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DEPARTMENT OF
FINANCE

BUDGET DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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June 28, 1988

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Request by Cleaner Air Partnership for \$50,000
Funding in Fiscal Year 1988-89

SUMMARY

The Cleaner Air Partnership of Sacramento, a joint project of the American Lung Association and the Metropolitan Chamber of Commerce, has requested \$50,000 in City funding for fiscal year 1988-89. This request will fund the following projects: two major public opinion polls; clean fuels planning, research and policy development on employer parking policies and practices; review and recommendations on updated Transportation Systems Management ordinances; publication of a newsletter, and review of various governmental regulations on transportation emission control. It is recommended that staff be directed to incorporate this funding request in the adopting resolution for the 1988-89 budget.

BACKGROUND

In April, 1988 the Cleaner Air Partnership (CAP) submitted a request to the City for \$50,000 in funding for fiscal year 1988-89. The Cleaner Air Partnership is a joint project of the American Lung Association and the Metropolitan Chamber of Commerce. The major concern of the organization is the provision of clean air for the Sacramento area. To this end, CAP has proposed a number of activities/projects which they would conduct in the upcoming fiscal year to move both the City and County of Sacramento towards cleaner air.

The activities/projects proposed by CAP are as follows:

Public Education Project: \$39,700

Conduct two public opinion polls and use the information for public education and policy-making purposes (See Exhibit I).

Trip Reduction Project: \$35,000

Conduct research and policy review on employer parking policies affecting trip reduction goals. Use the information for public education and policymaking purposes. Present policy recommendations to government and business (See Exhibit II).

Clean Fuels Planning: \$35,000

Conduct research and policy review task force on clean fuels implementation options and opportunities. Use the information for public education and policymaking purposes. Present policy recommendations to government and business (See Exhibit III).

Trip Emission Reduction Task Force: \$20,000

Conduct research and policy review task force on consistency and equity in trip reduction regulations, monitoring and enforcement. Use the information for public education and policymaking purposes. Present policy recommendations to government and business.

Steering Committee: \$16,500

Seek implementation of policy recommendations of the Cleaner Air Partnership. Develop policy recommendations regarding local, state and federal air pollution control laws and regulations affecting Sacramento's ability to reach clean air standards. Seek intergovernmental coordination in the implementation of Partnership policy recommendations

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The projects identified above will support the update of the 1982 Air Quality Plan by involving the private sector in recommendations and the design of new measures to reduce transportation emissions for inclusion in the new plan. The projects will also support implementation of the existing 1982 Air Quality Plan commitments through significant effort in public education and trip reduction programs.

FINANCIAL DATA

The funding request made by CAP identifies the need for a \$50,000 contribution on the part of the City for fiscal year 1988-89. Other funding has been requested as follows: a \$25,000 grant from the Sierra Foundation and \$25,000 from the Air Pollution Control District. The estimated cost of each of the programs/activities proposed by CAP is outlined above. A detailed budget breakdown for each program/activity is provided in Exhibits I through III.

RECOMMENDATION

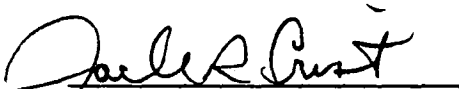
The \$50,000 funding request that has been made by CAP would be a part of the City's overall effort to work with the County, SACOG, other governmental entities, and citizen groups on air quality issues and related transportation system management issues. It is recommended that staff be directed to incorporate \$50,000 for the Cleaner Air Partnership Program funding augmentation into the adopting resolution for the 1988-89 Operating Budget.

Respectfully submitted,



Ken Nishimoto
Budget Manager

Approved:



Jack R. Crist
Deputy City Manager

June 28, 1988
All Districts

Public Education Project: Public Opinion on Air Quality and Transportation Emission Control Measures

NEED FOR THE PROJECT

Sacramento has yet to have an indepth survey of public opinion on the smog problem and what should be done about it. The Cleaner Air Partnership has recommended a strong public education program on smog. A prerequisite of such a program is a baseline survey documenting the existing level of public awareness and knowledge about air pollution. In addition, the air quality plan update requires information on public preferences for ways of controlling transportation emissions, public willingness to participate in trip reduction and clean fuels implementation programs, and the identification of barriers perceived by the public as inhibiting the individual contribution to transportation emission reductions. The survey results themselves would provide a substantial opportunity for public education through the media coverage of the research.

