

TDM Innovations Grant Program Guidelines and Selection Process

Call for FY 2017-2018 Projects

1) Program Purpose

- The purpose of SACOG's Transportation Demand Management (TDM) program is to encourage people to drive alone less often by developing and implementing TDM programs, policies, services and/or information that promote bicycling, walking, riding transit, carpooling/vanpooling, and/or teleworking. Projects and activities/ funded through this program must be consistent with the vision of the Sacramento Region Blueprint and support the implementation of the El Dorado County Transportation Commission (EDCTC) Regional Transportation Plan, the Placer County Transportation Planning Agency (PCTPA) Regional Transportation Plan, and/or the Sacramento Area Council of Governments (SACOG) Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS).

2) Grant Program Goal

- The goal of the TDM Innovations Grant Program is to fund new and innovative projects and activities that implement TDM strategies that reduce single occupant vehicle (SOV) travel and ultimately improve regional air quality and/or reduce traffic congestion and greenhouse gas emissions.

3) Eligibility Requirements

- Project applicants must be able to sign a Memorandum of Understanding (MOU) with SACOG in order to receive funding. Entities eligible to apply for funds include public agencies, non-profits, and colleges/universities. For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but a public or nonprofit organization must be the lead applicant. Partnerships are strongly encouraged. An eligible entity may apply for more than one project, but must submit a separate application for each project for evaluation and scoring.
- SACOG will serve as the direct recipient of Congestion Mitigation and Air Quality (CMAQ) funds and develop and oversee the contracts for the applicants that are awarded funding.
- Applications must be for programs/activities/projects within any of the six-county Sacramento region (El Dorado, Placer, Sacramento, Sutter, Yolo and/or Yuba counties).
- The proposed scope of work should adhere to the federal [CMAQ Interim Program Guidance under MAP-21 \(2013\)](#).
- Applicants must demonstrate or make a strong case for how their project/program will have a direct impact on reducing SOV travel, and should focus on scoping a project that adheres to CMAQ guidance. However, if there is a strong vehicle trip or vehicle miles traveled (VMT) reduction argument made in an application but expenses fall outside of CMAQ guidelines, SACOG may seek to identify other funding streams that could be exchanged with CMAQ funds to allow for these expenditures; any such exchange would not increase the total funding available through the TDM Innovations Grant Program.
- SACOG is interested in testing new ideas and/or expanding into new markets, populations, and geographies. If a proposed project is an expansion of a previous project, the applicant must therefore demonstrate how the proposal is distinctly different (e.g., targeted geographic area, population, etc).
- As described further under "7) Award Conditions" of this guidance document, a clear method for measuring outcomes of the grant-funded work will be necessary to receive funding.
- This is a one-time competitive grant program of \$450,000 allocated to fund innovative TDM projects. The funds can be spent over a period of up to two years.
- Below is a non-exhaustive list of types of projects that could be eligible for funding. SACOG encourages applicants to think beyond these project types and test something new and different.
 - Parking Pricing programs:
 - Funding could be used by a city, county, employer, campus or other entity interested in testing the impacts of changing parking prices to influence travel behavior change.
 - Technology programs:

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- Travel planning apps, improvements to traveler information websites, integration of multi-modal trip planning, and other technology-based solutions that make use of existing resources/brands are just a few examples of projects that would be eligible.
- Public Education, Marketing and Outreach in new geographies/communities/markets:
 - Marketing-related projects should show how they expand upon current outreach efforts either by expanding into new communities/markets/geographies or contacting individuals at different places or using different communication tools (residential, employer outreach, expansion of media coverage, increase in social media).
- Carpool, Vanpool, Transit or other Subsidy programs – Subsidy and free transit fare programs may be funded but should:
 - Not conflict with the regional [Vanpool Incentive Program](#). The Vanpool Incentive Program subsidizes new vanpools traveling to or from the Sacramento region in the amount of \$300/month for six months.
 - Target SOV-using individuals.
 - Consider partnership with a Transportation Network Company (TNC), private rideshare or micro-transit provider, or test an alternative subsidy structure or service not yet offered in the region.
 - Be for a limited duration (maximum two years) for any individual recipient (multiple year subsidies for individuals does not meet the intent of this program).

