

**Anchorage: Ridesharing and Transit Marketing****FY2007 Request: \$670,000****Reference No: AMD 40396****AP/AL:** Allocation**Project Type:** Construction**Category:** Transportation**Location:** Anchorage Area-wide**Contact:** John MacKinnon**House District:** Anchorage Area-wide (HD 17-32) **Contact Phone:** (907)465-6973**Estimated Project Dates:** 07/01/2006 - 06/30/2009**Appropriation:** Surface Transportation Program**Brief Summary and Statement of Need:**

This is a new FY07 Capital Budget Request. The rideshare project funds the operations of the Municipal Share-A-Ride Program which promotes, coordinates, and operates an area-wide commuter matching service, a van pool program, and a comprehensive transportation marketing program. The program includes commuters from the Mat-Su Valley into Anchorage. The Transit Marketing program encourages transit ridership, marketing new bus routes and new headway times, and advertising to promote ridership to specific target groups. This project contributes to the Department's Mission by reducing injuries, fatalities and property damage and by improving the mobility of people and goods.

<b>Funding:</b>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	<u>FY2010</u>	<u>FY2011</u>	<u>FY2012</u>	<u>Total</u>
Fed Rcpts	\$670,000						\$670,000
<b>Total:</b>	<b>\$670,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$670,000</b>

<input checked="" type="checkbox"/> State Match Required	<input type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input checked="" type="checkbox"/> On-Going
9% = Minimum State Match % Required		<input checked="" type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

**Operating & Maintenance Costs:**

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
<u>One-Time Startup:</u>	<u>0</u>	<u>0</u>
<b>Totals:</b>	<b>0</b>	<b>0</b>

**Additional Information / Prior Funding History:**

FY2006 - \$670,000; FY2003 - \$460,000; FY2002 - \$510,000.

**Project Description/Justification:**

Anchorage has problems with traffic congestion and in the past, meeting air-quality conformity. Encouraging and assisting the public in finding alternative transportation rather than a single-occupant vehicle is desirable in lessening congestion and improving air quality. Both of these programs are included in the State Air Quality Control Plan as control measures for maintaining air quality.