SACOG Board of Directors

Subject: Approve Guidelines and Release Request for Grant Applications for Transportation Demand Management Grant Programs (Est. time: 0 minutes)

Consent
Prepared by: Sabrina Bradbury
Approved by: James Corless
Attachments: Yes

1. Issue:
Should the board approve the guidelines for three Transportation Demand Management (TDM) grant programs?

2. Recommendation:
The Transportation Committee unanimously recommends that the board approve the guidelines and authorize the release of the Request for Grant Applications for three TDM grant programs.

3. Background/Analysis:
In April 2018, the SACOG Board of Directors approved the Next Generation TDM program budget for Fiscal Year (FY) 2018-2019. This budget included funding for two grant programs – TDM Innovations and TDM Traditional grants. In December 2017, the board approved a new TDM mini-grant program that allocated $60,000 to be spent over the 2018 calendar year.

This item is bringing all three grant programs forward for FY 2018-2019 with revised guidelines and modestly increased budgets based on anticipated savings from FY 2017-2018.

4. Discussion/Analysis:
After launching the two new TDM grant programs in the last year (Innovations and Mini Grants), staff is recommending revisions to the grant programs to streamline the application, review, and award process. The guidelines in the attachments to this item are similar in format, but each has a slightly different emphasis to attract different types of projects. The three grant programs would have the same five evaluation criteria: (1) potential to reduce vehicle miles and trips; (2) innovation and uniqueness of project; (3)
plan for measuring performance; (4) target market/audience; and (5) budget and cost per participant. However, these would be weighted differently based on the goals of the specific grant program.

The TDM Innovations Grant Program Guidelines (Attachment A) are focused on attracting projects and pilots that test new and unique approaches to changing travel behavior. Competitive applications could include a project that has been tested in another region but is new to this region, or something that is unique and has never been tested.

The TDM Traditional Grant Program Guidelines (Attachment B) are weighted to favor projects that make a strong case for reducing miles and trips because they have been tried and tested in other parts of the region or country. For these grants, there should be evidence of the effectiveness of the project or program. Thus, the criterion of Potential to Reduce Vehicle Trips and Miles is worth more than any of the other criteria, with innovation worth the least.

The TDM Mini Grant Program Guidelines (Attachment C) are structured to provide a flexible, ongoing source of small grants for projects, whether new or already tested. The criteria of Innovation and Trip/Mile Reductions are weighted the same in these guidelines because we want to fund a mix of projects with this grant program.

**Funding Levels**

Staff anticipates closing out FY 2017-2018 with slightly over $200,000 in program savings, above and beyond the $3 million budget for Next Generation TDM Program. Staff therefore recommends the following changes to funding levels for these three grant programs:

<table>
<thead>
<tr>
<th>Grant Program</th>
<th>Existing Allocation</th>
<th>Additional Allocation</th>
<th>New Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovations Grants</td>
<td>$680,000</td>
<td>$70,000</td>
<td>$750,000</td>
</tr>
<tr>
<td>Traditional Grants</td>
<td>$225,000</td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>Mini Grants</td>
<td>$30,000</td>
<td>$130,000</td>
<td>$100,000</td>
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</table>

Since the committee meeting was held, staff has changed the application release date of the mini grant program to June 22, from July 16. This change aligns with the release date of the other two programs.

5. Fiscal Impact/Grant Information:

There is no fiscal impact to the agency. These grant programs are within the Next Generation TDM budget and do not affect the staff time allocations previously approved in the Overall Work Program.
Description
Attachment A: TDM Innovations Guidelines
Attachment B: TDM Traditional Guidelines
Attachment C: Mini-Grant Guidelines

This staff report aligns with the following SACOG Work Plan Goals:
#5 - Establish the Sacramento Region as an Innovator & Test-Bed for New Ideas
Request for Grant Applications

for

Transportation Demand Management Innovations Grant Program

Application Deadline:

July 27, 2018 at 5:00 p.m.
REQUEST FOR GRANT APPLICATIONS FOR
TRANSPORTATION DEMAND MANAGEMENT INNOVATIONS GRANT PROGRAM

I. INTRODUCTION

The Sacramento Area Council of Governments (SACOG) is soliciting applications for the Transportation Demand Management (TDM) Innovations Grant Program. This Request for Grant Applications (RGA) describes the eligibility requirements for the program, the project schedule, the grant application evaluation process, and the minimum information that must be included in the application.

