



# Overall Work Program

Fiscal Year 2011/2012

Council of San Benito County Governments  
in conjunction with:  
*Measure A Authority*  
*Local Transportation Authority*  
*Airport Land Use Commission*  
*Service Authority for Freeways and Expressways*

Approved June 16, 2011



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## Chapter 1: Introduction

The Council of San Benito County Governments was formed in 1973 by agreement among the general-purpose governments of San Benito County. It consists of a five-member board that includes two representatives from the San Benito County Board of Supervisors, two representatives from the Hollister City Council and one representative from the San Juan Bautista City Council.

Councils of Governments have been formed throughout most of the country in response to the need for a coordinated approach to solving transportation and air quality matters, which do not follow local jurisdictional boundaries. The designation of the Council of Governments, as the responsible agency for numerous programs, ensures a coordinated approach towards solving these matters that are regional in nature.

This Overall Work Program describes and details the transportation planning activities that the Council of Governments (COG), the Local Transportation Authority (LTA), the Airport Land Use Commission (ALUC), and the Service Authority for Freeways and Expressways (SAFE) will conduct in Fiscal Year 2011/2012. This document presents the federal, state, and regional planning funds that assist in financing the various programs and studies. The Overall Work Program serves as a reference to be used by the citizens, planners and elected officials throughout the year to understand the Council of Governments' objectives and how they will be met through the regional transportation planning process. As a public document, the Overall Work Program also provides an opportunity for an open review of the planning process by elected officials and the public at large.

### DESCRIPTION OF THE REGION

#### Land Area

San Benito County is centrally located within the State of California consisting of 1,396 square miles. Rugged terrain characterizes much of the county's land. Two mountain ranges can be found along the north-to-south borders. The Gavilan Range on the western border prevents most coastal fog from moving into the area and contributes to its consistent climate. To the east, the Diablo Mountain Range protects the county from the hot dry air of the San Joaquin Valley. The Chittenden Pass allows cool ocean air to enter from the west. As a result, the steady breezes and comfortable temperatures make a very pleasant climate. Elevations vary from 135 feet to 5,250 feet above sea level.



#### Population

During the 1990's San Benito County was one of the fastest growing in the State. The 1980 census enumerated 25,005 persons, the 1990 Census listed the population at 36,697, and the



2000 Census listed the population at 53,234. The population of the City of Hollister has more than doubled from 1976 to 1996. A building moratorium in the City of Hollister slowed development in the early 2000s; however, the building moratorium was lifted in the fall of 2008. The majority of the population density is centered in the northwestern part of the county within the urban areas of Hollister and San Juan Bautista. Over 32% of county residents live in the unincorporated area. The Association of Monterey Bay Area Governments estimated San Benito County's 2010 population at 63,890; this indicates an overall population increase of 9.4% over the year 2005.

According to the U.S. Census, 48.5% of the workforce living within the County commute to work sites located in other counties. As of October 2010, the unemployment rate in San Benito County was 13.6 percent.

### **Economic Factors**

Agriculture is the chief industry in San Benito County. Annual production of fruits, grains, livestock and row crops exceed \$268 million a year. Several important local industries, such as canning and food processing, are related to agriculture. Retail trade is the second largest industry, in terms of employment. Other leading employment sectors in San Benito County include: manufacturing, construction, and educational services. Planners estimate that in the next 20 years, San Benito County will become an even more integrated part of the Bay Area economy.

### **Recreation Attractions**

San Benito County provides many rural and recreational areas such as Tres Pinos, Paicines, Pinnacles, and Aromas. Recreational and tourist attractions which bring visitors to the area, include:

- **Pinnacles National Monument** is located 35 miles south of Hollister. This 12,818-acre area features volcanic rock spires, crags and caves. The monument attracts about 200,000 people annually. This year, the monument is celebrating its centennial with events to highlight the creation and preservation of the Pinnacles.
- **Fremont Peak State Park** offers spectacular views and overnight camping as well as the Fremont Peak Observatory.
- **San Juan Bautista Mission**, a California State Historical Monument and a State Park, is located in the historic community of San Juan Bautista. More than 400,000 people visit the mission annually.
- **Hollister Hills State Vehicular Recreation Area** is located six miles southwest of Hollister. It attracts off-road cycling enthusiasts every weekend as well as thousands for special events and races.
- **Bolado Park** is located seven miles south of Hollister and hosts the San Benito County Fair and annual events such as horse shows, rodeos and motorcycle races. The park also has facilities for picnicking and swimming.
- **San Justo Reservoir** is located 2.5 miles southwest of Hollister. Area residents utilize the area for windsurfing, sailing, fishing and picnicking.
- **Hollister Municipal Airport** is located one mile from downtown Hollister and attracts tourists for air shows, glider rides, and a museum.



## ORGANIZATION AND MANAGEMENT

At the regional level, the many agencies directly associated with transportation financing, planning, and implementation in San Benito County include:

- California Transportation Commission
- California Department of Transportation
- Council of San Benito County Governments
- San Benito County Local Transportation Authority
- San Benito County Airport Land Use Commission
- San Benito County Service Authority for Freeways and Expressways
- San Benito County Measure A Authority
- Association of Monterey Bay Area Governments
- Monterey Bay Unified Air Pollution Control District
- San Benito County
- City of Hollister
- City of San Juan Bautista
- Technical Advisory Committee
- Social Services Transportation Advisory Council
- Bicycle and Pedestrian Advisory Committee
- Rail Advisory Committee (last met in 2002, no regular meeting schedule)
- Regional Transportation Plan Advisory Committee
- Transit Task Force (last met in 2004, no regular meeting schedule)

### **Council of San Benito County Governments**

The Council of San Benito County Governments was established in 1973. The Council of Governments' jurisdiction follows the boundaries within the San Benito County region. The actions of the Council of San Benito County Governments are governed by Transportation Development Act regulations, the California Code of Regulations, and Memorandums of Understanding with Caltrans. As the Council of Governments for San Benito County, this entity serves in a variety of capacities including:

- **Regional Transportation Planning Agency:** The Council of Governments is designated as the Regional Transportation Planning Agency for San Benito County. In this capacity, the Council of Governments is responsible for the development of the Regional Transportation Plan. In addition, this entity is responsible for the annual allocation of funds from the Transportation Development Act to local jurisdictions and transit operators.
- **Consolidated Transportation Service Agency:** In September 1986, the Council of Governments entered into a Joint Powers Agreement to act as the Consolidated Transportation Service Agency in San Benito County. The agency acts as a lead agency



in providing, consolidating and coordinating social service transportation activities and is eligible for up to five percent of the Transportation Development Act and Local Transportation Funds for such services.

- **Local Transportation Authority:** The Council of Governments has negotiated a Joint Powers Agreement between the Cities of Hollister and San Juan Bautista and the County of San Benito to establish the Local Transportation Authority to administer the regional transit program. This agreement went into effect on July 1, 1990, removing responsibility for the regional transit system from the City of Hollister. The Local Transportation Authority consists of the Council of Governments Board of Directors and is staffed by a full-time Transportation Planner and two (2) mechanics.
- **Area-wide Planning Organization:** The Council of Governments is designated by the United States Department of Housing and Urban Development as the Area-wide Planning Organization for San Benito County. This designation carries with it the responsibility to comply with the comprehensive planning responsibilities of Section 701 of the Housing Act of 1954 and subsequent related legislation.
- **Airport Land Use Commission:** Reviews projects within the planning areas of the two local airports, which include the Hollister Municipal Airport and Frazier Lake Airpark. The Airport Land Use Commission consists of a Board of Directors and is staffed by a Transportation Planner of the Council of Governments.
- **Measure A Authority:** Measure A is a ballot measure that was passed by the voters of San Benito County in 1988. It consists of a one-half (1/2) of one percent (1%) sales tax over a period of ten years to be used for a number of local transportation improvement projects. The Measure A Authority is responsible for overseeing the administration of the Hollister Highway 25 Bypass. The Bypass was opened to the public in February 2009. The Measure A Authority will conclude its responsibilities once the route has been transferred to Caltrans.
- **Service Authority for Freeways and Expressways:** The San Benito County Service Authority for Freeways and Expressways was established in September 1998 by a unanimous vote of the City Councils of Hollister and San Juan Bautista and the San Benito County Board of Supervisors. This agency is responsible for the area's emergency motorist aid call boxes. There are currently 36 call boxes in San Benito County along Highways 25, 101, 129, 146, and 156.

### Advisory Committees

The Council of Governments has four advisory committees:

- **The Technical Advisory Committee:** consists of the Planning Directors of San Benito County and the City of Hollister, the Public Works Administrator of San Benito County, the Public Works Director of the City of Hollister, the City Manager of San Juan Bautista, one representative from Caltrans District 5 and a representative of the California Highway Patrol. This committee advises the Council of Governments on matters related to transportation planning.
- **The Social Services Transportation Advisory Council:** Members are appointed by the Council of Governments. They are recruited from social service agencies and transit providers representing the elderly, persons with disabilities and persons of limited means, in accordance with the Public Utilities Code (Article 3, Section 99238).



The Council of Governments strives to achieve a balanced geographic and minority representation when appointing committee members. This committee consists of 10 members, including:

- One representative of potential transit users, sixty years of age or older,
  - One representative of disabled transit users,
  - One representative of concerned citizens with interest in transportation,
  - One representative of a local social service provider for persons of limited means,
  - Two representatives of the local social service providers for seniors,
  - Two representatives of a local social service for persons with disabilities,
  - Two representatives for the local consolidated transportation service agency.
- **Bicycle and Pedestrian Advisory Committee:** The Committee, established in 2008, consists of 11 members. Members are appointed by the Board of Directors of the Council of Governments. The membership consists of representatives of the general public and local agencies. The Committee advises the Council of Governments Board on bicycle and pedestrian issues in the San Benito County region.
  - **Regional Transportation Plan Advisory Committee:** On December 16, 2010, the Council of Governments established the Regional Transportation Plan Advisory Committee. The Committee advises the Council of Governments on the development of the San Benito County Regional Transportation Plan.

