

CITY OF CONCORD

Monument Corridor Community Based Transportation Plan



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Table of Contents

	PAGE
Project Background	4
Demographic Composition of the Monument Corridor	5
Current Transportation Gaps and Services	11
Project Outreach	24
Recommended Strategies	39
Appendix A. Trade-Off Exercise Results.....	76
Appendix B. Meeting Participants	78

Table of Figures

	PAGE
Figure 1 Population Growth and Racial Characteristics of the Monument Corridor, 1990 to 2000	6
Figure 2 High School Diplomas Among Residents (age 25 and older)	6
Figure 3 Monument Residents Who Speak Little or No English.....	6
Figure 4 Monument Corridor Age Comparison with the County	7
Figure 5 Unemployment within the Monument Corridor	8
Figure 6 Vehicle Ownership in the Monument Corridor.....	8
Figure 7 Households without Vehicles One Half Mile from a Transit Stop	10
Figure 8 Monument Corridor Transit Services	12
Figure 9 Monument Corridor Lifeline Bus Routes	13
Figure 10 Monument Area Transit Compliance with Lifeline Service Objectives	14
Figure 11 County Connection and BART Fare Structure	16
Figure 12 Monument Corridor Transportation Access to Services (in 2002).....	18
Figure 13 Population Under 18 Years One Half Mile from a Transit Stop	20
Figure 14 Population Over 65 Years One Quarter Mile from a Transit Stop	22
Figure 15 Identified Transit Gaps in the Monument Corridor	28
Figure 16 Difficulty Accessing Services	28
Figure 17 Implementation Time Frame for Medium- and Long-Term Strategies.....	42
Figure 18 Evaluation Ranking Key	43
Figure 19 Annual Cost for Bike Program.....	44
Figure 20 Evaluation of Bike Program.....	45
Figure 21 Bench Cost and Locations in the Monument Corridor.....	47
Figure 22 Evaluation of Bus Stop Benches.....	48
Figure 23 Annual Costs for Transit Buddy Program	49
Figure 24 Evaluation of Transit Buddy Program	50
Figure 25 Annual Cost of Auto Loan Program	51

Figure 26 Evaluation of Auto Loan Program 51

Figure 27 Annual Cost for Targeted Transit Information 52

Figure 28 Evaluation of Targeted Transit Information 52

Figure 29 Cost for Vanpool Pilot Program..... 53

Figure 30 Annual Carpool and Vanpool Administrative Cost 55

Figure 31 Evaluation of Carpool and Vanpool Programs 55

Figure 32 Annual Cost for Auto Repair & Maintenance Pilot Program..... 56

Figure 33 Evaluation of Auto Repair & Maintenance Pilot Program..... 57

Figure 34 Annual Cost for Subsidized Taxi Service/Fares Program 59

Figure 35 Evaluation of Subsidized Taxi Service/ Fares Program 59

Figure 36 Evaluation of Older Driver Workshops 61

Figure 37 Additional Service Hours for Lifeline Service 62

Figure 38 Annual Costs for Full Lifeline Service..... 62

Figure 39 Evaluation of Lifeline Bus Service Improvements 64

Figure 40 Cost of Bus Shelter Program 65

Figure 41 Evaluation of Bus Shelter Program 65

Figure 42 Capital Cost for Pedestrian Infrastructure Improvements 67

Figure 43 Evaluation of Pedestrian Infrastructure Improvements 68

Figure 44 Capital Cost for Bikeways 70

Figure 45 Evaluation of Bikeways 71

Figure 46 Residential Ecopass Pilot Program Assumptions and Costs 74

Figure 47 Evaluation of Residential Ecopass Program 75

Project Background

The Monument Corridor Community Based Transportation Plan (CBTP) was prepared through a resident-driven process that identified strategies to close the transportation gaps in the neighborhood. This plan is part of a series of plans commissioned by the Metropolitan Transportation Commission around the Bay Area, based on the findings of the *2001 Lifeline Transportation Network Report*.

The Monument Corridor is one of the most densely populated neighborhoods in Contra Costa County, and also ranks as one of the most ethnically diverse. In recent years the Corridor has been the focus of intense community organizing and the development of a very effective infrastructure led by two entities that were an intrinsic part of this planning effort – the Monument Community Partnership (MCP) and the Transportation and Land Use Coalition (TALC). One of the key issues that has been the focus of these organizing efforts is the lack of transportation services that truly meet the community's needs. Since close to eighteen percent of the households in the neighborhood do not have access to a car, in a County which is largely automobile oriented, creating alternative transportation options is critical to the full utilization of vital community services.

The CBTP identifies several short-, medium- and long-term strategies to help close the transportation gaps currently existing in the Corridor. These strategies were developed based on the needs that were identified in a series of extensive outreach efforts that are also detailed in the following sections.

Demographic Composition of the Monument Corridor

Definition of Study Area

The Monument Corridor is a diverse, low-income community located in southwest Concord. It is a roughly triangular neighborhood, bounded by Clayton Road to the north, Galindo Street to the northeast, Cleopatra Drive/Walnut Creek and Monument Boulevard to the south and southeast and Interstate 680 and State Route 242 to the west. This area will also be referred to as the “Monument” in this report.

Population and Race

The neighborhood has experienced a major demographic shift in a relatively short period of time. With new immigrants moving into the corridor, the population grew by 5,830 (32 percent) new residents between 1990 and 2000, nearly twice the rate of the County overall (18 percent). In 1990, Monument residents were mainly white, with over 75 percent native born. In ten years, the white population has decreased considerably, while other groups have grown, most notably the Latino community which now represents well over half of area residents. Only 54 percent of the residents are native born, with 77 percent of the Latino population born outside the United States. As a result, the Monument Community is one of the most densely populated communities in the Bay Area. Approximately 25 percent of the City of Concord’s population lives in the Corridor’s 1.3 square mile area.¹

¹ Monument Corridor Partnership.

Figure 1 Population Growth and Racial Characteristics of the Monument Corridor, 1990 to 2000

	Population 1990	Population 2000	Growth	Racial Make-Up 1990	Racial Make-Up 2000
White	11,180	7,430	-34%	65%	32%
Latinos	3,540	11,280	319%	20%	49%
Asian/Pacific Islander	1,570	2,200	40%	9%	9%
African American	840	1,100	32%	5%	5%
Other	160	1,100	See Footnote ¹	1%	5%
Total	17,290	23,110	34%	100%	100%

¹ The U.S. Census introduced the “other” category in 2000. This accounts for the increase in the “other” race/ethnicity number and percentages shown above.

Source: Monument Corridor Profile, 2000 Census

Education, Language and Age

Most children in the Monument attend school through the Mount Diablo Unified School District. Cambridge Elementary and Meadow Homes Elementary schools are located in the Monument Community. Most older children and youth attend Oak Grove Middle School, Ygnacio Valley High School and Mt. Diablo High School. Among adults, the number of residents who did not graduate from high school nearly doubled since 1990. More than half of Latino residents aged 25 and over (58 percent) do not have a high school diploma. Among white residents, only 13 percent do not have the diploma.

Figure 1 High School Diplomas Among Residents (age 25 and older)

Monument Corridor	2000	1990
Residents (Did not graduate from high school)	4,416	1,792
% of Community (Did not graduate from high school)	40%	17%

Source: Monument Corridor Profile, 2000 Census

According to the 2000 census, close to 32 percent of Monument Corridor residents speak little or no English, nearly doubling since 1990. This information is critical in the development of informational materials and outreach efforts for transportation programs.

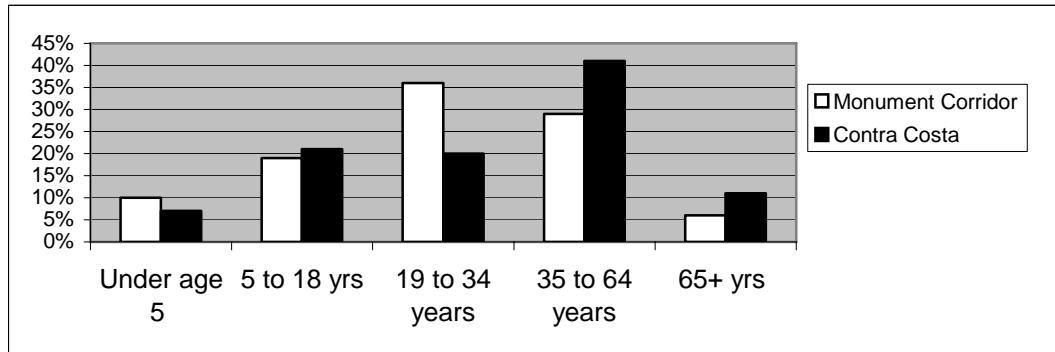
Figure 2 Monument Residents Who Speak Little or No English

Monument Corridor	2000	1990
Residents (Speaking Little or no English)	7,293	3,008
% of Community (Speaking Little or no English)	31.6%	17.0%

Source: Monument Corridor Profile, 2000 Census

The average age of Monument residents is significantly younger than the County as a whole. Thirty-six percent of Monument residents are between the age of 19 and 34 compared to 20 percent for Contra Costa County.

Figure 4 Monument Corridor Age Comparison with the County



Source: Monument Corridor Profile, 2000 Census

Poverty and Unemployment

According to the Northern California Council for the Community, the Monument neighborhood is among the 52 lowest income communities in the San Francisco Bay region. In 2000, the federal poverty level for a family of four was set at a household annual income of \$17,050 or less. According to these standards, 63 percent of the 23,000 residents lived below the poverty line (percent living below 80 percent of County Median Income), with over 40 percent very low income (percent living below 50 percent of County Median Income) in 2000. An estimated 44 percent of the population is below 200 percent of the federal poverty line.² In the following block groups, the rate is more than 50 percent:³

- Block Group 3361.012: Located in the northeast section of the study area, bounded by Toyon Drive to the north, Galindo Street to the east, Monument Boulevard to the south, and Detroit Avenue to the west.
- Block Groups 3361.022 and 3361.023: Located in the northeast section of the study area, roughly bounded by Willow Pass Road to the north, Ellis Street to the east, Toyon Drive to the South and Belmont Road to the west.
- Block Groups 3362.002 and 3362.005: Located in the southeast section of the study area, between Sunshine Drive and Robin Lane to the north, Erickson Road to the east, Tilson Drive to the west, and Monument Boulevard to the south.

² Monument Community Partnership.

³ Monument Corridor Profile, 2000 Census.

As of 2000, Monument residents were nearly one and a half times more likely to be unemployed than residents elsewhere in the County. Close to seven percent of the residents (age 16 and over) were unemployed in 2000.

Figure 5 Unemployment within the Monument Corridor
(Residents aged 16 years and over)

Specific Places	Unemployed Residents	2000 Unemployment Rate
Census Tract 3361.01	134	5.6%
Census Tract 3361.02	222	6.4%
Census Tract 3362.00	326	7.8%
CT 3240 (BG 3240.002)	39	7.6%
CT 3280 (BG 3280.002)	29	4.0%
Monument Corridor Total	750	6.6%
Contra Costa Total	22,680	4.8%

Source: Monument Corridor Profile, 2000 Census

Vehicle Ownership

Close to 18 percent of Monument residents do not own a vehicle, compared to six percent countywide. For these residents, traveling to work, grocery stores, medical appointments and other destinations is time consuming and difficult due to limited bus service.

Figure 6 Vehicle Ownership in the Monument Corridor

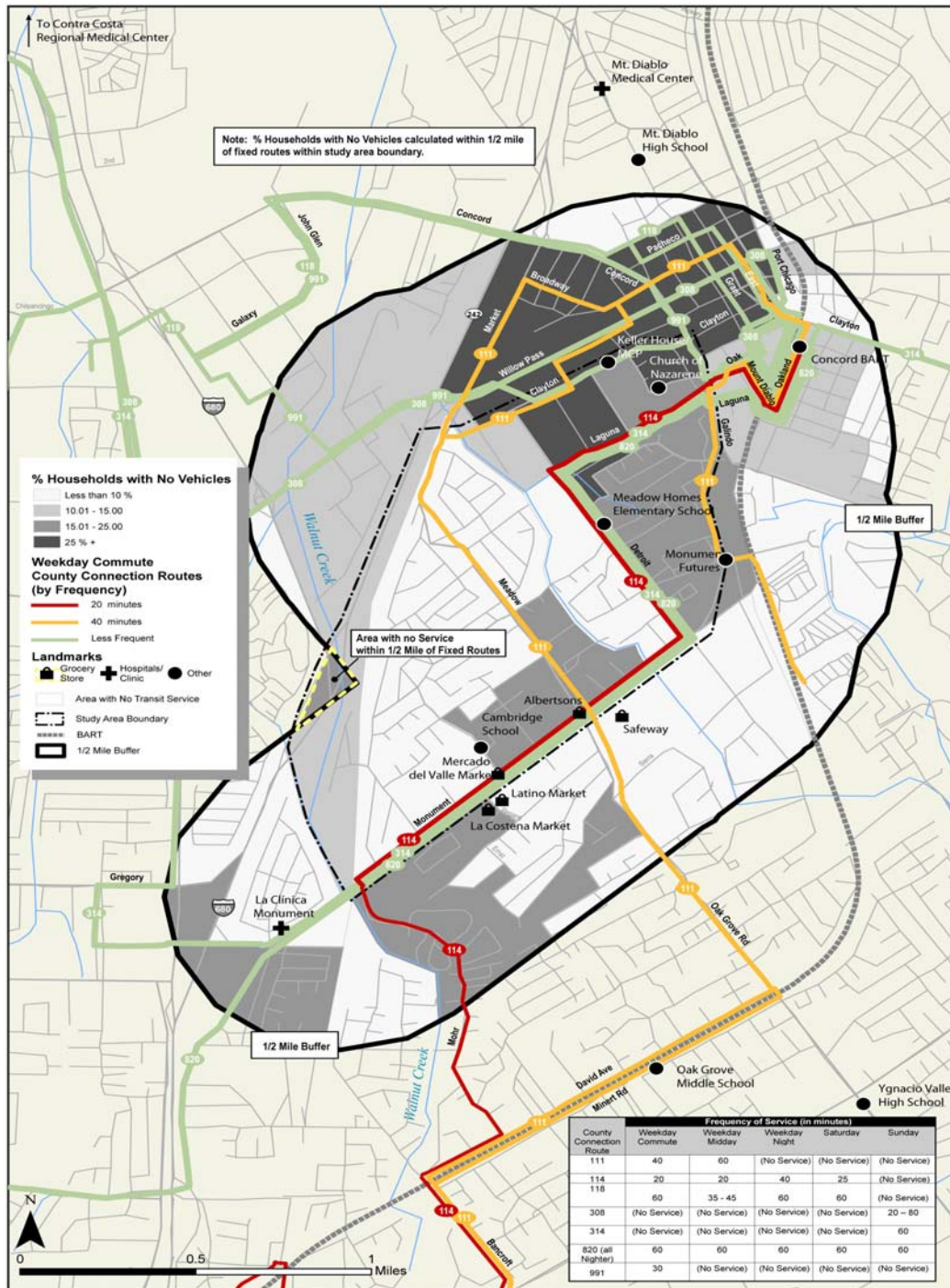
No Vehicles Available	Monument	County
% of Total Owner Occupied Units	9%	3%
% of Total Renter Occupied Units	21%	14%
% of Total Households	18%	6%

Source: 2000 Census

Figure 7 graphically shows the concentration of households with no vehicles in the study area, which is relatively high by Bay Area standards. The highest number of households who do not own a car is concentrated in the northeast side of the corridor, close to downtown Concord. The households within the Monument Corridor that are within a half-mile of a bus route are displayed. However, a percentage of households located near the Highway 680 and Highway 242 split are not within a quarter mile walk of a bus route. This area is outlined in yellow in the map and highlights a transportation gap in the Corridor.

It should be noted that most of the bus routes that serve the neighborhood either have low frequencies (Routes 111 and 118), run only during the weekday peak (Route 991) or provide low frequency Sunday service only (Routes 308 and 314). Route 114 has much better service, with 20-minute headways during the weekday peak and midday time periods, though the frequency decreases to 40 minutes weeknights. On Saturday, Route 114 runs every 25 minutes and does not run on Sunday.