DESCRIPTION OF PROJECT

This project would conduct two public opinion surveys in the Sacramento area of approximately 400 residents. Design of the two surveys would include key decisions regarding timing, sampling and the depth of questioning. The first survey would document existing awareness and general preferences. The second survey likely would focus on specific policy choices and barriers to personal participation. Each survey would be reported through publication and distribution of a Partnership report, news release and an issue of the *Cleaner Air News*. The survey results would be presented to the Partnership's Steering Committee, sponsoring agencies and the media.

TASKS AND PERSONNEL

Task 1: Design Surveys. Research will be conducted on Survey 1 and 2 designs, including options in timing, survey samples size and method, and depth of interview. For example, a second survey could be a reinterview of the first sample and include a more indepth interview with a representative subsample of respondents. Comparisons will be made with similar surveys in other metropolitan areas. Consultation with funding agencies and the Executive Committee will be necessary to finalize project design.

Personnel. The personnel involved in the the research design and implementation will be the project manager, a research analyst and a survey research firm.

Task 2: Conduct Survey 1. Survey 1 will be conducted with the assistance of a survey research firm. The questionnaire will be developed and pretested, the sample drawn, interviews conducted, and the interview results tabulated.

Personnel. Primary responsibility for conducting the survey will be taken by the survey research firm. Project manager will review and approve the work conducted and a research analyst for the Partnership will be working on the survey team.

Task 3: The research will be published as a Partnership research report, with graphs and charts, and the research results will also be publicized through a press release, and a special issue of the *Cleaner Air News*. Interviews will be conducted with the press. The

report will be distributed to the Partnership Task Force, local government, the media, and employers and employee organization representatives who participated in the research.

Personnel. The project manager, research analyst, graphic designer, clerical support for layout, printer and clerical support for distribution will be involved in Task 3. The research analyst will be responsible for the writing of the report and work with the graphic designer to prepare appropriate charts and graphs for the report.

Task 4: Conduct Survey 2. Survey 2 will be conducted with the assistance of a survey research firm. The questionnaire will be developed and pretested, the sample drawn, interviews conducted, and the interview results tabulated.

Personnel. Primary responsibility for conducting the survey will be taken by the survey research firm. Project manager will review and approve the work conducted and a research analyst for the Partnership will be working on the survey team.

Task 5: The research will be published as a Partnership research report, with graphs and charts, and the research results will also be publicized through a press release, and a special issue of the *Cleaner Air News*. Interviews will be conducted with the press. The report will be distributed to the Partnership Task Force, local government, the media, and employers and employee organization representatives who participated in the research.

Personnel. The project manager, research analyst, graphic designer, clerical support for layout, printer and clerical support for distribution will be involved in Task 5. The research analyst will be responsible for the writing of the report and work with the graphic designer to prepare appropriate charts and graphs for the report.

TIMELINE

Task 1: Design Surveys	June-July, 1988
Task 2: Conduct Survey 1	August-September, 1988
Task 3: Publish Survey Report	October, 1988
Task 4: Conduct Survey 2	November, 1988
Task 5: Publish Survey Report	January, 1989

Public Education: Public Opinion Surveys Project Costs

ACTIVITY	PERSONNEL	COSTS
Task 1: Conduct Research on Survey 1 and 2 designs, timing, survey samples consult with funding agencies and meet with Executive Committee	Project Manager Research Analyst Contract Consultant Total	\$1,000 \$3,000 \$2,000 \$6,000
Task 2: Develop and pretest Questionnaire, prepare sample, conduct Survey 1, tabulate survey results	Project Manager Research Analyst Contract Consultant Total	\$500 \$2,000 \$7,000 \$9,500
Task 3: Prepare and publish Survey 1 results, including report, press release and NEWS; presentations to funding agencies and Partnership sponsors and Steering Committee	Project Manager Research Analyst Graphics and Layout Printing Distribution Total	\$1,000 \$3,000 \$750 \$600 \$250 \$5,600
Task 4: Develop and pretest Questionnaire, prepare sample, conduct Survey 2, tabulate survey results	Project Manager Research Analyst Contract Consultant Total	\$500 \$2,000 \$7,000 \$9,500
Task 5: Prepare and publish Survey 2 results, including report, press release and NEWS; presentations to funding agencies and Partnership sponsors and Steering Committee	Project Manager Research Analyst Graphics and Layout Printing Distribution Total	\$1,000 \$3,000 \$750 \$600 \$250 \$5,600
	Total	\$36,200
Overhead and Administration of Contract		\$3,500
Total Project Costs		\$39,700