## Staff

### Executive Director

The Executive Director of the Council of Governments is appointed by the Council of Governments Board of Directors and also serves as the Executive Director of the Local Transportation Authority, Measure A Authority, Airport Land Use Commission, and the Service Authority for Freeways and Expressways. The Executive Director is a top-management level position with responsibility for planning, organizing, directing, implementing and coordinating staff, finances and activities in accordance with the goals, objectives, plans and policies adopted by the Board of Directors.

### Transportation Planning Manager

The Transportation Planning Manager position was created by the Council of San Benito County Governments in 2005. The Planning Manager directs, organizes and manages planning activities, coordination, and implementation of the transportation planning programs. The Planning Manager consults with the Executive Director and other management staff on work programs, schedules, policies, and program development. This position is responsible for overseeing the duties of a Student Intern and two Transportation Planners.

### Transportation Planning Staff

The Council of Governments planning staff consists of one full-time Transportation Planner. The planner is primarily responsible some project management activities, staffing the Airport Land Use Commission, the Rideshare Program, the Emergency Call Box Program, and other transportation planning activities.

### Administrative Services Specialist

The Administrative Services Specialist position is a specialized administrative and supervisory



classification for coordinating and supervising the administrative support functions of the Council of Governments. Under direction of the Executive Director to plan, organize, and participate in the administrative support functions; to prepare administrative and financial reports. This position is responsible for oversight of administrative staff, which includes the position of the Secretary and Office Assistant.

#### Administrative Support Staff

The Council of Government's administrative support staff consists of one full-time Secretary and one part-time Student Intern. The Secretary and Student Intern also provide office support and positions are primarily funded by Transportation Development Act funds.

#### Local Transportation Authority

One full-time planner is primarily responsible for planning and overseeing the Local Transportation Authority transit system operations contracts and serves as the Geographic Informational System (GIS) representative. The Local Transportation Authority employs one full-time Supervising Mechanic and one full-time Mechanic to maintain the fleet of transit vehicles. The Supervising Mechanic is responsible for the daily operations of the transit shop and is assigned to supervise and review the work of the mechanic. This position receives direction from the Executive Director of the Local Transportation Authority.

#### **Coordination**

The Council of Governments, the County Board of Supervisors and the Cities' Councils coordinate activities regularly through Council of Governments meetings. Coordination is also maintained with staff from other departments of the cities and the county, primarily those connected with planning, public works, airports, accounting and administration.

In 1993, a Memorandum of Understanding between the Council of Governments, Caltrans, and the Association of Monterey Bay Area Governments was adopted for meeting Intermodal Surface Transportation Efficiency Act requirements related to Metropolitan Planning Organization boundaries, planning, and programming for air quality non-attainment areas. This memorandum was revised and readopted in 1997. The Council of Governments will coordinate with the Association of Monterey Bay Area Governments to perform specific studies relating to such items as traffic modeling, Blueprint Planning, air quality conformity, and Metropolitan Transportation Planning.

The San Benito County Local Transportation Authority, acting as the Consolidated Transportation Service Agency, coordinates with social service agencies to provide specialized transportation services. These agencies include HOPE Rehabilitation Services and Jovenes de Antaño (Youth of Yesteryear), a local non-profit that provides specialized transportation services with Local Transportation Authority funding.

#### **Public Participation**

The Council of Governments encourages public participation by holding meetings and gathering public input on a continuous basis and ensuring that these meetings reach and engage all traditional and nontraditional stakeholders in the community, including minority and low-income groups as well as community based organizations. These non-traditional stakeholders are considered traditionally under-represented and under-served populations (i.e. African American, Latinos, Asian American, American Indian/Alaskan Native, and Pacific Islander) including the elderly, and populations with disabilities. In order to accommodate Spanish-speaking individuals; interpreters are available at several public hearings conducted by the Council of Governments. Participation by the public in the planning process is strongly encouraged. The



Council of Governments is advised by the Social Services Transportation Advisory Committee and Bicycle and Pedestrian Advisory Committee, whose membership consists of community members and organizations. Information regarding the public's position on transportation issues is disseminated at these meetings and is considered in all decisions. Other committees are established on an as-needed basis.

The Association of Monterey Bay Area Governments developed the Monterey Bay Region Public Participation Plan. The Plan was prepared collaboratively with the Council of San Benito County Governments, Santa Cruz County Regional Transportation Commission, Transportation Agency for Monterey County, San Benito County Local Transportation Authority, Monterey-Salinas Transit, Santa Cruz Metropolitan Transit District, and Caltrans; with additional input and review by the cities and counties in the region, and other parties with an interest in the planning programs and transportation policies of the Monterey Bay region. The purpose of this Plan is to provide guidelines to public participation of transportation planning related projects and studies.

This Overall Work Program provides guidance in the structuring of regional planning processes to ensure that, to the greatest extent possible, interagency consultation and public participation are made an integral and continuing part of the regional decision making process. The participation policies and procedures described in this plan are structured to comply with all applicable federal and state legislation and rules, and also express the genuine regional value and interest that all residents are provided an opportunity to participate in the shaping and implementation of regional policies.



## Chapter 2: Planning and Funding

This section highlights the previous fiscal year Overall Work Program accomplishments of the Council of Governments, Local Transportation Authority, Measure A Authority, Airport Land Use Commission, and the Service Authority for Freeways, and Expressways.

### FISCAL YEAR 2010/2011 TRANSPORTATION PLANNING ACCOMPLISHMENTS

#### Council of Governments

- During the previous fiscal year, the Council of Governments managed a number of transportation planning activities of importance to the San Benito County region. These activities included administration of the Transportation Development Act statutes and regulations and the apportionment and allocation of Local Transportation Funds. The Council of Governments' role in receiving, reviewing and approving Transportation Development Act claims constitutes a major part of their work.
- The Council of Governments completed construction of the Highway 25 Safety and Operational Enhancements Project from Hudner Road to the Santa Clara County line. Construction was initiated on the Highway 25 Safety and Operational Enhancements Project in May of 2009 and was complete in October 2010.
- On a regional level, the Council of Governments continued coordination with Caltrans and the Santa Clara County Valley Transportation Authority on the Highway 25 4-Lane Widening Project, from San Felipe Road in Hollister to U.S. 101 in Gilroy. **Caltrans released a draft Environmental Impact Report for review and comment in Spring 2010.**
- The Council of Governments continued coordination with Caltrans on the widening of Highway 156 from The Alameda to Union Road.
- The Council of Governments initiated work and completed the Traffic Mitigation Impact Fee Study Update for City of Hollister and County of San Benito.
- The Council of Governments completed right-of-way acquisition and finalized design plans for the San Juan Highway Bike Lanes Project.
- Initiated the implementation of the 2009 San Benito County Bikeway and Pedestrian Master Plan. The Plan guides the future development of bicycle and pedestrian facilities within the San Benito County region.
- The Council of Governments secured three AB2766 Vehicle Emission Reduction grants, which included: upgrade to the Rideshare Program website, implementation funds for the 2011 Bike Week promotion, and funds to print additional Safe Routes to School and Bikeway Network Brochures.
- *The Council of Governments Board Established the Regional Transportation Plan Advisory Committee to provide public input in the development of the Regional*



### *Transportation Plan.*

- The Association of Monterey Bay Area Governments, in coordination with the Council of Governments and various other agencies, completed the Monterey Bay Area Blueprint Plan. The Blueprint Plan is a comprehensive scenario planning (visioning) effort resulting in the consensus by regional leaders, local governments and stakeholders on a preferred growth scenario for a minimum 20 year horizon.
- Under the Council of Governments' direction, San Benito County Rideshare provides commuters with alternatives to driving alone. San Benito County residents look forward to events that encourage commuters to carpool. The Rideshare program sponsors two annual promotions: Bike Week in May and Rideshare Week in October.

### **Local Transportation Authority**

- In Fiscal Year 2010/2011 Federal Transit Administration Section 5311 funding for operating assistance for transit operations was apportioned at \$219,163.
- The Council of Governments allocated funding for public transit to the Local Transportation Authority, who operated and oversaw the local public transit provider, County Express. The Local Transportation Authority contracts with a private operator, MV Transportation, to provide transit operations. County Express provides local Fixed Route, General Public Dial-a-Ride, Americans with Disabilities Act Paratransit, and commuter Intercounty services to visitors and residents of San Benito County.
- State Transit Assistance Funds will be restored with the passing of Proposition 22 in November 2010. The Local Transportation Authority is monitoring the allocation and may restore some of County Express services that were reduced in February 2009 to address the funding shortage.
- The Local Transportation Authority adopted the Transit Design Guidelines. The Guidelines provide transit friendly design specifications for proposed residential and commercial developments.
- The Local Transportation Authority donated one surplus vanpool vehicles each to the County Department of Behavioral Health and the San Benito Homeless Shelter for transporting clients to and from social services.
- The Local Transportation Authority secured three grants, which included funds to continue Intercounty Transit Services, install bicycle racks on County Express Vehicles, and fund a transit internship program.

### **Measure A Authority**

- The Measure A Authority focused on the Highway 25 Bypass Project route transfer with Caltrans and the City of Hollister. Route transfer activities will continue during the next fiscal year.

### **Service Authority for Freeways and Expressways**

- The Service Authority for Freeways and Expressways approved a five year contract with Republic ITS for the maintenance of the system and installation of four Call Boxes along Panoche Road in San Benito County. Panoche Road is a rural county road located adjacent to south Highway 25 in San Benito County. The qualified contractor was secured to install the new call boxes along Panoche Road and maintain the existing call



boxes.

### **Airport Land Use Commission**

- The Airport Land Use Commission continued to coordinate with the City of Hollister and the San Benito County on *Site and Architectural Reviews* for proposed development within the Hollister Municipal Airport and Frazier Lake Airpark's *Airport Influence Area*.
- The Airport Land Use Commission continues the preparation of the Airport Land Use Compatibility Plan for the Hollister Municipal Airport. The Plan will coordinate transportation and land use that supports livable and sustainable concepts for the orderly growth of the area surrounding the Hollister Municipal Airport.