Figure 7 Households without Vehicles One Half Mile from a Transit Stop



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Source: City of Concord, 2000 Census Block Groups, and ESRI
 Location: Concord, California

Current Transportation Gaps and Services

Several documents were reviewed to ascertain the transportation gaps that currently exist in the Monument Corridor. The main gaps identified are the lack of 1) viable alternative transportation options, 2) easy and convenient access to services, and 3) transit accessibility and safety. The documents reviewed are listed below:

- Lifeline Transportation Network Report: 2001 Regional Transportation Plan for the San Francisco Bay Area, Metropolitan Transportation Commission (MTC), 2001
- Monument Community Partnership Transportation Action Team identification of major destination point in the Monument Corridor
- Roadblocks to Health: Transportation Barriers to Healthy Communities, Transportation for Healthy Communities Collaborative, Transportation and Land Use Coalition (TALC), 2002
- Concord Senior and Youth Transportation Study, Nelson\Nygaard Consulting Associates, 2003
- Transportation for a Livable Contra Costa, Transportation and Land Use Coalition (TALC), 2003
- Community Health Indicators for Selected Cities and Places in Contra Costa County, Contra Costa Health Services, 2004
- Measure J: Contra Costa's Transportation Sales Tax Expenditure Plan, Contra Costa Transportation Authority (CCCTA), 2004
- Contra Costa County Welfare to Work Transportation Action Plan, Nelson\Nygaard Consulting Associates, 2005

1. Transportation Options

The 2000 Census reported that eight percent of Monument residents bus, bike or walk to their place of employment. The Corridor is served by six County Connection bus routes, all of which connect to the Concord BART station. The All-Nighter service runs down Monument Boulevard between Pleasant Hill and Concord BART Stations. Figure 8 lists the bus routes that serve the Corridor as well as the BART line.

Figure 8 Monument Corridor Transit Services

Route	Route Description
111	Concord BART Oak Grove Road Pleasant Hill BART
114	Concord BART Monument Boulevard Pleasant Hill BART
118	Concord BART, DVC Morello Avenue Martinez Amtrak
308	Sunday Service Martinez Amtrak Concord BART
314	Sunday Service DVC Clayton Kirker Pass
820	Night Owl Service All Nighter Oakland 14th & Broadway to Concord BART
991	Concord BART Airport Plaza Galaxy Office Park Chevron Texaco
BART	Pittsburg/Bay Point to Daly City

Source: The County Connection; BART

According to MTC’s Lifeline Transportation Network Report, five of the routes listed in Figure 8 are classified as Lifeline routes. This means that the route satisfies at least one of the following criteria:

- Provides direct services to a neighborhood with a high concentration of CalWORKS households;
- Provides service directly to areas with high concentrations of essential destinations;
- Provides core trunkline service as identified by the transit operator; or
- Provides a key regional link.

Figure 9 identifies the routes and the criteria they meet to be designated a Lifeline route.

Figure 9 Monument Corridor Lifeline Bus Routes

Route	Route Description	Serves CalWORKS cluster	Serves Essential Destinations	Operator Trunkline Route	Regional Link	Connection to Other Lifeline Transportation Services
111	Concord BART – Pleasant Hill BART – Geary Road	✓	✓	✓	✓	BART ¹
114	Concord BART – Monument Blvd. – Pleasant Hill BART	✓	✓	✓	✓	BART
118	Concord BART – Morello – Martinez Amtrak	✓	✓	✓	✓	BART
308	Concord BART – Martinez (Sunday only)	✓	✓	✓	✓	BART
314	Clayton Road – Concord BART (Sunday only)	✓	✓	✓	✓	BART

¹ BART is classified as Lifeline as all of its lines serve CalWORKS neighborhoods and provide regional connections

Source: Lifeline Transportation Network Report for the 2001 RTP: Appendix D (updated based on conversation with CCCTA)

These routes all fall short in complying with Lifeline Service Objectives. The Service Objectives represent the hours and frequency of service at which Lifeline Transportation Routes should operate to meet the basic mobility needs of low-income, transit-dependent populations. The objectives are specified below:

Hours of operation for suburban transit operators/routes:

- Weekday: 6 a.m. – 10 p.m.
- Saturday: 6 a.m. – 10 p.m.
- Sunday: 8 a.m. – 10 p.m.

Frequency of service for suburban transit operators/routes:

- Weekday commute: 30 minutes
- Weekday midday: 30 minutes
- Weekday night: 30 minutes

- Saturday: 30 minutes
- Sunday: 30 minutes

Figure 10 displays compliance with the objectives by the County Connection Lifeline routes. The information in parentheses indicates the actual service span or frequency of the route.

Figure 10 Monument Area Transit Compliance with Lifeline Service Objectives

Route	Lifeline Hours of Operation Objectives for Lifeline Routes				
	Weekday 6 a.m. – 10 p.m. (Actual Hours of Operation)	Saturday 6 a.m. – 10 p.m. (Actual Hours of Operation)	Sunday 8 a.m. – 10 p.m. (Actual Hours of Operation)		
111	X (6:30 a.m. – 7:30 p.m.)	NA	NA		
114	✓ (5:30 a.m. – 11:30 p.m.)	X (7:30 a.m. – 8:30 p.m.)	See Route 314		
118	X (6:00 a.m. – 9:30 p.m.)	X (7:30 a.m. – 7:30 p.m.)	See Route 308		
308	NA	NA	X (9:00 a.m. – 5:30 p.m.)		
314	NA	NA	X (7:30 a.m. – 7:10 p.m.)		
BART	✓ (4:00 a.m. – 1:30 a.m.)	✓ (6:00 a.m. – 1:30 a.m.)	✓ (8:00 a.m. – 1:30 a.m.)		
Route	Lifeline Frequency of Service Objectives (in minutes)				
	Weekday Commute 30 (Actual Frequency)	Weekday Midday 30 (Actual Frequency)	Weekday Night 30 (Actual Frequency)	Saturday 30 (Actual Frequency)	Sunday 30 (Actual Frequency)
111	X (40 - 60)	X (60)	NA	NA	NA
114	✓ (20)	✓ (20)	X (40)	✓ (25)	See Route 314
118	X (60)	X (35 - 45)	X (60)	X (60)	See Route 308
308	NA	NA	NA	NA	✓/ X (20 – 80)
314	NA	NA	NA	NA	X (60)
BART	✓	✓	✓	✓	✓

	(15)	(15)	(20)	(20)	(20)
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✓ = Meets Lifeline Objectives

X = Does not meet Lifeline Objectives

Source: Lifeline Transportation Network Report for the 2001 RTP: Appendix D; The County Connection

As none of the County Connection routes completely satisfy the objectives, the Lifeline Transportation Network Report recommended the following improvements to fill the gaps in the transportation network:

- More extensive and frequent service
- Inter-jurisdictional coordination to connect the eight agencies originating in four counties that provide services to Contra Costa County
- Direct bus service to employers in Central Concord (area between Detroit Avenue, Shary Circle and the BART line). Many businesses in this area are light industrial with many low-skill employment opportunities.

Measure J funds⁴ have been set aside for improvements to bus service and service for seniors and people with disabilities in Contra Costa County. Programs for these improvements are listed below.⁵ Measure J funds will not be available until 2009.

- **Bus Services:** \$100 million for all Contra Costa bus transit operators to alleviate traffic congestion and improve regional or local mobility. An additional \$24 million has been set aside by Central County (TRANSPAC) to enhance bus services.
- **Transportation for Seniors and People with Disabilities:** \$100 million to improve service. An additional \$10 million has been set aside by TRANSPAC to supplement the services provided by the County for services to programs and activities.

Improving the hours of operation and frequency of service is an important recommendation, considering 18 percent of residents do not own a vehicle. However, improving the hours and frequency may not encourage ridership for those living under the poverty line. The *Concord Senior and Youth Transportation Study* found that the transit fare for residents of the Corridor, especially for students, was unaffordable. Currently, the County Connection does not offer discount passes to students. Setting up a discount pass program between the County Connection and County schools as well as increasing the number of pass outlets where students can purchase fare media were two recommendations provided in the study. Figure 11 displays the County Connection and BART fare structure.

⁴ On November 2, 2005, 70.5 percent of Contra Costa voters approved the continuation of the county's half-cent transportation sales tax for another 25 years.

⁵ Contra Costa Transportation Authority.

Figure 11 County Connection and BART Fare Structure

Fares	Cost	Single Ride Cash Cost	Savings Over Cash Fare
Adult/Youth			
Cash	\$1.75		
12 Ride Pass	\$17.00	\$21.00	Approx 20% (\$4.00)
Monthly Pass	\$53.00		Up to 50%
Senior/Disabled			
10 am to 2 pm	Free		100% Savings
Cash	\$0.85		
20 Ride Pass	\$13.00	\$17.00	Approx 25% (\$4.00)
BART Transfers	\$0.40		
Commuter			
Commuter Card (20 reg + BART Transfer)	\$36.00	\$52.00 (\$35+\$17)	Approx 30% (\$16.00)
Transfers/BART	\$0.85		
Express Service			
Single	\$2.00		
Paratransit			
Single	\$3.00		
Bus transfers	Free		
Rte. 820 All Nighter			
Within CCCTA	\$1.75		
To/from Oakland	\$3.00		
BART			
Blue Tickets	\$48 ticket costs \$45 \$64 ticket costs \$60	Varies by zone	6.25% Discount
Red Tickets	For people with disabilities and children 5 to 12 years old: \$24 ticket costs \$9	Varies by zone	62.5% Discount
Green Tickets	For senior citizens 65 years & older: \$24 ticket costs \$9	Varies by zone	62.5% Discount
Orange Tickets	For middle and secondary school students: \$32 ticket costs \$16	Varies by zone	50% Discount
Plus Tickets	"Flash pass" for other transit operators: Multiple denominations	Varies by zone	6.25% Discount

County Connection and BART ticket prices reflect 2006 fare increases
Source: County Connection; BART

2. Easy and Convenient Access to Services

Roadblocks to Health, a study by the Transportation and Land Use Coalition (TALC) and two social justice groups, identified the Monument Corridor as the most poorly served low-income neighborhood of the fifteen Bay Area communities included in the study, in terms of transit access to medical facilities. Though some access to medical facilities has improved since the report, most residents still lack direct access to a hospital. The study found that a very low percentage of residents had transit access to a hospital, which is defined “as 30 minutes travel time or a half-mile walk.” This percentage is still accurate. Even though the Mt. Diablo Medical Center is less than a mile away from the northern edge of the neighborhood, residents have a difficult time getting there in a timely manner due to the mandatory transfer to Route 115B⁶ at the Concord BART station. Residents who live on Concord Boulevard are within a half-mile of the Center and may be able to walk, though the limited street connections and pedestrian amenities make the walk difficult. Transit access to the Contra Costa Regional Medical Center in Martinez, which treats uninsured patients, is not direct, requiring more than an hour and half travel time for most residents in each direction. La Clinica, the only health clinic in the Monument Corridor, is partially accessible by Route 114, which runs every 20 minutes during the weekday peak and midday time periods. Most residents are able to access the 114 within a half-mile of their place of residence which will take them a few blocks away from the clinic.

The study also reported that Contra Costa County has the worst transportation access to healthy food among the fifteen communities. According to the report, which was produced before service improvements were implemented by County Connection, only 38 percent of Monument residents lived within walking distance of a grocery store, most of which are located along Monument Boulevard, between Mohr Lane and Meadow Lane. Walking distance is defined as a half-mile walk from place of residence. Since only two routes serve the Monument Corridor on either Saturday or Sunday with frequencies of 40 minutes or more, residents cannot conveniently access the grocery store. Route 114 operates on a 25-minute frequency on Saturday, but does not provide service on Sunday. Route 111 directly serves the St. Francis Assisi Food Pantry, located on Oak Grove Road, near Smith Lane, outside of the study area. However, the route only runs during the weekday peak and midday time periods at low frequency.

Another barrier to health is the lack of convenient transit access to parks and other exercise and recreation facilities. *Roadblocks to Health* reports that the Monument Corridor has only 0.7 acres of park per 1,000 residents, ten times lower than the National Recreation and Parks Association guidelines. Local parks that are available often lack desirable amenities and are

⁶ County Connection restructured Route 115 in April 2005 and initiated a new neighborhood loop shuttle (#115B) in downtown Concord. This new line effectively doubled the frequency, to 15 minutes. The route travels from Concord BART to three key locations: Concord Health Center, Mt Diablo Medical Center, and the Concord Senior Center.

unsafe for children. Regional parks are not convenient and are not accessible for daily use. The Corridor does have a direct connection to the Martinez Regional Shoreline on Route 308, but the bus only makes six trips during its eight-hour time span on Sunday. Figure 12 summarizes the *Roadblocks to Health* findings for the Monument Corridor.

Figure 12 Monument Corridor Transportation Access to Services (in 2002)

	Percentage
% of Residents with Transit Access to a Hospital	0
% of Residents with Transit Access to a Health Clinic	1
% of Residents who have Walking Access to a Supermarket	38

Source: *Roadblocks to Health*

The Monument Community Partnership’s Transportation Action Team listed other services that lack convenient transit, bike or walk access:

Health Care	Educational Opportunities	Service Providers	Jobs/Job Training
<ul style="list-style-type: none"> • C.C. Regional Medical Center in Martinez • County clinics on Willow Pass Road • WIC Center • La Clinica in Pleasant Hill • Kaiser facilities • VA hospital in Martinez • John Muir Hospital • Social Services Eligibility in Martinez 	<ul style="list-style-type: none"> • Loma Vista and Pleasant Hill Adult Education • Diablo Valley College • Oak Park Library • Concord Library • Cal State East Bay • JFK University • Cambridge Elementary • Meadow Homes Elementary 	<ul style="list-style-type: none"> • Family Resource Center • Keller House • Monument Crisis Center • Monument Futures • Police Sub Station • Church of the Nazarene • Village Green • Lakeside Apartment’s Community Room • Fair Oaks Church • St. Francis of Assisi Church • St. Vincent dePaul Center • Concord Senior Center 	<ul style="list-style-type: none"> • Monument Futures • Loma Vista and Pleasant Hill Adult Education • Evening jobs all over central county • Evening job training classes

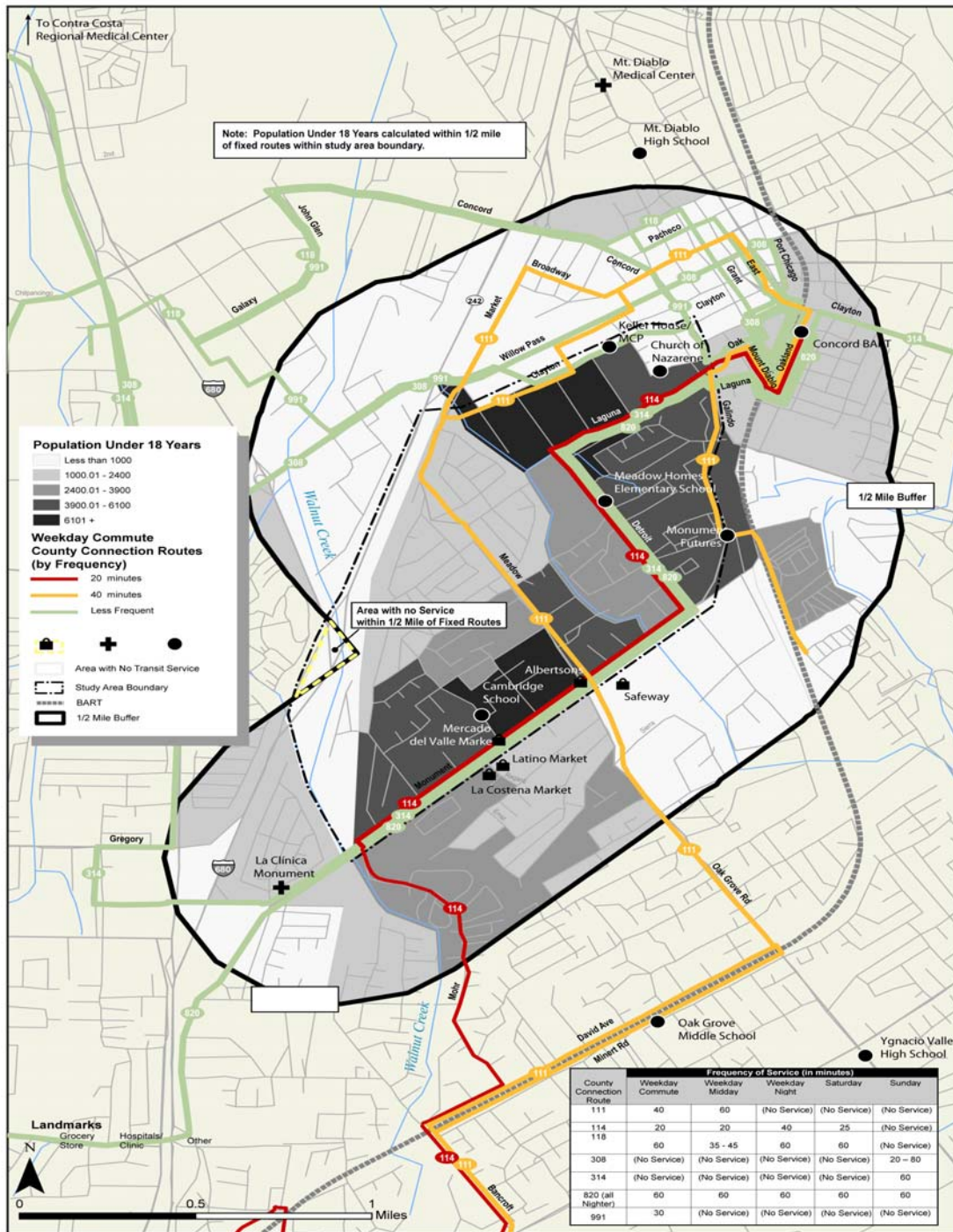
3. Transit Accessibility and Safety

The quality of transit access and safety can serve as a barrier to transit use. The *Concord Senior and Youth Transportation Study* as well as an inventory of Route 111 and 114 bus stops by TALC found that most stops had insufficient amenities and infrastructure. The majority lack shelters, seating and lighting. Seniors in particular feel strongly about the need for seating – with frequencies of 30 minutes or more for most routes, it can be particularly

difficult for seniors to wait without a place to sit. Without lighting at stops, transit riders feel unsafe and vulnerable waiting in the dark or walking from the stop to their destination.