Trip Reduction Project: Parking Programs of Private and Public Employers in Sacramento

NEED FOR THE PROJECT

A key element affecting trip reduction strategies for the commute trip is parking policy. The Cleaner Air Partnership Trip Reduction Regulation Review Task Force has identified parking policy and transit availability as the major determinants of employee mode choice. Currently, local trip reduction ordinances are being revised, and employers and employees will be expected to achieve greater commute trip reductions in order to meet clean air standards. No research or policy analysis has been conducted regarding how local employer parking policies affect trip reduction efforts and goals, and what new policies or practices could remove barriers to employee participation in trip reduction efforts. There is a pressing need to investigate and make recommendations on specific policy changes that will assist employers and employees to meet trip reduction goals identified in the Air Quality Plan and in local trip reduction ordinances. Only when employers are presented with a community recommendation, backed by practical policy research, from a Task Force composed of public and private, labor and management, representatives, will there be an impetus for employers to go through the process of adopting new parking policies or practices to support trip reduction efforts. The Cleaner Air Partnership can provide that impetus through this project.

DESCRIPTION OF PROJECT

This project addresses two major parking policies that can impede trip reduction efforts and use of transit by employees: (1) availability of only full time parking permits for employees; and (2) subsidization of parking, but not other mode commutecosts, by the employer. The project includes research on the employee parking practices and policies of large public and private employers in Sacramento, and employee organization attitudes toward the policies. The project would publish, publicize and distribute the research results.

A policy review task force of the Cleaner Air Partnership would be organized to include management and labor and public and private employers. The Task Force would review research results, evaluate existing and potential policies and develop Task Force recommendations on how the barriers to trip reduction identified could be removed.

The policy recommendations would be published after adoption by the Partnership and publicized through press release, media interviews, and an issue of the *Cleaner Air News*. The policy recommendations would be presented to local government, employers and community groups.

TASKS AND PERSONNEL

Task 1: Conduct research. The research conducted will survey employer policies and practices affecting part time and full time ridesharing, including subsidized parking as an employee benefit in the absence of equivalent Opayments for non single occupant vehicle commute modes. A study design would be prepared for Executive Committee approval. Sacramento's ten largest employers would be included and selected employers with at least 100 employees would be surveyed. Also survyed would be representatives from the

including: (1) information of value to the development of a clean fuels element of the air quality plan; (2) information of value for the purpose of educating public, decision makers and community and business leaders on the evolution of clean fuels measures as air quality control actions; and (3) information of value for the Partnership's policy review task force to make policy recommendations to business and government.

TASKS AND PERSONNEL

Task 1: Ongoing coordination with other parties implementing clean fuels statewide.

Personnel. The clean fuels consulting team will conduct coordination activities as approved by the Executive Committee.

Task 2: Conduct research. Given a limited research budget, the Project team would identify key research issues with short term policy implications, and prepare working papers on these issues.

Personnel. The project manager and clean fuels consulting team will design and conduct the research with approval of the work program by the Executive Committee.

Task 3: Publish research. The research will be published as a Partnership research report, and the research results will also be publicized through a press release and a special issue of the *Cleaner Air News*. The report will be distributed to the Partnership Task Force, local government, the media, and key business and environmental groups.

Personnel. The project manager, clean fuels consulting team, graphic designer, clerical support for layout, printer, and clerical support for distribution will be involved in Task 3.

