



Agenda Item No. \_\_\_\_\_

File Code No. 670.08

# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** December 23, 2008

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Acceptance And Appropriation Of Traffic Solutions' Commute Challenge Prize

### **RECOMMENDATION:**

That Council increase Public Works' estimated revenues by the Santa Barbara County Association of Governments (SBCAG) Traffic Solutions Commute Challenge prize in the amount of \$1,120, and appropriate this amount to the Fiscal Year 2009 Streets Capital Fund for Alternative Modes Marketing.

### **DISCUSSION:**

The City of Santa Barbara entered into a dynamic partnership called Curb Your Commute, joining with the Santa Barbara Regional Chamber of Commerce, CalTrans, and the Traffic Solutions Division of SBCAG to help offset traffic impacts on the Highway 101 construction project by encouraging ridesharing during the four year construction project. One project of the Curb Your Commute Campaign was the Commute Challenge.

One hundred and twelve City employers participated in the Traffic Solutions Commute Challenge held during the months of August and September, 2008, by forming teams of five co-workers, family members or friends, to earn points and prizes by making and logging trips by bus, bike, foot, carpool, vanpool, or by telecommuting. This was a head to head competition between South County employers. The City won the Large Employer category due to the strong participation by City employees and policymakers. Traffic Solutions awarded a cash prize to the top team in each category and the City was awarded \$1,120 for the Large Employer category.

The Transportation Division plans to budget the prize winnings for quarterly gatherings of participants in the Work Trip Reduction Incentive Program (Work TRIP). The purpose of the gatherings is to increase the employee rate of participation in sustainable commutes and to motivate employees to measure the fiscal and environmental impact of their commute choices. The funds will also be used to fund the Employee Commute Options (ECO) Challenge, which supports the registration of new participants.

**BUDGET/FINANCIAL INFORMATION:**

This appropriation increases the available funding for the Work TRIP project by \$1,120.

**SUSTAINABILITY IMPACT:**

During the Commute Challenge, 112 employees who joined teams avoided 3,790 automobile roundtrips, which resulted in 109,657 fewer pounds of pollutants and 5,645 fewer gallons of gasoline consumed. As compared to the previous two months, during the contest period, 23 more employees logged their commutes. The number of alternative commute days recorded increased by 48%, amounting to an increased savings of approximately 25%.

**PREPARED BY:** Browning Allen, Transportation Manager/hg

**SUBMITTED BY:** Christine F. Andersen, Public Works Director

**APPROVED BY:** City Administrator's Office