

Transactions

Special Awards Issue



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TRANSPORTATION NEWS
FOR THE NINE-COUNTY
SAN FRANCISCO BAY AREA



2012 Transportation Awards: Excellence in Motion



The MTC Transportation Awards Program debuted in 1977. For the first two decades, we sponsored the contest annually, eventually transitioning to a biennial schedule. Depending on how you want to count it, our Awards Program is celebrating its 35th year or

its 30th cycle. Either way, it's a milestone worth noting, and that invites some reflection.

With a surge of pent-up demand, MTC's inaugural awards ceremony recognized 33 individuals and organizations for extraordinary contributions to transportation in the Bay Area. The 1977 ceremony was held just six years after MTC itself had come into existence. The list of honorees in 1977 foretold some of the movers and shakers who would continue to work to improve transportation for all.

One of those, the Center for Independent Living (CIL)—recognized in 1977 for its free paratransit service—remains a strong advocate for transportation accessibility. Interestingly, CIL is a founding member of the Ed Roberts Campus, which brings a number of disability organizations together under one roof at the Ashby BART station and is this year's recipient of the MTC Grand Award.

At that first awards ceremony, Miriam Gholikely was recognized for being a senior citizen advocate. Gholikely went on to serve on several panels addressing the needs of elderly, disabled and minority residents, and was elected to the American Public Transportation Association Hall of Fame. Upon her passing at age 91 in 2003, MTC recognized Gholikely's service with an award in her name, dedicated to individuals who exemplify steadfastness and caring.

The Gholikely Award this round goes to Roger Matoba of Pleasant Hill for nearly 30 years of driving a vanpool and carrying some 100 commuters over the decades. In another interesting connection between now and then, in 1977 Bob Gefken was recognized for operating a vanpool serving residents of Fairfax in Marin. Despite the passage of 35 years, some things don't change.

In addition to going to an every-other-year awards schedule, we've slimmed down the number of winners. More than ever, it is a supreme honor to be recognized with our transportation trophy, which has changed shape over the years, but which retains its central element: an actual ball bearing that symbolizes the Excellence in Motion theme. This year we are shining a spotlight on 14 winners, each a gem that is adding some sparkle to the lives of Bay Area residents.

— Catalina Alvarado

Award Winners on Video
www.youtube.com/mtcabaglibrary

Grand Award: Ed Roberts Campus Puts Accessible Spin On Transit-Oriented Development



The Ed Roberts Campus is an architectural gem that celebrates disabled access with a central, circular wheelchair-ready ramp clad in bright red panels that has become the symbol for the building.

When the East Bay's disability community was exploring a fitting memorial to disability rights activist Ed Roberts, the discussion initially focused on something like a U.S. postage stamp or a street name. Luckily for the Bay Area, the tribute morphed into something much grander that will deliver practical benefits to thousands of disabled residents for decades to come—the Ed Roberts Campus (ERC) at the Ashby BART station in Berkeley.

Seven disability service and advocacy organizations formerly spread around the East Bay came together to plan and build the campus, including the Center for Independent Living, the Disability Rights and Education Fund, the Center for Accessible Technology, and the World Institute on Disability. These anchor organizations have been joined by several other tenants serving the disabled community.

The ERC would shine in any architectural contest, and particularly one focusing on universal design—an approach to making facilities as usable as possible by as many people as possible, regardless of ability. But what makes the facility the right candidate at the right time for MTC's Grand Award this year is its proximity to a bustling public transit hub. A well-marked underground portal allows wheelchair users to easily glide from the BART station's ticketing platform to a bank of elevators that deposit them in the ERC lobby. It is an example of transit-oriented development done right.

Instead of relegating disabled access to the margins, the architects celebrate it with a central, circular wheelchair-ready ramp that spirals boldly from the first floor to the second. Clad in bright red panels, that ramp has become the symbol for the building, a



More than a dozen disability service and advocacy organizations are tenants/owners in the building that is an example of transit-oriented development, across the street from the Ashby BART station.

stylized version serving as the logo. The 85,000-square-foot structure also incorporates a number of smaller accommodations, such as a lobby fountain that serves as an acoustical beacon for vision-impaired visitors.

