AGENDA

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. PUBLIC COMMENTS
   These matters may be presented only by interested persons in the audience. Discussion is limited to five minutes or at the discretion of the Chair.
5. CONSENT CALENDAR
   A. Motion to Approve Bicycle/Pedestrian Advisory Committee Minutes of 1/6/16

6. PRESENTATION
   A. Commute Connection Annual Report

7. DISCUSSION/ACTION ITEMS
   A. Bike to Work Month – May 2016
   B. California Bicycle Coalition’s Proposed Bicycle Purchase Incentive Program
   C. 2017 Active Transportation Program (ATP) Cycle 3 Update
   D. Transportation Expenditure Plan for the Stanislaus Region Update *(Verbal Report)*

8. MANAGEMENT REPORT

9. MEMBER REPORTS

10. ADJOURNMENT

Next Regularly Scheduled BPAC Meeting:
    May 4, 2016 (Wednesday) @ 10:00 am
    StanCOG Board Room
    1111 I Street, Suite 308
    Modesto, CA  95354
CONSENT

CALENDAR
Minutes of January 6, 2016 (Wednesday)
10:00 am

MEMBERS PRESENT: Steve Bonrepos, RJ Corwin, Lennox Harris (arrived during Item 6C), Greg Jacquay, Chuck Shoup

ALSO PRESENT: Carla Alviso, Elisabeth Hahn, Stephen Hanamaikai, Chandler Marks, Marcus Tucker, Regina Valentine, (StanCOG); Kyle Fliflet, Charles Vasquez, (Stanislaus County), Kari Casey (Member of the Public)

1. CALL TO ORDER
   Chair RJ Corwin called the meeting to order at 10:02 a.m.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. PUBLIC COMMENTS - None

5. CONSENT CALENDAR
   A. Motion to Approve Bicycle/Pedestrian Advisory Committee Minutes of 6/3/15
      *By Motion (Member Steve Bonrepos/Member Greg Jacquay) and a unanimous vote, the Bicycle/Pedestrian Advisory Committee approved the Consent Calendar.

6. DISCUSSION/ACTION ITEMS
   A. Motion to Approve the Meeting Schedule for Calendar Year 2016
      Carla Alviso stated that it was proposed for the Bicycle/Pedestrian Advisory Committee meetings to continue to be held on the first Wednesday of the month at 10:00 am.
      * By Motion (Member Steve Bonrepos/Vice Chair Shoup) and a unanimous vote, the Bicycle/Pedestrian Advisory Committee approved the meeting schedule for calendar year 2016.

   B. Air Resources Board Acceptance of StanCOG 2014 Regional Transportation Plan/Sustainable Communities Strategy
      Elisabeth Hahn provided background on the development of the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). She stated that the Air Resources Board (ARB) had accepted the StanCOG 2014 RTP/SCS, and thanked the members for their participation.
C. Potential Bicycle/Pedestrian Initiatives
Stephen Hanamaikai reviewed potential initiatives to improve the bike and pedestrian environment in the Stanislaus region, and contribute to the future update of the Non-Motorized Transportation Plan. A discussion followed and member gave their input, and had their questions answered.

D. Transportation Expenditure Plan for the Stanislaus Region
Elisabeth Hahn provided background on the potential Transportation Expenditure Plan. She briefly reviewed the public polling results and shared the framework options that had been developed by the Policy Board. A brief discussion followed and members’ questions were answered.

7. MANAGEMENT REPORT
Regina Valentine introduced Kari Casey, who was interested in becoming a member of the Bicycle/Pedestrian Advisory Committee, representing the City of Waterford. She provided some background information on herself and expressed her interest in making biking safer and more accessible in the Waterford area.

New StanCOG staff Marcus Tucker, Chandler Marks and Israel Ojeda introduced themselves to the BPAC members.

8. MEMBER REPORTS
Member Steve Bonrepos stated concerns he had regarding lack of crosswalks in the Modesto area and also inadequate markings on private commercial properties. Staff provided guidance on how to address his concerns.

Vice Chair Shoup said he rode the new bike path connecting Modesto Junior College East and West campuses and noticed there were no bicycles on the West campus. A discussion followed with members giving their suggestions on what may be needed to ensure the college students utilize the new bike path. He also reported on two new state laws coming later in the year, and how they would affect cyclists.

