

13831 San Pablo Avenue
San Pablo, CA 94806
Phone: 510.215.3035
Fax: 510.235.7059
E-mail: wcctac@ci.san-pablo.ca.us

We're on the Web!
www.wcctac.org



Reach our staff by phone:

Lisa Hammon, Executive Director 510.215.3044

John Rudolph, Project Manager 510.215.3042

Linda Young, Project Specialist/ 511 Contra Costa, Program Manager 510.215.3008

Nancy Cuneo, AA/Office Manager 510.215.3035



511 Contra Costa presents the **Guaranteed Ride Home Program**

Who says there are no guarantees?

Visit 511contracosta.org to see what the buzz is all about.



NEW! TRANSIT INCENTIVE PROGRAM!

Or, call 510.215.3217 and request a transit brochure via fax or mail.

Information on how to form a new vanpool, join an existing carpool, or even how to join a class to learn how to bicycle to work is also available.

Do you drive alone on Interstate 80 (I-80) to get to work or college?

Sign up for the NEW Transit Incentive Program and receive one free week of transit passes/tickets to try out transit as an alternative to driving alone.

It's so easy to visit the www.511contracosta.org website, click on the "transit" page, and download the application.

511 Contra Costa: your biking, walking, vanpool, carpool and transit connection!



Being Prepared for the Commute:

Rideshare and the Ridematching Tool

Each day commuters in the San Francisco Bay Area face numerous challenges to making the trip to and from work.

An easy way to reduce the stress of the commute is

to try the option of a Rideshare carpool or vanpool!

The 511 Bay Area Travel Guide provides commuters with detailed information on carpooling, vanpooling, commute incentives, park-and-ride lots, HOV lanes and more.

On the web at www.511.org commuters can find all this, plus the 511 Online Ridematching tool which can locate poten-

tial ridesharing partners.

The service is free, simply dial 511 and say "Rideshare" at the prompt to be connected to an operator for complete Ridematching service.

Call Linda Young at WCCTAC/511 Contra Costa for details on worksite Ridematching services and activities at (510) 215-3008 or by e-mail: linday@ci.san-pablo.ca.us.

WCCTAC INFORMER

December 2007

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Next WCCTAC Board Meetings

December 14, 2007

January 25, 2008

7:30 AM

Meetings are held at the City of San Pablo City Hall Complex at 13831 San Pablo Avenue, San Pablo

Accessible by AC Transit Line #72 and #72R.

Additional parking is available two blocks south at 13685 San Pablo Avenue

West County Transportation Project Updates

Richmond Transit Village Station Building - A "Ribbon-Cutting" was held on October 18th, with local dignitaries attending.

The building is essentially complete with work continuing on the interior tenant improvements and the bike facilities.



Photos by Ellen Gailing



West County Urban Casino Study – A Study draft is under review, and a meeting to present the findings and the economic analysis will be held in January.

Bus Shelters – Shelters have been installed on San Pablo Avenue. For the remainder of West County, in both the AC Transit and WestCAT service areas, planning is ongoing. The biggest hurdle? Installation and maintenance costs.

Low-Income Student Bus Pass Program – The interim project for approximately 600 middle school students (funded by the Contra Costa Lifeline Transportation Program) started in November. This small program will help bridge the gap until the Measure J Low-Income Student Bus Pass Program starts in 2009.

Do you use the Oholone Greenway in El Cerrito?

The City of El Cerrito invites you to participate in developing a plan for future improvements along the Greenway.

Greenway users and El Cerrito residents are encouraged to attend any or all of the public workshops:

Park and Recreation Amenities. Wednesday, January 23rd. 7-8:30pm., El Cerrito Council Chambers, 7007 Moeser Lane.

Personal Safety/Crime Prevention. Wednesday, February 13th, 7-8:30pm. (location to be determined).

Seniors. Wednesday, February 20th, 3:30-4:30 pm., El Cerrito Council Chambers, 7007 Moeser Lane.

Workshops for School Users, Visually Impaired, and Disabled Users, are yet to be scheduled.

For more information or to be added to the list for upcoming meetings contact the Dept of Public Works at 510.215.4382 or email mmintz@ci.el-cerrito.ca.us

Para mas informacion llama a 510.215.4382 o correo electronico mmintz@ci.el-cerrito.ca.us

Travel Demand and Traffic Management Lessons Learned From Europe: Rome

WCCTAC staff attended a workshop co-sponsored by MTC and the Federal Highway Administration (FHWA) called "Managing Travel Demand To Mitigate Congestion: New Perspectives, Innovative Strategies, and Integrated Approaches."

Facilitated by Eric N. Schreffler, ESTC, and Grant Zammit, FHWA, the workshop included sessions on Operational Strategies, Infrastructure Strategies, Financial and Pricing Strategies, Institutional and Facilitative Strategies, Integrating Demand Management into Planning and Management and Operations, and more.

The local case example under consideration is the I-80 Integrated Corridor Mobility Project.

Throughout the workshop, lessons learned from European examples were brought to bear on the local case example, illuminating options for improving traffic flow and establishing walkable neighborhoods where businesses thrive.

In this and future issues of the WCCTAC Informer, case examples from European cities inform a discussion about Traffic Management and Travel Demand Management.

One city that has transformed itself over the last 20 years into a city with less pollution and more walkable

streets is Rome.

In professional literature, Rome is not frequently cited in the same breath with London, Stockholm, Singapore, and other cities that have instituted congestion pricing.

