

**Subject:** FW: MTC e-News: One Bay Area Unveiled; Bike to Work Day

**From:** MTC Public Information <[info@mtc.ca.gov](mailto:info@mtc.ca.gov)>

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**To:** [beyaert@earthlink.net](mailto:beyaert@earthlink.net)

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**Reply-To:** [info@mtc.ca.gov](mailto:info@mtc.ca.gov)

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METROPOLITAN TRANSPORTATION COMMISSION  
101 Eighth Street, Oakland, CA 94612  
Tel: 510-817-5700; Fax: 510-817-5701  
[info@mtc.ca.gov](mailto:info@mtc.ca.gov)

## MTC e-News May 2010

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### Introducing...One Bay Area

A quartet of regional agencies have come together to launch "One Bay Area," an ambitious campaign to lower the region's carbon footprint and create more sustainable communities. MTC is spearheading "One Bay Area" together with the Association of Bay Area Governments (ABAG), the Bay Area Air Quality Management District (BAAQMD), and the Bay Conservation and Development Commission (BCDC). The campaign was unveiled at a regional Summit

held in Oakland and timed to coincide with the 40<sup>th</sup> anniversary of Earth Day. Representatives of the region's nine counties and cities were on hand at the Summit, along with other stakeholders to begin the dialogue on how to craft the state-required Sustainable Communities Strategy that is at the heart of landmark climate legislation, Senate Bill 375, passed by the California Legislature in 2008.

Missed the Summit? You can tune in to the proceedings and view background materials at: [www.OneBayArea.org/spotlight.htm](http://www.OneBayArea.org/spotlight.htm)

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### If It's May, It's Time to Tune Up Your Bike *Sign Up for Team Bike Challenge by May 6*

There's still time to sign up for Bike to Work Day (which falls on Thursday, May 13) and Team Bike Challenge (which lasts all month long during May). And now participants have a cool new tool to track



their two-wheeled trips - a free iPhone app unveiled just in time for the events (see below).

In the case of Bike to Work Day, just go to [YouCanBikeThere.com](http://YouCanBikeThere.com), plug in your contact info, and you'll be eligible for a range of prizes. You'll also find locations of Energizer Stations where you can fuel up on Bike to Work Day. To participate in Team Bike Challenge, gather together up to five friends and coworkers, think up a clever team name, take a photo (or just use one that symbolizes your team) and go to the Team Bike Challenge tab at [YouCanBikeThere.com](http://YouCanBikeThere.com) by May 6 to register (you must first [register](#) for Bike to Work Day).

If you have lots of pedal power at your company, with several registered teams, you also can sign up for the Company Bike Challenge, in which companies compete against each other to log the most points during the month of May; see the bottom of the Team Bike Challenge registration form for sign-up information.

### Cool New Tool for Tracking Rides



**iBikeChallenge**  
Team Bike Challenge for your iPhone

While Team Bike Challenge is in its third year, the friendly competition has a high-tech new twist this year: iBikeChallenge, a free application for the iPhone that uses the iPhone's built-in GPS to record your trips for the Team Bike Challenge. Learn more about the iBikeChallenge and download it for your iPhone at [YouCanBikeThere.com/iBikeChallenge](http://YouCanBikeThere.com/iBikeChallenge) or at the [iTunes Store](#).

### Team Bike Challenge Strikes a Humorous Note

For a bit of comic relief, and inspiration, tune into the humorous video, "Are You Ready?" The five episodes, posted one per week during Team Bike Challenge, track a rather unusual crew; enough said. Watch it yourself at [YouCanBikeThere.com](http://YouCanBikeThere.com).

### Blood, Sweat and Tears -- On Camera

Also new this year is a Video Diary feature, in which Team Bike Challenge participants are encouraged to post short videos as they struggle to stay ahead of the competition. To post and play videos, bookmark [youcanbikethere.com/TBCdiaries](http://youcanbikethere.com/TBCdiaries).

### Bike Commuters of the Year

They do it daily, and they go far. They are the 2010 Bike Commuters of the Year. Read their inspiring stories at: <http://youcanbikethere.com/bcoy2010>

*Bike to Work Day and Team Bike Challenge are sponsored by the Bay Area Bicycle Coalition, MTC's 511 Traveler Information Service, Kaiser Permanente and a number of other public and private entities.*

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## Dazzling Photos of Daring New Bridge



