

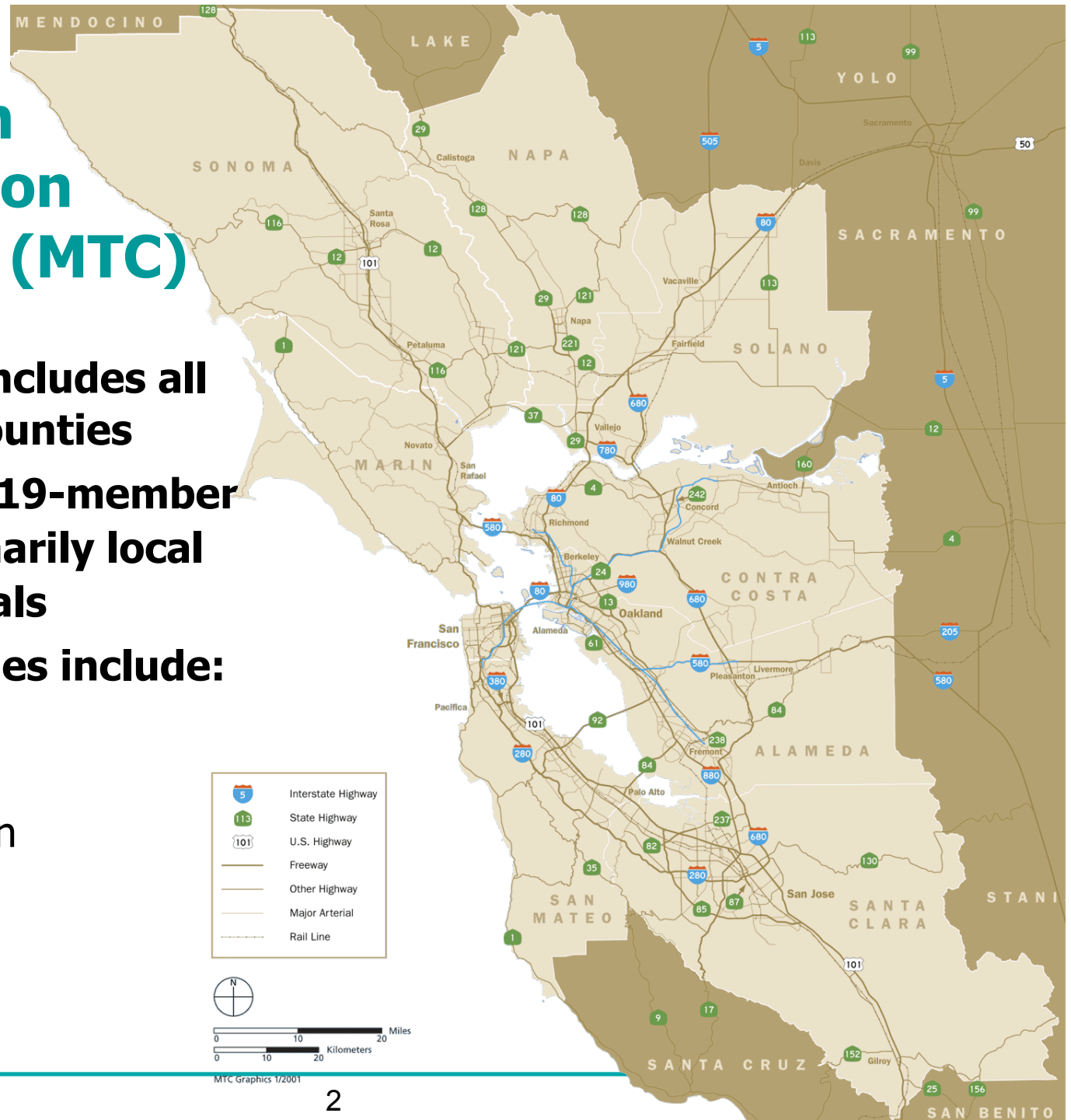
An aerial photograph of the San Francisco Bay Area. In the foreground, a large steel truss bridge is under construction, extending from the water towards the city. The city skyline is visible in the background, including the Golden Gate Bridge and the San Francisco skyline. The water is a deep blue-green color. The sky is a pale blue with some light clouds.