This absence of professional writings may be attributable to an ancient culture that produces results without pausing to write up formal academic papers.



Street Scene in Rome

Twenty years ago citizens and leaders of Rome coalesced around reducing air pollutants in downtown Rome, both because of asthma and other respiratory problems in people, and because of damage to the ancient ruins.

City and regional leaders designed a concentric ring system around the city, with increasingly restrictive (and expensive) access to the downtown core for single occupant vehicles.

How expensive, how restrictive?

To enter the downtown core by private vehicle, one must buy a permit of \$460/year, and show proof of an off-street parking space.

While designing the ring system that limits access by private car, city and regional leaders planned and built park and ride lots with increased express bus service directly into the downtown core, and increased transit throughout the region.

The city uses the revenues from the driving permits to pay for increased transit, and sidewalk and roadway improvements aimed at pedestrian safety and comfort.

Businesses that fronted busy, noisy, congested city streets, are now enjoying more customers who have time to stand and sit in front of their stores in a more relaxed setting.

Part of the success of Rome's transformation may be attributable to public information.

With knowledge about the availability of park and ride lots and express bus schedules, commuters and visitors

have intelligible options about travel time, and can choose which mode to use each day, whether by car for part or all of the trip, or by transit for part or all of the trip.

Managing the demand travelers make on the overall system through focus on express buses and transit is a more comprehensive approach for managing congestion than simply managing cars and traffic, in the experience of Roman planners in the last several decades.

In the next issue of The WCCTAC Informer, we will look at London, England and Lund, Sweden, and their efforts to mitigate congestion by managing travel demand.

California Air Resources Board: Air Toxins

In recent issues of the Informer, discussions about the chemicals in air pollution and the effects of these chemicals on the health of West County residents and visitors have been driven by scientific studies by both the California Air Resources Board and private entities, such as the Pacific Institute in Oakland.

In this issue, we look at the mission of the California Air Resources Board, and its efforts to study and regulate emissions in California and the Bay Area.

The California Air Resources Board (CARB, or ARB) is a part of the California Environmental Protection Agency, an organization which reports directly to the Governor's Office in the Executive Branch of California State Government.

The mission of ARB is to promote and protect public health, welfare and ecological resources through the effective and efficient reduction of air

pollutants while recognizing and considering the effects on the economy of the state.

The major goals of ARB are: to provide safe, clean air to all Californians; to protect the public from exposure to toxic air contaminants; to provide leadership in implementing and enforcing air pollution control rules and regulations; to provide innovative approaches for complying with air pollution rules and regulations; to base decisions on best possible scientific and economic information; and to provide quality customer service.

Because air pollution continues to be an important health concern, ARB conducts air monitoring, and publishes health-based ambient air quality standards to identify outdoor pollutant levels that are considered safe for the public, including those most sensitive to air pollution, such as children and the elderly.

The ARB has set standards for eight "traditional" pollutants, such as ozone and particulate matter.

In addition to setting standards, ARB identifies other air pollutants as toxic air contaminants (TACs). TACs are pollutants that may cause seri-

ous, long-term effects, such as cancer, even at low levels. Most air toxics have no known safe levels, and some may accumulate in the body from repeated exposures.



Richmond, CA

The Board has identified about 200 pollutants as air toxics, and measures continue to be adopted to reduce emissions of air toxics.

Both traditional pollutants and toxic air contaminants are measured statewide to assess programs for cleaning the air.

Source: <http://www.arb.ca.gov/research/>

Register Now For the 2008 New Partners for Smart Growth Conference

Online registration is now available for this premier Smart Growth event that will take place in our nation's capital, February 7-9, 2008.

This year's event is the largest ever, with over 100 sessions, over 300 speakers, and 15 exciting tours of local model projects.

The conference will also include some interesting optional special events, and plenty of networking opportuni-

ties for the multi-disciplinary audience of 1,500 people!

Strategies for reducing greenhouse gas pollution will be a key theme addressed throughout the conference.

For more details on the conference program and register, visit www.NewPartners.org.

Transportation Emissions Are the Elephant in the Room in the Fight Against Greenhouse Gas Pollution

It's no secret that the gas we burn in our cars, trucks and SUVs are major culprits of global warming pollution. It's also no surprise that you'll find those vehicles mostly concentrated in and around cities.

Smart Transport

While the transportation sector is a major contributor to global warming pollution, it also provides some powerful options for cities to curb that pollution.

From building a "Green Fleet" with hybrid and alternative fuel municipal vehicles to enhancing bicycle and pedestrian access, smart transport options are ready and waiting.

FACT: Americans spend 3.7 billion hours stuck in traffic every year. That's 422,000 years of time wasted.

Meeting Schedule

Meetings are held in the City of San Pablo Council Chambers at 13831 San Pablo Avenue, San Pablo, CA 94806

Lisa Hammon 510.215.3044 lisah@ci.san-pablo.ca.us



WCCTAC-TAC	Thur	Dec, 13, 2007	9:00 am
WCCTAC Board	Fri	Dec 14, 2007	7:30 am
WCCTAC-TAC	Thur	Jan 10, 2008	9:00 am
WCCTAC Board	Fri	Jan 25, 2008	7:30 am
WCCTAC-TAC	Thur	Feb 14, 2008	9:00 am
WCCTAC Board	Fri	Feb 29, 2008	7:30 am
WCCTAC-TAC	Thur	Mar 13, 2008	9:00 am