Task 4: Organize and Meet with Task Force. A policy review task force, including members of the current Methanol Task Force, will be organized to review research results and develop policy recommendations. The Task Force will include both public and private fleet owners. Staff support for the Task Force to develop its recommendations and to organize at least three meetings is required.

Personnel. The clean fuels consulting team will have primary responsibility for the Task Force, with support from the Project Manager and a research analyst. There will be associated clerical support.

Task 5: Publication and Presentation of Policy Recommendations. The project will prepare a report on the policy recommendations of the Task Force, and a news release. In addition, an issue of the *Cleaner Air News* will be published highlighting the recommendations. Media interviews and presentations to local governments, and major business groups, will also publicize the recommendations of the Task Force.

Personnel. The project manager, clean fuels consulting team research analyst, graphic designer, clerical support for layout, printer, and clerical support for distribution will be involved in Task 4.

TIMELINE

Task 1: Conduct Research	June-July, 1988
Task 2: Publish Research	August-September, 1988
Task 3: Policy Task Force Meetings	August, 1988 September, 1988 November, 1988 January, 1989
Task 4: Publish and Present Policy Recommendations	
Solicit hearing and presentation dates	September-October, 1988
Publish and Distribute Final Report	February, 1989
Presentations to local government bodies	March-April, 1989
Presentations to Business and Community Groups	February-July, 1989

Clean Fuels Project: Options and Opportunities Analysis for Sacramento

NEED FOR THE PROJECT

Clean fuels implementation is required for Sacramento to meet clean air standards. State, federal and South Coast Air Quality Management District policies are evolving to encourage introduction of clean fuels. However, no plan or program for implementing clean fuels in Sacramento has been developed.

It is expected that an air quality plan update could be completed within three or four years to include a comprehensive clean fuels element, if funded. That element would include vehicle inventories and the technical and economic assessment of strategies to convert to cleaner fuels. The Partnership Methanol Task Force consulting team has developed a draft work program for a clean fuels element for the air quality plan, and recommends that the studies needed for the clean fuels element be given high priority in the scheduling and financing of air quality plan update work. The technical studies required have not been costed out, but would cost upwards of \$100,000.

In the interim before an air quality plan clean fuels element is adopted, the options and opportunities for Sacramento to participate in clean fuels implementation should be identified and pursued. This requires close coordination with federal, state and South Coast program developments, as well as education and integration of local parties interested in participating. No organization exists at present to evaluate and pursue these opportunities, and make recommendations to local government and business for clean fuels measures that make sense in the next five years.

If funds are available in the next year to conduct the more expensive, detailed technical studies needed for the air quality plan update, it is expected that these studies will be conducted by contractors to SACOG and managed by SACOG to ensure full integration with the air quality plan update. The Cleaner Air Partnership would review and comment on the study results and incorporate the findings into its policy review process as appropriate. If funds are not available to conduct the needed technical studies, the Partnership project is needed to provide the best available short term direction for clean fuels planning for this metropolitan area.

The Steering Committee and Clean Fuels Task Force of the Cleaner Air Partnership have identified the need for an options and opportunities study, and a task force effort. The study and task force would maintain forward movement on clean fuels implementation in Sacramento while the Air Quality Plan Update is completed. This project addresses the need for research, a continuing task force effort to educate relevant community partners, including government and business, and an ongoing coordination with other parties statewide who are implementing clean fuels programs.

DESCRIPTION OF PROJECT

This project would integrate available information on clean fuels implementation options and opportunities, and conduct research into selected issues of short term policy importance. The project would coordinate federal, state and South Coast clean fuels policy and program development with Sacramento planning efforts. The research results would be published in working papers. The research results would have several applications