Reducing GHG Emissions from Transportation in the San Francisco Bay Area

November 14, 2012
Behavior, Energy & Climate Change Conference

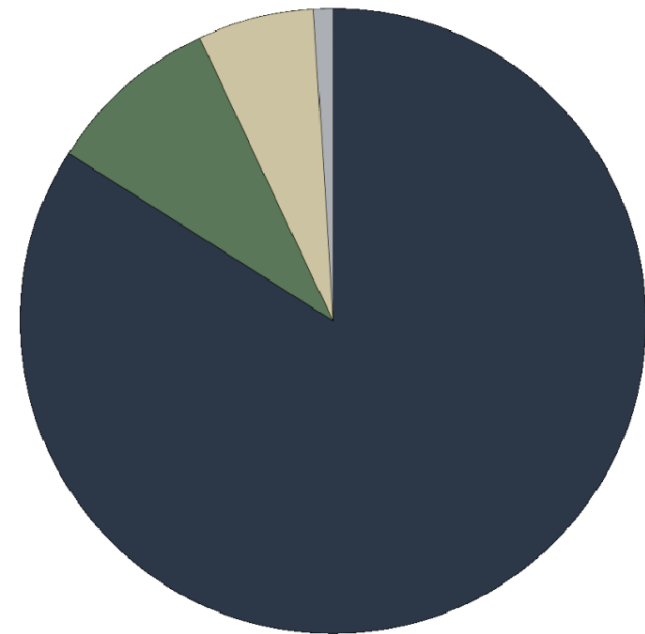
Metropolitan Transportation Commission (MTC)

- **Jurisdiction includes all 9 Bay Area counties**
- **Governed by 19-member board of primarily local elected officials**
- **Responsibilities include:**
 - Planning
 - Funding
 - Coordination
 - Operations
 - Advocacy



Bay Area Transportation Basics

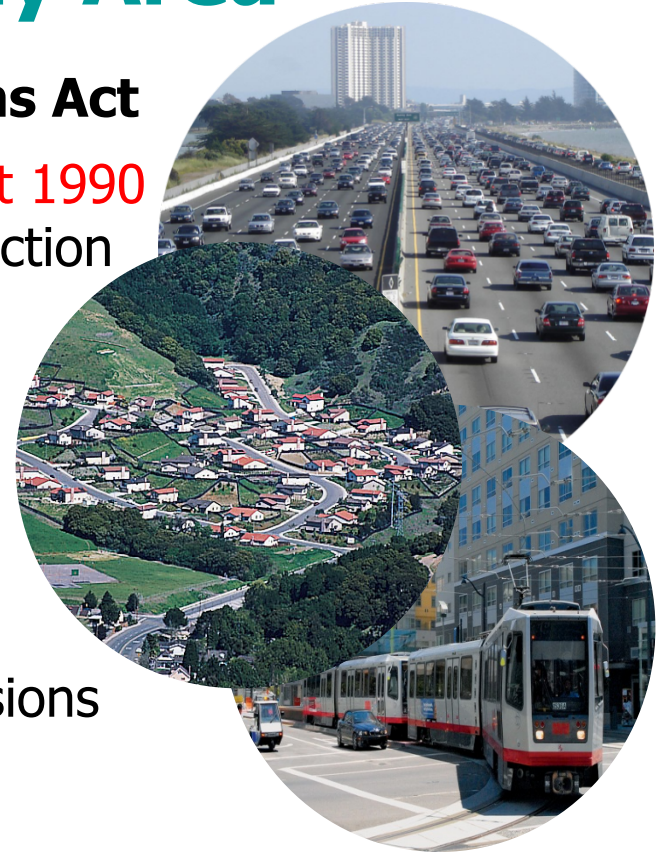
- **More than 4.6 million cars**
- **Some 28 transit agencies with 4,500 buses, railcars, and ferries**
- **20,000 miles of local streets and roads**
- **1,420 miles of highway**
- **340 miles of carpool lanes**
- **Eight toll bridges**
- **7th most congested region in U.S.**



