



SACOG Board of Directors

Item #08-8-8
Consent

August 13, 2008

Approve Transportation Demand Management Tier 2 Funding Program

Issue: Should the Board approve Transportation Demand Management (TDM) Tier 2 funding?

Recommendation: The Transportation Committee recommends that the Board approve the TDM Tier 2 projects.

Committee Action/Discussion: SACOG's TDM program has provided funding to local Transportation Management Organizations or Transportation Management Associations (TMOs or TMAs) as local outreach partners. The TDM Task Force Committee, representing eleven outreach partners spanning the SACOG region, undertook a strategic planning exercise last year, which amongst other things, identified a need to explore new TDM solutions for expanded services and to reach new populations.

Staff worked with the task force to set aside \$140,000 per year of Congestion Management and Air Quality funds (CMAQ) as part of the latest TDM Funding Guidelines approved by the SACOG Board in February 2008. Tier 1 funds support current outreach partner services for education and promotion largely to employers for employee transportation coordination. The additional funding is called Tier 2 funds. From the TDM Funding Guidelines, "The aim of the Tier 2 funding program will be to help fund new or innovative TDM strategies, new local outreach partners, extended coverage of current partners, or other demonstration projects or programs that could be adopted regionally."

Six proposals were received for a total of \$218,700 in Tier 2 funds. A selection committee met to recommend a package of projects to fund. The committee consisted of Larry Greene, Sacramento Metropolitan Air Quality Management District Air Pollution Control Officer; Paul Marx, Sacramento Regional Transit Director of Planning; Troy Holt, City of Rancho Cordova Department of Public Works; and Ken McGuire, Caltrans Bicycle Program Manager. Angela Shepard of Valley Vision was unavailable to participate.

The committee recommended funding five projects. However, in order not to exceed the available funding level, the committee recommended partial funding for several projects. It was felt that the programs could still be successful even with partial funding. The attached spreadsheet provides a brief summary of each project, the project funding request, and the committee's funding recommendations.

The car share pilot project was the lone proposal not to be recommended for funding. The committee supported development of a car share program and would like to see it implemented in Sacramento and the broader SACOG region, but the group indicated that the timing felt premature for this program. The judging committee recommended finding other support for car share program research to ensure that it is a transportation option in the future.

Approved by:

Mike McKeever
Executive Director

MM:AJT:gg
Attachment

Key Staff: Rebecca Sloan, Manager of Public & Government Affairs, (916) 340-6224
A.J. Tendick, Public Information Coordinator, (916) 340-6215

TDM Tier 2 Funding recommendation

Applicant	Tier 2 request	Tier 2 recommended funding	Project title and description
Yolo TMA	\$ 15,000	\$ 15,000	Yolo Commute Alternatives Resource (YCAR), a one stop book for ridesharing information. Will have Yolo County specific information as well as regional information. To be distributed to businesses as a tool to educate their employees about rideshare options and information.
50 Corridor TMA	\$ 40,000	\$ 32,000	Commuter Tax Benefit Program Implementation. There is a little known IRS code that allows for employers to offer tax free mass transportation benefits and parking cash out. This program will target 50 corridor employers with several professional educational events and materials to promote those tax benefits to employers.
McClellan TMA	\$ 60,000	\$ 60,000	McClellan Park Transit Shuttle. McClellan park has plenty of employers that are just out of walking distance from transit. This is a start up program to help the Park fund a shuttle program to increase transit rideship.
Power Inn Alliance	\$ 30,000	\$ 28,000	"Go Green Get Gold" Bicycle program targets students living in transit oriented development around CSUS by providing subsidized bicycles in exchange for agreeing to not purchase a CSUS parking pass.
South Natomas TMA	\$ 13,700	\$ 5,000	Bike Subsidies and Targeted Membership Events. The TMA has identified demand for additional bicycle subsidies and the need for additional outreach to employers in their area with lower than average participation in rideshare programs.
Sacramento TMA	\$ 60,000	\$ -	Car Share Pilot Program. Employer oriented model to pilot carshare in Sacramento
Totals	\$ 218,700	\$ 140,000	