"I think this is the first time that universal design has happened at this level, from the ground up," said Dmitri Belser, executive director of the Center for Accessible Technology and the former president of the Ed Roberts Campus.

The campus is a tribute to Ed Roberts, a larger-than-life figure who himself was confined to a wheelchair by polio, and who reportedly became the first severely disabled student to attend UC Berkeley. While the seeds for the ERC were sown shortly

after Roberts died in 1995, it took more than a dozen years for the plans and funding to coalesce. Construction took only 18 months, with the building opening in November 2010.

The project's overall impact was elegantly summarized in the award nomination by Joan Leon, who worked alongside Roberts for many years in several disability organizations that fittingly are now housed at the ERC, and who spearheaded the fundraising for the project. "The Ed Roberts Campus enables thousands of people with disabilities and their families to use a fully accessible, safe and efficient mode of travel to obtain health, education and social services, and to participate in cultural, educational and civic activities," she wrote.

— Brenda Kabn

John F. Foran Legislative Award: U.S. Senator Barbara Boxer



Senator Boxer Keeps Federal Funding Flowing

The Bay Area's own U.S. Senator Barbara Boxer did what many are finding impossible to do of late in gridlocked Washington: She pushed a bill through Congress. Boxer's tenacity as chair of the Senate Environment and Public Works Committee was key to passage this past summer of the nation's new surface transportation law, known as MAP-21. In recognition of this feat, Senator Boxer will receive MTC's John F. Foran Legislator of the Year award.

The bill, whose full title is *Moving Ahead for Progress in the 21st Century*, authorizes \$105 billion for highway and transit programs through FY 2014, roughly the same level of funding provided in FY 2012, plus a small increase to offset inflation. "Given the strong opposition to any tax increases in the 112th Congress, combined with heightened concern about the deficit, the fact that Senator Boxer was able to hold funding steady and avoid a draconian 30 percent cut championed by House Republican leaders is a significant achievement," noted Tom Bulger, MTC's Washington advocate.

Still, there's more work ahead. "I'm hopeful that we'll continue to work in this same bipartisan spirit to identify a dependable funding source for the Highway Trust Fund," said Boxer, noting the significant decline in federal gas tax receipts. "Roads and bridges have to be fixed. Fifty percent of our roads are in disrepair and 70,000 of our bridges nationwide are not up to standard. As we all know, roads and bridges are neither Democratic nor Republican, so I will work with my colleagues on both sides of the aisle to keep the nation's transportation system moving forward."

Boxer has long been an ally to transportation. Prior to her current post as chair of the Senate Environment and Public Works Committee, she advocated for mass transit funding as chair of the Senate's Banking and Urban Affairs Subcommittee. This long history made Boxer an easy choice for this year's Foran Legislative Award, created in 1986 upon the retirement of state Senator John F. Foran, a longtime friend of transportation who is the author of the bill that created MTC.

— Ellen Griffin

**Greta Ericson Distinguished Service Award:
Sense of Responsibility Lasts Dorothy Dugger a Lifetime**

Growing up in Auburn, Alabama, on a working farm with 10,000 chickens, Dorothy Dugger learned a keen sense of responsibility that has lasted all her life. She graduated from Rutgers University in the early 1970s ready to right the world.

“Where I learned my strong passion for social justice was growing up in a still-segregated South,” Dugger said. “I’m a child of the ‘60s with a strong sense to contribute to make the world a better place.”

Dorothy Dugger is this year’s recipient of the Greta Ericson Distinguished Service Award for career achievement in the transportation field (named for the former MTC commissioner who spearheaded the creation of the MTC Awards Program in 1977). On the career path that led to BART, she worked in the political and public policy arena, including time at the Port Authority of New York and New Jersey as director of Governmental and Public Affairs. Dugger was recruited to head up BART’s External Affairs group in 1992, became deputy general manager two years later, and was selected as the first female general manager in BART’s 54-year

history in 2007, ending her nearly 20 years with BART in 2011.