9. ADJOURMENT
Chair RJ Corwin adjourned the meeting at 11:10 a.m.

Next Regularly Scheduled BPAC Meeting:
March 2, 2016 (Wednesday) @ 10:00 am
StanCOG Board Room
1111 I Street, Suite 308
Modesto, CA 95354

Minutes Prepared By:
Carla Alviso, Administrative Assistant
PRESENTATION
TO: Bicycle Pedestrian Advisory Committee (BPAC)

THROUGH: Rosa De León Park, Executive Director

FROM: Elisabeth Hahn, Senior Planner
       Regina Valentine, Associate Planner

DATE: February 24, 2016

SUBJECT: Commute Connection Annual Report

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**Background**

Commute Connection is the Transportation Demand Management (TDM) program for the Stanislaus Council of Governments (StanCOG). Because Stanislaus County is designated non-attainment, the Commute Connection program serves as a transportation control measure that satisfies a mitigation measure requirement contained in the San Joaquin Valley Air Pollution Control District’s air quality plan. Additionally, to be eligible for the approximately seven million dollars ($7,000,000) annually in federal Congestion Mitigation Air Quality (CMAQ) funds available to the Stanislaus region, transportation control measures must be in place with Commute Connection helping to fulfill this requirement.

**Discussion**

Commute Connection has served as the TDM program for StanCOG since 1987. Commute Connection provides the following services:

- Rideshare matching;
- Vanpool formation, subsidies and maintenance;
- Employer and commuter outreach promotions and education;
- Emergency Ride Home Program; and
- Marketing of services to the commuting public and employers.

Annually, Commute Connection provides a report to the StanCOG committees and Policy Board highlighting the program’s latest accomplishments.
New Projects and Enhancements

Trip Planning/Ridematching System

In October 2015, MyCommuteConnection.com was launched serving as a multi-modal transportation trip planning system for the community. The goal of the system is to offer commuters convenience and accessibility, provide employers with a self-supporting tool, and present stakeholders and the community with data and more information about their commute options. Since its launching, the database of users has grown by 20%. Features of the system include the following:

- Multi-Modal Trip Planner
- Mobile Option
- Commuter Dashboard
- Competitions/Campaigns
- Survey Management
- Event Planning & Ridesharing
- GIS Cluster Mapping & Analysis
- Multiple Language Support

Enhanced Vanpool Subsidy

Vanpooling is a very efficient, flexible and effective method of reducing traffic congestion. With a large number of long distance commutes to and from Stanislaus County, Commute Connection enhanced the existing vanpool subsidy program in an effort to increase interest and participation. The existing subsidy offered $150 per month for up to a year for new vans. The new program, which began in 2016, offers $200 per month during the first year of operation for new vans, and $100 per month for subsequent years.

Database Sharing with Metropolitan Transportation Commission (MTC)

Nearly 65,000 commuters travel to the Bay Area for employment from the Commute Connection service area: San Joaquin, Stanislaus, and Merced Counties. Since Commute Connection does not have direct access to employers in the Bay Area, an agreement with MTC was executed in November 2014 to access the Bay Area 511 commuter database. With this access, Commute Connection is able to reach residents that are commuting to the Bay Area for employment from the Stanislaus region. This effort provides a new target list of approximately 1,400 commuters originating in the Commute Connection service area.

Long Term Strategic Marketing Plan and Website Development

With changes in consumer interests, behavior and technology, Commute Connection is currently working with a marketing and research agency to revamp program tools and services to align with audience preferences. Elements such as the program name, logo, marketing collateral, website, and outreach strategies are being examined and enhanced as part of this effort. A research phase is currently in progress which includes stakeholder interviews, focus groups, and surveys.
Commute Connection’s July 2014 – December 2015 Outreach Activity

Employer and Community Outreach

During this period, Commute Connection’s outreach resulted in 923 new commuters (238 from Stanislaus County) added to the Commute Connection database as well as the addition of 120 vanpools (26 from Stanislaus County). Commute Connection worked with employers and community organizations in the Stanislaus region to educate employees on the benefits, tools and services available for alternative transportation. This involved 74 one-on-one meetings, exhibits at employer sites, city council presentations and workshops to customize programs based on the various needs.

