



## SACOG Board of Directors

September 16, 2009

### Approve Transportation Demand Management Tier 2 Funding Program

**Issue:** Transportation Demand Management Tier 2 funding approval.

**Recommendation:** The Transportation Committee recommends that the Board approve the Transportation Demand Management Tier 2 projects.

**Committee Action/Discussion:** SACOG's Transportation Demand Management (TDM) program has provided funding to local Transportation Management Organizations as local outreach partners. The TDM task force committee undertook a strategic planning exercise last year which, amongst other things, identified a need to explore new TDM solutions and a way to fund additional outreach partner start ups for areas that are currently not covered. Staff worked with the task force and set aside \$140,000 per year as part of the latest TDM Funding Guidelines that the Board approved in February 2008. The outreach partner services currently provided are considered Tier 1 and the additional funding is called Tier 2.

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.*

Seven projects applied for a total of \$319,000. Per the TDM Funding Guidelines a review committee met to recommend a package of projects to fund. The committee consisted of Terry Bassett, Yolo County Transportation District Executive Director; Marcella McTaggart, El Dorado AQMD Air Pollution Control Officer; Chris Aguirre, Valley Vision Relations Manager; Tara Goddard, city of Davis Bicycle and Pedestrian Coordinator; and Mark Thomas, city of Rancho Cordova, Public Works.

The committee recommended fully funding three projects:

- Mobile bicycle maintenance vehicle (tricycle) – \$16,000
- Two years of bicycle safety education – \$60,000
- Establish a TMA for Sutter and Yuba counties – \$60,000

SACOG Staff agrees with the review committee's recommendation. Attached is a spreadsheet with a brief description of all applications and funding recommendation.

Approved by:

Mike McKeever  
Executive Director

MM:AJT:gg  
Attachment

Key Staff: Matt Carpenter, Director of Transportation Planning, (916) 340-6276  
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**TDM Tier 2, 2009-10 Funding Recommendations from Selection Committee**

<b>Applicant</b>	<b>Grant Request</b>	<b>Recommended Funding</b>	<b>Title</b>	<b>Brief Description</b>
North Natomas TMA	\$ 16,000	\$ 16,000	Mobile Bicycle Maintenance Station (Tricycle)	NNTMA would purchase a tricycle and outfit it with tools to act as a mobile bike repair shop. Grant is for hard costs only; TMA will pay for mechanic time as well as staff costs. Anticipate 33 events with tricycle next year alone. Tricycle will be available on limited basis for other events across the region.
50 Corridor TMA	\$ 60,000	\$ -	Smart Routes to School program and website enhancements	Would build on existing Smart Routes to School program developed by 50 Corridor TMA. Redevelop website as well as fund outreach activities to school. Website will be open to anyone in the region to use.
Sacramento TMA	\$ 25,000	\$ -	Bicycle Amenities - Business Assistance Plan	Would provide private businesses/developers money to retrofit bike lockers and/or showers if they were renovating.
Sacramento TMA	\$ 40,000	\$ -	Electric Bicycles Replacing Fleet Vehicles	Project would loan electric bikes to UC Davis Medical Center for a period so they could test the concept of replacing fleet vehicles with electric bikes. At end of the loan, bikes would be loaned to commuters.
Sacramento TMA	\$ 60,000	\$ 60,000	Two years of Bicycling Education and Coordination	Sac TMA would organize a regular schedule of bicycle safety education classes for two years. Act as a coordinator for the region's 29 certified trainers. Develop online component for 511 website that includes short training videos.
South Natomas TMA	\$ 58,000	\$ -	SRTS Coordinator	TMA would pass money through to school district to hire a part-time staff coordinator to implement SRTS programs in South Natomas schools.
Yolo TMA	\$ 60,000	\$ 60,000	Help Establish New TMA in Yuba-Sutter	Yolo TMA staff would dedicate time and effort to establish a new TMA for all of Yuba and Sutter counties. Includes setting up business model, board, hiring staff, and providing services in Yuba-Sutter during the two year period.

**Totals**                      **\$ 319,000**    **\$**            **136,000**