One of Dugger’s early accomplishments was delivery of the BART extension to SFO. By various means, including use of her Southern charm, Dugger obtained crucial funding from Washington and what has become one of the best airport connections in the country was completed on time and within its revised budget.

Through the toughest years economically in BART history, Dugger steered a steady course, averting layoffs and reductions in core service. Under her stewardship, BART renovated railcars’ original seats at half the cost of new cars, boosted its region-best fare-box recovery ratio to more than 68 percent and opened its first infill station at West Dublin/Pleasanton. Dugger was also deeply involved in the eBART extension to Pittsburg/Antioch, the first leg of the extension from Fremont into Santa Clara County and the Oakland Airport Connector.

“Dorothy definitely went beyond the call of duty,” said Alix Bockelman, MTC’s director of Programming and Allocations.



Dorothy Dugger’s career at BART spanned nearly 20 years, including serving as the first female general manager in BART’s 54-year history. During her tenure, BART’s rail cars were refurbished and BART opened extensions to the San Francisco International Airport and to Dublin/Pleasanton.

“She was a leader in regional transportation policy discussion, she was dedicated and put in long hours alongside her staff during very challenging times for BART, and she’s been a role model through her involvement in WTS (Women’s Transportation Seminar) and other civic organizations.”

“It’s been a great privilege to work with such dedicated and capable employees,” Dugger said, “leading a team that delivered

service reliably to some 350,000-400,000 riders daily. It took all of us to achieve a safe, reliable and very important component of environmentally clean mobility.”

Since her retirement, Dugger has been occupied with family matters and travel. “The future is wide open,” she said. “I’ve retired from BART, not from life. My contributions to make the world a better place are not over.” — Georgia Lambert

David Tannehill Special Employee Award: Chloe Cook’s Volunteer Driver Program Opens New Vistas for Isolated Seniors



Chloe Cook helps ease isolation for West Marin seniors by connecting them with volunteer drivers through the TRIPtrans program, a viable transportation option for medical and other trips.

When Marin Transit approached Chloe Cook with a request to establish a volunteer driver program to serve seniors, she quickly pointed out that the proposed pilot was too impersonal to be successful in rural

Marin County. Cook redesigned the program to fit the character of her close-knit community, introducing the concept of “neighbors helping neighbors” instead of randomly assigning drivers to clients.

A West Marin native and the director of volunteers at West Marin Senior Services, Cook worked many unpaid hours to establish the grassroots program, which eases the isolation seniors experience when they lack access to transportation. Called TRIPtrans, the program encourages seniors to find their own volunteer drivers, which means they can stay in their comfort zone and tap friends and neighbors. The program reimburses the drivers for taking seniors to medical appointments or to the grocery store. TRIPtrans also emphasizes the well-being of those it serves by reimbursing drivers for trips that meet the seniors’ social and emotional needs — such as to see family, visit an art gallery or attend the theater. Eighty-nine West Marin seniors are registered for the program.

In existence since 2010, TRIPtrans reimburses its 100 volunteer drivers for over 4,000 miles per month, which is the equivalent of driving from the Bay Area to Los Angeles 10 times per month. TRIPtrans is successful because of the relationship-building aspect and because of Cook’s own personal qualities. Cook exemplifies

the theme of the David Tannehill Award, named for a dedicated and talented MTC planner who passed away in 2001.

“She is a very warm person, she connects to people very well, and she’s certainly a problem solver,” said Sue Beittel, the retired chair of the Commission on Aging in Marin County. “She’ll take many difficult situations that some of us may back off from and tries to find a way.” Cook’s motivation and dedication can be attributed to her grandmother, who declared the loss of her driver’s license as “the end of her life.” Cook noted that seniors can experience frightening isolation, and as the population of Marin County grows older, mobility becomes one of the top concerns for older adults.