### **PLANNING EMPHASIS AREAS**

Every year, the Federal Transit Administration and Federal Highway Administration identify a series of national Planning Emphasis Areas to promote as priority themes for consideration in developing the annual Work Programs for Statewide and metropolitan planning. The Planning Emphasis Areas represent topics in Statewide and metropolitan planning that are of strategic national importance and are proposed for consideration by State and local officials as they prepare Overall Work Programs during the applicable annual planning program cycle. The Federal Transit Administration and Federal Highway Administration announced that there will not be any Federal Planning Emphasis Areas for the Fiscal Year 2011/2012 Overall Work Programs cycle.

The Federal Planning Factors in Title 23 of the United States Code, section 134(f) (revised in SAFETEA-LU section 6001(h)) should be incorporated in the Overall Work Programs. The Federal Planning Factors issued by Congress emphasize planning factors from a national perspective. With the passage of SAFETEA-LU, the federal planning factors include:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.
2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Increase the security of the transportation system for motorized and non-motorized users.
4. Increase the accessibility and mobility of people and for freight.
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
6. Enhance the integration and connectivity of the transportation system, across and between modes, people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system

The proposed activities in this Overall Work Program reflect the Federal Planning Factors. The Fiscal Year 2011/2012 Work Program priorities include:

### **Financial Planning**



Improving financial planning and programming through the Council of Governments plans and programs is of significant importance. Identifying revenue sources, financial forecasting, cost estimation, and operation and maintenance costs system is a high priority in San Benito County. Overall Work Program work elements reflecting this priority are:

- Work Element 101: Transportation Development Act Administration
- Work Element 102: Program Administration and Management
- Work Element 201: Regional Transportation Plan
- Work Element 202: Metropolitan Planning/Programming
- Work Element 624: San Benito County Regional Transportation Planning
- Work Element 642: Transportation Improvement Program Programming

### **Congestion**

Reducing congestion throughout San Benito County is of importance to the Council of Governments. Overall Work Program work elements reflecting these priorities are:

- Work Element 301: Bikeway System Planning
- Work Element 401: Rideshare Program
- Work Element 402: Transit System Administration
- Work Element 405: Intelligent Transportation System

### **Project Listing**

The Council of Governments works diligently to prepare accurate and up-to-date programming documents that adequately detail compliance with Federal requirements. Overall Work Program work elements reflecting these priorities are:

- Work Element 201: Regional Transportation Plan
- Work Element 202: Metropolitan Planning/Programming
- Work Element 624: San Benito County Regional Transportation Planning
- Work Element 642: Transportation Improvement Program Programming

### **Safety and Security in the Transportation Planning Process**

Safety and security of the transportation system is a high priority in San Benito County. Overall Work Program work elements reflecting these priorities are:

- Work Element 106: Transit System Administration
- Work Element 201: Regional Transportation Plan
- Work Element 301: Bikeway System Planning
- Work Element 302: Road System Planning
- Work Element 405: Intelligent Transportation Systems
- Work Element 406: Emergency Motorist Aid System



**Integrated Planning and Environmental Processes**

The Council of Governments integrates the environmental process with all long range planning work. Overall Work Program work elements reflecting this priority are:

- Work Element 103: Public Participation and Environmental Justice
- Work Element 104: Regional Coordination
- Work Element 201: Regional Transportation Plan
- Work Element 301: Bikeway System Planning
- Work Element 302: Road System Planning

**Consideration of Management and Operations within Planning Processes**

The Council of Governments is working to improve the planning process and include consideration of nontraditional ways to improve movement of people and goods movement within the county. Work elements reflecting this priority are:

- Work Element 102: Program Administration and Management
- Work Element 103: Public Participation and Environmental Justice
- Work Element 104: Regional Coordination
- Work Element 402: Transit System Administration
- Work Element 405: Intelligent Transportation Systems

**State Department of Transportation Consultation with Local Officials**

All work elements of the Council of Governments Overall Work Program reflect commitment to consulting with Caltrans and local officials. The Council of Governments works collaboratively with Caltrans, San Benito County, the City of Hollister, and the City of San Juan Bautista.

**Enhancing the Technical Capacity of Planning Processes**

The Council of Governments understands that accurate information regarding current and projected usage and performance improves the planning process by allowing decision-makers to make more informed and reliable decisions. Work elements reflecting the Council of Governments' attempts to gather more accurate information are:

- Work Element 103: Public Participation and Environmental Justice
- Work Element 201: Regional Transportation Plan
- Work Element 303: Transportation System Modeling
- Work Element 203: Short Range Transit Plan Implementation
- Work Element 404: Airport Land Use Commission

**Coordination for Non-Emergency Human Service Transportation**

Human Service Transportation refers to programs that provide for the basic mobility needs of certain groups. It refers to, for example, services that get people with disabilities to work, gives older citizens access to medical care, and provides people in the labor market a ride to work. Work elements reflecting this priority are:

- Work Element 302: Road System Planning



- Work Element 401: Rideshare Program
- Work Element 402: Transit System Administration
- Work Element 403: Guaranteed Ride Home Program

## **2011/2012 PLANNING PROGRAM**

In addition to meeting state planning priorities, the Overall Work Program attempts to address a wide spectrum of issues in the areas of land use, transportation and intergovernmental coordination. Many of these issues are not new and will not be completely resolved in a single fiscal year. They represent complex social and fiscal issues that do not lend themselves to solution by any one particular agency. Because these problems are complex, it is important that local and regional agencies join together to arrive at solutions that can be implemented through a cooperative approach.

### **Transportation Decisions**

Transportation decisions play an integral part in shaping land-use and development. When regions expand their transportation network, changes occur that will affect land-use. Transportation impacts can have direct impacts that involve the land-used for transport facilities, such as paths, roads, and parking. Some indirect impacts involve changes in the type, density, design and location of development. For example, road widening, bypasses, and interchange construction projects in San Benito County will have an impact on surrounding land-uses and travel patterns.

Moreover, transportation decisions also play an integral part in shaping land-use and development within the vicinity of airports. The Council of San Benito County Governments has assumed the duties and responsibilities of the Airport Land Use Commission, whose decisions seek to protect the public from adverse effects of aircraft noise, to ensure that people and facilities are not concentrated in areas susceptible to aircraft accidents, and to ensure that no structures or activities adversely affect navigable airspace.

The Association of Monterey Bay Area Governments, in coordination with the Council of Governments, and various other agencies, prepared the Monterey Bay Area Blueprint Plan which focuses on improved mobility, accessibility and coordinated transportation and local land use that houses the region's future population but also preserves the most important agricultural lands and conservation areas. In 2011/2012 these groups will again coordinate with AMBAG on the development of a Sustainable Communities Strategy to detail how the region will reduce Vehicle Miles Traveled and greenhouse gas emissions through improved coordination between regional transportation and local land use planning. This coordination will facilitate changes in travel behavior.

### **Regional Growth Issues - Population and Employment Trends**

The year 2000 census data indicated that San Benito County grew in population at a faster pace than the rest of the State. Between 1980 and 1990, the State's population increased approximately 25% while San Benito County grew over 46%. Most of this county's growth occurred in and around the incorporated area of the City of Hollister. The City of Hollister lifted its building moratorium in the fall of 2008. The City of Hollister is expected to experience an increase in both development and population. The County still has a great potential for future growth necessitating the continued need for increased coordination of transportation and land-use planning.



The Association of Monterey Bay Area Governments with the assistance of the Council of Governments prepared and adopted population projections for San Benito County. These projections are presented in Table 1:

<b>Year</b>	<b>Population</b>
2000	53,234
2005	58,411
2010	63,890
2015	69,533
2020	75,176

The County's General Plan (Housing Element) identifies several reasons for the population growth in the County. San Benito County is a unique rural county adjacent to the urbanized counties of Santa Clara, Santa Cruz, and Monterey, which has provided most of the jobs for out of county commuters. In 1995 approximately 35% of the work force commuted outside of the County. In 2000, according to the US Census, 48.5% of the work force commuted out of the County. The total number of commuters working outside of San Benito County is expected to increase.

There is an active effort underway to entice industry and business to the County to help resolve unemployment and alleviate the trend toward Hollister becoming a bedroom community. Some of the ancillary and accessory industries that support and serve the high-tech industries to the north are locating in San Benito County to take advantage of favorable land prices and its labor market.

The Association of Monterey Bay Area Governments was awarded a Caltrans Transportation Partnership Planning Grant to complete an origin/destination study of Monterey Bay area commuters, which includes San Benito County.

The proposed origin/destination study will enhance and validate the transportation model used by AMBAG and the State Department of Transportation to project travel patterns and choices as a result of new developments and roadway improvements. The origin/destination study will also be an initial step in devising an economic development strategy for the Monterey Bay area, including San Benito County, to leverage its existing job skills base by attracting suitable industries, and encouraging an improved jobs-housing balance.

The Council of San Benito County Governments will work closely with the Association of Monterey Bay Area Governments on the survey's implementation and evaluation of the survey results. If awarded, the Transportation Partnership Planning Grant for this work will enhance transportation planning efforts responsive to community needs.

### **Transportation - Highways, Streets, and Roads**

Funding for streets and highways has generally been declining in constant dollars for many years. State revenues alone are inadequate to cover highway maintenance and operations, while maintaining a large enough balance to match federal dollars available for construction. If a policy to conserve state funding is implemented, shortages in federal dollars that occur from year to year will be borne by projects with delays on the local levels.



Traffic congestion continues to be an issue in the Hollister downtown area. In-town travel is frequently congested during peak hours. The Highway 25 Bypass has reduced vehicular congestion on downtown streets and improved circulation in and around downtown Hollister.

## **Public Transit**

### Fixed Route Transit Service

County Express provides public transit services within San Benito County. The responsibility for the administration of County Express was transferred to the Local Transportation Authority on July 1, 1990. County Express (formerly San Trans) was initiated in March 1975 and was operated, maintained, and administered by the City of Hollister until October 1987. At that time, the City entered into a contract with a private contractor for operation and maintenance of the regional system.