Proximity to a bus stop is not a barrier for most youth and seniors, although the frequency of bus service can be a significant one. Figure 13 shows the youth population density under 18 years of age by block group within a half mile of a transit route. Assuming that a half-mile is a reasonable distance for youth to walk to access a bus (approximately a ten minute walk), youth are geographically relatively well served by bus routes. This does not take into consideration the frequencies or destinations of the routes, however, or the pedestrian friendliness of the street network. The highest concentration of youth is around the Cambridge and Meadow Homes Elementary Schools.

Figure 13 Population Under 18 Years One Half Mile from a Transit Stop

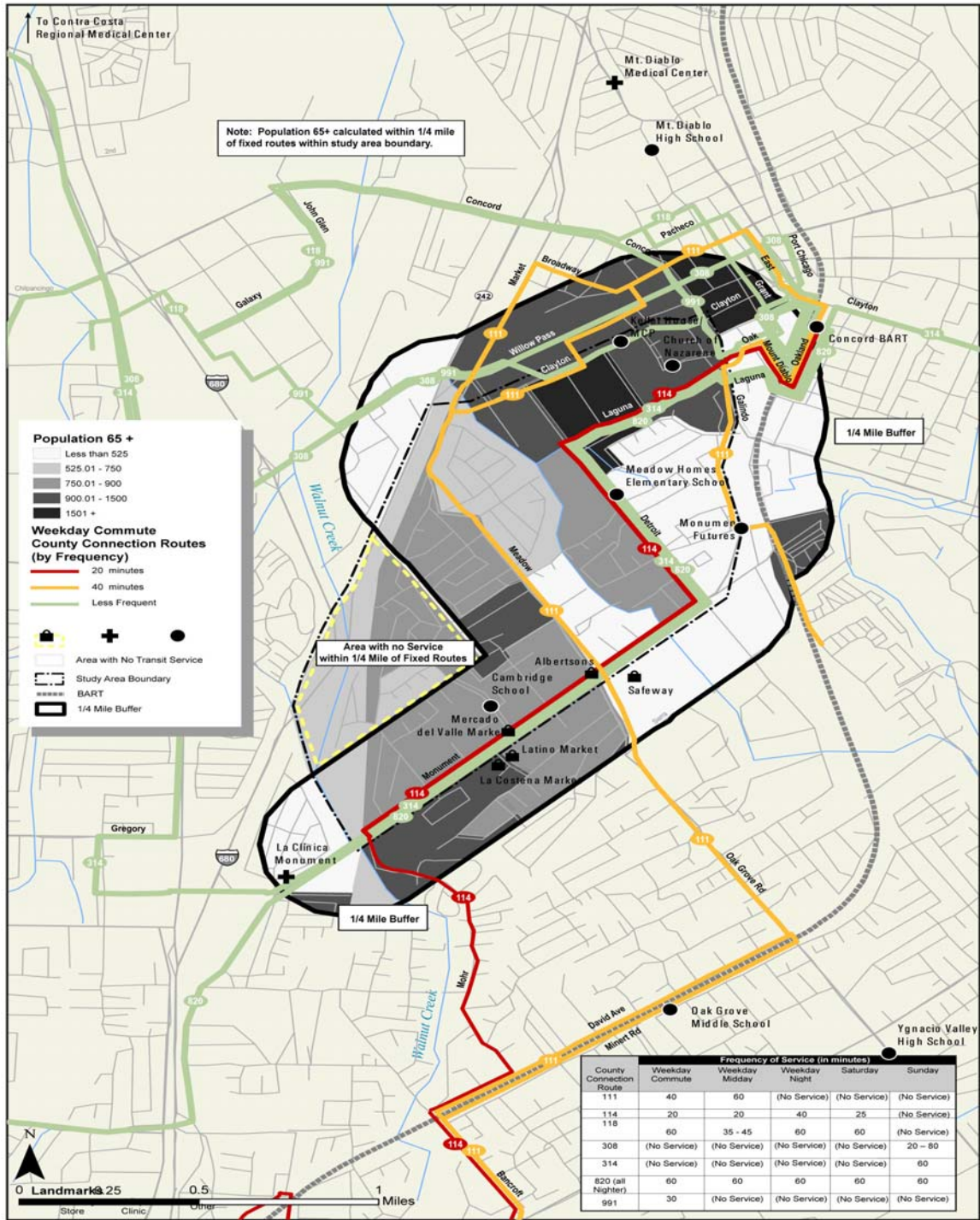


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Figure 14 shows the density of seniors within a quarter-mile buffer of a transit route. A quarter-mile buffer was chosen as seniors generally find it difficult to walk any further to a transit stop. The highest density of seniors is in the northeast section of the Corridor. Again, though this area is well served in terms of geographic coverage, frequencies and destinations of bus routes may not be convenient or accessible.

The map also shows that a portion (outlined in yellow on the map) of the senior population on the western side of the Corridor is not within a quarter-mile radius of a bus route. This area is located near where Highways 680 and 242 split and highlights a significant gap in service to seniors.

Figure 14 Population Over 65 Years One Quarter Mile from a Transit Stop



Another transit barrier is difficulty obtaining easily understandable information. Written text and schedules are confusing for youth and seniors in particular. Providing information in multiple languages, in a clear format and in locations easily accessible in the community can reduce the ambiguities of riding transit. County Connection was awarded an Environmental Justice grant to improve bilingual information for the Latino community, and has targeted the Monument Corridor with a marketing and outreach program. The program objectives are detailed below:⁷

- Program:
 - Targeted Marketing and Outreach for Spanish-Speaking Residents of the Monument/Detroit Corridor
- Objective:
 - To develop and implement a one-year transit marketing program aimed at Spanish speaking members of the Monument/Detroit Corridor neighborhood of Concord that will include print media, broadcast media, and information dissemination through specially designed maps, brochures, and pictorial materials to key locations and frequently used media in the community.
 - To develop a program to train and provide incentives to at least five members of the community to enable them to become “Amigos de Viajar” (travel buddies) to others in their community in order to help them learn how to navigate the transit system.

In addition to bus stop infrastructure, improving the walking conditions of the entire Corridor is necessary. Walking and bicycling around the corridor can be uncomfortable and unsafe. Many streets in the corridor including Concord Avenue and Monument Boulevard are very wide, and are conducive to high driving speeds and large intersections. Wide intersections are difficult to cross, especially for seniors and young children. In the Corridor, the intersection at Monument Boulevard and Lacy Lane is identified as particularly hazardous. The students interviewed in the *Concord Senior and Youth Transportation Study* reported a lack of sidewalks in the vicinity of their schools, and streets where sidewalks change from one location to another, requiring street crossings in often unsafe locations.

Contra Costa County has designated Measure J funds through various programs to improve street conditions and provide livable communities.⁸ These funds will be available in 2009 and will finance major and local street maintenance and improvements, alternative transportation projects and safe routes to schools.

⁷ Transportation and Land Use Coalition; County Connection.

⁸ Contra Costa Transportation Authority.

Project Outreach

As the Transportation Plan is a resident-driven process, an extensive outreach effort was undertaken to determine the transportation gaps in the Monument Corridor.

The Monument Community Partnership (MCP) conducted most outreach activities, with Nelson\Nygaard helping manage the process. MCP maintains a strong relationship with the community as a non-profit collaborative of residents and social service agencies whose mission is to improve the well-being of Monument residents. The Partnership's reputation and connections contributed to high participation rates by stakeholders and community members in the following:

1. Stakeholder meeting;
2. Two Community meetings;
3. Surveys; and
4. Stakeholder interviews.

Several issues emerged consistently in each outreach activity. This signifies that the issues are well recognized in the community and need to be formally addressed in the CBTP. These issues are highlighted below:

Transit fares affordability. The largest barrier for a majority of Monument residents is the price of transit. For a family living on a limited income, transit fares are unaffordable, especially since youths are not offered discounts on fares or transit passes by County Connection.

Bus service span and frequency. Low frequency after 8:00pm on weekdays and limited service on the weekends do not meet the mobility needs of many residents who travel to and from jobs at night or on the weekends. Low frequencies also create long wait times if bus transfers are uncoordinated. Uncoordinated transfers were frequently mentioned by those traveling to the Contra Costa Regional Medical Center (CCRMC) in Martinez which reportedly may take close to six hours roundtrip.

Access to health facilities. Monument residents do not have a direct connection to the CCRMC, transferring from the Corridor at Concord BART to reach the facility. Furthermore, County Connection Route 114 stops a few blocks away from La Clinica, the closest health clinic to the Monument, on the opposite side of the road. As the Monument Boulevard favors high speed vehicular traffic, it is not safe or convenient for residents to cross the street, especially with young children in tow.

The following sections detail the methods, participation rates and outcomes of all outreach activities.

Stakeholder and Community Meetings

Three meetings were conducted in the community, one with project stakeholders (which included a number of residents) and two with community residents. The stakeholder meeting and the first community meeting sought input on prioritizing the transportation gaps faced by community residents. The second community meeting presented two proposed grant proposals and solicited feedback. All meetings were facilitated by Nelson/Nygaard, MCP and the City of Concord. The dates of the meetings and number of participants are given in the table below.

Meeting	Date	Number of Participants
Stakeholder Meeting	January 26, 2006	38
Community Meeting #1	February 16, 2006	50*
Community Meeting #2	April 4, 2006	57

*Approximation, not all participants signed in to obtain an accurate count.

Meeting announcements were made by phone calls, flyers and emails. The flyers for the community meeting were designed by the project team and 400 were distributed throughout the Corridor. They were sent to the MCP mailing list by email, handed out at eight MCP working groups and stacked at the Police Sub Station, local restaurants and the Monument Crisis Center. MCP also placed reminder telephone calls to stakeholders and members of the community a few days prior to all meetings.

To accommodate residents' needs for attending the meetings, the following were considered or provided:

- Time: 6:00pm – 8:00pm, chosen to accommodate work schedules
- Date: chosen with minimal conflicts with other meetings
- Location: Cambridge Elementary School, conveniently located within the corridor
- Childcare
- Dinner
- Spanish translation
- Reimbursement of paratransit costs for attending the meetings

Key Comments from January 26, 2006 Stakeholder Meeting

The participants added to the list of transportation gaps previously identified in various reports detailing the poor access to jobs and services for Monument residents. The additions are listed below:

- Quick and direct service to hospitals, especially to Contra Costa Regional Medical Center and La Clinica
- Expanded weekday service hours on CCCTA Route 111
- Bus service for students who have after school activities
- Affordable bus fares and paratransit service
- Bike lanes
- Safer pedestrian infrastructure
- ADA accessible bus stops

In addition to the presentation and comment session, attendees were asked to rate six trade-offs between contrasting transportation solutions. Though trade-offs may not have a direct correlation with each other, they are useful in prioritizing needs. The results are given in Appendix A. Appendix B lists the meeting attendees.

Key Comments from February 16, 2006 Community Meeting

More than 50 community members and stakeholders attended the meeting, making the following comments on current transportation gaps:

- Lack of schedule and transit information at bus stops.
- Bus drivers need training on how to provide helpful information and courteous service
- Bus information should be simplified and mailed to residents in the community or distributed by social service agency representatives
- Major intersections have significant safety issues. These intersections include:
 - Monument Boulevard and Oak Grove
 - Monument Boulevard and Mohr Lane
 - Monument Boulevard and Virginia Lane
 - Laguna Street and Detroit Avenue
- CCCTA should offer holiday, Sunday and late night service
- Better connections to the health clinics and hospitals
- Ygnacio Valley High School is not well connected to major trip destinations for students:
 - Library
 - YMCA
 - Salvation Army
 - Movie theaters
 - Shopping malls (for recreation and after school jobs)
- Transferring between bus lines is difficult and time consuming
- More information and messages that strollers are allowed on the bus
- Direct service to all clinics and major destinations

- Affordable bus fares

Key Comments from April 4, 2006 Community Meeting

Richard Weiner of Nelson\Nygaard presented a proposed community bus service to meeting participants, discussing potential stop locations, fare and headways. Participants responded positively, suggesting the following:

- Incorporate stops along Contra Costa Boulevard en route to Sunvalley Mall, near Ellinwood Drive and Downtown Pleasant Hill
- Incorporate a stop at Detroit Avenue and Monument Boulevard to service the high density apartments at Camara Circle
- Consider the possibility of stopping at Diablo Valley College
- Allow passengers to alight at any designated bus stop along the route
- Consider service to Women Infants and Children (WIC) and Concord Youth Center
- Provide easy to understand and bilingual bus information to the community about bus service in the County and the greater region

Appendix B lists the meeting attendees.

Transportation Gaps Survey

Surveys were conducted to determine the transportation needs of targeted and/or underrepresented groups in the Corridor. In total, 133 surveys were collected from the following groups:

- Oak Grove Middle School
- Oak Grove Action Team
- Senior Action Team
- Cambridge Action Team
- Meadow Homes Action Team
- City of Concord
- Monument Community First Five Center
- Monument Futures, Day Laborers
- Monument Crisis Center
- Salvation Army

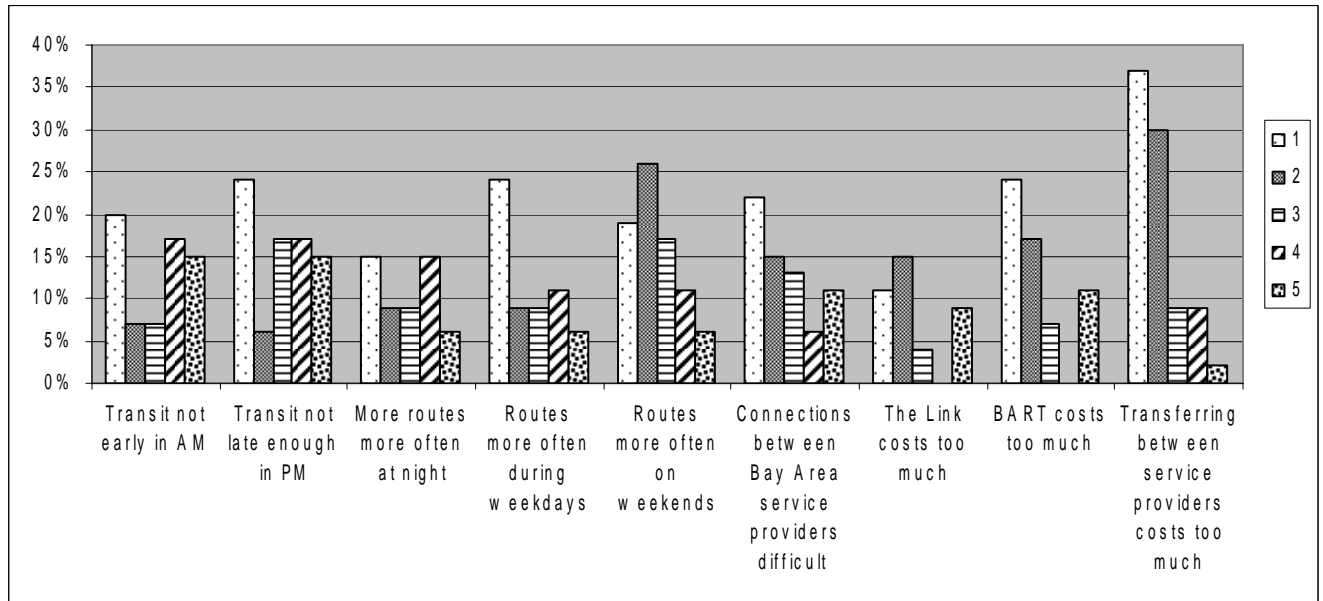
Survey Results

A total of 133 surveys were received and analyzed. The responses highlight the unaffordable transit fares and difficulty in accessing health clinics and hospitals in a timely and direct manner. Survey results are given by question below.