Isolation is compounded with the fact that transportation options for seniors are few or nonexistent in West Marin. “Just to know that someone cares about you is a tremendous morale boost while you are going through terrible stress,” said Ewell McIssac, a TRIPtrans participant. “I don’t know what I would do without (the program).” — Leslie Lara



**Miriam Gholikely Public Service Award:
Roger Matoba’s IchiVan Lives Up to “Number One Ride”**

When Roger Matoba decided to name his vanpool vehicle, he created a play on the Japanese word Ichiban, meaning Number One. The “IchiVan” has proved to be just that with its riders for the past three decades.

One could say Matoba has been extraordinary for driving over 100 carpools to work from various public locations in the Martinez/Pleasant Hill area to San Francisco for 29 years. He drove an estimated half million miles and went through four “IchiVans” before retiring earlier this year. But in the hearts of IchiVan’s riders, it was more than just a safe and convenient ride.

Rider Renee Samii commented, “We were like family or a military platoon ... leave no man/woman behind.” According to rider Brian Forzani, “Roger is a great vanpool driver and a true gentleman.”

And former IchiVan rider Jessica Waters stated, “I was very sad when I moved and had to leave my ... fun way home. I am still searching for another vanpool, (but) I’m sure I will never find another one like

Roger’s van.”

So what created this family? Roger himself was the key.

Matoba ran his van every work day and kept the fees (for gas, bridge tolls and van maintenance) below BART ticket prices. Even when sick, he made sure one of the other riders drove the van for that day. While the maximum number of van riders was 15,

Matoba put comfort first by keeping the average at about 12. “People like to spread out, and as we all got older, the seat space seemed to diminish, so I kept the ridership down a little bit,” he explained. As the van owner, Matoba also installed special overhead lights for reading. And he picked up or dropped off riders at home if it was raining, waited if someone was late, or adjusted his route to help a rider with a special need.

Roger created a birthday party policy. Any rider who supplied a meal in celebration of his or her birthday rode free for a month. The rolling party and singing of “Happy Birthday” created a spirit of fun

during the ride. In addition, Matoba played holiday music in the van from Thanksgiving until Christmas Day. With this camaraderie, the riders couldn’t help but feel more like a family than mere commute acquaintances.

Surprised that his riders nominated him for an MTC award, Roger responded, “I was not expecting it ... not at all.” It’s that humbleness and his caring that makes Matoba the

perfect candidate for MTC’s Miriam Gholikely Service Award, which is named for a long-serving Bay Area transportation advisor and given in recognition of transportation community service. And in this spirit, Matoba donated the last IchiVan (with nearly 180,000 miles on it) to the Make a Wish Foundation.

— Pam Grove



Roger Matoba not only drove a successful vanpool for 29 years, he created a sense of fun and camaraderie among his riders with holiday music and birthday celebrations.

Award of Merit: San Francisco Pioneers New Ways For People to Park and Play

On a recent Sunday morning, visitors to San Francisco's Mission District beheld an unusual sight. The commercial corridor was packed, but there weren't any cars. Instead,

more than two miles of Valencia, Duboce and 24th streets were filled with a lively mix of 50,000 to 70,000 people walking, bicycling, skating — just about anything other than



Tens of thousands of people turn the roadways into linear parks during San Francisco's Sunday Streets, held March through October, in neighborhoods across the city. Shown here is Chinatown.

driving a car. The program, called Sunday Streets, is one of a pair of Merit Award-winning projects run by the San Francisco Municipal Transportation Agency (SFMTA) that are pioneering new ways for people to park and play and, in the process, are creating more complete and sustainable communities.

Now in its fifth year, Sunday Streets has become a phenomenal success. "It's overwhelming," said Sunday Streets Director Susan King. "[Participants] say it's great. Everybody has a different reason why they think it's great and different goals coming out here, but it is instant community."

The program was introduced in 2008 with two events and has expanded to 10 events in 2012. Private sponsors help to underwrite the estimated cost of \$50,000 per event. Sunday Streets operates from March through October, moving to diverse neighborhoods across the city.

"We have hundreds of programs on our roster — bands, dance lessons of every type, wheeled objects of every type,

music, performance, adult fitness and kids' activities, programs for pets," said King. "And it's different every time, but one thing that's the same is that ... it's all free."

