



Transportation Committee

July 29, 2009

Transportation Demand Management Tier II Funding Program

Issue: The Transportation Demand Management Tier II program second cycle is underway.

Recommendation: None, this is for information only

Discussion: SACOG's TDM program provides funding to local Transportation Management Organizations or Transportation Management Associations (TMOs or TMAs) as local outreach partners. The TDM Task Force Committee, representing 11 outreach partners spanning the SACOG region, undertook a strategic planning exercise in 2007, 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) for the Tier II program as part of the latest TDM Funding Guidelines approved by the SACOG Board in February 2008. Tier I funds support current outreach partner services for education and promotion largely to employers for employee transportation coordination. From the TDM Funding Guidelines, "The aim of the Tier II 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."

Projects or programs will be identified through a competitive bid process that would be limited to Transportation Management Organizations that currently partner with SACOG. Should a non-SACOG partner TMO be interested in the TDM Tier II program, it would need to partner with a local TMO or SACOG to deliver a project or program. The only instance in which a non-SACOG partner TMO would receive direct funding would be if it is using the funding to establish a new TMO that covers a geographic area not covered by a current SACOG partner TMO.

Applications were announced July 1 and are due August 10 at 9:00 a.m. Applications will be reviewed by a panel and will be brought to the SACOG Board in September for approval.

Approved by:

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