Question 1: Please rank the top five transit problems by putting a 1 in front of the problem that needs to be addressed first, 2 by the second most important problem, and so on through 5.

As the results in the chart show, the cost of transferring between service providers is a concern for a majority of respondents. Transit service span was also identified as a problem.

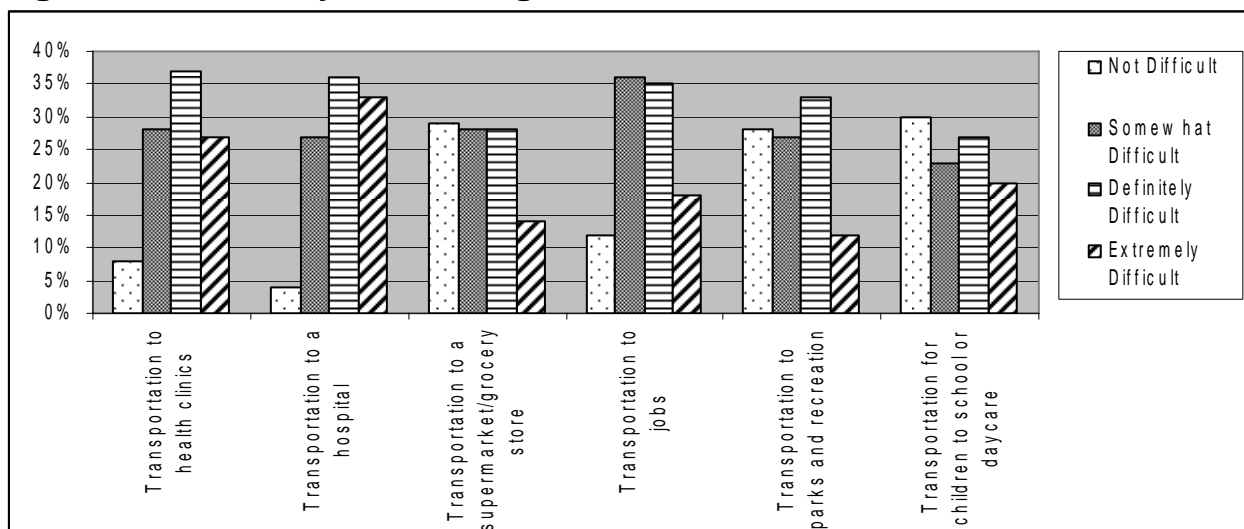
Figure 15 Identified Transit Gaps in the Monument Corridor



Question 2: Reports also identify problems people in our neighborhoods have in accessing services. For each question, please circle how much of a problem you think access to each of these services is for the residents in the Monument area.

As mentioned previously, access to health clinics and hospitals is “definitely” or “extremely difficult” for the majority of respondents. Transportation to daycare received mixed responses, as well as transportation to parks and recreation.

Figure 16 Difficulty Accessing Services



Question 3: Please list specific names of places that you think need better public transportation access.

Destinations consistently mentioned by the respondents were hospitals and health clinics, namely the Contra Costa Regional Medical Center in Martinez, La Clinica and WIC. Sun Valley Mall and Diablo Valley College, parks and better connectivity to other areas of Concord were also mentioned with some frequency.

Question 4: Please list any additional transportation gaps or problems that we should be aware of in this project.

The main problem highlighted by respondents is the high cost of transit. Frequency of bus service and more service during the weekend were also regularly mentioned. Better bus stop amenities and courteous driver behavior were noted fairly frequently.

Stakeholder Interviews

The purpose of the stakeholder interviews was to identify the transportation needs of the stakeholder's clients or to determine the feasibility of proposed strategies. The following stakeholders were contacted prior to formulating short, medium and long term strategies to ascertain the transportation issues in the Corridor:

- Cambridge Middle School
- Church of the Nazarene
- Meadow Homes Elementary
- Meadow Homes Elementary
- Monument Corridor Resident
- Neighborhood Action Team
- Oak Grove Middle School
- Village Green Apartments
- Ygnacio Valley High School

As with the community meetings and the survey results, the stakeholders reiterated the unaffordable transit fares for families in the corridor, and the need for better frequency and service on the weekend. Questions asked are reproduced below, along with summaries of the responses.

Stakeholder Interviews Address Transportation Gaps

1. What proportion of your total clients/customers/members are Monument residents?

For all stakeholders, Monument residents comprised a significant portion of their service base:

- Cambridge Elementary School – 100%
- Church of the Nazarene – 50%
- Meadow Homes Elementary – 99%

- Meadow Homes Elementary, Parent Liaison – 98%
- Oak Grove Middle School – 85%
- Village Green Apartments – 100%
- Ygnacio Valley High School – 40%

2. What are your hours of operation?

Cambridge Elementary School
Monday through Fridays, 7:00 am to 10:00 pm Most children come for free breakfast at 7:00 am
Church of the Nazarene
Sundays are busiest days. No public transportation available Day and evening sports daily Mother’s day out once a week Most evenings the facilities are open until 10:00 p.m.
Meadow Homes Elementary
Students who are bused to other schools generally are transported before school and after school hours.
Meadow Homes Elementary, Parent Liaison
Monday to Friday, 8:30 am to 3:00 pm.
Neighborhood Action Team, 1st Five
Monday to Friday, 8:30 am to 4:00 pm
Oak Grove Middle School
Monday to Friday, 8:00 am to 4:00 pm. After school programs starts at 3:45pm and ends at 6:00pm.
Ygnacio Valley High School
Monday to Friday, 7:30 am to 4:00 pm

3. What transportation problems/issues do your clients tell you about?

The primary issue mentioned by stakeholders is the cost of transit. For a family with children relying completely on public transportation, the fares are unaffordable. Bus frequency and time consuming transfers were also mentioned with some regularity. The infrequency of buses or lack of late night service is inconvenient for residents traveling to health appointments, school or home from work after late-night shifts. Traveling to health centers for appointments or emergencies was also mentioned as being time consuming and inconvenient due to transfers. Other issues mentioned by more than one stakeholder include tardy buses, lack of weekend service and rude bus drivers. Comments by stakeholder are listed below:

Cambridge Elementary School
Need for transportation to: <ul style="list-style-type: none"> • Medical Appointments • Health care counseling • County Social Services in Martinez • WIC office in Concord

<ul style="list-style-type: none"> • Buses do not run often enough • Bus does not get parents to jobs & schools in a timely manner • Transportation for sick child - poor parents resort to taking taxi, which they cannot afford. Often sick children walk home. School staff voluntarily transport sick children when transportation not available • Most cars do not work or the father uses it for job transportation • When weather is bad or there are babies at home, children miss school • Wish that the Healthy Start Outreach Worker Program were still available where the worker could transport children or mothers • High number of Cambridge parents work in Pleasant Hill in late night shifts-no public transportation available there day or night. They work as office workers (cleaners), food service workers. Local bus does not go to Pleasant Hill • Parents unfamiliar with transportation services available to them-Many don't read in any language. Spanish Language Signs/information needed
Church of the Nazarene
<ul style="list-style-type: none"> • No local bus service for Sunday services
Meadow Homes Elementary
<ul style="list-style-type: none"> • Need transportation from Meadow Homes to Glenbrook Middle School as the students have to take two buses every day and for some families it is expensive pay the fare. Transferring is also time consuming to attend an appointment at Martinez Hospital, they spend between 5-6 hours roundtrip as the route is too long.
Meadow Homes Elementary, Parent Liaison
<ul style="list-style-type: none"> • As the 115 reduced its service, we have to wait too long between one bus and another • Bus passes for school cost too much • Too much time spent going to hospital appointments
Neighborhood Action Team, 1st Five
<ul style="list-style-type: none"> • Drivers do not wait for people to get on the buses, they do not wait for seniors or mothers with prams. Sometimes drivers are rude • Buses sometimes do not come on time, therefore you lose the connection. • Cost is too high. Many parents with school aged children do not like the increase (fare increase in February 2006)
Oak Grove Middle School
<ul style="list-style-type: none"> • Bus fares are too expensive. • Routes 111 and 114 should run earlier and more frequently in the mornings and afternoons after school hours. Students are dropped off by their parents as early as 6:30am and picked up as late as 6:30pm. • Students do not feel safe in the buses. • Route 114 drop students far from school • There is no bench and shelter in the bus stop in front of the school. • Some drivers are very rude.
Village Green Apartments
<ul style="list-style-type: none"> • Teen transportation going to Oak Grove Middle School and Ygnacio Valley High

<ul style="list-style-type: none"> • Moms with strollers & kids left behind with no transportation • No transportation for elderly • Moms with kids getting to clinics, La Clinica, County medical clinics. • Have to take expensive taxis buses do not get where need to go. • Husband has car for job if there is a family car and it is working. • Men work all up and down the 680 corridor, Sears Pleasant Hill, Walnut Creek • No direct bus service • Non-Anglo men afraid of walking at night home from night jobs. Afghans harassed. • Many work retail late at night
Ygnacio Valley High School
<ul style="list-style-type: none"> • Some parents do not have a car. • Some parents do not know how to drive. • Some parents cannot find carpool for their students

4. What are the transportation gaps to your service/agency from the Monument Corridor?

Stakeholders highlighted the safety issues faced by residents in using the bus service. Safety is compromised when residents have to transfer buses or walk long distances to their home after a late-night shift. Insufficient pedestrian infrastructure also present safety issues for people, especially children, traveling to and from the bus stop. Other gaps mentioned reiterated the transportation issues given in the previous question. The following are additional comments received from stakeholders.

Cambridge Elementary School
<ul style="list-style-type: none"> • More frequent 114 bus service. Increase in fares will hurt. Vouchers needed. • 114 Route needs to go into Pleasant Hill and Martinez where most parents work • Vouchers for parents to get rides for parent conferences.
Church of the Nazarene
<ul style="list-style-type: none"> • Need sidewalks from bus stops. Paths to church from bus stops not safe.
Meadow Homes Elementary
<ul style="list-style-type: none"> • Students have to be in front of Meadow Homes at very early hours in the morning so that they can arrive at their designated schools on time.
Meadow Homes Elementary, Parent Liaison
<ul style="list-style-type: none"> • We need more buses and more routes.
Village Green Apartments
<ul style="list-style-type: none"> • Safety issues walking at night along Monument Corridor. • Need Bus transportation at right time - evenings • Transferring between buses takes too long and unsafe at night especially for non-white residents • More frequent bus services to and from Diablo Valley College and Ygnacio Valley High at night

Stakeholder Interviews Addressing CBTP Proposed Recommendations

After the initial transportation strategies were developed for the grant application, the following stakeholders were interviewed to obtain feedback on the feasibility of the strategies proposed for the application and the medium- and long-term strategies that are included in this report:

- Owner of La Costeña grocery store
- Monument Crisis Center
- Two residents
- Safeway Food and Drug
- Salvation Army Concord Corps

Questions asked are reproduced below, along with summaries of the responses.

1. What proportion of your total clients/customers/members/employees are Monument residents?

- La Costeña – 90%
- Monument Crisis Center – 90%
- Safeway Food and Drug – 80%
- Salvation Army Concord Corps – 50%

2. Together with the County Connection, we will be submitting two Lifeline grant applications to help improve transportation services for Monument residents. Keeping in mind distances and travel times, do you have suggestions on where a shuttle should stop? What hours should the bus operate? Do you have early morning or late night hours?

All stakeholders expressed satisfaction with the following proposed stops (not in service order):

- Keller House/First Five
- Village Green
- Monument Futures
- Meadow Homes School
- Cambridge Elementary School
- Monument Crisis Center
- La Clinica
- Sun Valley Mall
- WIC/Concord Youth Center (possibility)

Given budget constraints, the bus was proposed to run between 8:00am and 7:00pm. All the respondents suggested extending the service one hour to 8:00pm at night to accommodate those who either work late hours or who have late appointments at the Contra Costa Regional Medical Center. Other comments on the placement of stops are given below:

La Costeña
Either keep Monument Futures or Village Green, one or the other not both. The stop at Cambridge Elementary should be changed to the corner of Reganti Drive with Monument Boulevard. The corner of Monument Boulevard and Lacey Lane, a block away from Cambridge Elementary is a very dangerous place to cross. I would prefer the stop at the light, only half a block from the corner of Lacey Lane and Monument Boulevard.
Monument Crisis Center
We will be fairly close to Detroit and Monument Boulevard when we move to our new Center. This is also a transfer point for bus routes 114 and 111. Many of our clients use Grocery Outlet on Contra Costa Boulevard. It has less costly food.
Resident - Fabiola Cardenas
Eliminate the stop at Monument Futures. There is more need of a stop at Village Green. I would also eliminate Concord Youth Center because I think it is not well used by the Monument residents.
Resident - Raquel Diaz
Eliminate either Monument Futures or Village Green because they are very close to each other. The others sound very good.
Safeway Food and Drug
Our store is open until 12 midnight. We have seven late night workers so the hours suggested do not work for the large numbers in this community who work evenings or have to shop late in the evening.
Salvation Army Concord Corps
Glad to see that the Salvation Army Concord Youth Center is included. The Center will be open to all ages. Monument Corridor will be a major service area for Center use. Our Center would need a closer bus stop. There are many frail elders in the senior residential complexes near Treat Blvd. They will be using the water programs during the morning hours that will be designated for senior pool use.

3. If we charge a \$1.00 fare one way for the community shuttle, do you think Monument residents will use it? If we charge them \$0.50 one way instead, will more residents use the shuttle?

The majority of stakeholders agreed that charging \$0.50 one way is more financially feasible for most Monument residents. Two stakeholders suggested permitting children two years of age or under to ride free.

4. Do you have suggestions on how to fund the shuttle in addition to the subsidy we may receive through the Lifeline grant?

The table below lists potential funding organizations and grants suggested by stakeholders.

La Costeña
Have a big community event (festival, fair) where we invite the community exclusively to raise funds for the shuttle. The best location for this event would be at 1500 Monument Boulevard.
Monument Crisis Center
Not a hard sell. Auto People might help or folks in transportation field. Look into: <ul style="list-style-type: none"> • Community Pride Grants • Environment grants and health grants. • Wellness programs and hospitals • Monument Corridor Businesses
Resident - Fabiola Cardenas
Maybe ask other community agencies, work with the City of Concord, Sacramento.
Resident - Raquel Diaz
Firedoll Foundation, Eastbay Community Foundation. The community members could also have fundraisers organized by themselves. Frequent user fundraiser!
Salvation Army Concord Corps
More public awareness so that those who drive get to know how difficult transportation is for non-drivers. And how expensive it can be for them.

5. Besides the two proposed grant applications, we have developed a list of medium and long term strategies that will be further developed in the Community Based Transportation Plan. Do you have any additions?