Not only does Sunday Streets promote healthful, physical activity for San Francisco residents and visitors, it also changes the public's perception of city streets — recasting them as spaces with purposes beyond storing and moving automobiles. According to SFMTA, the program helps illustrate the link between livability and economic vitality and has proved to local businesses that they don't need car traffic to thrive.

"It's a great opportunity for merchant corridors," said King, "putting them on the map, so people will come and shop and spend money, and support their local brick-and-mortar businesses."

The flip side of SFMTA's effort is the agency's SFpark pilot program, which improves quality of life for city residents and visitors alike by increasing the availability and predictability of parking and freeing the roads from circling drivers

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Award of Merit: Steven Grover Revolutionizes Bicycle Parking at BART Stations

Twelve years ago, BART faced serious problems with its bicycle lockers: arson fires, garbage-stuffed lockers, bicycle thefts and more. At the same time, there was enormous demand by bicyclists for more lockers. Rented on an annual basis, many lockers were used infrequently and stood empty much of the time. Laura Timothy, then BART's new bicycle program manager, recalls, "There was growing pressure to remove these unsightly, hazardous, trouble-causing boxes from the stations. And with increased security after 9/11, adding more bike lockers seemed unachievable."

Enter Steven Grover, architect, engineer, inventor and bicycle enthusiast. Grover, who designs bicycle and pedestrian bridges throughout the Bay Area and nationwide, was hired in 1998 by the city of El Cerrito to design a new bicycle storage facility. Based on an obvious need, he was inspired to design a more secure bicycle locker that could be rented on a first come, first served basis. In 2004, the first 48 of his steel-framed, theft-resistant eLockers went into service at the El Cerrito BART station. With the swi

of an electronic "BikeLink" card, bicyclists could now park their bicycles for the time needed, paying just pennies per hour.

Since then, Grover has continued to improve the look, durability and ease of use of eLockers, as well as provide higher-capacity "group parking" facilities that also use the BikeLink card for access. BikeLink has blossomed, with over 1,700 spaces in 98 Bay Area locations, from Santa Rosa to Santa Cruz, and has spread to 28 other locations nationwide. The system serves both daily commuters and occasional cyclists. Grover and his small staff in Berkeley design, manufacture, install and service their products, as well as administer the BikeLink system, which provides 24-hour customer service for nearly 10,000 users.

BikeLink has helped thousands of bicyclists connect the first and last miles of their transit commutes. "We've received extensive feedback from users that without these lockers they would not commute by bicycle," said Melanie Mintz, El Cerrito's Environmental Services manager.

According to Laura Timothy, now BART's manager of Access and Accessible Services,

"Steven revolutionized the concept of bike lockers from a single-user box to a shared resource for multiple users. The smart card system has created a community of users who share space, monitor and report on facilities, and contribute ideas for improvement. Steven Grover is the Steve Jobs of bicycle parking."

Grover added, "BikeLink makes access to transit reliable and affordable for thousands of people who would not otherwise have viable transit options, as well as those looking for a better option than driving."

— Marjorie Blackwell



Steven Grover's ingenuity revitalized bicycle parking at BART stations with a safer, better design that allows for sharing of bike lockers and uses an electronic BikeLink card for payment of rental fees.

Award of Merit: Interstate 680 Delivers an Express Success



Solo drivers can access the I-680 Express Lane for a fee that varies based on real-time traffic flows, while carpools can use the lane free of charge.

It "took a village" of elected officials, businesses and government agencies to transform an existing High Occupancy Vehicle (HOV) lane into Northern California's first Express Lane: a 14-mile stretch of southbound Interstate 680 across the Sunol Grade, from Highway 84 in Alameda County to Highway 237 in Santa Clara County. Proof of the

pioneering lane's success is the number of drivers using it: more than 2,000 per weekday, up 30 percent from a year ago and nearly double the number when the lane first opened in September 2010. Express Lane speeds are generally 7 to 10 mph faster than the speeds in the general-purpose lanes during the morning commute.