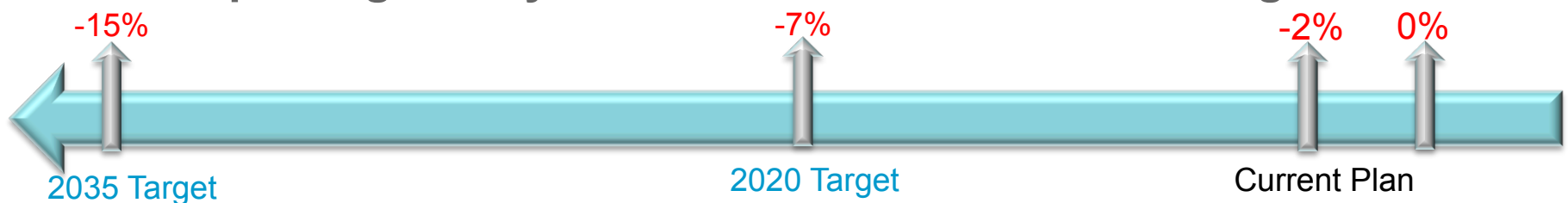
	AUTO	84%
	WALK	9%
	PUBLIC TRANSIT	6%
	BICYCLE	1%

Legislation & Plan Bay Area

- **Assembly Bill 32: Global Warming Solutions Act**
 - Sets the state **GHG emissions limit in 2020 at 1990 levels** and points the way towards 80% reduction by 2050
- **Senate Bill 375: Sustainable Communities Strategy**
 - Requires the **integration of land use and transportation planning in a Sustainable Communities Strategy (SCS)** to reduce emissions from light duty vehicles



Per Capita Light Duty Vehicle Emission Reduction Targets



Plan Bay Area Climate Program

Policy Initiative (Ordered from most to least cost effective)	Cost In YOE Millions	Per Capita CO2 Emissions Reductions in 2035
Commuter Benefits Ordinance	\$0	-0.3%
Car Sharing	\$13	-2.8%
Vanpool Incentives	\$6	-0.6%
Clean Vehicles Feebate Program	\$25	-0.7%
Smart Driving Strategy	\$160	-2.0%
Vehicle Buy-Back & Plug-in or Electric Vehicle Purchase Incentive	\$120	-0.5%
Regional Electric Vehicle Charger Network	\$80	-0.3%
Climate Initiatives Innovative Grants	\$226	TBD
Total	\$630	-7.2%

Climate Policies Not Adopted

- **The following strategies were evaluated but were found to be cost ineffective at reducing GHG emissions:**
 - Safe Routes to School
 - Safe Routes to Transit
 - Regional Bike Network
 - Regional Pedestrian Improvements
 - Free Transit Passes for Transit Oriented Development
 - Transit Feeder Shuttles
- **Some of these programs will be funded but for reasons other than GHG emissions reduction**

Plan Bay Area Climate Legislation

- **MTC and the Bay Area Air Quality Management District sponsored legislation (Senate Bill 1339) for a **Commuter Benefit Ordinance** Pilot**
- **Requires employers with more than 50 employees to offer at a minimum one of the following:**
 - Pretax wages to pay for transit passes, vanpool charges, or bicycle commuting.
 - Subsidy to offset the cost of commuting via public transit or by vanpool (up to \$75).
 - Transportation provided at low or no cost in a vanpool, bus, or similar multi-passenger vehicle.

Plan Bay Area Shared Vehicle Programs

Vanpool

- Provide subsidies to encourage regular long distance vanpooling.
- Will be supported by employer shuttles and the commuter benefit ordinance.

Car Sharing

- Provide funding to extend car sharing to less dense communities.
- Will be naturally supported by the expansion of peer-to-peer carsharing and general growth in non-profit and for-profit car sharing.
- Double benefits from driving less and driving a cleaner car.



Plan Bay Area EV Programs

Clean Vehicles Feebate

Charge a one-time fee on high-emitting vehicles and use funds to provide rebates for lower-emitting vehicles. Revenue neutral program.



Vehicle Buy Back and Plug-in or EV Purchase Incentives

Incentivize consumers to trade-in an older vehicle (>10 years old) in exchange for the purchase of an EV.



Plan Bay Area EV Programs

Regional EV Charger Network

Fund a network of workplace chargers to extend the number of electric miles driven by PHEVs in the Bay Area



Plan Bay Area Smart Driving

- **Encourage driving behaviors that increase fuel efficiency through:**
 - Education
 - In-vehicle MPG meter rebates
 - Promoting trip planning through 511.org



OneBayArea
Innovation Starts Here

Your Bay Area travel guide.

Plan Bay Area Innovative Grants

- **Fund the expansion of pilot grants that prove to be successful at GHG emissions reduction**
 - Safe Routes to School
 - Clean Vehicles
 - Parking Pricing
 - Showcase
 - Transportation Demand Management



Thank You!



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