Fixed route transit service began in March 1999 and had major route changes in 2004. The Local Transportation Authority changed the routes to attract more ridership and to shift current Dial-A-Ride customers to the Fixed Route service. In March 2008, an update of the 1995 Short Range Transit Plan was completed. The 2008 Short Range Transit Plan recommended to revert back to the system prior to the changes in 2004 with a few minor modifications.

The purpose of the 2008 Short Range Transit Plan is to develop and implement transit service improvements for the County Express system for the next five years. Due to the elimination of the State Transit Assistance fund for four fiscal years, the Local Transportation Authority reduced its County Express services in February 2009. However with the passage of Proposition 22 in November 2010, the Local Transportation Authority may restore some of the reduced services.

### Intercounty Transit Service

Transit options for regional travel are a critical need for commuters. Currently, County Express provides Intercounty service to Gavilan Community College and Caltrain/Greyhound station in Gilroy of Santa Clara County. Both locations are also served by Santa Clara County's Valley Transportation Authority (VTA) transit system and are important regional connection points for San Benito County residents and visitors. In Gilroy, the Caltrain service provides commuter rail service to the Silicon Valley and San Francisco Bay Area. San Benito County residents and visitors are also able to connect to the Greyhound service.

### Specialized Transportation Services

The Local Transportation Authority contracts with Jovenes de Antaño a local non-profit organization, to provide specialized transportation services which include: Out of County Non-Emergency Medical Transportation, Medical and Shopping Assistance Transportation, and Senior Lunch Program transportation. Jovenes de Antaño also has a referral program that provides information about other social services within the community, coordination of home-based services and other local services to their clients. The coordination effort from Jovenes de Antaño and the Local Transportation Authority allows for efficient, affordable and reliable service for this critical need in the community of San Benito County.



### Non-Motorized Transportation

Another important component of San Benito County's transportation planning activities is non-motorized travel, including pedestrian and bicyclist activities.

There are 10.41 miles of bicycle facilities in San Benito County. Most bicycling in the San Benito County region is done on roadway shoulders, which are not striped for bike lanes. In 2009, the Council of Governments also constructed 2.7 miles of bike lanes on the Highway 25 Bypass. The Council of Governments and San Benito County are partnering on the construction of the San Juan Highway Bike Lanes Project, which is anticipated to begin in 2010.



In March 2010, the Council of Governments adopted the 2009 San Benito County Bikeway and Pedestrian Master Plan. The Plan provides a blueprint for making bicycling and walking an integral part of the daily life in the San Benito County region.

### Aviation

Aviation plays a major role in regional transportation and regional growth. Aviation serves several purposes in San Benito County. The agricultural community, fire fighting, and medical emergencies depend on the use of aircraft. Aviation facilities also meet the needs of private aircraft users for commercial and recreation uses. The Hollister Airport is owned and operated by the City of Hollister. City officials view the airport as a "front door" through which many businesses, coming to Hollister for the first time, will pass before seeing the rest of the city. Private developers are also looking at the airport and the role it will play with the new business park in the area. Economic interests require that the airport is protected from encroachment or inappropriate development, as many companies will not locate in an area without an airport.

The Airport Land Use Commission provides guidance in making decisions related to growth and planned development within the Airport Influence Area. This ensures orderly growth of each public use airport and safeguards the general welfare of the inhabitants and pilots within the vicinity of the airports and the public in general.

The Airport Land Use Commission, in coordination with the City of Hollister and the County, abide by the Hollister Municipal Airport and Frazier Lake Airpark respective Comprehensive Land Use Plan/Airport Land Use Compatibility Plan. This is the fundamental tool used by airport land use commissions to provide for the orderly growth of each public use airport and the area surrounding the airport within the jurisdiction of the commission.



## **FUNDING**

The transportation planning work done by the Council of Governments is paid for largely with Rural Planning Assistance Funds. Rural Planning Assistance Funds for the Fiscal Year 2011/2012 Overall Work Program are estimated at \$275,000. It is anticipated that the Council of Governments will spend the full allotment of funding during 2011/2012 Fiscal Year.

Other major funding sources contained in this Overall Work Program include: Transportation Development Act funds and various grant sources. State Transit Assistance Funds have been eliminated for the next four fiscal years beginning in 2009/2010 due to the State's budget shortage. Staff will continue to research and apply for available grant funding for various projects.

The total budget for this Overall Work Program is estimated at \$1,107,864. Table II documents the costs, funding sources, and estimated due date identified for each of the work elements in the Overall Work Program.



No.	Work Element	Estimated Cost	Fund Source	Estimated Completion
101	Transportation Development Act Administration	\$37,000	RPA, TDA	Ongoing
102	Program Administration and Management	\$150,000	RPA, TDA	Ongoing
103	Public Participation and Environmental Justice	\$37,000	RPA, TDA	Ongoing
104	Regional Coordination	\$80,000	RPA, PPM	Ongoing
105	Local Measure A Authority	\$10,000	Traffic Impact Fees	December 2012
106	Transit System Administration	\$93,499	TDA	Ongoing
107	Airport Land Use Commission	\$10,000	TDA	Ongoing
108	Metropolitan Planning/Programming	\$45,000	RPA, PPM	Ongoing
201	Regional Transportation Plan	\$57,417	RPA, PPM	June 2012
202	Airport Land Use Compatibility Plan	\$110,000	AB2766, City/County Funds	August 2011
301	Bikeway System Planning	\$30,500	RPA, AB2766, PPM	Ongoing
302	Road System Planning	\$20,000	RPA, PPM	Ongoing
303	Transportation System Modeling	\$5,000	TDA	Ongoing
304	Regional Rideshare Program	\$36,000	CMAQ	June 2012
305	Intelligent Transportation System	\$5,083	RPA	Ongoing
306	Motorist Aid Call Box Program	\$52,000	DMV	Ongoing
401	Short-Range Transit Plan Implementation	\$50,000	PTMISEA	Ongoing
402	Guaranteed Ride Home Program	\$60,000	FTA Section 5316, AB2766	Ongoing
403	Google Transit	\$50,000	FTA Section 5304, In-Kind Match	June 2012
404	Transit Advocates for the Future	\$131,000	FTA Section 5304, In-Kind Match	June 2013
624	San Benito County Regional Transportation Planning	\$17,888	FHWA, RPA	Ongoing
642	San Benito County Transportation Improvement Programming	\$25,448	FHWA, RPA	Ongoing
<b>TOTAL</b>		<b>\$1,107,864</b>		

Legend

AB2766	Assembly Bill 2766 Emission Reduction Grant Program	PTMISEA	Public Transportation Modernization, Improvement, and Service
DMV	Department of Motor Vehicles	PPM	Planning, Programming & Monitoring
FTA	Federal Transit Act	RPA	Rural Planning Assistance
MEA	Measure A Authority	TDA	Transportation Development Act



## Chapter 3: Work Program

This section of the Overall Work Program describes the specific planning tasks that will be conducted by the Council of Governments in Fiscal Year 2010/2011. The program is divided into subcategories by general subject area and further divided into specific work elements. Major tasks within each work element are identified as follows:

- Category 100: Coordination and Information
- Category 200: Transportation Plan Updates
- Category 300: Short Range Planning
- Category 400: Special Studies



## CATEGORY 100: COORDINATION AND INFORMATION

### Work Element 101: Transportation Development Act Administration

Lead Agency: Council of Governments

Project Manager: Kathy Postigo

#### Objective

Administer the requirements of the Transportation Development Act in compliance with the statutes and the California Code of Regulations.

#### Previous and Ongoing Work

The Council of San Benito County Governments has been responsible for Transportation Development Act administration since 1974. These funds support administration, operate public transit, construct bicycle and pedestrian paths, and maintain and construct local roads. Under the Transportation Development Act, COG is also responsible for carrying out the annual unmet transit needs hearings, fiscal audits and performance audits.

#### Tasks

1. Allocate Transportation Development Act funds consistent with state regulations, Council of Governments policies and local claims.
2. Receive, review, and approve Transportation Development Act claims for transit operators and local jurisdictions for the Local Transportation Fund and the State Transit Assistance Fund.
3. Ensure that fiscal and compliance audits are conducted on all Transportation Development Act claimants. Contract for audit services as appropriate.
4. Monitor proposed changes in Transportation Development Act statutes and administrative regulations.
5. Advise local jurisdictions, transit operators and Council of Governments of the implications of any proposed changes.
6. Conduct annual assessment of transit needs in compliance with Transportation Development Act statutes.
7. Hold public hearings on Unmet Transit Needs.
8. Attend Transportation Development Act administration seminars.
9. Facilitate and monitor activities of the Social Services Transportation Advisory Council.

#### Products

- Allocation of Local Transportation Funds and State Transit Assistance Funds
- Transportation Development Act claims
- Annual fiscal and compliance audits of all claimants
- Assessment of needs and documentation of findings from Unmet Transit Needs Hearings
- Social Services Transportation Advisory Council meeting agendas



<b>WORK ELEMENT 101 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance <sup>1</sup>	\$20,000
Transportation Development Act	\$17,000
<b>TOTAL</b>	<b>\$37,000</b>

<sup>1</sup>Rural Planning Assistance Funds will not be used for non-planning Transportation Development Act activities.



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**WORK ELEMENT 102: Program Administration and Management**

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Lead Agency: Council of Governments

Project Manager: Kathy Postigo

Objective

To manage, support, coordinate and administer the Council of Governments' planning program in compliance with state and federal regulations.

Previous and Ongoing Work

This work element is a continuing activity of the Council of Governments; it includes Board meetings and committee meetings. This work element is intended to cover all of the day to day administrative duties of the agency and the governing Board of Directors.