Thanks to today's sophisticated high-tech transportation systems, toll roads of yesteryear are relegated to picture postcards. I-680 Express Lane tolls are collected electronically through FasTrak® and deducted automatically from drivers' FasTrak® accounts. No more toll gates or toll booths; drivers don't even have to slow down to pay a toll or access or leave the lane at its three entry and exit points. Overhead electronic signs designate the lane, which is separated from the general-purpose lanes by double white solid lines, except at the entry and exit points where "weave" lanes are provided.

The I-680 Express Lane marks another advance, as one of the first in California to use "dynamic pricing" to assure a smooth commute. By varying tolls based on real-time measures of traffic flows in the I-680 corridor, the Express Lane maintains a steady level of service in the lane. During peak commute hours, the toll changes every three minutes depending on traffic volume and speeds. A can't-miss, overhead electronic sign displays the current toll, which varies from \$1 to \$7.50 during peak hours and drops to 30 cents during off-peak hours. Vanpools, carpools with two or more passengers, motor-

cycles, transit buses and zero-emission vehicles use the lane for free, and when the toll lane is not in operation on nights and weekends, it's open to all users.

A coalition of transportation agencies worked for nearly a decade to design and construct the Express Lane. With funding from the Federal Highway Administration, Caltrans, the Alameda County Transportation Commission (Alameda CTC) and the Santa Clara Valley Transportation Authority (VTA) collaborated to design and develop the lane. The Alameda CTC and VTA formed a joint powers authority to manage the operation, with Caltrans supporting routine maintenance, and together these three agencies are sharing an Award of Merit for their pioneering approach.

The MTC-run Bay Area Toll Authority (BATA) handles FasTrak® toll transactions and customer service, while the California Highway Patrol provides enhanced patrols to enforce violations.

The region's first Express Lane is now paving the way for a regional plan to develop a total of 570 Express Lane miles in the Interstate 80, 580, 680 and 880 corridors and on highways 85, 237 and 101.

— Marjorie Blackwell



Award of Merit: Top Tech Firms Embrace Commute Alternatives

Genentech, gRide Program; Google, Green Transportation Services; Oracle, Bay Area Commuter Program

Each weekday, thousands of Genentech and Google employees head to prearranged locations to board special buses that take them to work. Once on board the Wi-Fi-enabled coaches, commuters can rest, sleep or check work-related emails to get a jump on the day's tasks. Meanwhile, thousands of Oracle employees may still be at home, telecommuting with a hot coffee in hand.

At the office, there are such amenities as new electric vehicles and plug-in hybrids to take to an off-campus meeting or — for telecommuters — company-developed web conferencing software to facilitate meetings from remote locations.

These three progressive high-tech corporations have something in common — they are fostering commute modes that reduce congestion and greenhouse gases while increasing productivity and on-time arrivals. They are also showcasing a growing Bay Area trend that gives employees commute options and employers a competitive edge to attract and retain top tech talent.

For their innovative and far-reaching transportation demand management (TDM) programs,



Over 3,000 Genentech employees arrive at work without driving alone, thanks to the gRide program that includes a fleet of 34 GenenBus motor coaches and other attractive options for commuters.

MTC is presenting these top Bay Area tech firms — Genentech, Google and Oracle — with a 2012 Transportation Award of Merit.

Genentech: Recruit and Retain

Genentech's "gRide" program offers a fleet of 34 and growing Wi-Fi-equipped "GenenBus" motor-coaches that bring commuters from 56 communities throughout the Bay Area to work at Genentech's South San Francisco campus, which houses 8,500 employees. An additional nine buses shuttle employees from nearby BART and Caltrain stations to work. The gRide program also offers cash incentives (\$2 a day for bus commuting, \$4 for

other alternative modes), intra-campus shuttles, and bicycle lockers and showers to support cyclists, runners and walkers. Since gRide began in 2006, the drive-alone rate at Genentech has fallen from 79 to 63 percent, with over 3,000 employees now arriving at campus using an alternate commute mode.