TRIP REDUCTION : PARKING POLICY PROJECT COSTS

ACTIVITY	PERSONNEL	COSTS
Task 1: Conduct Research	Project Manager	\$1,500
	Research Analyst	\$6,000
	Contract Consultant (includes presentation to Task Force)	\$3,400
	Total	\$10,900
Task 2: Publication of Research (includes report, press release and NEWS)	Project Manager	\$750
	Research Analyst	\$3,000
	Graphics and Layout	\$750
	Printing	\$600
	Distribution	\$250
	Total	\$5,350
Task 3: Organization and Meetings of Task Force	Project Manager	\$5,000
	Research Analyst	\$1,600
	Speakers and Travel	\$1,000
	Support Services	\$1,000
	Total	\$8,600
Task 4: Publication and Presentation of Policy Recommendations of Task Force (includes report, press release and NEWS)	Project Manager	\$2,000
	Research Analyst	\$2,800
	Graphics and Layout	\$600
	Printing	\$500
	Distribution	\$250
	Media Presentation (slide show update)	\$1,500
	Total	\$7,650
Overhead and Administration of Contract		\$2,500
Total Project Costs		\$35,000

Clean Fuels: Options and Opportunities Analysis Costs

ACTIVITY	PERSONNEL	COSTS
Task 1: Ongoing coordination w/other parties	Consulting Team	\$3,000
	Total	\$3,000
Task 2: Conduct research	Project Manager	\$1,500
	Consulting Team	\$9,000
	Total	\$10,500
Task 3: Publish research	Project Manager	\$750
	Research Analyst	\$2,000
	Consulting Team	\$1,000
	Graphics and Layout	\$750
	Printing	\$600
	Distribution	\$250
	Total	\$5,350
Task 4: Organization/Meetings of Task Force	Project Manager	\$2,000
	Research Analyst	\$1,000
	Consulting Team	\$3,500
	Support Services	\$1,000
	Total	\$7,500
Task 5: Publication and Presentation of Task Force Policy Recommendations	Project Manager	\$1,000
	Research Analyst	\$1,000
	Consulting Team	\$2,800
	Graphics and Layout	\$600
	Printing	\$500
	Distribution	\$250
	Total	\$6,150
Overhead and Administration of Contract		\$2,500
Total Project Costs		\$35,000

employee organizations of the employers selected. The study would determine existing practices and the attitudes of management and labor toward those practices and alternative policies which could increase ridesharing. The study would also include comparisons with parking policies and practices of major employers in other metropolitan areas, and policies and programs being considered in other metropolitan areas to increase ridesharing.

Personnel. The personnel involved in the research design and implementation will be the project manager, a research analyst and a transportation systems management consultant with national experience.

Task 2: Publish research. The research will be published as a Partnership research report, and the research results will also be publicized through a press release and a special issue of the *Cleaner Air News*. The report will be distributed to the Partnership Task Force, local government, the media, and employers and employee organization representatives who participated in the research.

Personnel. The project manager, research analyst, graphic designer, clerical support for layout, printer, and clerical support for distribution will be involved in Task 2.

Task 3: Organize and Meet with Task Force. A policy review task force, including members of the current Trip Reduction Regulation Task Force will be organized to review research results and develop policy recommendations. The Task Force will include both public and private employers and labor and management representatives. Staff support for the Task Force to develop its recommendations and to organize at least four meetings is required.

Personnel. The project manager will have primary responsibility for the Task Force, with support from a research analyst. The TSM consultant will make a presentation. At least one other guest speaker is expected. There will be associated clerical support.

Task 4: Publication and Presentation of Policy Recommendations. The project will prepare a report on the policy recommendations of the Task Force, and a news release. In addition, an issue of the *Cleaner Air News* will be published highlighting the recommendations. Media interviews and presentations to local governments, major employers, major business and community groups, will also publicize the recommendations of the Task Force. A revision of the Cleaner Air Partnership slide show will be necessary to make the presentations.

Personnel. The project manager, research analyst, graphic designer, clerical support for layout, printer, and clerical support for distribution will be involved in Task 4. In addition, a media productions consultant will be required.

TIMELINE

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| Task 1: Ongoing coordination with other parties | June, 1988 through July, 1989 |
| Task 2: Conduct Research | June-October, 1988 |
| Task 3: Publish Research | November, 1988 |
| Task 4: Policy Task Force Meetings | September, 1988
December, 1988
February, 1988 |
| Task 5: Publish and Present Policy Recommendations | |
| Publish and Distribute Final Report | March, 1989 |
| Presentations to local government bodies | April-May, 1989 |
| Presentations to key community groups | April-June, 1989 |