Tasks

1. Prepare staff reports, agendas and minutes for Council of Governments, Technical Advisory Committee and Social Services Technical Advisory Committee
2. General program administration and fiscal management
3. Quarterly progress reports
4. Liaison with appropriate state and local agencies
5. Annual budget preparation
6. Prepare quarterly financial reports for the Council of Governments Board of Directors.
7. Prepare Fiscal Year Overall Work Program
8. Hold Regional Transportation Planning Agency and Technical Advisory Committee meetings as necessary
9. Update Council of Governments Bylaws, and operating procedures to reflect changes as needed

Products

- Progress and financial reports
- Meeting agendas and staff reports
- Quarterly reports of the Council of Governments operating budget status
- Draft and Final Fiscal Year Overall Work Program and Budget
- Updated Bylaws, and Operating Procedures



<b>WORK ELEMENT 102 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance <sup>1</sup>	\$85,000
Transportation Development Act	\$65,000
<b>TOTAL</b>	<b>\$150,000</b>

<sup>1</sup> Rural Planning Assistance Funds will not be used to pay for indirect costs.



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**WORK ELEMENT 103: Public Participation and Environmental Justice**

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Lead Agency: Council of Governments

Objectives

To enhance public knowledge, understanding and participation in the state and regional transportation planning process as required by the federal transportation bill. The Council of Governments is committed to enhancing its efforts to include minority, low income, and other under-represented groups in the transportation planning process.

Previous and Ongoing Work

This work element is a continuing activity. The Council of Governments holds public hearings and meetings on numerous occasions to receive information and gather input. The Council of Governments provides technical data and assistance regarding federal and state programs, traffic volumes and finances to interested citizens and organizations, which includes traditional and nontraditional stakeholders, upon request.

The Council of Governments holds public workshops unmet transit needs hearings and other outreach forums where minority, low income, Native American communities, persons with disabilities, and other under-represented groups are invited to attend. In addition, interpreters are available at all public meetings in order to reach out to the Spanish-speaking community in San Benito County. In addition, the Council of Governments publishes public information flyers in Spanish and English. These measures will enhance public knowledge, understanding, and participation in the regional transportation planning process, as required by the federal transportation bill.

In Fiscal Year 2010/2011, the Council of Governments collaborated with AMBAG on its update to the Monterey Bay Area Public Participation Plan, which outlines public participation practices for the region.

Tasks

1. Involve residents by holding public hearings and meetings to provide information and gather input and comments on various Council of Governments projects and work elements.
2. Provide information dissemination services, information reports, presentations and notices of plan availability to increase public awareness of regional issues and activities.
3. Provide technical data to interested citizens and organizations on regional issues. This work element covers a variety of requests for technical data and assistance regarding federal and state programs, traffic volumes, and financial data.
4. Participate in an advisory capacity on other committees to provide technical information and to offer a regional perspective.
5. Continue to update the Council of Governments' website to include up-to-date information on projects and activities.
6. Hold public meetings that place a high emphasis on non-traditional stakeholders in the community, including minority, low-income groups, persons with disabilities, and community-based organizations.
7. Prepare news releases, newsletter articles, and public service announcements on key transportation issues and accomplishments.

Publicize Council of Governments Board activities and meetings at various locations, including the Council of Governments website. Products



- Informational pieces such as reports, flyers, brochures, and news releases.
- Update the Council of Governments website.
- Implement the Monterey Bay Region Public Participation Plan.

<b>WORK ELEMENT 103 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$32,000
Transportation Development Act	\$5,000
<b>TOTAL</b>	<b>\$37,000</b>



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**WORK ELEMENT 104: Regional Coordination**

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Lead Agency: Council of Governments

Objectives

Improve coordination among local jurisdictions on issues of common concern, to serve as a coordinating agency for dissemination of technical information regarding federal and state guidelines and programs, to insure that regional transportation planning activities are responsive to federal and state requirements and are coordinated with other planning efforts at the local, regional, state, and federal levels. Provide for effective interaction with staffs and policy boards of other agencies involved with transportation, land-use, air quality, and related planning.

Previous and Ongoing Work

This work element consists of coordination with various local, regional, state, and federal agencies. In 1993, a Memorandum of Understanding between the Council of Governments, Caltrans and the Association of Monterey Bay Area Governments was adopted for meeting the federal transportation bill (Intermodal Surface Transportation Efficiency Act requirements related to Metropolitan Planning Organization boundaries, planning and programming for non-attainment areas. This memorandum was revised and readopted in 1997 and amendments are adopted annually, extending AMBAG's assistance to the Council of Governments. The Council of Governments coordinates with AMBAG to perform specific studies as necessary. In Fiscal Year 2011/2012, this will include work on AMBAG's *Sustainable Communities Strategy* as required by Senate Bill 375 (2008).

Tasks

1. Continue to support local and regional planning coordination.
2. Coordinate the Regional Transportation Plan update with local, regional, and state agencies.
3. Review proposed changes to the Hollister Municipal Airport and Frazier Lake Airpark Master Plans or Airport Layout Plans and any other development that would alter the land use compatibility issues.
4. Share local and regional concerns and solutions on goods movement.
5. Review governmental planning, policy, ordinances, general plan amendments, etc.
6. Assist with the preparation of local and regional plans.
7. Participate in the development of AMBAG's *Central Coast Commercial Flows Study*.
8. Document significant transportation impacts resulting from local land use decisions and coordinate with local governments to mitigate transportation impacts.
9. Review proposed work programs, certify planning process and undertake coordination activities with federal (Federal Highway Administration and Federal Transit Administration), state (Caltrans) and regional agencies (Association of Monterey Bay Area Governments and the Monterey Bay Unified Air Pollution Control District).
10. In cooperation with AMBAG, coordinate and participate in the preparation of planning and programming documents, such as: Regional Transportation Improvement Program, Regional Transportation Plan, Metropolitan Transportation Plan, Federal Transportation Improvement Program, and Regional Blueprint Plan in accordance with applicable federal and state requirements.
11. Coordinate with local governments to mitigate transportation impacts resulting from local land-use decisions.



12. Coordinate with local jurisdictions on grant partnership opportunities and potential project collaboration.

#### Products

- Letters, summaries, reports on an as-needed/requested basis
- Coordination meetings with local jurisdictions on grant partnership opportunities and other issues of common interest.
- Coordinate with the Association of Monterey Bay Area Governments on the following documents:
  - Metropolitan Transportation Plan
  - Metropolitan Transportation Improvement Plan
  - Central Coast Modeling Study (joint modeling effort)
  - Origin/Destination Study
  - Complete Streets Plan for the Monterey Bay Region
  - Sustainable Communities Strategy
  - Central Coast Commercial Flows Study
- 2012 Regional Transportation Improvement Program
- Progress on Regional Transportation Plan and Sustainable Communities Strategy
- Origin/Destination Study

<b>WORK ELEMENT 104 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$55,000
Planning, Programming & Monitoring	\$25,000
<b>TOTAL</b>	<b>\$80,000</b>



**WORK ELEMENT 105: Measure A Authority**

Lead Agency: Measure A Authority

Project Manager: Mary Gilbert

Objective

To administer and implement the transportation programs and projects to be financed from the ½ cent Measure A sales tax approved in June, 1988. Assist Measure A Authority Board in preparing a future sales tax expenditure plan, if desired.

Previous and On-going Work

This work element has been an ongoing activity of COG since the passage of Measure A in 1988. The sales tax measure expired in 1998. The Board considered placing a ½ cent sales tax for transportation on the ballot for a vote of the populace in the year 2000, but it was not recommended. The Highway 25 Bypass project is the final project on the expenditure plan to be funded with Measure A funds. The project began construction in the May 2007 and construction was concluded in February 2009.

Tasks

1. Administer and audit the allocation and use of Measure A funds.
2. Administer and implement the project development activities needed to deliver the local projects of Measure A.
3. Conclude Highway 25 Bypass route transfer process with Caltrans

Products

- Informational reports on an as needed basis

Funds to administer "Measure A" revenue and expenditures came from one percent of Measure A revenues raised each year by the ½ cent sales tax, per Ordinance IX C. Since Measure A funds have been spent, funds for COG staff project management are derived from the Transportation Development Act.

<b>WORK ELEMENT 105 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Traffic Impact Fees	\$10,000
<b>TOTAL</b>	<b>\$10,000</b>



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**WORK ELEMENT 106: Transit System Administration**

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Lead Agency: Local Transportation Authority

Project Manager: Betty LiOwen

Objective

To develop and maintain a comprehensive regional transit system that will serve the needs of county residents, with particular emphasis on serving transit dependent populations and improving the multimodal transportation network that connects to the transit network.

Previous and On-going Work

Staff continues to prepare applications for both Federal Transit Administration section 5311 and 5311(f) programs. Funding for the monitoring and preparation of such applications is funded through the Local Transportation Fund.

The Marketing Plan in the Short Range Transit Plan, adopted in March 2008, began implementation in Fiscal Year 2008/2009 to market the changes to the Fixed Routes, fare restructuring, and improvements to the overall system. The marketing plan consists of advertisements in newspapers and radios; promotional events and items; and ongoing customer feedback on specific services.

In Fiscal Year 2008/2009, State Transit Assistance Funds were decreased by 50% by Governor Schwarzenegger. In response to decreased funding, County Express service reductions were implemented on February 1, 2009. For Fiscal Year 2010/2011, staff will implement additional service changes to reflect the elimination of State Transit Assistance funds.

