TFCA Project Number: | 24SF03 | |

TRANSPORTATION AUTHORITY RECOMMENDATION

| Fiscal Year Cash Flow Distribution: | Cash Flow for TFCA Funds | % Reimbursed Annually | Balance |
|-------------------------------------|--------------------------|-----------------------|----------|
| FY23/24 | \$93,000 | 50% | \$93,000 |
| FY24/25 | \$93,000 | 50% | \$0 |
| Total: | \$186,000 | | |

Resolution:

Date:

Deliverables:

1. By January 15, April 15, July 15, 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. Invoices shall include all documentation for vehicle vouchers issued during invoice period, including purchase receipt, registration, and photo (with BAAQMD sticker visible) for each purchased vehicle. For each scrapped vehicle, provide a copy of the vehicle's title signed over to a licensed dismantler as proof of the vehicle being scrapped.
4. By 6/25/2025, submit BAAQMD Final Report Form #2 (Clean Air Vehicles and Infrastructure), including all documentation of vehicle purchases and scrapping and other evidence (e.g., webpages, press releases, if applicable) of TFCA and Transportation Authority attribution.

Notes:

1. Deliverables shall be submitted through the Transportation Authority's online grants portal at portal.sfcta.org.
2. All required forms are available at www.sfcta.org/funding/transportation-fund-clean-air#panel-sponsors



RESOLUTION APPROVING THE FISCAL YEAR 2023/24 TRANSPORTATION FUND FOR CLEAN AIR PROGRAM OF PROJECTS PROGRAMMING \$887,215 TO FOUR PROJECTS, WITH CONDITIONS, AUTHORIZING THE USE OF \$55,535 FOR PROGRAM ADMINISTRATION, AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO AGREEMENTS WITH APPLICABLE PUBLIC AGENCIES, ESTABLISHING CONDITIONS FOR THE USE OF THESE FUNDS

WHEREAS, On June 15, 1992, the Board of Supervisors of the City and County of San Francisco designated the San Francisco County Transportation Authority (Transportation Authority) as the Program Manager of the local guaranteed portion of the Transportation Fund for Clean Air (TFCA) funds; and

WHEREAS, As County Program Manager, the Transportation Authority is required to file an expenditure plan application with the Bay Area Air Quality Management District (Air District) for the upcoming fiscal year's funding cycle, which staff submitted to the Air District on March 3, 2023; and

WHEREAS, After netting out 6.25% (\$55,535) for administrative expenses, as allowed by Air District guidelines, and including new revenues and deobligated funds from prior projects completed under budget, the Transportation Authority has \$887,215 in Fiscal Year (FY) 2023/24 TFCA funds to program to eligible projects; and

WHEREAS, On March 3, 2023, the Transportation Authority solicited applications for projects for FY 2023/24 TFCA San Francisco County Program Manager funds and, by the May 5, 2023 deadline, received four project applications requesting \$881,281 in TFCA funds; and

WHEREAS, Transportation Authority staff, working in consultation with project sponsors, reviewed and prioritized the applications for funding based on Air District TFCA guidelines and the Transportation Authority's adopted Local Expenditure Criteria (Attachment 1); and

WHEREAS, The Transportation Authority's adopted Local Expenditure Criteria



include review of eligibility per the Air District's guidelines, calculation of the cost effectiveness ratio for each project, and other factors; and

WHEREAS, Transportation Authority staff recommended fully funding the Department of the Environment's Emergency Ride Home project and SFMTA's two electrification projects (Taxi Electrification - Vehicles and Taxi Electrification - EV Infrastructure) and, in order to avoid losing any TFCA funds available to San Francisco, recommended modestly exceeding the \$417,029 initially requested for San Francisco Municipal Transportation Agency's Short Term Bike Parking by \$5,934 to \$422,963) to use up all the funds available as shown in Attachment 2, with additional details on project scope, schedule, budget, deliverables and special conditions provided in Attachment 3; and

WHEREAS, The Community Advisory Committee was briefed at its June 28, 2023 meeting on the FY 2023/24 TFCA call for projects and unanimously adopted a motion of support for the staff recommendation; now, therefore be it

RESOLVED, That the Transportation Authority hereby approves programming of \$887,215 in FY 2023/24 TFCA funds to four projects and \$55,535 for TFCA program administrative expenses as shown in Attachment 2 and detailed in Attachment 3; and be it further

RESOLVED, That the Executive Director is authorized to execute any agreements with the Air District necessary to secure \$887,215 for projects and \$55,535 for administrative expenses for a total of \$942,750 in FY 2023/24 TFCA funds; and be it further

RESOLVED, That the Executive Director is authorized to execute funding agreements with each implementing agency to pass-through these funds for implementation of projects, establishing such terms and conditions governing cash drawdowns, financial and program audits, and reporting as necessary to comply with the requirements imposed by the Air District for the use of the funds and as required by the Transportation Authority in order to optimize the use of these of funds.



Attachments:

1. FY 2023/24 TFCA Local Expenditure Criteria
2. FY 2023/24 TFCA Program of Projects - Detailed Staff Recommendation
3. Project Information Forms (4)