Stakeholders were presented with the following list of proposed medium- and long-term strategies:

- Increase bus frequency
- More weekend service
- Bus fare assistance
- Carpool/Vanpool matching
- Financial assistance for car purchase and maintenance
- Driver training
- Widening sidewalks
- New shelters/benches
- Additional bike programs/bike lanes
- Targeted taxi subsidy
- Targeted transit information for corridor residents

Stakeholders reiterated the need to extend County Connection service hours to weeknights and the weekends. Comments are summarized in the table below:

La Costeña
<ul style="list-style-type: none"> • Free rides for people with disabilities • Not so sure about carpool/vanpool matching.
Monument Crisis Center
<ul style="list-style-type: none"> • Extended hours. Big push for evening childcare for late night workers. • Eventually have a free shuttle like Walnut Creek. • Encourage people to get out of their cars. Our poor clients have old polluting, non-registered cars. • We would be happy to work with CCTA to help seniors get their free mid day bus passes. We could register them.
Resident - Fabiola Cardenas
<ul style="list-style-type: none"> • Cultural competence training for the bus drivers. They need better customer service skills.
Safeway Food and Drug
<ul style="list-style-type: none"> • More weekend service. That is when most people shop for groceries • Closer bus stops (to Safeway).
Salvation Army Concord Corps
<ul style="list-style-type: none"> • Increased bus frequency • More weekend services -for shopping, work, church • Bus fare assistance

6. Of these strategies, which do you think is most beneficial to Monument residents?

The consensus among the stakeholders was that bus frequency, more weekend service and fare subsidies would be most beneficial to Monument residents. Their comments are listed in the table below:

La Costeña
Increase bus frequency and bus fare assistance
Monument Crisis Center
All are important but bus fare assistance and bus frequency are best.
Resident - Fabiola Cardenas
Highlight the need to increase bus frequency, bus fare assistance, financial assistance for car purchase and maintenance and also additional bike programs/bike lanes. Many residents in the Monument Corridor who do not have cars use bikes.
Resident - Raquel Diaz
Bus fare assistance
Safeway Food and Drug
Weekend service
Salvation Army Concord Corps
Frequency and fare assistance

7. Do you have suggestions on how these medium and long term strategies can be funded? Who can we partner with besides the City, County and County Connection to develop and fund these strategies?

Stakeholders presented additional funding sources:

La Costeña
I am a business owner, I would be glad to help. I am sure if we ask all the business owners for some contribution they would be glad to help.
Monument Crisis Center
<ul style="list-style-type: none">• Businesses• Health Care Providers• Establish a bike repair shop on the Monument. Three Nonprofits could use volunteers to repair bikes, charge a small fee and give earnings to the Monument Transportation. Rotarians might help start this project.• With City help, have a bike marathon through Concord, starting and ending on Monument. Riders get pledges and donate to transportation projects.• Need to do a lot of education and outreach so the larger community knows about these new routes and how individuals and groups can support the effort.

Community-Prioritized Transportation Gaps

From the stakeholder and community meetings, surveys and stakeholder interviews, the following priorities have emerged:

- Affordable/subsidized County Connection fare
- Direct service to hospitals and health clinics
- Better bus frequency
- More weekend service
- Improved transit amenities and pedestrian and bicycle infrastructure
- Better bilingual transit information

Recommended Strategies

During the course of comprehensive community outreach as part of the CBTP, the project team heard frequent accounts of Monument residents who remain homebound because they are unable to afford the County Connection transit fares; who defer medical appointments because they are unable to take off enough time from work to spend a half day in transit for a visit to the County Regional Medical Center; who have to walk from the Corridor to La Clinica with children in tow because there is no direct bus access, and who are unable to access jobs in the 680 corridor because of limited transit availability. These anecdotal inputs were reinforced by our statistical analysis. The Monument Corridor is primarily low-income, and as a result, very heavily transit dependent. There are also a significant number of residents who are aging in place and unable to drive, yet live too far from a bus stop to be able to use transit.

In developing recommendations to close the transportation gaps, the project team was mindful of the fact that community residents rated high transit fares as the most significant mobility barrier, even when weighed against other pressing concerns such as low frequency, limited weekend and night service, multiple transfers and distance from the stop. Two short-term strategies were developed according to these various considerations, submitted for Lifeline funding and approved for funding. One application requested funding to expand service on County Connection Route 111 to weekends. The second application sought funding for a community shuttle bus that is designed to meet the following goals:

- Affordable transit service in a targeted manner;
- Shorter rides to medical facilities; and
- A reduction in the number of transfers required for travel to key destinations.

In addition to the short-term projects, there are a number of medium- and long-term projects that address ongoing transit service issues, pedestrian, bike and transit infrastructure and driver safety training.

Short-Term Strategies

Short-Term Strategy 1: Route 111 Service Expansion

This project will reinstate weekend service on Route 111 that was discontinued due to CCCTA's economic difficulties over the past four years. The route will provide access to areas not currently served by Route 314 (Sunday service in the Monument), including Pleasant Hill BART. Expanded weekend service was identified in community meetings and resident surveys as a high priority.

The weekend service would mirror, to a large degree, existing service provided on weekdays by CCCTA Route 111. The table below summarizes the service objectives:

Objective	Target Audience	Service Level
Provide Saturday fixed route bus service	Transit dependent residents of the Monument Corridor	Hourly headways 7:40 am – 8:30 pm
Provide Sunday fixed route bus service	Transit dependent residents of the Monument Corridor	Hourly headways 7:40 am – 8:30 pm

Implementation is expected to occur with the Spring 2007 bid process along with an aggressive outreach and marketing program to inform the residents of the Monument Corridor of the expanded service. CCCTA will incorporate the outreach with the Environmental Justice Marketing project currently underway, which is funded by CalTrans and targeted to the Spanish speaking community in the Monument Corridor.

Based upon an average of 175 trips per Saturday and Sunday, this improvement can be expected to generate 18,200 passenger trips per year. Service is open to the public, but targeted neighborhoods include Meadow Lane/Oak Grove neighborhoods between Market Street and Treat Boulevard, and several low-income mobile home parks on San Miguel Road. If Route 111 Saturday and Sunday service produce reasonable productivity, this service will be incorporated into CCCTA’s overall service mix after the grant period.

Short-Term Strategy 2: Monument Community Shuttle Bus

As already indicated in this document, the Monument Community Shuttle (the “Shuttle”) emerged as a top priority as part of the team’s community outreach. The shuttle will be operated by Laidlaw Transportation under contract to County Connection, providing transportation every 30 minutes in the Monument Corridor, with six scheduled locations in the Monument Corridor but no fixed route, before exiting the neighborhood and traveling to Contra Costa Boulevard for a final stop at Sunvalley Mall.

Previous studies and the current CBTP have identified the following transportation gaps for Corridor residents: Infrequent bus service (all but Route 114 run on 30 – 60 minute headways); inconvenient transfers; lack of access to health facilities, nutritious food stores, exercise and recreation; insufficient access to employment centers; transit fares that are high relative to average income levels, and other serious transportation needs. These conditions are further exacerbated by the proportion of households without access to a car – 18 percent, or three times the County-wide average.

This project will partially address many of these needs. The proposed bi-directional shuttle – based on a point deviation model in which buses need to arrive at specific points/stops at designated times, but can deviate from traditional routes as needed – will include two vehicles that will circulate throughout the community, providing direct access from dense residential areas to La Clinica (a key resource on the edge of the community that does not have transit access), and access with one transfer on County Connection’s express service to the County Regional Medical Center in Martinez, which was identified as a key destination in outreach efforts. The grant will be used to cover the operational expenses of the service, in addition to

subsidizing the fares to make them affordable to Monument residents (and other Concord/Pleasant Hill residents in the vicinity). The project will also allow for an evaluation of the effectiveness of the point deviation model as a means of serving a low-income urbanized community in a largely suburban low-density environment. The table below summarizes the service objectives:

Objective	Target Audience	Service Level
Affordable transit fares	Low-income Concord/Pleasant Hill residents	\$0.50 fare, significantly lower than current \$1.75 on CCCTA
More direct access to medical facilities	Low-income residents who do not have ready access to a vehicle	Half hourly service, maximum of one transfer required, most destinations do not require transfer
Increased transit ridership	Residents who do not own vehicles/cannot drive	Approximately 88,000 trips over three years
Expanded service hours	Residents going to work or early morning medical appointments	8 AM to 7 PM

Implementation of the shuttle will commence with establishing clear roles and responsibilities for the City, County Connection, and the operator. Service parameters will be defined, and the marketing plan developed and implemented. The community will be engaged in helping to select a name for the service, with the assistance of the Monument Community Partnership (MCP), in order to promote community buy-in and promote the visibility of the shuttle. Once the name is selected, stop locations will be finalized, and poles/benches/shelters installed.

Projected demand for each of the three years is as follows: Year One, 14,000 (6 months service), Year Two, 34,000 and Year Three, 40,000 trips. The assumptions underlying these projections include productivity levels (one-way trips per vehicle hour) of six in Year One, seven in Year Two, and eight in Year Three. In addition, we assume that no trips will be provided during the first six months of project implementation. Given these trip levels, we anticipate that the majority of Monument residents who do not have access to a car will ride the shuttle at some point during the pilot study.

The shuttle would be well suited to a number of funding sources in the long-term. The project clearly falls within the defined eligibility for projects under Measure J, which will be available approximately during the period of the conclusion of this pilot. In addition, SAFETEA-LU's New Freedom Program, which is intended to fund projects that complement the ADA paratransit requirements, would be well suited to this project. Since a portion of the beneficiaries of this project will be older adults, the City will also pursue Older Americans Act funding. While current Community Development Block Grants are already accounted for, this funding will be explored prior to the completion of this pilot project in order to ensure the project's sustainability. The East Bay Community Foundation's contribution of \$25,000 spread over the life of the pilot can also be leveraged as seed funding to attract other private

contributions. Finally, since Lifeline funds are expected to continue for a thirty-year period, we anticipate that this may continue to be a partial funding source for this service in the future. The community stakeholders are ready for the implementation of this project, and would prefer to expedite implementation. The City of Concord Transportation Department, as the entity responsible for oversight of the project, is ready to fulfill this role and has received the support of the Mayor of Concord. Most importantly, County Connection is ready to take the first steps in project implementation, since it already has an established relationship with the paratransit service provider, Laidlaw Transportation, that will be responsible for actual service provision.

Medium- and Long-Term Strategies

As the short-term strategies address two of the most pressing gaps in the Corridor, several solutions were developed to address the other gaps mentioned during the outreach process. These strategies are grouped according to implementation time frame. Medium-term solutions are those that can feasibly be implemented in one to three years, based largely on their total cost and the availability of funding. Long-term solutions are more costly, and will therefore require a longer time frame for full funding and implementation. However, in cases where solutions may be implemented in phases, portions of long-term solutions may be implemented early. The summary table below presents all strategies; the following text evaluates each individual strategy.

Figure 17 Implementation Time Frame for Medium- and Long-Term Strategies

Strategy Time Frame	Rank ¹	Cost
Medium-Term (1-3 year implementation time frame)		
Bike Program	High	\$30,000
Transit Benches	High	\$6,400
Transit Buddy Program for Seniors	Medium/High	\$2,800
Auto Loan Program	Medium	\$69,600
Targeted Transit Information	Medium	\$43,000
Carpool/Vanpool Program	Medium	\$34,610
Auto Repair and Maintenance Pilot Program	Medium	\$30,750
Subsidized Taxi Service/Fares	Low-Medium	\$55,800
Older Driver Safety and Mobility Workshops	Low/Medium	\$4,800
Long-Term (3 or more year implementation time frame)		
Lifeline Bus Service Improvements	High	\$773,000
Bus Shelter Program	High	\$156,250
Pedestrian Infrastructure Improvements	Medium	\$1,775,550
Bikeways	Medium	\$1,747,900
Universal Transit Pass/Residential Ecopass Pilot Program	Medium	\$100,042

¹ Overall rank of the strategy based on the Evaluation tables given for each strategy. A “high” ranking denotes that the strategy is cost effective with a short to medium implementation time frame, serves the community and

has good transportation benefits. A “low” ranking means that the strategy benefits a small group and may have a high cost per beneficiary.

The discussion of each strategy includes a description and cost estimate followed by an evaluation table. The evaluation table ranks the strategy according to the following categories: financial, implementation, transportation benefits, and community. The rating scale is defined in the table below.

Figure 18 Evaluation Ranking Key

Evaluation Category		Definition
Financial		
High		Low cost
Medium		Medium cost
Low		High cost
Implementation		
High		Short term
Medium		Medium term
Low		Long term
Transportation Benefits		
High		Large number of residents benefit, solves multiple problems
Medium		Moderate number of residents benefit, solves multiple problems
Low		Small number of residents benefit, solves one problem
Community		
High		High community support and serves greatest need
Medium		Moderate community support and serves greatest need
Low		Community support

Medium-Term Strategies

Bike Program

Cost: \$30,000

This program would support an existing bicycle donation and distribution program organized by the Monument Crisis Center. The Center receives bikes from Diablo Valley Ranch, a rehabilitation center whose residents repair used or unclaimed bicycles acquired by the police department. The bikes are then given to the Monument Crisis Center for distribution to low-income residents of the Monument Corridor. Priority for the free bicycles is given to those requiring bikes to get to jobs or school. Day laborers at Monument Futures are also given priority. Additionally, bicycles and parts are donated from other sources, including churches and residents from the surrounding communities. Though the bikes were originally donated as part of a Christmas program, the Center now receives bikes on a regular basis, averaging 15 donations per month.

This program has been well received in the community. Consequently, the demand for bicycles outweighs the supply. Furthermore, the Center does not have enough bicycle locks or helmets to distribute with each bicycle.

In light of these needs, funds to supply additional bicycles to meet demand and to provide bike locks, helmets and other parts will benefit the program and the safety of the riders. Funds can also be used to establish a bike repair shop in the Corridor, with volunteers fixing bikes, giving safety lessons to children and other support services. Bicycles can either be repaired free of charge or on a sliding scale depending on how much bicyclists are able to pay. Volunteers may also receive a stipend for the hours they commit.

Purchasing additional child and adult bikes, accessories and equipment for the bike repair and maintenance shop is estimated to cost \$30,000. This cost includes a modest stipend for two volunteers working on a part-time schedule. The table below itemizes the costs of the program.

Figure 19 Annual Cost for Bike Program

Bike and Accessories*	Quantity	Unit Cost	Total Cost
Bikes - Adult	50	\$ 100	\$ 5,000
Bikes - Children	100	\$ 75	\$ 7,500
Locks - Cable	300	\$ 15	\$ 4,500
Helmets - Children	100	\$ 20	\$ 2,000
<i>Bikes and Accessories Total Cost</i>			\$ 19,000
<i>*Costs may potentially be reduced if items bought in bulk</i>			
<i>Repair and Maintenance Shop Total Cost</i>			\$11,000
Includes volunteer stipend and maintenance parts			
Total Cost - Bikes and Shop			\$ 30,000

Costs estimates taken from www.performancebike.com and discount big-box retailers

Figure 20 Evaluation of Bike Program

Financial	Ranking: High
Cost	Medium cost per unit
Cost per beneficiary	Medium
Funding availability	Fundable from private sources
Implementation	Ranking: High
Time Frame	Short term, builds on existing program
Staging	Can be implemented gradually or all at once, depending on funding availability
Transportation Benefits	Ranking: High
Solves Multiple Problems	Provides mobility, to employment and schools
Benefits large number	High number of residents benefit from bike maintenance and parts. Many do not own vehicles
Easy to use, understand	Self explanatory
Measurable solutions	Surveys of bike ridership, number of bikes donated, number using bike shop services
Community	Ranking: High
Has community support	Current program well received
Serves greatest need	Continue prioritizing distribution of bikes to those who need them the most
Accessible to non-English speaker	Self explanatory

Transit Benches

Cost: \$400 per bench, with an additional \$400 per location where concrete is required for stability and ADA compliance.

The City of Concord is currently engaged in a transit bench program that will provide benches at selected transit stops throughout the City. Approximately seven benches will be installed in the Monument Corridor at the locations listed in the figure below. The project is funded in part by Community Development Block Grants that are available for infrastructure improvements in low-income areas.

