



SACOG Board of Directors

Item #16-8-11
Action

August 11, 2016

Approve Transportation Demand Management Tier 2 Funding Program Recommendations

Issue: Transportation Demand Management (TDM) Tier 2 funding approval.

Recommendation: The Transportation Committee recommends by majority vote (Cabaldon dissented) that the full Board considers the staff recommendations to approve the TDM Tier 2 Funding Program allocations as outlined below in this staff report.

Committee Action/Discussion: SACOG staff, external stakeholders, and interested Board Members have drafted a TDM Strategic Plan that aims to shape future program funding guidelines in order to implement a program that is performance-based, innovative, cost-effective, and has clear outcomes. To support TDM outreach partners in meeting these objectives, \$80,000 was set aside for performance-based competitive grants as part of the latest TDM Funding Guidelines approved by the Board in June. The competitive grants were made available to Transportation Management Associations (TMAs) as a Tier 2 funding category that complements the Tier 1 funding that is provided as a pass-through directly to the eligible TMAs.

From the TDM Funding Guidelines: *The aim of the Tier 2 funding program will be to help fund new or innovative TDM strategies, extend coverage of current partners, or other demonstration projects or programs. The intent is that the Tier 2 awardees will provide quantifiable results that could help inform future competitive funding programs.*

Four projects applied for a total of \$106,000. Per the TDM Funding Guidelines, a review panel met to recommend a package of projects to fund. The review panel consisted of a representative from the Transit Coordinating Committee, a representative from Bicycle/Pedestrian committee, a representative from a local air district, a representative from the Regional Planning Partnership committee, and a representative from a community-based organization.

The committee recommended the following:

Fully funding one project:

- Comprehensive Biking/Walking Infrastructure Audit, Power Inn Alliance TMA – \$20,000

Partially funding three projects:

- Bike Friendly 50: Phase 3, 50 Corridor TMA – \$30,000
- Measure the Effectiveness of TMA Employer Outreach, Sacramento TMA – \$12,000
- Yolo Commute Alternative Resources Web Tool, Yolo TMA – \$18,000

SACOG staff agrees with the review panel's recommendations and will work with each of the TMAs to develop clear performance measures, deliverables and outcomes for the specific projects. Attached is a spreadsheet with a brief description of all applications and funding recommendations.

Approved by:

Mike McKeever
Chief Executive Officer

MM:SB:rh

Attachment

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276
Sabrina Bradbury, Associate Public Information Coordinator, (916) 340-6211

Attachment

TDM Tier II, 2016-17 Funding Recommendations from Review Panel

Applicant	Grant Request	Recommended Funding	Title	Brief Description
50 Corridor TMA	\$ 48,000	\$ 30,000	Bicycle Friendly America Initiative (Phase 3)	Funds would allow the TMA to continue its efforts to make the 50 Corridor Bicycle Friendly. In addition to assisting the jurisdictions and businesses with achieving the official Bicycle Friendly designation from the League of American Bicyclists, the initiative addresses opportunities for encouraging cycling as a viable transportation mode. This project (Bicycle Friendly 50 – Phase 3) focuses on Education and Enforcement. This will include working with 50 Corridor commuters, worksites, businesses, business districts and jurisdictions with the goal of making the 50 Corridor bicycle friendly.
Power Inn Alliance	\$ 20,000	\$ 20,000	Comprehensive Biking/Walking Infrastructure Audit	Funds would be used to execute a comprehensive Bike/Walk Infrastructure Audit. As the Power Inn Alliance (PIA) continues to develop innovative community-based economic development strategies to revitalize this area and attract the ‘creative class,’ a lack of low stress facilities and accessible connections both to the north and west create access barriers for residents, students of Sacramento State, and regional commuters to take advantage of the two Regional Transit stations in the area. This work would provide useful information for PIA to work with the city and county to address barriers to accessing multiple modes of transportation in the area.
Sacramento TMA	\$ 20,000	\$ 12,000	Measure Effectiveness of TMA Employer Outreach	The Sacramento TMA would survey employers, residential and office projects and Commute Coordinators to determine site STAR (Sustainable Transportation Outreach Resource) level, which is based on the level of TDM services offered at the site. TMA staff will rank the employer's efforts with STAR certification at a one to five level and then encourage employers to raise their level of TDM services and participation to achieve a higher STAR level. Employer sites that offer more TDM services and been shown in other regions to have a higher mode split. This program would pilot a program that mirrors others across the country.
Yolo TMA	\$ 18,000	\$ 18,000	Yolo Commute Alternatives Resource	Funds would be used to complete Yolo Commute Alternatives Resource (YCAR), a database that automatically creates an Alternative Transportation Management Plan (ATMP) customized for employers based on employee survey results. The ATMP is created by system calculations that compare the user's actual “commute footprint” to organization's targeted reduction goals. YCAR is an interactive, online compendium of TDM information and tools compiled for easy interpretation and use. YCAR is able to deliver a variety of rideshare information and interactive tools organized in a way that leads employer-users through a process to arrive at a point whereby they are equipped to create rideshare programs of their own.
Total	\$ 106,000	\$ 80,000		