Tasks

1. Implement recommendations of the Short Range Transit Plan as approved by the Local Transportation Authority
2. Implement service changes as needed to reflect funding changes
3. Coordinate with the Council of Governments on implementation of Unmet Transit Needs recommendations
4. Monitor and evaluate transit system performance, making improvements to the system as required to meet the needs of San Benito County residents
5. Monitor operations of contract operators
6. Provide technical data to the Local Transportation Authority, the Technical Advisory Committee and Social Services Transportation Advisory Council as needed
7. Hold public hearings and meetings as required
8. Follow established replacement plan for transit vehicle fleet
9. Maintain transit vehicles and facilities
10. Prepare and submit applications for capital and operations funding grants; such as, Federal Transit Administration Sections 5310, 5311, 5311(f), 5316, and 5317.
11. Search for new funding opportunities for capital and operations
12. Public education and training



- 13. Advertising and media outreach
- 14. Customer feedback and outreach
- 15. Implement marketing campaign to reach a customer base beyond ride-dependent persons.
- 16. Post transit news and media releases on the transit website
- 17. Evaluate existing transit provider contract for areas of improvement
- 18. Implement advertising program on vehicles and facilities
- 19. Implement

Products

- Development of a Transit Design Manual and Guaranteed Ride Home Program
- Simplified informational, operational, and performance evaluation reports for the public
- Rider's guide
- Grant applications
- Bilingual marketing literature/promotional materials
- Print and radio advertisements
- Increased Web presence, including use of social networking sites such as Facebook and Twitter
- Discount ride promotions/coupons
- Participation at community events
- Implementation of a Transit Marketing Plan
- Solicitation of customer feedback on County Express
- Increase revenue for transit operations from advertising program

<b>WORK ELEMENT 106 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Transportation Development Act	\$93,499
<b>TOTAL</b>	<b>\$93,499</b>



## **WORK ELEMENT 107: Airport Land Use Commission**

Lead Agency: Airport Land Use Commission

Project Manager: Veronica Lezama

### Objective

The role of the Airport Land Use Commission is to ensure the orderly development of the area in the vicinity of the Hollister Municipal Airport and Frazier Lake Airpark.

### Previous and Ongoing Work

Establish Airport Land Use Commission planning boundaries and review development projects within the vicinity of the airports. Coordinate land use and development reviews within the Hollister Municipal Airport and Frazier Lake Airpark Airport Influence Area with the respective jurisdiction.

The Council of Governments, on behalf of the Airport Land Use Commission, was awarded an AB2766 Emission Reduction Grant to prepare an Airport Land Use Compatibility Plan for the Hollister Municipal Airport. The Council of Governments also secured funds from the City of Hollister and County of San Benito. The Plan will coordinate transportation and land use that supports livable and sustainable concepts that promote quality of life by providing for the orderly growth of the Hollister Municipal Airport and the area surrounding the airport.



### Tasks

1. Continue to work on the Airport Land Use Compatibility Plan for the Hollister Municipal Airport (more detail provided in Work Element: 202).
2. Provide technical assistance to the City of Hollister and County of San Benito on the Comprehensive Land Use Plans/ Airport Land Use Compatibility Plan for the Hollister Municipal Airport and Frazier Lake Airpark.
3. Review and comment on proposed development within the Hollister Municipal Airport and Frazier Lake Airpark *Airport Influence Area*. Prepare staff reports on matters of land use compatibility. Develop mitigation for identified problems (i.e. noise impact, height restrictions, coverage by structures).
4. Review environmental documents, as appropriate.
5. Review proposed revisions to airport master plans, Airport Layout Plan, and general plan revisions.
6. Coordinate with the Geographical Information System Analyst for accurate project reviews and mapping.

### Products

- Conduct coordination meetings with the City of Hollister and County on the preparation of the Airport Land Use Compatibility Plan for the Hollister Municipal Airport.
- Conduct *Site and Architectural* Review for proposed development projects within the vicinity of the two airports using Geographic Information Systems (GIS) technology.
- Conduct Preliminary Site and Architectural Reviews for proposed development projects.



<b>WORK ELEMENT 107 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Planning, Programming & Monitoring	\$10,000
<b>TOTAL</b>	<b>\$10,000</b>



**WORK ELEMENT 108: Metropolitan Planning and Programming**

Lead Agency: Council of Governments

Project Manager: Veronica Lezama

Objective

To work with the Association of Monterey Bay Area Governments on program development, and adoption of regionally significant or federally funded transportation projects in San Benito County. Projects will be included in the Metropolitan Transportation Improvement Program and through amendments and updates as needed.

Previous and Ongoing Work

Regionally significant or federally funded transportation projects within San Benito County have been included in the Association of Monterey Bay Area Governments' Metropolitan Transportation Improvement Plan since Fiscal Year 1993/1994. Program information, project information, traffic volumes, and finances have been provided to interested citizens and organizations upon request.

Tasks

1. Consult with San Benito County and the Cities of Hollister and San Juan Bautista to update transportation projects that require inclusion into the Metropolitan Transportation Improvement Plan.
2. In cooperation with the Association of Monterey Bay Area Governments, participate in preparation of planning documents (Overall Work Program, Metropolitan Transportation Improvement Program, Metropolitan Transportation Plan) in accordance with applicable federal and state requirements.
3. Review proposed work programs, certify planning process and undertake coordination activities with federal, state, regional agencies, and local agencies.
4. Review projects to ensure consistency with applicable federal and state requirements by accessing the California Transportation Improvement Program System database.

Products

- Provide a listing of regionally significant or federally funded projects within the San Benito County region to the Association of Monterey Bay Area Government for inclusion in the Metropolitan Transportation Improvement Plan and Federal Transportation Improvement Program.

<b>WORK ELEMENT 108 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$20,000
Planning, Programming & Monitoring	\$25,000
<b>TOTAL</b>	<b>\$45,000</b>



## CATEGORY 200: TRANSPORTATION PLAN UPDATES

### WORK ELEMENT 201: Regional Transportation Plan

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Lead Agency: Council of Governments

Project Manager: Mary Gilbert

#### Objective

To update and maintain a Regional Transportation Plan, including both short range and long range elements, which is responsive to regional goals and policies and consistent with state and federal planning guidelines and requirements. The Regional Transportation Plan is updated every four years.

#### Previous and Ongoing Work

Previous work includes the development and adoption of Regional Transportation Plan in 1975 with updates annually through 1978 and biennially thereafter. Caltrans regulations require updates to the Regional Transportation Plan every five years in rural counties. In 2008, the Council of Governments initiated the preparation of the 2010 Regional Transportation Plan. The 2010 Plan was adopted in May 2010. The next Regional Transportation Plan update is scheduled for 2013, in order to include information to comply with Senate Bill 375 and the 2010 Regional Transportation Plan Guidelines.

#### Tasks

1. Develop and maintain a comprehensive long range (25 Years) transportation plan for the region consistent with state and federal requirements.
2. Monitor future transportation projects for consistency with Regional Transportation Plan goals, policies, and objectives.
3. Identify regional transportation issues and develop solutions using a multi-modal approach for inclusion in the Regional Transportation Plan update.
4. Coordinate with local and regional agencies to update the Regional Transportation Plan.
5. Coordinate the Environmental Impact Report associated with the Regional Transportation Plan with the Association of Monterey Bay Area Governments.
6. Study Transportation System Management strategies applicable to rural areas.
7. Review and assess the long term need for and feasibility of projects proposed by others; particularly, work with Caltrans in the continuing development of their system planning studies.
8. Amend the Regional Transportation Plan as needed to update information on completed or modified projects and policies.
9. Engage the public in the development of the Regional Transportation Plan

#### Products

- Initiate update of the 2010 Regional Transportation Plan.
- Coordinate environmental document with AMBAG for the Regional Transportation Plan update.
- Attend Metropolitan Transportation Plan planning meetings with the Associated of Monterey Bay Area Governments' on the Metropolitan Transportation Plan.
- Review and comment on the City of Hollister, San Juan Bautista, and County General



Plans for consistency with the Regional Transportation Plan.

- Conduct Regional Transportation Plan Advisory Committee Meetings
- Review proposed projects and programs for consistency with the adopted Regional Transportation Plan, and in support of goals for the continued development of an integrated, multimodal transportation network.

<b>WORK ELEMENT 201 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$32,417
Planning, Programming, & Monitoring	\$25,000
<b>TOTAL</b>	<b>\$57,417</b>



**WORK ELEMENT 202: Airport Land Use Compatibility Plan**

Lead Agency: Airport Land Use Commission

Project Manager: Veronica Lezama

Objective

The Airport Land Use Compatibility Plan will coordinate transportation and land use that supports livable and sustainable concepts that promote quality of life by providing for the orderly growth of the public airport and the area surrounding the Hollister Municipal Airport.

Previous and Ongoing Work

The Council of Governments, on behalf of the Airport Land Use Commission, was awarded an AB2766 Emission Reduction Grant application to update the Comprehensive Land Use Plan for the Hollister Municipal Airport. The Council of Governments also secured funds from the City of Hollister and the County of San Benito.

Tasks

1. Continue preparation and management of the Hollister Municipal Airport Land Use Compatibility Plan, previously referred as the Comprehensive Land Use Plan.
2. Conduct public meetings and a hearing on the Airport Land Use Compatibility Plan.
3. Prepare the Initial Environmental Study for the Airport Land Use Compatibility Plan.
4. Assist local jurisdictions in amending their general plans and any affected specific plan to be consistent with the Airport Land Use Compatibility Plan, upon completion
5. Conduct a training on the new Airport Land Use Compatibility Plan for City, County, and ALUC planning staff

Products

- Working documents for the Airport Land Use Compatibility Plan
- Coordination meetings with the Airport Manager, the City of Hollister and the County on the development of the Airport Land Use Compatibility Plan
- Public meeting to provide public participation opportunities and prepare CEQA environmental documentation in the form of an Initial Study as part of the process of developing the Airport Land Use Compatibility Plan
- Review compatibility maps and documents provided by consultant
- Adopted final Airport Land Use Compatibility Plan and assist the City and County in adopting the Plan.

<b>WORK ELEMENT 202 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
AB2766 Emission Reduction Grant Program	\$45,000
City of Hollister	\$32,500
County of San Benito	\$32,500
<b>TOTAL</b>	<b>\$110,000</b>



## CATEGORY 300: SHORT RANGE PLANNING

### WORK ELEMENT 301: Bikeway and Pedestrian System Planning

Lead Agency: Council of San Benito County Governments

Project Manager: Veronica Lezama

#### Objective

To develop and maintain a comprehensive regional bikeway system that will serve the needs of county residents, with particular emphasis on promoting the bicycle as a means of transportation and improving the multimodal transportation network, connecting bikeways to pedestrian, transit, and roadway facilities.

#### Previous Work

Previous planning work includes the establishment of a Bicycle and Pedestrian Advisory Committee in San Benito County by the Council of Governments on January 17, 2008. The membership consists of representatives of the general public and local agencies. The Bicycle and Pedestrian Advisory Committee advises the Council of Governments Board on bicycle and pedestrian issues in the San Benito County region.