The City may also place two shelters in the Corridor. One location that has been selected is in front of the Orchard Supply store on the southeast corner of Monument Corridor and Oak Grove Road. The second will be placed on Meadow Lane near Gelbke Lane. As the City already owns the shelters, the costs incurred will be for installation and electricity. The cost to wire electricity to the shelters is approximately \$5,000, which includes the cost for the meter box.

Figure 21 Bench Cost and Locations in the Monument Corridor

Bench Location	Location Notes
Oak Grove Road, north of Smith	New bus stop serving Monument Corridor, for social services at St. Francis Church
Monument Boulevard and Mohr Lane	Housing/ 7-11 convenience store on Mohr Lane
Monument Boulevard and Lacey Lane	Housing/ 7-11 convenience store
Monument Boulevard and Oak Grove	Near Landini Lane on westbound approach. Eastbound may be possible site for a shelter
Monument Boulevard and Virginia Lane	
Meadow Lane and Gelbke	Possible shelter location
Alt 1: In front of Meadow Homes School on Detroit Avenue, at Sunshine Drive	
Alt 2: Meadow Lane at Lodge Drive on Lodge Drive side	
Possibility: Laguna Street at Ellis Lake Park	Serves Keller House/First Five services
Total cost for 8 benches including Right of Way and soft costs	\$6,400

To supplement the existing program, additional funds can support regular maintenance of the installed benches and shelters, buy additional benches or install concrete pads. The Monument Community Partnership took an inventory of all stops for Routes 111 and 114 in the Monument Corridor. This inventory can help to determine where benches are needed.

One way to reduce the cost of maintaining the bus stop and bench is an Adopt-a-Stop program. Adopt-a-Stop programs are an effective way to maintain bus stops and provide informal community surveillance. The City can provide trash can liners, gloves and cleaning supplies to the local program participant. The participant, who can be a business owner, school member or resident, keeps the stop clean and empties the trash in exchange for some form of compensation. Compensation can be a placard showcasing the business or school's name that is mounted onto the bench or trash receptacle, or a monthly bus pass for the residents participating in the program. In compensating residents with bus passes, the City should negotiate with County Connection to obtain the passes free of charge as the agency also benefits from well-maintained bus stops.

As a large portion of residents travel by transit, these transit improvements will be well utilized and appreciated, as reiterated in the stakeholder and community meetings.

Figure 22 Evaluation of Bus Stop Benches

Financial	Ranking: High
Cost	Low cost
Cost per beneficiary	Low
Funding availability	Fundable from government and private sources
Implementation	Ranking: High
Time Frame	Short term...easy to install. Program already in place
Staging	Can be implemented gradually or all at once, depending on funding availability
Transportation Benefits	Ranking: Medium
Solves Multiple Problems	Enhances comfort and convenience of transit, enhances ability of elderly and disabled to use transit
Benefits large number	Hundreds will use benches weekly
Easy to use, understand	Self explanatory
Measurable solutions	Difficult to measure; user surveys could test effect on ridership, but hard to disaggregate
Community	Ranking: Medium
Has community support	Monument residents have repeatedly stated the need for more transit amenities
Serves greatest need	Can be targeted to prioritize highest need areas, particularly near areas where seniors board buses
Accessible to non-English speaker	Self explanatory

Transit Buddy Program for Seniors

Cost: \$2,800

This program is targeted to seniors 55 and older and will provide an introduction to riding transit. Since many older residents have never used the bus and/or BART systems, the program is designed to reduce the ambiguities and anxiety associated with taking transit for the first time.

Volunteers will be recruited to assist with the program. Seniors will meet at a designated location and paired with another participant, or “buddy.” Education on reading schedules and destination signs, paying fares, exiting the vehicle and transit etiquette will be given for both County Connection and BART. A destination will be chosen that will require the use of both bus and BART. This program is modeled on similar programs existing in San Mateo County that organize outings for seniors using the bus system.

Costs for the program will include fares, the activity, and marketing materials. The program will also subsidize the cost of the County Connection Regional Transit Connection (RTC) Discount Card that allows seniors and people with disabilities to ride free between 10:00 AM and 2:00 PM. It is estimated that 100 seniors will participate in the program over the course

of the year. The fares and activities will be paid for first time participants only. Those who choose to participate in the program more than once will have to pay their fares and activities fee.

Figure 23 Annual Costs for Transit Buddy Program

Items	Cost
Marketing/outreach/administration	\$1,000
County Connection RTC Discount Card at \$3.00 per participant	\$300
Round trip BART fares for 100 seniors at \$6.00 each	\$600
Activity – Movie tickets, \$9.00 per participant	\$900
Total cost	\$2,800

This program is targeted to seniors only as the County Connection has received an Environmental Justice grant that will provide marketing materials in Spanish specifically aimed at the routes serving the Monument Corridor. Part of this project will be to recruit and train a minimum of five Spanish speaking volunteers to act as community liaison and “Amigos de Viajar”(travel buddies) to help people learn how to navigate the system.

Figure 24 Evaluation of Transit Buddy Program

Financial	Ranking: High
Cost	High ranking, low overall cost
Cost per beneficiary	Low
Funding availability	Possibly CCCMA
Implementation	Ranking: High
Time Frame	Short term, can be implemented quickly
Staging	Can be periodically targeted to groups of 20 seniors
Transportation Benefits	Ranking: High
Solves Multiple Problems	Reduces ambiguity of riding transit. Gives seniors alternative to driving
Benefits large number	Medium number of residents benefit
Easy to use, understand	Volunteers will give travel training
Measurable solutions	Follow-up surveys can be completed to determine whether seniors are utilizing transit
Community	Ranking: Medium
Has community support	Growing number of seniors in Corridor
Serves greatest need	Seniors who are 55 years of age or older will be recruited
Accessible to non-English speaker	Bilingual volunteers will be recruited to give travel training

Expand Auto Loan Program

Start up cost, \$60,000 (revolving fund), annual administration cost, \$9,600

Contra Costa County’s Employment & Human Services Department’s KEYS Auto Loan Program offers low interest loans to purchase an automobile to former CalWORKS participants who have been employed for three months. Loans up to \$4,000 per individual are extended for two-year terms to eligible recipients, and repayments are cycled back into a revolving fund to provide additional loans. Recipients must take a money management class and an auto maintenance class offered by the County.

This project would expand the program to other low-income residents in the project area. An income threshold would need to be established, with pre-screening of applicants by a local non-profit. A start up cost of \$60,000 would be incurred to provide the initial revolving fund for a program writing 20 loans per year. The annual cost for the personal budget and auto maintenance classes, diagnostic vehicle inspections and administration of an expanded program would cost about \$9,600 per year for twenty participants. The costs are detailed in the figure below:

Figure 25 Annual Cost of Auto Loan Program

Items	Cost
Average loan amount	\$3,000 per participant
Diagnostic inspection by certified mechanic (two inspections are sometimes necessary)	\$100 per inspection
Money management class	\$200 per participant
Auto maintenance class	\$30 per participant
Administrative costs	\$50 per participant
Total average cost of program	\$3,480 per participant
Total cost for loans for 20 participants	\$60,000
Total cost for all other program expenses for 20 participants	\$9,600
Total cost for 20 participants	\$69,600

Source: Joel Flamand, Assistant Transportation Coordinator, Contra Costa Employment & Human Services Department

Implementation of the program is possible within a short time frame as it fits well into the existing the KEYS Auto Loan Program. To initiate the program, new eligibility criteria specific to the Monument Corridor would have to be devised and administered. Ongoing administration costs would be low, although the starting capital for the loan program would need to be secured. The program, however, would help a very modest number of clients, only 20 annually.

Figure 26 Evaluation of Auto Loan Program

Financial	Ranking: Low
Cost	Moderate cost per participant
Cost per beneficiary	Moderate
Funding availability	Fundable from government sources
Implementation	Ranking: High
Time Frame	Short term, builds on existing program
Staging	Can be implemented all at once
Transportation Benefits	Ranking: Low
Solves Multiple Problems	Provides assistance for car purchase, improves mobility to areas with low transit service, allows participants to access jobs outside of transit service hours
Benefits large number	Low number of residents able to participate
Easy to use, understand	Will require educational materials
Measurable solutions	Measure demand and participation in program

Community	Ranking: High
Has community support	High in all surveys and community meetings
Serves greatest need	Targeted towards those with valid driver licenses
Accessible to non-English speaker	Multi-lingual information on loan terms and conditions. Bi-lingual car maintenance and budgeting classes

Targeted Transit Information

Cost: \$43,000

With the large number of transit users in the Monument Corridor, developing bilingual transit materials that are tailored to the community may help residents read schedules and make transfers. A transit map oriented to the Monument Corridor, with a pull out pocket sized schedule will be most useful.

This program should be relatively easy and inexpensive to implement. During outreach, several participants suggested developing bilingual transit information. Though the County Connection has released a request for proposals to develop bilingual materials which will be supplied in the Corridor, materials that specifically reflect Corridor landmarks and bus routes may be more user-friendly. These transit materials can be developed concurrently with the implementation of the Monument Corridor Community bus.

The administrative and outreach cost is estimated to be approximately one-third FTE, or \$23,000 for the year. In addition, design and production of the materials are estimated at \$10,000.

Figure 27 Annual Cost for Targeted Transit Information

Items	Cost
Administrative/outreach	\$23,000
Design/production of materials	\$20,000
Total annual cost	\$43,000

Figure 28 Evaluation of Targeted Transit Information

Financial	Ranking: High
Cost	Low
Cost per beneficiary	Low cost per beneficiary
Funding availability	State and Federal funds potentially available
Implementation	Ranking: Medium
Time Frame	Moderate
Staging	Requires full funding amount upfront
Transportation Benefits	Ranking: Medium
Solves Multiple Problems	Reduces ambiguity of transit, orientates map around community

Benefits large number	Large number
Easy to use, understand	Yes
Measurable solutions	Difficult to measure; user surveys could test effect on ridership, but hard to disaggregate
Community	Ranking: Medium
Has community support	Better information was requested at the community meetings
Serves greatest need	Serves the entire community
Accessible to non-English speaker	Yes, materials will be bilingual

Carpool/Vanpool Pilot Program

Cost: Vanpool program, \$20,610. Administrative and outreach costs for carpool and vanpool, \$14,000

Carpools and vanpools provide a convenient solution to those commuting to the same area or common job location. Often arranged independently by the participants or organized with the help of on-line ride-matching sites, carpooling and vanpooling is mainly considered for home to jobs commuting. However, with the organization of safe routes to schools programs, carpooling is also considered a viable form of transportation to schools.

In the Monument Corridor, carpool and vanpool programs can be organized for residents. The Monument Community Partnership can form carpools or vanpools by matching participating residents with others going to the same employment or school site. Residents interested in participating in the program would have to specify if they are able to drive, their destination and their work schedule.

Vanpools are another option for residents in the Corridor. Vanpools are typically a group of riders using a van, with a seating capacity of not more than fifteen individuals. Transportation is provided to and from the place of residence or other designated locations and their place of employment, since the vehicle is driven by one of the pool members. On average, each member of a seven passenger vanpool pays \$80 per month, including gas cost (based on \$3.11 per gallon) and lease of the van to travel between 20 and 30 miles roundtrip. The cost includes maintenance, insurance and 24-hour roadside assistance. Those going shorter distances, up to 20 miles roundtrip, pay between \$60 and \$70 with seven passengers in a van.

A vanpool program may be administered by MCP. The annual cost to run three vanpools with seven passengers each, is detailed in the table below:

Figure 29 Cost for Vanpool Pilot Program

Items	Cost
Seven person vanpool	\$80 per passenger per month*
3 vanpools formed (27 participants)	\$1,680 per month, \$20,160 per year

Obtaining a Class C driver's license and taking DMV Class B driver's medical exam	\$450 (\$150 per driver x 3 vans)
Cost per year	\$20,610

*Costs include gas, lease, maintenance, roadside assistance and insurance

The administrative and outreach cost for both carpool and vanpool is estimated to be one-fifth FTE, or \$14,000 for the year. This includes costs for marketing materials.

Figure 30 Annual Carpool and Vanpool Administrative Cost

Item	Annual Cost
Carpool and vanpool matching and marketing	\$14,000

With low transit service to some key employment areas or work schedules outside bus service hours, carpool and vanpools are viable options for commuters, especially those with low incomes.

Figure 31 Evaluation of Carpool and Vanpool Programs

Financial	Ranking: Medium
Cost	Carpool costs moderate, vanpool cost moderate
Cost per beneficiary	Carpool- high cost per beneficiary. Vanpool – low cost per beneficiary
Funding availability	State and Federal funds targeted to job access potentially available
Implementation	Ranking: Low
Time Frame	Short to moderate.
Staging	Can be staged with funding availability
Transportation Benefits	Ranking: Medium
Solves Multiple Problems	Provides access to jobs
Benefits large number	Low/Moderate number
Easy to use, understand	Yes, but needs marketing
Measurable solutions	Program involvement and retention can be surveyed
Community	Ranking: Medium
Has community support	Medium number of residents commuting to same job locations
Serves greatest need	Serves commuters with safer transportation to jobs that may not have good transit service or have late hours
Accessible to non-English speaker	Yes, carpool and vanpool literature may need to be translated

Auto Repair & Maintenance Pilot Project

Cost: \$20,250 per year, \$10,500 for administration

The purpose of this program will be to assist Monument Corridor residents in paying the annual costs of owning and operating a vehicle, and to ensure that vehicles are safe and non-polluting. Paying for vehicle operations is a necessity for many Corridor residents, but affording to keep vehicles in safe operating condition can be a stretch.

Monument Corridor residents with a valid drivers license and vehicle registration would be eligible for the program. The program will pay for roadside assistance memberships for participants through the Better World Club or American Automobile Association (AAA). Additionally, the program will subsidize an annual tune up at a local Monument corridor shop. Any additional repairs will be made at the discretion of the program administrator and according to guidelines developed for program. The program will contribute up to \$250 for

repairs and \$100 for the annual tune up at a local car repair shop in the Corridor. The local mechanic shop will be determined at program initiation.

Other costs to consider are administrative, estimated at 15 percent of FTE. A summary of the costs is given in the figure below.

Figure 32 Annual Cost for Auto Repair & Maintenance Pilot Program

Items	Cost
Roadside assistance membership	\$55 per participant
Annual tune up	\$100 per participant
Repairs	Up to \$250 per repair
Total cost of repair and maintenance for 50 participants	\$20,250
Administrative (15% of \$70,000 annual salary)	\$10,500
Total cost (repair, maintenance and administrative)	\$30,750

As a pilot program, some of the implementation details that will need to be resolved include determining eligibility, marketing the program, roadside assistance membership applications, and registering participants. A local non-profit, the Monument Community Partnership for example, can administer the program, contracting with a local mechanic shop for car repairs and maintenance. As this program requires a valid drivers license and vehicle registration, undocumented workers or unregistered vehicles would not be eligible. The program can be combined with the auto loan program discussed in the previous section.

Figure 33 Evaluation of Auto Repair & Maintenance Pilot Program

Financial	Ranking: High
Cost	Moderate
Cost per beneficiary	Low, only a few benefit from the program
Funding availability	Fundable from government sources
Implementation	Ranking: Medium
Time Frame	Medium to long term, pilot program
Staging	Can be implemented all at once
Transportation Benefits	Ranking: Low
Solves Multiple Problems	Enhances mobility of residents who own cars but cannot afford repairs.
Benefits large number	Low number of residents able to participate
Easy to use, understand	Will require some explanation
Measurable solutions	Survey participants about program
Community	Ranking: Low
Has community support	High for auto users in all surveys and community meetings
Serves greatest need	Targeted towards those with valid driver licenses and registered vehicles
Accessible to non-English speaker	Bilingual information on roadside assistance members and terms of program

Subsidized Taxi Service/ Fares

Cost: \$55,800 for 200 participants

Completing transit trips in the evening is difficult for residents of the Monument Corridor. While BART’s last arrival at Concord Station is 1:30 AM every day, the last connecting CCCTA service (Route 114) to the Monument ends at 11:30 PM weekdays, 8:30 PM on Saturday, and 7:30 PM on Sunday. Though the All Nighter service does connect the Corridor to the BART station after regular transit service has closed, the route runs hourly along Monument Boulevard only. An alternative to those who live far from Monument Boulevard or have an hour to wait for the next bus could be a subsidized taxi program. Subsidized taxis have the sole purpose of completing the trip home from Concord BART for Monument residents. The program could operate in the night hours between 11:00 PM and 2:00 AM on weekdays, and 8:00 PM and 2:00 AM on weekends, when there are very few, if any, transportation options for non-auto drivers.

