



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

**Clerk of the Board of Supervisors**  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Submitted on:  
(COB Stamp)

**Department Name:** Community Services  
**Department No.:** 057  
**Agenda Date:** May 13, 2025  
**Placement:** Administrative Agenda  
**Estimated Time:** N/A  
**Continued Item:** No  
**If Yes, date from:** N/A  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department Director(s): Jesús Armas, Community Services Department (CSD)  
Contact: Garrett Wong, Sustainability Division Manager  
**SUBJECT:** SBCAG MOU for Commuter Incentive Pilot Program

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**County Counsel Concurrence**

As to form: Yes

**Other Concurrence:**

As to form: N/A

**Auditor-Controller Concurrence**

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- a) Authorize the Board Chair to execute the Memorandum of Understanding (MOU) with Santa Barbara County Association of Governments (SBCAG) to implement the Commuter Incentive Pilot Program; and
- b) Determine that the approval of the recommended actions is exempt from the California Environmental Quality Act (CEQA) per CEQA Guidelines Section 15378(b)(4) since the recommended actions are government fiscal activities which do not involve commitment to any specific project which may result in potentially significant physical impact on the environment.

**Summary Text:**

The recommended actions propose entering into an agreement with the Santa Barbara County Association of Governments (SBCAG) to implement the Commuter Incentive Pilot Program (Program). The Program was designed by the SBCAG and the Clean Commute Committee to incentivize County employees to try carpooling for a limited period of time to build long-term carpooling habits.

**Background:**

On December 17, 2024, the Board approved the allocation of \$25,000 from the Sustainability Initiatives Fund for the implementation of an incentive pilot program for carpooling.

The Clean Commute Committee (Committee) consists of Human Resources, Community Services and General Services departments and SBCAG. The Committee analyzed results from a commuter survey administered in 2023. Over 70% of County employees commute by themselves to work. Most respondents indicated a willingness to shift from a drive alone commute for a meaningful carpool incentive.

In response, the Committee developed a Commuter Incentive Pilot Program (Program) to provide participants with incentives to carpool to work through out a 90-day period. The goal of this Program is to help eligible County employees form a carpool habit.

To participate, employees must complete certain milestones throughout the promotional 90-day period; each milestone will earn an incentive with all incentives totaling no more than \$300-\$350 per employee. Employee milestone progress and carpooling trips will be tracked via SBCAG's online SmartRide platform. The SmartRide platform is a free service funded by SBCAG open to the public allowing other non-County employers and their employees (Cottage Health, City of Goleta, Carpinteria, etc.) to participate in the Smart Ride platform. County employees will have the opportunity to take carpooling trips with non-County employees to increase the number of carpool options (Non-County employees will not be eligible to receive incentives from the 90-day program). Employees may redeem their incentives through an online gift card portal.

Staff seeks approval to enter into a Memorandum of Understanding with SBCAG (MOU) in order to implement the program and secure match funding for employee incentives. The MOU outlines the roles and responsibilities between SBCAG and the County.

The County will market the program to County employees and administer a post-program survey. The County will contribute \$20,000 for the Pilot Program and contribute \$5,000 for new hires that carpool (after the Pilot Program) for an amount not to exceed \$25,000. SBCAG will support employee engagement and marketing activities, track participation through its Smart Ride platform, make payments for employee incentives, and design and advise the post-program survey. SBCAG will contribute \$20,000 for the Pilot Program.

This project supports Climate Action Plan Action TR-2.11 Carpool & Vanpool Incentives, which calls for the County to incentivize employees to reduce the number of car trips.

**Performance Measure:**

Number of employees participating, number of new carpools established, estimated vehicle trips reduced.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Current FY Cost:</u></b>	<b><u>Annualized On-going Cost:</u></b>	<b><u>Total One-Time Project Cost</u></b>
General Fund			\$ 25,000.00
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ 25,000.00

On June 16, 2023, the Board set aside \$500,000 in one-time funding to develop or pilot programs and projects once the Climate Action Plan is adopted. Funds are held in General County Programs until projects or programs are identified.

On December 17, 2024, the Board approved the allocation of \$25,000 from the Sustainability Initiatives Fund for the implementation of an incentive pilot program for carpooling.

**Key Contract Risks:**

The County regularly conducts business with SBCAG, which is a joint powers authority.

**Staffing Impacts:**

N/A

**Special Instructions:**

Please provide an executed copy of the MOU to Garrett Wong via email at [GWong@countyofsb.org](mailto:GWong@countyofsb.org).

**Attachments:**

**Attachment A** – SBCAG Memorandum of Understanding

**Contact Information:**

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Division Manager, Sustainability  
[GWong@countyofsb.org](mailto:GWong@countyofsb.org)