



Date: August 13, 2024

Honorable Mayor and Council Members:

Danielle McHugh, Transportation Program Analyst and Alfred Knotts, Transportation Program Manager

Title: **Approve Contract with Commute with Enterprise (CWE) for the Truckee Vanpool Pilot Program (C2510)**

Jen Callaway, Town Manager

Recommended Action: Town Council approve contract with Commute with Enterprise (CWE) for a Truckee Vanpool Pilot Program for a not to exceed amount of \$174,720 and authorize the Town Manager to execute contract in a form approved by the Town Attorney.

Discussion:

In January 2024, the Town was awarded \$174,720 by the Nevada County Transportation Commission for a Vanpool Pilot Program through the Carbon Reduction Program (CRP). The funding was awarded to provide a subsidy, layered with a subsidy from the Regional Transportation Commission of Washoe County (RTC Washoe), to support a vanpool program to serve employees working within Truckee Town limits and commuting from Washoe County, Nevada.

Project Need

With ongoing challenges of workforce housing availability and overall escalation in real estate and rental prices in the Truckee and North Lake Tahoe area, many employees work in Truckee but live in the greater Reno area. These employees face the challenges of commuting along Interstate 80 anywhere from 50 to 100 miles round trip each day in their personal vehicles. The Town has been working successfully on transit system and service enhancements within Town limits, but there is also a growing need for commute options for those who live within Washoe County, NV. The need for a commuter bus or vanpool service has long been identified in local and regional plans, such as the 2021 Nevada County Coordinated Public Transit-Human Services Plan, the 2018 Eastern Nevada County Short Range Transit Development Plan, and the Town's 2040 General Plan. As a Transportation Demand Management (TDM) strategy and program identified in the 2040 General Plan Mobility Element, this Vanpool Pilot Program will have many benefits:



- Increased vehicle occupancy rates, thereby reducing trip generation and demand for single occupancy vehicles and associated greenhouse gas emissions (GHG).
- Improved connectivity, reduced parking demand, will encourage use of the local transportation system in Truckee, specifically for those commuters who would typically have a personal vehicle for midday errands or lunch trips, as they can now utilize the fixed route or microtransit system as well as the BCycle E-bike Share Program.
- Reduced traffic congestion and environmental impacts on the region, improving quality of life.

- Reduced financial burden of car ownership and operation for commuters and providing transportation resources for the workforce.

Program Description

The CRP grant will increase the vanpool subsidy available to commuters through the existing RTC Washoe “Smart Trips Program” for up to 13 vanpools annually for three (3) years and the combined subsidies will fund all vanpool expenses, except fuel costs. The Program will be open on a first come, first serve basis and will serve up to 117 daily commuters, which is estimated to reduce Vehicle Miles Traveled (VMT) by an estimated 1,996,800 miles over the project’s life. The additional subsidy provided by the grant is intended to encourage increased participation in the existing “Smart Trips Program” (which is already available elsewhere in the region) by significantly reducing costs for riders or employers and increasing program awareness.

Vanpool vehicles will be provided through the contract with CWE, which is the service provider for the current program. The final contract is still being reviewed by Town staff, but the draft includes the following services:

- All commuter vans include 24/7 insurance coverage, 24/7 emergency roadside assistance, customer service support, maintenance, fuel card, and downtime credit.
- All-wheel drive vehicles are available through the program.
- A guaranteed ride home program is also provided through the Washoe RTC Smart Trips program, allowing participants to receive reimbursement if they have an emergency during the workday and must find alternative transportation home.
- CWE will help determine the best match and route for participants, ensuring the most efficient and quickest ride to work. CWE sets the route up in a way that allows for home pick-ups as opposed to a centralized location when possible, giving commuters peace of mind that their personal vehicle is safely parked at home. The route is also set to drop off participants directly at their place of work.
- As a turnkey vanpool provider, CWE provides co-branded marketing materials, an online platform, mobile app, and data collection as well as reporting services.

Regional Coordination

The Truckee-North Tahoe Transportation Management Association (TNT-TMA), in collaboration with Placer County and large North Tahoe employers are implementing a similar service through CWE and there are significant benefits of coordinating efforts in terms of marketing and awareness. However, it should be noted that the TNT-TMA led program is being funded by Transient Occupancy Tax dollars collected within Placer County and, therefore, the Town is not eligible to participate in this program.

Priority:

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| <input type="checkbox"/> Enhanced Communication | <input checked="" type="checkbox"/> Climate and Greenhouse Gas Reduction | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Infrastructure Investment | <input type="checkbox"/> Emergency and Wildfire Preparedness | <input checked="" type="checkbox"/> Core Service |

Fiscal Impact:

There is no fiscal impact beyond the awarded funding from the Carbon Reduction Program. Ridership performance and associated fiscal performance measures will be monitored throughout the initial phase of the program to determine program effectiveness and fiscal sustainability. If the service is well received and utilized at or near demand estimates, additional revenue sources may be sought, such as the Low Carbon Transit Operations Program, local employer contributions, and/or Town discretionary funds.

Public Communication:

During the CRP grant application process, Town staff reached out to local employers for letters of support, several of which were graciously provided.

Numerous public presentations and communications related to the North Lake Tahoe and Truckee Vanpool Programs have been made at the TNT-TMA meetings over the course of the last year.