Previous planning work also includes the preparation and adoption of the 2009 San Benito County Bikeway and Pedestrian Master Plan. The Plan was made possible through a Caltrans Community-Based Transportation Planning Grant. The Bikeway and Pedestrian Master Plan was adopted by the Council of Governments in March 2010.



#### Tasks

1. Improve bikeway and pedestrian facilities by upgrading and expanding facilities to provide a safe environment for non-motorized modes of transportation.
2. Implement projects from the 2009 San Benito County Bikeway and Pedestrian Master Plan.
3. Apply for bikeway and pedestrian funding through state, local, and federal grant sources.
4. Transfer administration of the San Juan Highway Bike Lanes Project to the County of San Benito for construction
5. Provide assistance, if needed, to the County during the construction of the San Juan Highway Bike Lanes Project.
6. Develop an educational safety program for the San Juan Highway Bike Lanes Project
7. Coordinate invoicing with the County on awarded funds to the San Juan Highway Bike Lanes Project.
8. Conduct quarterly Bicycle and Pedestrian Advisory Committee meetings.
9. Administer Transportation Development Act 2% funding reserved for bikeway and pedestrian projects.
10. Print additional Safe Routes to School flyers and Bikeway brochure, funded through an



## AB2766 Emission Reduction Grant.

Products

- Assist the cities and County with implementation of the 2009 San Benito County Bikeway and Pedestrian Master Plan.
- Provide support to the cities and County on their application for Bicycle Transportation Account funds
- Submit Safe Routes to Schools applications and Air District AB2766 Emission Reduction grant applications, as needed.
- Participate in project development team meetings associated with the San Juan Highway Bike Lanes Project.
- Obtain reimbursement from agencies that awarded funds to the San Juan Highway Bike Lanes Project.
- Conduct an Educational Safety Program for the San Juan Highway Bike Lanes Project.
- Conduct Bicycle and Pedestrian Advisory Committee meetings and provide minutes and agendas.
- Promote and Distribute Safe Routes to School flyers and Bikeway brochure throughout the community.

<b>WORK ELEMENT 301 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$15,500
AB2766 Emission Reduction Grant Program	\$10,000
Planning, Programming, & Monitoring	\$5,000
<b>TOTAL</b>	<b>\$30,500</b>



**WORK ELEMENT 302: Road System Planning**

Lead Agency: Council of Governments

Project Manager: Mary Gilbert

Objective

To collect and maintain operational data for the road systems within the San Benito County region with the assistance of the Cities and County, Caltrans, and the Association of Monterey Bay Area Governments.

Previous and Ongoing Work

Conduct ongoing traffic monitoring activities, preparation of the Regional Transportation Improvement Program, technical studies on specific projects and coordination with Caltrans on regionally significant projects. The Council of Governments is responsible for the development of the Traffic Mitigation Impact Fee Study update and distribution of Regional Surface Transportation Program funds.

Tasks

1. Assist local officials and organizations with technical data and planning support on future street and road realignments and traffic circulation improvements.
2. Coordinate distribution of Regional Surface Transportation Program funds to the Cities and County.
3. Coordinate the development of the Regional Transportation Improvement Program with the Cities, County, and Caltrans.
4. Monitor use and assist local agencies with the allocation of State Transportation Improvement Program funds.
5. Participate in the Cities and County's update of their respective General Plans.
6. Monitor expenditure and reimbursement of American Recovery and Reinvestment Act funds.

Products

- Provide Studies and reports, as needed
- Allocate Regional Surface Transportation Program and Transportation Enhancement Funds to the Cities and County.
- Implement the Regional Transportation Improvement Program.
- Allocate State Transportation Improvement Program funds.
- Provide Caltrans with American Recovery and Reinvestment Act reporting documents.

<b>WORK ELEMENT 302 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$10,000
Planning, Programming & Monitoring	\$10,000
<b>TOTAL</b>	<b>\$20,000</b>



## WORK ELEMENT 303: Transportation System Modeling

Lead Agency: Council of Governments

Project Manager: Mary Gilbert

### Objective

Continue to coordinate with AMBAG to develop and refine the regional traffic model to enhance transportation planning activities.

### Previous and Ongoing Work

Staff provided assistance to AMBAG in the development of its Regional Travel Demand Model, released in 2005. COG will continue to provide assistance for AMBAG's current model update process and for transit and goods movement studies.

COG coordinates with AMBAG and its member agencies, as well as the Santa Clara Valley Transportation Authority and other RTPAs to study transportation corridors in the area. Data from these studies is used to enhance the Regional Travel Demand Model. The Model is also used to conduct corridor studies and identify system needs.

COG is working collaboratively with the Valley Transportation Authority and the Merced County Association of Governments on the Route 152 Mobility Partnership, which is developing alternatives for improvements to State Route 152 from State Route 99 to U.S. Highway 101.

### Tasks

1. Provide data to AMBAG in developing the traffic model, as needed.
2. Provide data for development of the transit assignment component to the AMBAG traffic model.
3. Identify mitigation strategies to address the congestion, air quality and energy conservation impacts
4. Work with Caltrans, the Valley Transportation Authority and local elected officials to study transportation solutions in northern San Benito County.
- 5.

### Products

- AMBAG Traffic Model data for San Benito County - Origin Destination Study
- Valley Transportation Authority feasibility study for the widening of SR 152

<b>WORK ELEMENT 303 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Transportation Development Act	\$5,000
<b>TOTAL</b>	<b>\$5,000</b>



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**WORK ELEMENT 304: Regional Ridesharing Program**

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Lead Agency: Council of Governments

Project Manager: Veronica Lezama

Objective

To provide a countywide program to foster ridesharing through the use of carpools, vanpools, bicycling, transit, walking, teleworking, and employer outreach programs. The Council of Governments recognizes that these alternatives to driving alone can play a significant factor in reducing vehicle emissions, vehicle miles traveled, and energy consumption. In addition, to providing outreach to schools and parents, encourage the use of bicycles among school children and promote the countywide Bike Week event.

Previous and Ongoing Work

The Rideshare Program is a continuing activity of the Council of Governments since January 1987. Congestion Mitigation Air Quality Improvement Program funding was the primary source for the Regional Rideshare Program. The Council of Governments programmed Congestion Mitigation Air Quality Program funds for the Rideshare Program through the fiscal year 2013/2014. The Council of Governments has identified AB2766 Emission Reduction Grant Program funds as a possibility in order to continue program activities after fiscal year 2013/2014. The funds are to be used by Air Districts solely for the purpose of reducing pollution from motor vehicles and other related purposes needed to implement the California Clean Air Act.

During the last fiscal year, the Council of Governments was awarded three AB2766 grants. The grants included, the print of additional Suggested Safe Routes to School maps, revamp the Regional Rideshare Website, and funds for the annual Bike Week promotion.

Tasks

1. Data entry for carpool, vanpool, and bike matching.
2. Promote vanpooling through organization of vanpools, use of vans through the leased van program by working with employers.
3. Collection and assessment of data from the Ridesharing Program to identify reductions in vehicle miles traveled, vehicular emissions, and energy consumption.
4. Outreach to schools and parents to encourage the use of bicycles among school children.
5. Promote annual Bike Week and Rideshare Week events.
6. Conduct employer outreach activities to promote ridesharing.
7. Monitor AB2766 Emission Reduction Grant Program funds to revamp the Rideshare website, print additional Suggested Safe Routes to School maps, and implement the tri-county Bike Week campaign with Monterey and Santa Cruz Counties.

Products

- Monitor greater use of ridesharing throughout the county with proportionate reductions in vehicle miles traveled, vehicular emissions and energy consumption.
- Provide the public with program information.
- Maintain and update the San Benito Rideshare website.
- Coordinate with Monterey and Santa Cruz on the annual Bike Week promotion.
- Promote Bike Week which includes promotional items such as: posters, brochures, press



releases, newspaper ads, radio ads and a website to inform the public.

- Coordinate the annual Rideshare Week promotion with the Association of Monterey Bay Area Governments and the Santa Cruz County Regional Transportation Commission
- Revamp the Rideshare website, print additional Suggested Safe Routes to School maps, and conduct the tri-county Bike Week campaign with Monterey and Santa Cruz Counties.
- Apply for AB2766 Emission Reduction Grant Program funds annually to fund various Rideshare Program activities.

<b>WORK ELEMENT 304 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Congestion Mitigation and Air Quality Improvement Program	\$36,000
<b>TOTAL</b>	<b>\$36,000</b>



## **WORK ELEMENT 305: Intelligent Transportation Systems**

Lead Agency: Council of Governments

Project Manager: Veronica Lezama

### Objective

To implement San Benito County's portion of the Association of Monterey Bay Area Governments' Central Coast Intelligent Transportation Systems Implementation Plan for the integration of technology into San Benito County's multimodal transportation network over the next 20 years.

Intelligent Transportation Systems projects involve the use of a broad range of advanced computer, wireless and wireline communications-based information, and electronics technologies.

### Previous and Ongoing Work

The Central Coast Intelligent Transportation Systems Implementation Plan is a blueprint for the orderly planning and deployment of Intelligent Transportation Systems in the Central Coast region. It is also intended to be a living document that may require frequent review and periodic updating. As projects are implemented or expanded, as agency priorities change, or as other changes that impact Intelligent Transportation Systems, they will be documented through an update to the San Benito County portion of the Plan.

The Regional Architecture Guide documents the procedures for updating the San Benito County portion of the Central Coast Intelligent Transportation Systems Regional Architecture. The plan will qualify San Benito County for a variety of federal, state, and local funds available for these types of projects.

