Anchorage: Ridesharing and Transit Marketing	FY2009 Request:	$670,000
	Reference No:	40396

AP/AL: Allocation
Category: Transportation
Location: Anchorage Areawide
House District: Anchorage Areawide (HD 17-32)
Estimated Project Dates: 07/01/2008 - 06/30/2011
Appropriation: Surface Transportation Program

Project Type: Construction

Contact: Frank Richards
Contact Phone: (907)465-3900

Brief Summary and Statement of Need:
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 Matanuska-Susitna 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.

Funding:	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	Total
Fed Rcpts	$670,000						$670,000
Total:	$670,000	$0	$0	$0	$0	$0	$670,000

☑ State Match Required ☐ One-Time Project ☐ Phased - new ☐ Phased - underway ☑ On-Going		
9% = Minimum State Match % Required ☐ Amendment ☐ Mental Health Bill		

Operating & Maintenance Costs:

	Amount	Staff
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	
Totals:	0	0

Additional Information / Prior Funding History:
FY2008 - $670,000; FY2007 - $670,000; 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 using 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.

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