

**Anchorage Metropolitan Area Transportation Solutions (AMATS) - Ridesharing and Transit Marketing**      **FY2015 Request: \$750,000**  
**Reference No: 40396**

**AP/AL:** Allocation      **Project Type:** Construction  
**Category:** Transportation  
**Location:** Anchorage Areawide      **House District:** Anchorage Areawide (HD 11-27)  
**Impact House District:** Anchorage Areawide (HD 11-27)      **Contact:** Jeff Ottesen  
**Estimated Project Dates:** 07/01/2014 - 06/30/2019      **Contact Phone:** (907)465-4070  
**Appropriation:** Surface Transportation Program

**Brief Summary and Statement of Need:**

The rideshare project funds the operations of the Municipal Share-A-Ride Program which promotes, coordinates, and operates the Employer Transportation Coordinator program for Anchorage and Mat-Su Valley businesses, a van pool program, and a comprehensive transportation marketing program. The Transit Marketing program encourages transit ridership, marketing new bus routes and route changes, and advertising to promote ridership to specific target groups.

<b>Funding:</b>	<u>FY2015</u>	<u>FY2016</u>	<u>FY2017</u>	<u>FY2018</u>	<u>FY2019</u>	<u>FY2020</u>	<u>Total</u>
Fed Rcpts	\$750,000						\$750,000
<b>Total:</b>	\$750,000	\$0	\$0	\$0	\$0	\$0	\$750,000

<input 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
0% = Minimum State Match % Required		<input 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
One-Time Startup:	0	
<b>Totals:</b>	<b>0</b>	<b>0</b>

**Prior Funding History / Additional Information:**

Sec1 Ch16 SLA2013 P88 L24 SB18 \$720,000  
 Sec1 Ch5 SLA2011 P110 L22 SB46 \$720,000  
 Sec7 Ch43 SLA2010 P44 L27 SB230 \$680,000  
 Sec13 Ch29 SLA2008 P167 L28 SB221 \$670,000  
 Sec4 Ch30 SLA2007 P112 L3 SB53 \$670,000

This is an annual program contingent upon approval by AMATS, prior funding authorization is utilized on an annual basis.

**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.