The following is a proposed model that can be modified:

- Participants who meet specified income requirements can register for the program
- Scrip can be purchased either via mail or through the offices of the local non-profit Program Manager, possibly MCP

- Taxi scrip booklets of \$8.50 value can be purchased for \$4.25 (based on \$2.50 pick up fee, \$2.50 per mile and \$1.00 tip. Most residents are within two miles of the BART station)
- Participants may purchase up to \$17.00 in scrip per month
- All participants will be provided a list of participating taxi companies and their contact information, and they will call the companies directly to reserve their trip
- At the end of the trip, participants provide taxi scrip instead of money to pay their fare
- Taxi drivers will redeem the scrip either through their companies or through a yet to be determined alternative mechanism
- The trip length will be from the Concord BART station to the Monument Corridor

Once the scrip program has been refined and is ready for implementation, the implementing agency will need to develop informational materials explaining how the program works, and design and print the vouchers that will be redeemed by the taxi companies. In addition, agreements with participating taxi companies will need to be signed before program implementation. Other factors that will need to be addressed before final implementation of the taxi scrip program include:

- Determining the income threshold for scrip eligibility
- Establishing the level of trip limits for participants
- Considering one year expiration dates on all vouchers
- Developing performance standards to measure the success of the program – these should focus on the increased ability of low-income residents to obtain same day service when no other reasonable options are available.

The cost of the program would depend on the number of riders, length of trips, and the amount of subsidy per trip. Administration of the program once implemented would require \$3,000 per year in tracking reimbursements, processing eligibility and maintaining client rolls. The total cost of the program would amount to \$55,800 for the first year, based on 200 participants using the service twice a month. To make the program ADA compliant, at least one of the vehicles would need to be accessible, a cost which has not been estimated here (no, we must include it here, say add \$15K for the conversion). The total cost and details of the program are detailed in the figure below:

Figure 34 Annual Cost for Subsidized Taxi Service/Fares Program

Terms	Cost
Pilot program term	1 year
Number of low-income participants	200
Percentage of vouchers redeemed	80%
Discounted rate	50%
Voucher limit	Up to \$17 per month face value
Average trip length (from Concord BART to the Corridor)	1.5 miles
Number of trips (200 trips twice a month)	4,800
Annual Costs	
Cost per Trip (\$2.50 pick up fee, \$2.50 per mile for 2 miles max and \$1 for tip)	\$8.50
Total trip subsidy (200 participants, 48 trips per year, \$8.50 per trip)	\$40,800
Printing/communication	\$5,000
Mobility manager 10% FTE of \$70,000	\$7,000
Administrative/outreach	\$3,000
Total cost	\$55,800

Implementation would require creation of an administrative structure within a non-profit or local government, and would also require development of reasonable eligibility criteria and other controls to assure that the program is targeted to the greatest need, and that vouchers are not misused.

Since many Corridor residents work shifts that end later than the final bus trip of the day, taxi vouchers are a viable alternative to offering additional fixed route services. Restricting the amount of vouchers available per month can ensure that participants will use the taxi service only when necessary.

Figure 35 Evaluation of Subsidized Taxi Service/ Fares Program

Financial	Ranking: Low
Cost	Moderate cost
Cost per beneficiary	Moderate/High
Funding availability	Fundable from government sources
Implementation	Ranking: Medium
Time Frame	Medium term
Staging	Can be implemented all at once
Transportation Benefits	Ranking: Low/Medium
Solves Multiple Problems	Ensures residents of transportation to their homes after transit service hours
Benefits large number	Low number of residents will benefit

Easy to use, understand	Will require explanation
Measurable solutions	Survey program participants and taxi drivers
Community	Ranking: Medium
Has community support	Lack of transportation after transit service hours mentioned frequently in all surveys and community meetings
Serves greatest need	Can be targeted to prioritize those with highest need
Accessible to non-English speaker	Bi-lingual information on program conditions required

Older Driver Safety and Mobility Workshops

Cost: \$2,400 for bi-annual seminars for a total of \$4,800

This program intends to replicate the successful driver safety and mobility workshops administered by the Concord Senior Center. However, the workshops will be held in the Monument Corridor and targeted towards the senior residents in the Corridor.

Six workshops per year could reach 60 older drivers (assuming the class size is 30 seniors) at a cost of \$2,400 for each workshop. According to census figures, over 10 percent of the study area households are headed by people over 65 years of age. Of these households, eight percent have a car available in the household. Among households headed by those over 75 years of age, three percent have vehicular access.

This program is easy and inexpensive to implement, and would be attractive to a variety of funding providers. Because it targets just one segment of the community, it was not cited as a major problem during the outreach. However, experience in other areas suggests that classes would be popular, and could help older drivers continue to drive safely, which would benefit the whole community. However, measurement of the impact of the program would be difficult.

Figure 36 Evaluation of Older Driver Workshops

Financial	Ranking: High
Cost	Low cost
Cost per beneficiary	Moderate cost per client
Funding availability	Fundable through public and private grants
Implementation	Ranking: High
Time Frame	Existing program, short term time frame
Staging	Number of workshops can be determined by funding availability and interest
Transportation Benefits	Ranking: Low
Solves Multiple Problems	One major benefit - Helps keep older drivers driving safely (or helps them stop driving). Side benefit of diminishing need for paratransit if successful
Benefits large number	Benefits a low number of clients
Easy to use, understand	Can be tailored to target populations
Measurable solutions	Difficult to measure impact
Community	Ranking: Low
Has community support	Modest level of community support, seniors particularly
Serves greatest need	Can be targeted; clients most likely accessed via senior centers and public agencies
Accessible to non-English speaker	Can be offered in multiple languages

Long-Term Strategies

Lifeline Bus Service Improvements

Cost: \$773,000 annually for all service improvements (67 per hour of service added). Potential Funding Sources: Lifeline grants for three year demonstration, farebox, local match. Conventional transit funding sources for on-going support.

This program would provide fixed route bus service at the recommended Lifeline levels in the Monument Corridor. For suburban areas, recommended Lifeline service would provide bus service between the hours of 6 AM and 10 PM on weekdays and Saturdays, and 8 AM and 10 PM on Sundays. Headways would be no greater than 30 minutes at all times.

None of CCCTA's Lifeline routes serving the Monument corridor currently provide this level of service, particularly on nights and weekends when both frequencies and hours of service do not meet recommended levels.

Route 111 currently does not operate on weekends at all, though CCCTA has recently submitted a Lifeline grant proposal to MTC to restore 2,800 hours of Saturday and Sunday service that was cut in 2003 due to budget concerns. This application has been

recommended for funding, and will provide hourly Saturday/Sunday service between 7:40 AM and 8:30 PM.

To bring service up to full Lifeline standards would require more than 13,600 additional hours of service per year, even after weekend service is restored on Route 111.

Figure 37 Additional Service Hours for Lifeline Service

Route	Additional Annual Service Hours			
	Weekdays	Saturdays	Sundays	Total
Route 111	4,655	936	832	6,423
Route 114	613	156	728	1,497
Route 118	4,043	936	728	5,707
Total	9,310	2,028	2,288	13,626

At CCCTA's cost of \$67 per hour of service, these additional service hours would cost a total of \$910,000 annually. Any additional hours would most likely be phased in gradually on routes where patronage most justifies service additions. The goal of any new service would be to generate a minimum of 15% farebox recovery, resulting in a net annual cost of \$773,000 to provide this service.

Figure 38 Annual Costs for Full Lifeline Service

Items	Cost
Additional Service Hours (annual)	13,626
Cost per hour (marginal cost, per CCCTA)	\$66.78
Total Cost	\$909,944
Farebox @ 15%	\$136,492
Net Annual Cost	\$773,453

Funding for Lifeline service enhancements is available through federal and state funds managed by the Metropolitan Transportation Commission as the Lifeline Program Funding sources include Congestion Management Air Quality (CMAQ), Job Access and Reverse Commute (JARC), State Transportation Assistance (STA) Regional Discretionary Funds for the program, and other social service funds. In the most recent funding cycle, Contra Costa received a total of \$2.2 million over a three-year period (\$730,000 per year). The Monument Corridor would therefore require MORE than the total resources available to ALL of Contra Costa County.

Lifeline grants are available on an 80%/20% match basis. Local match can come through farebox and in-kind donations of administrative time, as well as other local funding sources. On-going funding after three years is presumed to be available through conventional sources such as State TDA and federal formula funds that currently fund the remainder of CCCTA's service.

An evaluation of this service shows that it has a very high ranking in community support, transportation benefits, and ease of implementation. However, the lack of available funding is

a barrier that brings down the overall ranking. Scores for Incremental additions, however, that match available funding sources to high priority transit improvements, would have an overall score of “High”.

Figure 39 Evaluation of Lifeline Bus Service Improvements

Financial	Ranking: Low/Moderate
Cost	Very large total costs to provide all service, but moderate costs per service hour for incremental additions
Cost per beneficiary	Reasonable cost per beneficiary, routes with best ridership potential will be targeted first
Funding availability	A small portion is fundable through MTC Lifeline program, but there no other major funding sources.
Implementation	Ranking: High
Time Frame	Short term, builds on existing program
Staging	Can be implemented gradually, depending on funding availability
Transportation Benefits	Ranking: High
Solves Multiple Problems	Meets mobility demands of residents
Benefits large number	Large number of residents are transit dependant
Easy to use, understand	Bus service well understood by existing riders. Additional efforts may be required to reach new riders.
Measurable solutions	Survey ridership at regular intervals
Community	Ranking: High
Has community support	High in all surveys and community meetings
Serves greatest need	Can be targeted to prioritize service lines
Accessible to non-English speaker	Multi-lingual information on bus schedules may be included

Bus Shelter Program

Cost: \$156,250

Currently, the City is responsible for purchasing bus shelters and providing day-to-day maintenance. As the City does not have the resources for daily maintenance, an Adopt-a-Stop program can help provide long-term maintenance.

Adopt-a-Stop programs are an effective way to maintain bus stops and provide informal community surveillance. The City can provide trash can liners, gloves and cleaning supplies to the local program participant. The participant, who can be a business owner, school member or resident, keeps the stop clean and empties the trash in exchange for some form of compensation. Compensation can be a placard showcasing the business or school's name that is mounted onto the shelter or trash receptacle, or a monthly bus pass for the residents participating in the program. In compensating residents with bus passes, the City should negotiate with County Connection to obtain the passes free of charge as the agency also

benefits from well-maintained bus stops. The Adopt-a-Stop program can also be extended to stops without shelters.

The costs for bus shelters are estimated in the figure below. Wiring the shelters with electricity is expected to be approximately \$5,000. The costs assume that an Adopt-a-Stop program will be implemented and therefore only minimal maintenance costs are included.

Figure 40 Cost of Bus Shelter Program

Items	Costs
Cost of 10 shelters at \$5,000 each	\$50,000
Electrical wiring at \$5,000 each	\$50,000
Administration/staff (siting and ROW analysis)	\$5,000
Necessary ROW improvements	\$50,000
Maintenance assuming Adopt-a-Stop program is implemented. \$100 a year for cleaning supplies for 10 shelters	\$1,000
Business or school placards, 5 for \$50 each	\$250
Total cost	\$156,250

Adding bus shelters is both relatively inexpensive and extremely popular with the community as a very tangible improvement in the quality of using public transit.

- The cost is low, and the program can be incrementally contracted or expanded depending on resources.
- The program is already in place, so there are few institutional barriers to implementation.
- The program will primarily address the comfort of transit patrons, and by doing so will encourage more people to use transit.
- Even a small number of shelters will benefit a large number of patrons if they are strategically placed at locations of highest use and need.
- The program has very strong community support. It will be easily understood by diverse cultures, and could even offer enhanced opportunities to provide multi-lingual transit information.

Figure 41 Evaluation of Bus Shelter Program

Financial	Ranking: High
Cost	Moderate cost per unit
Cost per beneficiary	Moderate
Funding availability	Unknown
Implementation	Ranking: High
Time Frame	Short term...builds on existing program
Staging	Can be implemented gradually or all at once, depending on funding availability
Transportation Benefits	Ranking: Medium

Solves Multiple Problems	Improves waiting conditions for residents
Benefits large number	High number of residents benefit
Easy to use, understand	Self explanatory
Measurable solutions	Difficult to measure; user surveys could test effect on ridership, but hard to disaggregate
Community	Ranking: High
Has community support	Highly vocalized need for more transit amenities
Serves greatest need	Can be targeted to prioritize high ridership stops
Accessible to non-English speaker	Self explanatory

Pedestrian Infrastructure Improvements

Cost: Variable, depending on improvements. See cost figures below.

Pedestrian infrastructure throughout the Corridor does not adequately support the current level of pedestrian activity. To address the inadequate and aging infrastructure needs, the City of Concord is planning to widen the sidewalks along Monument Boulevard and Meadow Lane, two well-utilized streets for shopping and transit. Additionally, the City is considering replacing the crumbling asphalt patches along Meadow Lane. These improvements can be funded through Transportation for Livable Communities grants and other state and federal grant sources targeted towards pedestrian safety.

The capital costs for these improvements are listed in the table below. The City conducted surveys to determine the locations of curb ramps, sidewalk widening and repairs and pedestrian crossings.

Figure 42 Capital Cost for Pedestrian Infrastructure Improvements

Improvement	Cost
Curb Ramps – 10	\$50,000
Sidewalk Repairs – 5,000 square feet	\$75,000
Pedestrian Crossing on Meadow Lane near Lodge Drive	\$112,500
Reganti Drive to Virginia Lane - New Landscaped Medians - 7,200 square feet	\$540,000
<i>Total</i>	<i>\$777,500</i>
Sidewalk and /or Widening Improvements	
6' wide on Meadow Lane, north of Robin Lane to Sunshine Drive	\$271,050
5' wide on Meadow Lane, Sunshine Drive to Market Street	\$569,500
Repair and replace on Detroit Avenue from Laguna Street to Clayton Road. East and West side.	\$120,000
1650 Monument Boulevard Widening Right of Way (between Lacey Lane and Virginia Lane)	\$37,500
<i>Total Sidewalk Widening Costs</i>	<i>\$998,050</i>
Total Pedestrian Infrastructure Improvement Costs	\$1,775,550

Source: Julia M. DosSantos, Assistant Engineer/ADA Coordinator, City of Concord

Sidewalks are also being upgraded throughout the Concord for ADA compliance. The City is in the process of updating their ADA Transition Plan over the coming year. The Update will survey the accessibility barriers along major streets, including Monument Boulevard, Meadow

Lane and Detroit Avenue. Once the survey is complete, streets will be prioritized for improvement. The City has received funding for the next two fiscal years, starting July 2006, for this assessment.

Figure 43 Evaluation of Pedestrian Infrastructure Improvements

Financial	Ranking: Low
Cost	High cost for significant scale projects
Cost per beneficiary	Moderate cost per beneficiary
Funding availability	State and Federal funds targeted to pedestrian improvements potentially available
Implementation	Ranking: Medium
Time Frame	Short to moderate. Program in planning stage
Staging	Can be staged with funding availability
Transportation Benefits	Ranking: High
Solves Multiple Problems	Provides wider sidewalks along well used and major thoroughfares
Benefits large number	High number, depending on location of improvement
Easy to use, understand	Self-explanatory
Measurable solutions	Surveys can be taken after implementation to determine if residents like the improvements
Community	Ranking: Medium
Has community support	Not highlighted as a major issue in surveys.
Serves greatest need	Serves entire community with safer infrastructure to destination points (shops, transit stops)
Accessible to non-English speaker	Yes

Bikeways

Cost: Variable, depending on improvements. See cost figures below.

Bikeways, pedestrian paths, and safe routes to school are important and necessary programs for the Monument Corridor due to the high percentage of residents who walk and bicycle to access jobs and schools. The Contra Costa Transportation Authority published a Countywide Bicycle and Pedestrian Plan (CBPP) in 2002 identifying both improvements to the countywide bikeway network and bikeway projects pursued by local jurisdictions. For projects proposed in and around the Monument Corridor, one will extend the Class 3 bike lane from Meadow Lane along Market Street to Concord Avenue. Another Class 3 bike lane is proposed on Concord Avenue between Highway 680 and Willow Pass Road. A Class 1 bike lane running along the western border of the corridor, near Interstate 680, will be extended to Monument Boulevard.