Limited and ineligible project types

- This funding is designed for implementation projects. Stand-alone studies and plans are ineligible. This does not apply to minor studies within larger projects.
- Funding provided to local government sponsors should not replace existing local funding for staff.
- Applicants should not request funding for projects or services that are currently performed by other agencies or government entities.
- Food, gift cards, and giveaway items, as well as any print materials that have sponsor logos and/or lack a clear trip reduction message/campaign on them, are not eligible for reimbursement.
- Existing TMAs/TMOs participating in the regional TDM program may not submit project elements that duplicate activities outlined in existing MOUs with SACOG. Activities should be unique and outside those conducted as part of the TDM regional program or pilot grants.

4) Funding Requirements

- Applicants may request funding for up to two years for state Fiscal Years (FY) 2017 and 2018.
 - State FY 2017 is from July 2017 to June 2018
 - State FY 2018 is from July 2018 to June 2019
- A local match of at least 11.47% of the **total** project cost is required (SACOG's federal TDM Grant allows a reimbursement of 88.53% of the total cost of the project). The local match may be cash or an approved in-kind match contribution (thoroughly documented staff time or other CMAQ eligible expenses). If a sponsor wants to overmatch the project above the required 11.47%, they may do so on their own, but will not receive additional points.
- Minimum project request – must be for no less than **\$25,000** in federal funds (total project cost of \$28,239 when including the minimum required local match). This minimum reduces the administrative burden of managing numerous small projects.
- Maximum individual project request is **\$150,000** (total project cost of \$169,434 when including the minimum required local match).

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5) Application process

- Interested applicants will be required to attend an application training (up to four hours) sponsored by SACOG.
- Applicants must provide reasonable information and estimates regarding project innovation, reach, costs/savings and outcomes to provide the review panel with sufficient information to evaluate and score the project.
- Applicants may calculate detailed predictions of vehicle trips and VMT reduction if they choose, but are not required to do so. The application instructions will provide specific details on what type of information is required.
- Questions about eligibility should be directed via email to SACOG staff, which will be addressed with Caltrans or FHWA. Questions and responses will be posted publicly on the SACOG website for all applicants to review.

6) Project Evaluation and Selection process

- A Project Review Panel will assist with evaluating, scoring, and recommending projects for award. Participants may include representatives of:
 - SACOG Teams: Transportation and Land Use Planning; Communications and Marketing; Project Delivery; Active Transportation; and Transit
 - Caltrans
 - FHWA
 - CalEPA
 - An Air District, University, Transit District, Public Works Department, Planning Department, and/or Transportation Management Association/Organization that does not submit an application.
 - Technology and/or innovation fields
 - Other neutral TDM subject matter experts.
- a) Each member of the Panel will review the applications and assign points based on funding program criteria and information contained in the project application forms.
- b) The Panel will convene to discuss the applications and reach consensus on the final criteria points and total score for each project.
- c) The Panel will recommend a list of projects to be funded by the TDM Innovations Grant. Partial awards may be recommended and/or negotiated with applicants as part of developing the recommendation list.
- d) The list will be taken to SACOG staff and subsequently to the SACOG Transportation Committee, for a recommendation to the SACOG Board of Directors; the Board will have final approval of the awards.

7) Award Conditions

- Each applicant awarded funds will sign and enter into a contract (MOU) with SACOG to complete their project. SACOG serves as the steward of these federal funds. Applicants will be responsible for subcontracts with project partners.
- Projects must be completed within two years from the contract start date.
- Awardees are required to allocate 5-10 percent of their budget to surveys and/or tracking mechanisms to monitor and determine project outcomes and benefits. Final project evaluations (reported results) will be due to SACOG upon or after project completion. Awardees will have up to two months after the contract end date to complete and submit the project evaluation.

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- Reported results must clearly articulate the estimated vehicle trips and VMT reduced due to the project. Final reimbursements are contingent upon receiving final project results.
- Additionally, SACOG requires status reports and reimbursement requests to be submitted no more than monthly but no less than quarterly throughout the duration of the project.

Resources:

CMAQ Guidance 2013	http://www.fhwa.dot.gov/ENVIRONMENT/air_quality/cmaq/policy_and_guidance/2013_guidance/index.cfm
Standard SACOG Memorandum of Understanding (MOU)	SACOG will attach a Standard SACOG MOU
Transit Priority Area Maps	MTP/SCS pg. 28
Accessibility Maps	http://arcg.is/2IM5mSC
SACOG Vanpool Incentive Program	http://www.sacregion511.org/wp-content/uploads/2015/12/3-Party-Agreement-CURRENT.pdf?x88926
Commuter Club	www.sacregioncommuterclub.org
SacRegion511	www.sacregion511.org
SACOG website	www.sacog.org