According to Dan McCoy, Genentech's associate director for transportation, "While these programs ... reduce traffic congestion and improve air quality, we also recognize they benefit our business from an employee recruitment, retention and productivity perspective."

Google's Commute Options

At Google's Mountain View headquarters, the 17,500 employees have a plethora of alternative commute options. A fleet of 105 Wi-Fi-enabled shuttle buses with ultra-clean engines bring employees to work from seven counties. On campus, a car-sharing program includes the newest generation of electric and plug-in hybrid vehicles. Employees also bike, walk, unicycle, skateboard and scooter to work. Google also donates to an employee's favorite charity based on how often the



Google employees can bike to work or use on-campus bicycles to navigate around the Mountain View headquarters. A fleet of shuttles and the latest electric vehicles provide additional incentives to choose a commute alternative.

commuter arrives on campus using a self-powered commute mode.

"We get tremendous support from our leadership as far as promoting our TDM efforts and we really have a focus on sustainability — not only as it relates to our electric car-share fleet, but also our bus fleet, which is the largest fleet of clean diesel buses running around the Bay Area," said Kevin Mathy, Google's transportation manager.

The results of this team effort

consumption, traffic congestion and employee stress. Using the latest technologies, including Oracle's own web-conferencing software, employees are able to work as productively at home as in the office.

For those who cannot telecommute, there are shuttles from BART, Caltrain, Santa Clara Valley Transportation Authority (VTA) and the Altamont Commuter Express (ACE) train to campus, bicycle lockers, preferential parking for carpools,



Oracle employees are encouraged to telecommute — or to bicycle, take transit or a shuttle to work — in order to promote a positive "work-life" balance.

are remarkable: On average, almost half of "Googlers" arrive on campus using an alternative transportation mode, with over 8,500 biking, walking, riding a shuttle, carpooling or vanpooling.

Oracle Puts Telecommuting First

Oracle — with four Bay Area campuses in Redwood Shores in San Mateo County, San Francisco, Santa Clara and Pleasanton — offers employees a suite of commute alternatives, including telecommuting, taking transit and then a shuttle to the office, bicycling, carpooling and vanpooling.

At Oracle's local offices, 35 percent of the 13,000 employees are eligible and encouraged to telecommute, reducing energy

vouchers for vanpoolers, online ride-matching, and an emergency ride home program.

"At Oracle, our commute options provide a work-life balance for employees," said Lisa Soutter, the company's director of Facility Services. "We encourage telecommuting and with our own software, telecommuters can see and talk to their co-workers through a computer interface. It's a very popular option for employees." Oracle estimates its Bay Area Commuter Program avoided 500,000 automobile trips to the Redwood Shores headquarters last year, saving 358 million gallons of gasoline.

— Terry Lee

San Francisco's Park and Play
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and double-parked cars. The decrease in driving and congestion in turn translates to improved safety for motorists, cyclists and pedestrians as well as reduced air pollution, and improved speeds and reliability for public transit.

SFpark's website at sfpark.org provides real-time information about available parking. The program also offers a mobile app that provides users real-time parking information while on the go. New parking meters eliminate the need for change because they accept payment via parking card,



One goal of SFpark is to free the roads from circling drivers.

credit card and phone. Other features that make parking more user-friendly and efficient include longer parking time limits and hourly fees that vary based on

current demand.

Reportedly the world's first comprehensive demonstration of a parking-based approach to congestion management, SFpark covers eight areas with major transit corridors and heavy traffic volumes, embracing about 7,000 metered on-street parking spaces and 12,250 parking spaces available in 14 municipal garages.

"San Francisco has a strong tradition of rethinking how the public right of way might be better used or managed," said SFpark Manager Jay Primus. "This spirit links SFpark and Sunday Streets. These are two examples of how

the SFMTA looks for better ways to use the public right of way to celebrate urban life, or ... to

make working, visiting or living in San Francisco even better."

— Craig Noble



San Francisco's Sunday Streets attracts residents of all ages to enjoy car-free streets via walking and cycling.

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