Shift Sonoma County
A Low Carbon Transportation Action Plan
Action Plan

SCTA/RCPA Board of Directors – July 10, 2017
Why Shift?

Put regional and local plans into action to:

• Expand and improve transportation options
• Reduce vehicle miles traveled (VMT)
• Accelerate use of plug-in electric vehicles (EVs)
• Reduce greenhouse gas emissions (GHGs)
Comprehensive Transportation Plan

Goals
1. Maintain the System
2. Relieve Congestion
3. Reduce Greenhouse Gas Emissions
4. Plan for Safety and Health
5. Promote Economic Vitality
Moving Forward 2040: Vision Scenario

Success depends on:

- Fuel Economy
  - 55 mpg average by 2040
  - Total EVs over 139,000

- Mode Shift
  - SOV trips down by 4%
  - Per capita VMT down by 32%
  - Maximize our transit system

- Population and Employment Growth through 2040 located in UGBs and centered on PDAs, maintain current jobs-housing balance with neighboring counties.

- Construct Selected CTP Vision Large Road and Highway Projects. Examples include HWY 101 HOV lane completion, SMART Pathway, and other highway and large local road projects.

- Implement all CTP Vision Transit Improvements including headway improvements, rapid bus service, and extended service.
Climate Action 2020

Goals
1. Reduce travel demand through focused growth
2. *Shift to low carbon transportation options*
3. *Increase fuel efficiency*
4. *Shift to low carbon transportation fuels*
5. Reduce idling
Climate Action 2020 Strategies

Success depends on:

• Focused growth
  • ~25% of new residential is mixed use, transit oriented

• Mode Shift
  • Expansion of: ride-share, bike share, car share, guaranteed ride home, active transportation infrastructure, transit

• Fuel Shift
  • 10,000 EVs by 2020, 100,000 by 2030
  • Charging stations double

Business as usual vs. CA2020 trend
Why Shift?

Put regional and local plans into action to:

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TOOLS FOR ACTION
Process

1. Assess needs and gaps
2. Engage experts and community members
3. Define opportunities
4. Develop implementation tools
5. Summarize findings and actions
The Shift Sonoma County Project

Shift Sonoma County: Low Carbon Transportation Action Plan

Mode Shift Tools
- Bike Share Feasibility Study
- Car Share Feasibility Study
- Transportation Demand Management Toolkit

Fuel Shift Tools
- EV Charging Infrastructure Siting Framework
- Sonoma County EV Policy Toolkit
- Sonoma County EV Fleet Guide
Highlights
Focused Growth is the Foundation
Mode shifts have high co-benefits

• Lower cost
• Clean air
• Health benefits
• Reduced congestion
• Energy independence

HOW CAN WE MAKE THEM BETTER and MORE VIALBE?
Transportation Demand Management

Highlighted Actions

• Model effective commute programs within local governments
• Develop and adopt local TDM ordinances to expand programs
• Coordinate with employers on the development and implementation of commute programs
• Pursue funding to support expansion of TDM programs
• Market TDM programs to employers and developers

TDM Tools

- TDM Needs Assessment
- Employer Commute Program Toolkit
- Model TDM Ordinance
Bike Share

Highlighted Actions

• Identify areas expected to have highest demand for initial implementation
• Dedicate public space for hubs in areas of high activity, near downtowns & transit hubs
• Consider multi-jurisdictional and/or public private partnerships
• Secure funding for start-up costs from grants, business sponsors, transit-operators, non-profits, or other partners
• Support and expand education, safety, and awareness campaigns to include bike share users
Car Share

Highlighted Actions

• Plan for initial implementation or expansion in areas expected to have highest demand for initial implementation
• Ensure parking regulations allow for designation of parking spaces
• Facilitate partnerships with large local businesses and employers
• Provide free on-street or public lot parking spaces, especially at or near transit hubs
• Develop an education, safety, and awareness campaign
EVs have BIG GHG impacts

Gas car
11,247 lbCO2/year

EV (PG&E)
1,586 lbCO2/year

EV (CleanStart)
793 lbCO2/year

EV (EverGreen)
208 lbCO2/year

Annual CO2 emissions from average Sonoma County vehicles
Gas vs. electric vehicle using different power options
Electric Vehicles

Highlighted Actions to get to 100,000 EVs by 2030

• Evaluate local drivers’ habits and attitudes about electric vehicles
• Adopt EV readiness policies and fold into general plans
• Create and convene a public EV Coordinating Council for Sonoma County
• Implement “electric first” guidelines when purchasing fleet vehicles
• Coordinate with local car dealers
• Promote incentive programs like SCP’s Drive EverGreen and 3-2-1 Go Green!