The City of Concord identified additional bike routes in the Trails Master Plan update completed in 2002. The Plan recommends several Class 1 trails and Class 3A and Class 3B bike routes to service the Monument Corridor. Only those that run through the Corridor are

listed in the table below. Class 1 Bike Trails or Paths are physically separated from vehicular streets. Class 3A bike routes are located on primarily residential streets that are generally parallel to major roadways that do not have bike lanes. Class 3B routes are proposed for collector or arterial streets and will be striped to distinguish them from the residential streets where no striping is recommended.

The minimum cost to implement Class 3B bike routes on arterials includes a four-inch shoulder stripe, signage and bicycle transportation improvements. Whereas the Class 3A residential bike routes cost approximately \$2,000 per mile for route and destination signing, Class 3B bike routes are estimated at \$200,000 per mile to include signal timing improvements, pothole repairs and bicycle detection improvements. Costs per improvement are detailed in the figure below.

Figure 44 Capital Cost for Bikeways

Type of Facility	Length in miles	Unit Cost	Construction Cost
Class 1 Trail/Path			
Mokelumne Aqueduct Trail from Grant Rd to Walnut Creek Channel (North-South connector trail)	2.3	\$300,000	\$690,000
Mayette Hanson Connector (abandoned Southern Pacific ROW) from Willoe Pass Road to North Concord BART (North-South connector trail)	1.8	\$300,000	\$545,000
<i>Class 1 Total Cost</i>			<i>\$1,235,000</i>
Class 3A Bike Route			
Wilson Lane/Clayton Way/Wren	2.7	\$2,000	\$5,500
Detroit Avenue/Chalomar Drive	2.4	\$2,000	\$4,700
Sunshine/Tilson/Rae Anne/Victory	1.4	\$2,000	\$2,700
<i>Class 3A Total Cost</i>			<i>\$12,900</i>
Class 3B Bike Route			
Meadow Lane/Oak Grove Road	2.0	\$200,000	\$400,000
Walters Way	0.5	\$200,000	\$100,000
<i>Class 3B Total Cost</i>			<i>\$500,000</i>
Total Cost for all Facilities			\$1,747,900

Source: Concord Trails Master Plan, 2002

The City of Concord can obtain funding for the projects through the State Bicycle Transportation Account (BTA) funds. Though CBPP qualifies for BTA funds, Concord may have to either adopt the CBPP or use the CBPP as a template for a local plan to become eligible. The procedure to become eligible is outlined in the CBPP.

Figure 45 Evaluation of Bikeways

Financial	Ranking: Low
Cost	High cost for significant scale projects
Cost per beneficiary	High cost per beneficiary
Funding availability	State and Federal funds targeted to bike programs potentially available
Implementation	Ranking: Medium
Time Frame	Short to Moderate. Bike plan in place
Staging	Can be staged with funding availability
Transportation Benefits	Ranking: Medium
Solves Multiple Problems	Provide better bike access for commuters & students, decreases need for auto/bus
Benefits large number	Moderate number, depending on location of improvement
Easy to use, understand	Yes
Measurable solutions	Counts can be taken after construction
Community	Ranking: High
Has community support	High number of bikers in community, bike programs already supported
Serves greatest need	Serves transit-dependent youth and adults most directly
Accessible to non-English speaker	Yes

Universal Transit Passes/Residential Ecopass

Cost: \$100,042 upfront subsidy with potential reimbursement by residents of entire cost.

A residential ecopass allows the user unlimited rides on transit at a deep discount off the regular pass price. Several transit agencies around the country, including the Santa Clara Valley Transportation Authority, have successfully instituted ecopass programs with apartment complexes and neighborhood community organizations to increase ridership and expose residents to public transit. The programs have reduced traffic and parking demand. Ecopass programs can also be implemented in business districts along with the establishment of a transportation management association.

In the Monument Corridor, residential ecopass programs can be implemented at large apartment complexes, such as Village Green, Lakeside and Camara Circle Apartments. Each complex houses between 300 and 600 low-income residents, many of whom are transit dependant. Typically, residential ecopass programs require each resident to pay the entire cost of the pass at the start of the program. As the residents of the targeted apartment complexes in the Corridor are unable to pay the annual fee upfront, this program should be subsidized initially with residents reimbursing the program on a monthly basis. Only residents of the apartment complex should be eligible for the ecopass in the pilot program.

Reimbursement can occur in two ways: The monthly fee can be paid through a slight increase in rent per month based on the number of individuals over the age of six in the unit. The other option is for residents to pay for a monthly sticker that will be placed on their ecopass identification card. Stickers may be obtained through the main office of the complex.

Considering that County Connection does not have a program in place, implementation may be difficult. However, the agency does currently allow seniors and people with disabilities to ride free between 10:00am and 2:00pm provided they obtain a valid Regional Transit Connection Discount Card. This type of card may be applied to the residential ecopass program.

This program will be revenue neutral to County Connection. Total revenue currently gained through existing ridership by apartment residents is incorporated into the cost of the program. Production of the ecopass identification cards and administrative costs are also included.

In determining the upfront cost of the program, the following assumptions were made:

- Only residents over the age of six living in Camara Circle, Village Green or Lakeside apartment complexes will be eligible to participate in the pilot program. The total number of participants is estimated to be 1,400
- 30 percent of youth, 20 percent of adults and 30 percent of seniors in the apartment complexes currently ride County Connection with a combined average ridership of 24 percent
- 10 percent of the total riders purchase monthly passes while the rest pay fares. Those who pay per trip make an average of 1.5 trips per week. The low number of pass

purchases and trips per week is assumed as the majority of residents are unable to afford transit

- Administrative costs are 5 percent of revenues currently generated. The cost of producing the ecompass identification cards per person is \$3.00
- The pilot program will be tested for one year

Typically, ecompass fees are paid by all residents or the developer of the targeted area at program initiation. Since the residents of the three Corridor complexes are unable to afford the upfront costs, this program is modified from standard ecompass programs, providing an upfront subsidy with reimbursement by residents on a monthly basis instead. The upfront subsidy of the program has the potential to be completely reimbursed if all residents are charged \$6.00 per month for the entire year. The other option is an 85 percent reimbursement if residents are charged \$5.00 a month. As mentioned above, residents can reimburse the cost of the ecompass by either permitting an increase in rent based on size of their household, or buying a sticker to place on their ecompass ID every month. The later option incurs potential risk to the program. If residents decide to cease participation over the course of the year, the subsidy will receive less reimbursement. A modest increase in rent per month is recommended for a more reliable form of repayment.

The figure below outlines some of the assumptions and costs of the pilot program.

Figure 46 Residential Ecopass Pilot Program Assumptions and Costs

Population Estimates				
Percentage Age Split	30% Children Youth over 6	65% Adults	5% Seniors 55+	
Number of Residents	420	910	70	1,400 total
Assumptions for purposes of pilot program:				
<ul style="list-style-type: none"> • Percentage age split source: Bonnie Hall, Village Green Apartments • All apartment complexes have the same percentage age split. • Total population over 6 years of age for Village Green, Camara Circle and Lakeside Apartments is 1,400 residents 				
Pass Purchases and Fare Revenue Generated by Residents (Estimates)				
Total CCCTA Revenue from Residents	\$91,278	per year		
Total Cost To Be Covered by Ecopass for the Pilot Program				
Total Administrative Cost per Year	\$4,564	5% of sales		
Cost of Ecopass ID for all Residents	\$4,200	\$3.00 per ID		
Total Ecopass Cost per Year	\$100,042 (revenue+admin+ecopass ID)			
Subsidy Reimbursement				
Option 1:				
Maximum Amount Paid per Resident per Year	\$60			
Total Reimbursement from Residents	\$84,000			
Total Pilot Program Subsidy Required After Resident Reimbursement	\$16,042			
Option 2:				
Total Cost of Ecopass for Each Resident per Year – possibility of full reimbursement of subsidy	\$72			
Monthly Payment by Each Resident, 6 years and older	\$6.00	Possibly full reimbursement of subsidy if all residents pay		

From the outreach, the primary transportation barrier repeatedly mentioned by stakeholders and community members is the prohibitive cost of transit fares, especially with the February 2006 fare increase. Since subsidizing transit passes is a very costly option, residential ecopass programs with reimbursement may be more feasible.

Figure 47 Evaluation of Residential Ecopass Program

Financial	Ranking: Low/Medium
Cost	Moderate to high, but with potential 100% reimbursement
Cost per beneficiary	Low/Moderate cost per beneficiary, depending on reimbursement of upfront costs
Funding availability	State and Federal funds potentially available
Implementation	Ranking: Medium
Time Frame	Moderate
Staging	Requires full funding amount upfront
Transportation Benefits	Ranking: High
Solves Multiple Problems	Reduces cost of transit, a barrier frequently raised at community meetings
Benefits large number	Residents of specific low-income apartment complexes
Easy to use, understand	Yes
Measurable solutions	Counts before, during and after program implementation to determine percentage increase in ridership
Community	Ranking: Medium
Has community support	Cost is a significant barrier to riding transit
Serves greatest need	Serves low-income transit-dependant residents
Accessible to non-English speaker	Yes, ecopass literature may need to be translated

February 16, 2006 Community Meeting Trade-Off Exercise

Trade-off:	Scale					Trade-off:
	1	2	3	4	5	
Shelters at Existing Stops	←—————→					Access to Bus and BART
	32	1	1	3	13	
More Shuttle Service within Concord	←—————→					New Fixed Route Services from the Corridor to Outside Destinations
	18	1	2	2	9	
Access to Bus Stops	←—————→					Frequency
				3	30	
Financial Assistance for Car Purchase and Maintenance	←—————→					New Fixed Route/ Service to Key Destinations
	18			1	30	
New Fixed Route/ Service to Key Destinations	←—————→					Frequency
	15		4	3	4	
Affordable Fares	←—————→					New Fixed Route/ Service to Key Destinations
	34	1	3	1	3	

Appendix B. Meeting Participants

January 26, 2006 Stakeholder Meeting

Project Team:

- Molly Clark, Monument Community Partnership
- Mary Lou Laubscher, Monument Community Partnership
- Martha Potts, Monument Community Partnership
- Krute Singa, Nelson\Nygaard
- John Templeton, City of Concord
- Richard Weiner, Nelson\Nygaard

Monument Transportation Committee:

- Virginia Brunk, Concord Commission on Aging
- Tighe Boyle, Contra Costa County Aging & Adult Services
- Fabiola Cardenas, Resident, Monument Futures
- Gaby Castaneda, Resident
- CeCe Coulter, St. Vincent de Paul, St. Francis de Assisi
- Avis Connolly, Concord Senior Services
- Luis Cervantes, Resident
- Cindy Dahlgren, County Connection
- Raquel Diaz, Community Services and Recreation, City of Concord
- Julia Dos Santos, City of Concord
- Martin Engelmann, Contra Costa Transportation Authority
- Marie G. Flemings, Independent Living
- Alejandra Garcia, Resident/ Parent Oak Grove Middle School
- Jay-Marie Garcia, Jay Marie Garcia Insurance
- Remy Goldsmith, Congresswoman Ellen Tauscher's Office
- Benjamin Gomez, La Costeña Produce Market
- Dean Gray, Salvation Army
- Lauren Hole, Congressman Millers Office
- Teri House, Concord Community Services
- Therese Knudsen, Metropolitan Transportation Commission (MTC)
- Wes Laubscher, Monument Crisis Center
- Lorena Martinez-Ochoa, Family, Maternal and Child Health Programs
- Santiago Morales, Tortilleria El Molino
- Lucia Newcomer, Oak Grove Action Team
- Sandra Padilla, Transportation and Land Use Coalition (TALC)
- Kai Reed, Resident/ Parent Oak Grove Middle School
- Raul Rojas, Mark DeSaulnier Contra Costa County Board of Supervisors
- Mirna Sanchez, Resident
- Sandra Scherer, Monument Crisis Center
- Jane Streich, St. Vincent de Paul, St. Francis de Assisi
- Gerald Witucki, AAA Transportation Committee Member

February 16, 2006 Community Meeting

Project Team:

- Mary Lou Laubscher, Monument Community Partnership
- Martha Potts, Monument Community Partnership
- Krute Singa, Nelson\Nygaard
- John Templeton, City of Concord
- Richard Weiner, Nelson\Nygaard

Meeting Participants:

- Norberto Alvarez, Resident
- Amancio Baranda, Resident
- Paul Branson, Contra Costa County Aging & Adult Services
- Virginia Brunk, Concord Commission on Aging
- Tighe Boyle, Contra Costa County Aging & Adult Services
- Fabiola Cardenas, Resident, Monument Futures
- Luis Cervantes, Resident
- Damaso Cruz, Resident
- Roselia Cruz, Resident
- Susana Dorion, Home care
- Marie G. Flemings, Independent Living
- Martha Fuentes, La Clinica
- Bonnie Hall, Village Green
- Lauren Hole, Congressman Millers Office
- Wes Laubscher, Monument Crisis Center
- Lorena Martinez-Ochoa, Family, Maternal and Child Health Programs
- Alva Mendez, Resident
- Guadalupe Morales, Resident
- Santiago Morales, Tortilleria El Molino
- Lourdes Ochoa, Resident
- Sandra Padilla, Transportation and Land Use Coalition (TALC)
- Josecina Razon, Resident
- Carmen Rios, Resident, Oak Grove Action Team
- Carmen Elena Roda, Resident
- Sherry Rufini, Welcome Home Baby
- Manolita Valera, Resident
- Jean S. Witucki, AAA Transportation Committee Member
- Gerry Witucki, AAA Transportation Committee Member

(Note: approximately 50 people attended the meeting though only 28 filled out the sign-in sheet).

April 4, 2006 Community Meeting

Project Team:

- Mary Lou Laubscher, Monument Community Partnership
- Martha Potts, Monument Community Partnership
- Krute Singa, Nelson\Nygaard
- John Templeton, City of Concord
- Richard Weiner, Nelson\Nygaard

Meeting Participants:

- Norberto Alvarez, Resident
- Paul Branson, Contra Costa County Aging & Adult Services
- Virginia Brunk, Concord Commission on Aging
- Gabriela Casteneda, Resident
- Luis Cervantes, Resident
- Maria Elena Chavez, Resident
- Cinthia Cruz, Resident
- Roselia Cruz, Resident
- Cindy Dahlgren, CCCTA
- Susana Dorion, Home care
- Heleodoro del Real, Resident
- Julia Dos Santos, City of Concord
- Karina Espinoza, Resident
- Ricardo Espinoza, Resident
- Marie G. Flemings, Independent Living
- Josh Friedman
- Julieta Garcia, Resident
- Aima Gallegos, Resident
- Brenda Gallegos, Resident
- Alejandra Ganuo, Resident
- Remy Goldsmith, Congresswoman Ellen Tauscher's Office
- Diana Gonzales, Resident
- Erick Gonzales, Resident
- Mariela Gonzales, Resident
- Alma Guerrero, Resident
- Rosalba Hernandez, Resident
- Edward and Lucy Keller
- Terry Kelley, Monument Community Partnership
- Diane Kennedy, Camara Circle
- Wes Laubscher, Monument Crisis Center
- Beth Lenahan, Loma Vista Adult Education, Family Literature
- Virginia Lizarraga, Catholic Charities
- Martha Lopez, Resident
- Rosina Luna, Resident
- Lorena Martinez-Ochoa, Family, Maternal and Child Health Programs
- Gabriela Menchaca, Resident
- Martha Munoz, Resident
- Lourdes Ochoa, Resident
- Blanca Ochou, Resident
- Adrianna Raya, Resident
- Audonaro Razon, Resident
- Josecina Razon, Resident
- Carmen Rios, Resident, Oak Grove Action Team
- Maria Rodriguez, Resident
- Arturo Rodriguez, Resident
- Brenda Rojas, Resident
- Ismerai Rosas, Resident
- Carmen Elena Roda, Resident
- Sherry Rufini, Welcome Home Baby
- Ann Song, Contra Costa Health Services, Asthma Program
- Manolita Valera, Resident
- Avedias Valazquez, Resident