

Abstract #: 439

Author Name: Stefanie Hom

Author Company: MTC

Second Author's Name:

**Abstract Title: Climate Initiatives Program Evaluation**

Abstract Text:

In December 2009, the Metropolitan Transportation Commission (MTC) programmed \$80 million to implement the Climate Initiatives Program. The majority of this funding was allocated to local governments in the Bay Area or used by MTC for innovative pilot projects to test their ability to reduce greenhouse gas (GHG) emissions. The remaining funds went to other regional or local climate initiatives (Spare the Air, SFGO, and projects in Eastern Solano County). This document covers the following projects and programs: 1. Innovative Grant Program – a program that funds projects that have significant potential to generate tangible GHG emissions reductions from transportation sources and to serve as models that can be replicated across the Bay Area region. 2. Safe Routes to School Creative Grant Program – a program that funds promising, novel approaches that can further best practices in the Safe Routes to School field. 3. Regional Safe Routes to School Program – a regional Safe Routes to School (SR2S) program focused on education and encouragement, further augmenting the federal and State SRTS programs. 4. Smart Driving Pilot Program – two studies to test the effectiveness of driver feedback technologies that promote smart driving, which maximizes motor vehicle fuel efficiency by improving driving habits and vehicle maintenance. 5. “Experience Electric” Electric Vehicle Promotion Campaign – a campaign to build awareness, action, and demand for plug-in electric vehicles (PEV) in the Bay Area by promoting and hosting Ride-and-Drive events where members of public can test drive an electric vehicle. 6. Spare the Air Youth Program – a program to educate, inspire, and empower youth and families in the region to walk, bike, carpool, and take transit. (This program is still ongoing and therefore not included in this summary report; an assessment of the program is anticipated by the end of 2015.) In 2010, MTC issued a call for projects and selected 16 projects for grant funding under the Innovative Grant Program and the Safe Routes to School Creative Grant Program. Also in 2010, MTC contracted with ICF International to lead an evaluation of the Climate Initiatives Program. In addition to the 16 projects in the Innovative Grant Program and the Safe Routes to School Creative Grant Program, this report also includes evaluations of the Regional Safe Routes to School Program, the Smart Driving Pilot Program, and the “Experience Electric” campaign, for a total of 19 projects. Implementation of the Innovative Grant and Safe Routes to School Creative Grant projects began in 2011. The evaluation team developed an evaluation approach customized to each project. The overall goals of the evaluation effort were to: 1. Determine the emission reductions, cost effectiveness, and co-benefits of each major project and activity. The term co-benefits refers to societal benefits that occur in addition to primary emission reduction benefits that each project is expected to generate. 2. Identify key lessons learned to improve the design and implementation of future projects or programs and support replication of successful projects elsewhere in the Bay Area. 3. Produce accessible