EV Tools

Sonoma County EV Fleet Guide
Sonoma County EV Policy Toolkit
Charging Infrastructure

Highlighted Actions

• Establish siting criteria that affect the desirability of specific charging sites
• Adopt requirements that exceed CalGreen for charging or charge ready buildings
• Encourage use of siting framework
• Install EVSE on public sites in high priority locations
• Educate developers about incentives for EVSE in new residential construction

EV Infrastructure Tools

- Charging Infrastructure Siting Framework
- Sonoma County EV Policy Toolkit
RCPA/SCTA Role

- Establish countywide goals
- Coordinate development of final recommended actions
- Recommend policy goals and actions to members
- Develop and refine implementation tools
- Lead implementation of some measures:
  - Coordination
  - Grant funded pilots and programs
  - Community education and outreach

Shift Sonoma County Goals

- Reduce per capita VMT by 10%
- Shift 4% of SOV trips to biking or walking
- Increase transit ridership by 4x
- Reduce countywide petroleum use by 50%
- Increase number of EVs to >100,000
Member Opportunities

• Review and comment on recommended actions
• Consider and adopt recommended policy goals
• Utilize and customize implementation tools:
  • Model TDM ordinance
  • Employer commute program guide
  • Model EV ordinances
  • Fleet strategy
• Coordinate with SCTA/RCPA on funding and implementation opportunities:
  • TDM programs for municipal employees
  • Car share pilot
  • Bike share pilot
  • EV and charging station incentive programs
Actions Currently Underway

- **Car share grant funds received** for pilot in Santa Rosa; proposed contract is before the Board today
- **Bike share grant application submitted** for joint program with Transportation Authority of Marin
- **Countywide guaranteed ride home program** under development
- **EV incentive programs underway** in Drive EverGreen and 3-2-1 Go Green!
- **EV charging infrastructure grants and planning** support through BAAQMD, PG&E, SCP, and SCTA/RCPA
- **Coordination** currently through existing SCTA/RCPA committees
Next Steps

Public Review of Draft Action Plan
Feedback from:
- SCTA/RCPA Board
- Implementing staff
- The public

Finalize Draft Policy Tools
Collect feedback from local planning agencies

Finalize Action Plan
- Refine language in Draft plan
- Incorporate changes into implementation tools
- SCTA/RCPA Board approval

Implement actions
- SCTA/RCPA support member policy adoption and implementation
- SCTA/RCPA submit grant applications/issue RFPs for projects
Outreach Plan

**Feedback desired**
- Low carbon transportation needs (highlight locations)
  - Public EV Charging Infrastructure
  - Carshare pods
  - Bikeshare stations
  - Vanpools / shuttles
- Response to barriers and incentives
- Technical input on the draft plan

**Tools**
- Online survey
  - In English and Spanish
- Delivery
  - Email
  - Social media
  - Stakeholder networks
- Presentations
- Tabling at events
<table>
<thead>
<tr>
<th><strong>Shift Project Results</strong></th>
<th><strong>Status</strong></th>
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<tbody>
<tr>
<td><strong>Shift Sonoma County Plan</strong></td>
<td></td>
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<tr>
<td>Public Draft Plan</td>
<td><em>Released July 2017; Spanish version of Executive Summary pending</em></td>
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<tr>
<td>Final Draft Plan</td>
<td>Fall 2017</td>
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<td><strong>Mode Shift Project</strong></td>
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<td>Bike Share Pilot</td>
<td>Grant funding request in development with Marin County</td>
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<td>Grant funding secured; <em>Operator contract underway</em></td>
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<td>New Drive Evergreen Programs (SCP and SCTA/RCPA Collaboration)</td>
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Questions/Comments?