

Evaluation Criteria for the TDM Innovations Grant

		Other EXAMPLE Traits For Panel to Consider		
Evaluation Criteria		Max Pts	Maximum Points	Minimum Points
A. Scored by Project Review Panel				
1	Motor Vehicle Trip and Miles Reduction potential: High = 17 pts, Medium = 10, Low = 3 Based on attributes (provided in application) specific to type of project	17	Project Review Panel will consider reliability and efficiency of attributes and assumptions used to reflect or estimate decreased VMT and improvement to air quality. Estimated calculation by applicant of trip & VMT reduction and associated greenhouse gas reductions or air quality improvements increases points received.	
2	Level of Innovation and Uniqueness: Uniqueness of project/program, targeted geographic area, market population/demographics, project type (i.e., uses a new methodology, is more targeted to an underserved area or demographic, etc.) Totally new (market/connections/project type) and extremely unique, seed funding to test concept is critical = 15 pts; Does not reach new market or is continuation of existing service/project/campaign = 0 pt	15	1) Project/program targets identified center/corridor/community/neighborhood with little or no TDM outreach currently 2) Project/program serves or targets a totally new demographic, community type (urban, suburban, rural) or type of trip to reduce. 3) Project is unlike anything tried in the region in recent past. Concept has shown success in other cities. 4) Innovative Project. New, unique concept. 5) Project type implemented in SACOG region has proven successful and is proposed to be expanded to new areas.	1) Serves area with current/recent/long-standing service. 2) Serves a population comparable to those that have been served by the applicant for a long period of time. 3) Very similar to past endeavors, or continuation/re-branding of an existing program, and has not adequately proven successful results.
3	Performance Measurement: Applicant clearly describes a plan for measuring vehicle trip/mile reduction or other metrics (e.g. cost savings compared to current service, influence of program on travel behavior) linked to reducing single occupancy vehicle trips or creating efficiencies = 12 pts; Applicant does not have a plan to evaluate the SOV reductions resulting from program/project = 0 pt	12	Budget is identified for measuring performance and plan/method is clearly articulated	No budget or clear plan/method for measuring performance
4	Agility of Project: Coupled with tracking performance of the program, applicant identifies plan to modify program/project if it is not performing as applicant intends = 10; no plans for modifying project/program based on its performance = 0	10	Project application articulates plans to modify project if project does not seem to be performing as predicted	
5	Timing/Synergy of Project: Immediate benefits/link to major roadway/multi-modal project that has been completed-within the last three years = 8 pts; Benefits several years out, undeveloped area, no link to transit project, project is likely to have limited impact on travel behavior = 0 pt	8	Project coincides with an immediate major construction project or opening of new transit, bikeway, pedestrian or other multi-modal project.	
6	Leverages/Expands Partnerships: Project leverages existing partnerships or expands partnerships to achieve greater trip/mile reductions or cost savings compared to current service = 5; Project does not mention any partnerships = 0	5	1) Leverages existing partnership 2) Expands or begins new partnership 3) Partnerships to realize cost savings compared to current service	No mention of partnerships.
7	Project Cost/Participant: Total project cost divided by number of estimated participants or number of people that will be reached by the project. Lower cost per participant= 5 pts; Higher cost per participant= 0 pt	5		
8	Other Factors and Intangibles: Successful performance of past projects as noted in references or Project Scope; clear/concise application; cooperation with Regional TDM Program = 4 pts; Application lacks clarity, no coordination or connection with Regional TDM program, no examples of past project successes = 0 pt	4		
B. Measured/Scored by SACOG Staff:				
9	Potential User Base: Potential users to be reached directly through this project in the specific project area. Could be employees, residents, students or other groups, but this number would be inclusive of people that would be contacted via some form of communication by the applicant. Higher potential user base= 5 pts; Lower potential user base= 0 pt	5	Points allocated based on results of all projects submitted.	
10	Equity: Considers needs of low income, minority, disabled, youth, senior and/or populations that are typically most burdened by a lack of transportation options. High = 5 Low = 0	5	Project application provides clear, articulate description of how project has considered needs of low income, minority, disabled, youth, senior, and/or other populations that are typically most burdened by a lack of transportation and project benefits for expanding transportation options = 5 pts	Does not provide description of how project considered equity or articulate project benefits for expanding transportation options = 0 pts
11	Accessibility in Project Area (SACOG WILL PROVIDE MAP FOR APPLICANT USE) High (>) = 5 pts Low (<) = 0 pts	5	Points allocated based on results of all projects submitted.	
12	Serves SACOG Designated Transit Priority Area (TPA): Strongly serves/focuses on TPA = 3 pts; Not in or near TPA = 0 pt	3		
13	Aligns with or supports MTP/SCS or relevant RTP (El Dorado, Placer): Strongly supports implementation and goals of relevant plan(s) = 3; Does not support the relevant plan(s) goals/implementation= 0	3	Points allocated based on results of all projects submitted.	
14	Local Match - Cash or "in-kind" match is included in application = 3; No match is included = 0 pts	3		