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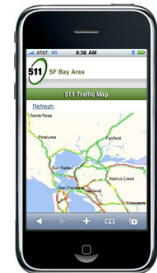
Deck piece by deck piece, a new Bay Area landmark is taking shape: the self-anchored suspension span that is the crowning piece of the new East Span of the San Francisco-Oakland Bay Bridge. Fabricated in China, the steel, wing-shaped deck pieces weigh anywhere from 500 to 1,000 metric tons each. The spring issue of our *Transactions* newsletter explains in words and photos the tricky lift-and-slide process for placing the massive pieces. See the bonus online, web-only gallery of images accompanying the story at:

[http://mtc.ca.gov/news/transactions/ta\\_spring\\_2010/](http://mtc.ca.gov/news/transactions/ta_spring_2010/)

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## Two New Ways to Get 511 Info: On the Go, and in the "Twitterverse"

Need transit or traffic information on the go? You can now access several of [511.org](http://511.org)'s most popular features on your iPhone, BlackBerry or other smart phone with browsing capabilities. Launched in early April, [511 Mobile](http://511.org) is a new website customized for mobile devices that provides access to streamlined versions of the 511 Transit Trip Planner, the 511 Traffic Map and the Popular 511 Driving Times. You can now plan your public transit trip home while you're out running errands, or check real-time traffic conditions on the live traffic map before you leave the parking lot.



To get started, just go to [m.511.org](http://m.511.org) from your mobile device, and click through to the information you need. Other 511 features, such as real-time transit departure times and transit schedules, will be added in the future. [511 Mobile](http://511.org) covers the nine counties of the San Francisco Bay Area.

Now you also can use Twitter to track traffic developments and receive alerts about major incidents at <http://twitter.com/511SFBay>.

When you start following 511 on Twitter, there is an option to have updates sent (via SMS text) to your mobile phone. Twitter updates from 511 and Bay Area transportation partners are also available for viewing on the [511.org](http://511.org) home page, below the traffic map. The list of "Regional Transportation Tweets" shown on 511.org is also available through 511's Twitter page at <http://twitter.com/511sfbay/lists/sfbaytransportation>.

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## Join Us for June Gateway Park Public Workshop

Right now it's a ragged and underused patch of waterfront. But over the next few years, the area will begin the transformation into Gateway Park, a landscaped and amenity-rich urban oasis gracing the Oakland touchdown of the new Bay Bridge East Span. Members of the surrounding community and other stakeholders are encouraged to attend the second of two public workshops to envision the park. It will take place on Wednesday, June 2, from 6 to 9 p.m. at the Caltrans Auditorium, 111 Grand Avenue, Oakland. MTC's Bay Area Toll Authority is one of nine regional agencies forming the Gateway Park Working Group. For more information, go to [www.BayBridgeGatewayPark.org](http://www.BayBridgeGatewayPark.org).

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## 2010 Excellence in Motion Transportation Awards

**Deadline for Nominations Extended to May 14, 2010**



Do you know a transportation worker who has gone out of his or her way to brighten your daily commute? Or an organization that has done an extraordinary job of improving a neighborhood or stretch of road? Are you aware of an innovative project to encourage climate-friendly behaviors?

These are the types of people, organizations and programs recognized by MTC's biennial Excellence in Motion Transportation Awards Program.

Nominees must have been active or under way during the two-year timeframe from June 2008 to April 2010, and may be honored under certain award categories as determined by a panel of jurors. [Submit your nomination online](#) for the 2010 awards by May 14, or call 510-817-5757 to request a nomination form.

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## Up to \$33 Million Available for Climate Initiatives Grants

MTC has issued a call for projects for up to \$33 million in grant funding to reduce greenhouse gas emissions under the Innovative Grant and Safe Routes to Schools Creative Grant Programs.

Deadline for submitting Letters of Interest is June 1, 2010. See program guidelines and upcoming regional workshops for prospective applicants at

[http://www.mtc.ca.gov/planning/climate/climate\\_grant](http://www.mtc.ca.gov/planning/climate/climate_grant)

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## Annual Report and Survey: "Transit in Transition"



Now available [online](#), the 2009 Annual Report examines the funding crisis confronting the region's more than two dozen public transit operators, and unveils MTC's new Transit

Sustainability Project. Limited hard copies are available from the MTC Library: 510-817-5836, or by e-mailing your contact info to [library@mtc.ca.gov](mailto:library@mtc.ca.gov) (while supplies last).

Share your views on the report by taking our online [survey](#).

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## Spare the Air Smog Season Begins in May

The 2010 summer ozone season in the Bay Area officially started on May 3. During the summer months, when ground-level ozone ("smog") becomes a pollution problem, the Bay Area Air Quality Management District issues Spare the Air Smog Alerts on days when air quality is forecast to be unhealthy. For more information, visit [www.sparetheair.org](http://www.sparetheair.org).

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