Community Events

Commute Connection helped cities plan events for Rideshare Week and Bike Month by providing tools such as raffle prizes, promotional items, planning assistance, proclamation presentations and staff resources to attract and increase participation. There were 1,041 Rideshare Week participants and 821 Bike to Work Month participants from the Commute Connection tri-county service area. Of those numbers, the Stanislaus region saw enthusiastic participation in these community outreach campaigns, with 355 Rideshare Week participants and 291 Bike to Work Month participants.
Partnerships

Commute Connection staff worked directly with employers providing tools to the businesses for the implementation of Trip Reduction Rule 9410, a mandate established by the San Joaquin Valley Air Pollution Control District (SJVAPCD) requiring employers with 100 or more eligible employees at a worksite to establish employee trip-reduction programs. Staff also presented and participated in a SJVAPCD Marketing Workshop providing outreach services to 85 employers registered within Stanislaus County.

Additionally, regarding partnerships for special events such as Bike to Work and Rideshare Week, Commute Connection solicited sponsorships and contributions/donations from the San Joaquin Valley Air Pollution Control District, Diamond Foods, Frito Lay, The Cupcake Lady, San Joaquin Bike Coalition, and REI. Contributions and donations were applied to county-wide raffles and promotional items to encourage more community participation.

Should you have any questions regarding this staff report, please contact Regina Valentine, Associate Planner, at 209.525.4644 or via e-mail at rvalentine@stancog.org.
DISCUSSION & ACTION ITEMS
TO: Bicycle Pedestrian Advisory Committee (BPAC)  

ThROUgH: Rosa De León Park, Executive Director

FROM: Elisabeth Hahn, Senior Planner  
Regina Valentine, Associate Planner

DATE: February 22, 2016

SUBJECT: Bike to Work Month – May 2016

Background

Each year Commute Connection, the Transportation Demand Management (TDM) program for the Stanislaus Council of Governments (StanCOG), partners with local jurisdictions and employers to promote Bike to Work Month across Stanislaus County. This annual event is part of a national campaign to promote bicycling as a healthy, pollution-free and efficient form of alternative transportation.

Now in its second decade in Stanislaus County, Bike to Work Month is promoted throughout the region with a series of pledge drives, contests, public outreach efforts, and other events. In 2015, over 820 commuters across the region pledged to try biking or walking to work. Several large Stanislaus County employers partnered with Commute Connection and local agencies to promote Bike to Work events and campaigns, including Diamond Foods and Frito Lay. This year, Bike to Work Month will take place in May.

Discussion

The primary goals for Bike to Work Month in 2016 are: to continue the partnerships from previous years, while also establishing new ones, better increase outreach for, participation in, and awareness of the Commute Connection program opportunities and Bike to Work events/activities, and encourage commuters and residents to make a change from driving a single-occupancy vehicle to a more sustainable alternative form of transportation.

Bike to Work Month Events

Local events have proven to be successful motivators for raising excitement and generating publicity around Bike to Work Month. These events can take the form of a downtown rally, a lunchtime gathering, energizer stations where refreshments are provided along popular commute routes.
routes, or a ride-along with a Mayor or public official. Commute Connection is available to partner with agencies to create a successful Bike to Work event. The following lists are examples of ways in which an agency or employer can participate in Bike to Work 2016 events, and how Commute Connection can support those efforts:

**Public Agency/Employer Engagement**

- Assign a Bike to Work coordinator
- Work with local bike shops and organizations to identify a central meeting location to coordinate a Bike to Work rally
- Solicit local vendors to donate items to be distributed at a central event
- Organize a bike convoy to work/event
- Recruit a bike to work champion (mayor, public official, executive) to lead a route to work or to a central event
- Issue a “Bike to Work” proclamation

**Commute Connection Support**

- County-wide Commuter Challenge raffle
- County-wide Corporate Challenge
- Dedicated website promoting events and local resources
- Promotional items, beverages, and snacks for events
- Customized event posters/flyers
- On-site table exhibits at community and employer events (depending on availability)
- Assistance with development of a “Bike to Work” Proclamation
- Makes presentations to City Councils and community groups (depending on availability)
- Custom route mapping assistance for events

Currently, there are two major public events planned for Bike to Work Month 2016:

**Modesto’s Bike to Work Day**  
Thursday, May 19th, 2016  
10th Street Plaza

**Newman’s Bike to Work Day**  
Tuesday, May 17th, 2016  
Downtown Plaza

**Employer Engagement**

Commute Connection staff is available to help companies acknowledge and promote Bike to Work Month to their employees. In addition, there will be an effort to coordinate events at major business parks, where clusters of employers can benefit from alternative transportation services.

