Purpose and Goals of the Climate Initiatives Program

• MTC developed the Climate Program in December 2009 to help the region achieve the GHG reduction targets set forth in SB 375

• In Plan Bay Area, the Climate Program accounts for 6.3% (more than 1/3) of the achieved 16% per capita GHG reductions by 2035
Goals of the Climate Initiatives Program

- Meet SB 375 GHG emission reduction requirements that mandate the region to reduce GHG emissions
- Test innovative transportation strategies / technologies that reduce GHG emissions, VMT, single occupancy vehicle travel, and support mode shift
- Promote co-benefits, such as improved public health and reduced transportation costs
- Replicate successful projects throughout the region
Evaluation Methodology

• Most Climate Program activities reduce emissions in one of two ways: reduce vehicle miles of travel (VMT) or deploy cleaner vehicles

• The evaluation of the Climate Program applied a common analytical framework to all projects, considering:
  ✔ Transportation Impacts
  ✔ Emissions Impacts
  ✔ Costs
  ✔ Co-Benefits
Climate Initiatives Program by the Numbers

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Number of projects

Reduced 5,165 tons GHG emissions/year, or approx. 1,087 cars off the road/year (1 car = approx. 5 CO₂/year)*

Total Project Costs (December 2014): $43,091,749

Total MTC Funding: $39,838,000

*Source: EPA Greenhouse Gas Equivalency Calculator
Sample Projects

Transportation Demand Management (TDM)
Parking Pricing
Ridesharing
Bicycle Projects
Electric Vehicle Deployment
Safe Routes to School Projects
Smart Driving
Experience Electric EV Campaign

Connect, Redwood City! (TDM)
GHG Emission Reductions: 1,100-2,790 tons/yr
Cost Effectiveness: $290/ton-$697/ton

Local Government EV Fleet
GHG Emission Reduction: 172 tons/yr
Cost Effectiveness: $1,679/ton

goBerkeley (parking)
GHG Emissions Reduction: 317 tons/yr
Cost Effectiveness: $9,792/ton

BikeMobile (bicycle)
GHG Emissions Reduction: 201 tons/yr
Cost Effectiveness: $2,811/ton
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