### Tasks

1. Work with the Association of Monterey Bay Area Governments and Caltrans District 5 staff and consultants to implement the San Benito County portion of the Central Coast Intelligent Transportation Systems Implementation Plan
2. Discuss the Intelligent Transportation Systems Plan with local decision-makers and members of the public
3. Coordinate with the City of Hollister, San Juan Bautista, and San Benito County for inclusion of projects in the Association of Monterey Bay Area Governments Regional Architecture

### Products

- Intelligent Transportation Systems reports and working papers on an as needed basis

<b>WORK ELEMENT 305 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Rural Planning Assistance	\$5,083
<b>TOTAL</b>	<b>\$5,083</b>



## **WORK ELEMENT 306: Emergency Motorist Aid System**

Lead Agency: Service Authority for Freeways and Expressways

Project Manager: Veronica Lezama

### Objective

The objective is to maintain the Emergency Motorist Aid System within San Benito County, which including maintenance and monitoring of call boxes.

### Previous and Ongoing Work

The Council of Governments began work on the Emergency Motorist Aid System project in 1998. The City of Hollister, San Juan Bautista, and County approved the establishment of the San Benito County Service Authority for Freeways and Expressways. The Department of Motor Vehicles collects a \$1 per registered vehicle fee in San Benito County to fund the program. The first call boxes were installed in San Benito County in the spring and summer of 2002. There are a total of 36 call boxes in San Benito County: eight call boxes are located on Highway 25 north of Hollister, 6 along 101, 17 along 156 and 5 along Highway 25 south of Hollister.



In 2005, the Service Authority for Freeways and Expressways Board approved an upgrade of the current system's 36 call boxes from analog cellular service to digital and to install appropriate components to make the entire call box system accessible to the speech and hearing impaired community. Call box upgrades were completed in June 2006.

A Five-Year Strategic Plan was developed to provide direction on the Emergency Motorist Aid System for the next five years. The Plan includes four service options that provide the greatest return on investment by achieving greater system efficiency and service. The Service Authority for Freeways and Expressways adopted Option 2 as the preferred service option for the Emergency Motorist Aid System.

As part of the Five-Year Strategic Plan, the Service Authority for Freeways and Expressways is proposing to install four call boxes along Panoche Road in San Benito County. Panoche Road is a rural road with limited to no cellular coverage. The call boxes provide motorists in need with a direct link to the California Highway Patrol (CHP) in case of an emergency.

### Tasks

1. Work with Caltrans and the California Highway Patrol to continue call box operations
2. Work with call box maintenance service provider to maintain the call boxes
3. Monitor project costs and approve invoices for payment
4. Prepare annual and/or quarterly report on call box usage to the Board
5. Monitor CHP and Verizon Wireless contracts
6. Participate in statewide CalSAFE meetings
7. Monitor use and evaluate future program needs
8. Track Department of Motor Vehicles collection of funds for budget refinement
9. Update inventory of call boxes using Geographic Information System technology
10. Monitor all call boxes



Products

- Prepare quarterly call box usage report
- Monitor ongoing operations of the call box program (i.e. maintenance, usage, etc.)
- Implement the Five-Year Strategic Plan for the Emergency Motorist Aid System

<b>WORK ELEMENT 306 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Department of Motor Vehicles	\$52,000
<b>TOTAL</b>	<b>\$52,000</b>



## CATEGORY 400: SPECIAL STUDIES AND PROJECTS

### WORK ELEMENT 401: Short Range Transit Plan Implementation

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Lead Agency: Local Transportation Authority

Project Manager: Betty LiOwen

#### Objective

The purpose of the Short-Range Transit Plan is to address efficiency and cost effectiveness of the system, and determine how to provide the best use of resources and serve the greatest number of San Benito County residents. San Benito County's Short-Range Transit Plan includes recommendations for improved transit services and operations, and outlines future transit system development. The Plan provides the justification for those projects, by demonstrating that they are part of an effectively designed and efficient transit system. The Plan also documents the ongoing transit development and planning process for the next 5 years.

#### Previous and On-going Work

The Local Transportation Authority received a Federal Transit Administration Section 5305: Transit Technical Planning Assistance grant to update the 1995 Short-Range Transit Plan. As part of the update, an extensive evaluation of the County Express transit system was conducted during 2007. Several areas of County Express were evaluated, all part of an in-depth look at the operations. Short-Range Transit planning included the evaluation of the existing transit system, the development of a financial plan, and the development of future recommendations and plan. The process also included an extensive public participation plan and development of a community focus group. The Plan was finalized and approved by the Local Transportation Authority in March 2008.

Some of the improvements recommended in the Short-Range Transit Plan have been implemented or were in the process of being implemented during the development of the Plan. For example, the County Express website was completely overhauled and re-launched in January 2007. The full implementation encompassed a three year span with the majority of it occurring in Fiscal Year 2008/2009, continuing into early Fiscal Year 2009/2010. The next two years of implementation will consist of periodic monitoring of system performance, adjustments to service as the needs of the community change, and the goal to meet customer satisfaction.

In Fiscal Year 2010/2011, capital projects for the 2008 Short Range Transit Plan started. Bus stop shelters located at 4<sup>th</sup> Street and San Benito Street and at Veteran's Memorial Park were replaced. Two new bus shelters were installed at Hazel Hawkins Memorial Hospital and Mabie Northside Skilled Nursing Facility in cooperation with the San Benito County Health Care District. New bus stop signs were also installed along County Express Fixed Route service.

#### Tasks

1. Implement marketing plan to inform public of changes, improvements, and attract new ridership
2. Develop new brochures, schedules, and flyers for distribution
3. Improve bus stops with new signs and bus stop shelters
4. Monitor system performance, customer satisfaction and implementation impacts
5. Maintain and update fleet replacement schedule

#### Products

- Marketing plan from Short-Range Transit Plan



- Rider's Guide, brochures, and flyers
- Short-Range Transit Plan implementation impact analysis
- New bus stop shelters and signs

<b>WORK ELEMENT 401 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Public Transportation Modernization, Improvement and Service Enhancement Account	\$50,000
<b>TOTAL</b>	<b>\$50,000</b>



**WORK ELEMENT 402: Guaranteed Ride Home Program for Transit**

Lead Agency: Local Transportation Authority

Project Manager: Betty LiOwen

Objective

To develop a Guaranteed Ride Home Program to encourage the usage of public transit to and from San Benito County.

Current Work

In Fiscal Year 2008/2009, the Council of Governments and the Local Transportation Authority were awarded \$30,000 in federal and state funds to develop a Guaranteed Ride Home (GRH) Program for transit users in San Benito County. The GRH Program will provide a taxi ride home for transit users in case of an emergency or an unexpected change in work schedule. The goal of the GRH Program is to reduce the number of personal vehicles on the road and to promote the use of public transit.

The development of the GRH program materials and guidelines will begin in Fiscal Year 2008/2009 and will be implemented at the beginning of Fiscal Year 2009/2010. Staff will continually monitor ridership information, signups, and program usage. At the end of the first year of being fully implemented, staff will analyze data gathered throughout the year and compile report for Board review. The report will also be available to the public to view.

Tasks

1. Develop GRH Program materials and guidelines
2. Incorporate GRH Program into transit marketing
3. Monitor ridership, signup and program usage

Products

- Program materials
- Customer survey
- Report at 12 months

<b>WORK ELEMENT 402 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Federal Transit Administration 5316	\$30,000
AB2766 Emission Reduction Grant Program	\$30,000
<b>TOTAL</b>	<b>\$60,000</b>



**WORK ELEMENT 403: Implementation of Google Transit**

Lead Agency: Local Transportation Authority

Project Manager: Betty LiOwen

Objective

To implement Google Transit for County Express to encourage the usage of public transit to and from San Benito County.

Current Work

In Fiscal Year 2009/2010, the Council of Governments and the Local Transportation Authority were awarded \$44,265 in federal funds to implement Google Transit for County Express users in San Benito County. Google Transit would be a trip planning tool for County Express users to connect with other public transportation nearby, such as Monterey-Salinas Transit (MST) and Santa Clara Valley Transportation Authority (VTA).

The project began in Fiscal Year 2010/2011 with the release of a Request for Qualifications for the Implementation of Google Transit and will continue into Fiscal Year 2011/2013. Staff will be coordinating the implementation with a 5-1-1 Feasibility Study with the Transportation Agency for Monterey County (TAMC) and Santa Cruz County Regional Transportation Commission (SCCRTC). It would be greatly beneficial to all the agencies if Google Transit can be easily incorporated into a possible 5-1-1 system for the Monterey Bay Area Region.

Tasks

1. Implementation of Google Transit
2. Launch Google Transit
3. Coordinate with TAMC and SCCRTC with 5-1-1 Feasibility Study

Products

- Google Transit Feed Specification Code
- Google Transit Listing

<b>WORK ELEMENT 403 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Federal Transit Administration 5304	\$44,265
In Kind Local Match	\$5,735
<b>TOTAL</b>	<b>\$50,000</b>



**WORK ELEMENT 404: Transit Advocates for the Future**

Lead Agency: Local Transportation Authority

Project Manager: Betty LiOwen

Objective

To establish and implement a transit internship program that would educate its participants how public transit system is operated and administered, customer service interactions, and the importance of such services in the community.

Current Work

In Fiscal Year 2010/2011, the Council of Governments and the Local Transportation Authority were awarded \$46,800 in federal funds to establish and implement a transit internship program. During the internship, the participants would learn the intricacies of operating and administering a public transit system. This includes the various types of funding, federal requirements, riding the service, development and administering a customer survey and then reporting their findings to the Board of Directors.

The LTA hopes that interns from the program will continue to be advocates for public transportation by specializing in the industry, help shape policies that support public transportation, and become the new face of transit users.

Tasks

1. Hire qualified internships from local community colleges and universities
2. Interns to learn County Express service operations and administration
3. Attend various committee and Board of Directors meetings
4. Develop and administer customer survey

Products

- Customer survey
- Report of Results from Customer Survey

<b>WORK ELEMENT 404 BUDGET INFORMATION</b>	
<b>Funding Source</b>	<b>Amount</b>
Federal Transit Administration 5304	\$46,800
In Kind Local Match	\$84,200
<b>TOTAL</b>	<b>\$131,000</b>



**Appendix A: Association of Monterey Bay Area Governments Work Elements Partially Funded by the Council of Governments**