**Commuter Challenge**

While community-wide promotional events and employer site exhibits are an important component of achieving Bike to Work Month goals, Commute Connection will once again be
offering a countywide challenge to stimulate broad commuter involvement and reward participation. Individuals who pledge to ride their bike or walk to work at least one day during Bike to Work Month will be eligible to win prizes. New for 2016, the Challenge will be run through Commute Connection’s new multi-modal site at www.MyCommuteConnection.com. Participants can plan their route, log their mileage, and see the benefits add up across the region as the Challenge progresses.

Should you have further questions regarding this staff report, please contact Regina Valentine at 209-525-4644 or via e-mail at rvalentine@stancog.org.
TO: Bicycle Pedestrian Advisory Committee

THROUGH: Rosa De León Park, Executive Director

FROM: Elisabeth Hahn, Senior Planner
       Stephen Hanamaikai, Assistant Planner

DATE: February 25, 2016

SUBJECT: California Bicycle Coalition’s Proposed Bicycle Purchase Incentive Program

Background

The California Bicycle Coalition (CalBike) has submitted a request to the California Air Resources Board (ARB) to establish a Bicycle Purchase Incentive Pilot Program.

Discussion

CalBike’s proposed program is similar to existing ARB rebate programs for electric and hybrid vehicles. CalBike is requesting $10 million in state funding to create the program.

CalBike envisions a program that would include the following characteristics:

- Funds would be made available to residents of the state of California for rebates of up to 50 percent, to a maximum of $500, for the purchase of bicycles commonly used for everyday transportation;
- Corporations and public agencies could utilize the funds to defray the cost of buying up to 100 bicycles for employer-based bicycle fleets, with bike share programs having a similar incentive;
- Half of the rebates would be earmarked for residents of disadvantaged communities; and
- Reimbursable expenses would include legally-required lights, locks and helmets.

Should you have any questions regarding this staff report, please contact Stephen Hanamaikai, Assistant Planner, at 209-525-4646 or via e-mail at shanamaikai@stancog.org.
TO: Bicycle/Pedestrian Advisory Committee

THROUGH: Rosa De León Park, Executive Director

FROM: Jeanette Fabela, Senior Planner
Marcus Tucker, Associate Planner

DATE: February 18, 2016

SUBJECT: 2017 Active Transportation Program (ATP) Cycle 3 Update

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**Background**

The Active Transportation Program (ATP) was created by Senate Bill 99 (Chapter 359, Statutes of 2013) and Assembly Bill 101 (Chapter 354, Statutes of 2013) to encourage increased use of active modes of transportation, such as biking and walking. ATP was signed into law on September 26, 2013, and combines small-dedicated grant programs, which fund programs like Safe Routes to Schools, bicycle programs, and recreational trails. The intent of combining this funding is to improve flexibility and reduce the administrative burden of having several small independent grant programs.

The goals of the ATP are to:

- Increase the proportion of biking and walking trips.
- Increase safety for non-motorized users.
- Increase mobility for non-motorized users.
- Advance the efforts of regional agencies to achieve greenhouse gas reduction goals.
- Enhance public health, including the reduction of childhood obesity through the use of projects eligible for Safe Routes to Schools Program funding.
- Ensure disadvantaged communities fully share in program benefits.
- Provide a broad spectrum of projects to benefit many types of active transportation users.

**Discussion**

The guidelines and fund estimates for the 2017 ATP Cycle 3 are scheduled to be adopted by the California Transportation Commission (CTC) at the March 2016 CTC meeting. The CTC is responsible for competitively awarding fifty percent of funds on a statewide basis and ten percent competitively to small urban and rural areas with populations of 200,000 or less. The remaining forty percent of ATP funds goes to Metropolitan Planning Organizations (MPO) in urban areas with populations greater than 200,000. The approval of the 2017 ATP guidelines by the CTC will initiate the 2017 ATP State Call for Projects scheduled to begin within the first week of
April 2016 and conclude in mid June 2016. StanCOG encourages its member agencies to submit applications.

ATP applications from the Stanislaus region which are not selected for funding in the statewide call for projects will be part of the regional ATP Cycle 3 Call for Projects expected to begin in early summer. Information on the upcoming regional ATP Cycle 3 Call for Projects can be expected in the May StanCOG agenda packets.

Should you have any questions regarding this report, please contact Jeanette Fabela, at 209.525.4645 or via e-mail at jfabela@stancog.org.