II. PROGRAM PURPOSE & OVERVIEW

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. The TDM Innovations Grants provide funding for testing new ideas and/or expanding into new markets, populations, and geographies with regards to TDM program goals. If a proposed project is an expansion of a previous project, the applicant must demonstrate how the proposal is distinctly different from the existing project/program (e.g., new targeted geographic area, new testing/performance measurement, population, etc.).

A total of $750,000 in funding is available beginning June 25, 2018 through the TDM Innovations Grant program. SACOG will award Innovations Grants of no less than $25,000 per grant and no more than $150,000 per grant in support of small non-infrastructure programs, events, or projects to reduce single occupancy vehicle trips and miles by encouraging biking, walking, riding transit, carpooling, vanpooling, teleworking, and/or other means as options for reducing car trips. Projects that focus on testing a new strategy or tactic for changing travel behavior will be prioritized.

III. ELIGIBLE APPLICANTS

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. SACOG serves as the steward of these federal funds. Project applicants must be able to sign an agreement with SACOG in order to receive funding.

For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but the lead applicant must be one of the eligible entities listed below. Partnerships are strongly encouraged. Awarded applicants will be responsible for subcontracts with project partners.

Eligible applicants are:

- Local governments and special districts

- Nonprofit organizations (e.g., Transportation Management Organizations, community-based organizations, business improvement districts, main street associations, neighborhood associations, chambers of commerce, etc.)
- Community colleges, colleges, and universities
- K-12 public education institutions

IV. ELIGIBLE PROGRAMS/PROJECTS

The proposed scope of work should adhere to the federal CMAQ Interim Program Guidance under MAP-21 (2013); however, applicants are encouraged to bring their most innovative ideas. If the budget items proposed for a high-scoring project are not allowable under CMAQ Guidance, SACOG may seek to identify other funding streams that could be exchanged with CMAQ funds to allow for these expenditures.

SACOG staff will develop a toolkit to assist applicants with eligibility questions and ideas, which could include: launching apps or technology services that help people use alternative modes of travel; testing automated vehicle services for sharing rides; carpooling partnerships with ride-hailing companies; testing parking pricing or other traditional activities in a new geography or market; launching new residential programs that offer subsidies or passes for alternative transportation; or any number of other ideas that we haven’t thought of yet! Applicants are encouraged to be innovative, creative, and not to consider this list to be exhaustive or a guarantee of funding if one of these ideas is submitted by an applicant.

V. ELIGIBILITY CRITERIA

Applicants that fail to meet the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

1. Projects must take place in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties.

2. Applicants must be one of the eligible grantee types listed in Section III of this RGA.

3. Applicants must provide a local match of at least 11.47% of the total project cost (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 contribution (e.g., 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.

4. Only one grant application may be submitted per project.

5. The project, program, event, or activity must be held within 2 years of an agreement being signed, and support the regional TDM program to reduce vehicle miles and trips.

6. The application must include a detailed project budget and a clear description of how this grant funding will be used.

7. The application must demonstrate a connection between the proposed activities and the grant program’s goal to reduce single occupancy (SOV) trips and miles.
8. The application must include a clear plan for measuring outcomes (i.e., trip/miles reductions and any other outcomes identified by the applicant) in order to receive funding.

9. The project activities must illustrate their reach to the entire project area and describe the effort that will be made to reach low-income, disabled, and minority communities within the project area. If the project area is a school, describe how you plan to reach all students at the school(s).

10. The project should demonstrate creativity and appeal to a broad audience - particularly audiences that might not have experience using the various modes of transportation.

VI. REPORTING REQUIREMENTS

As work is completed, grantees shall submit quarterly status reports to SACOG. SACOG will provide a template for quarterly status reports. SACOG may request an interim progress report at any time during the grant period, with 30-day notice to the grantee. Upon the project’s completion, the grant recipient will provide SACOG with a final report that summarizes the project and includes:

A. A summary of results of the project that clearly articulate the estimated vehicle trips and miles reduced due to the project. Final reimbursements are contingent upon receiving final project results.

B. A summary of major lessons learned or recommendations for future project leads to improve the next iteration or version of the project.

Projects must be completed no later than 2 years after the grant agreement execution. Final reports are due one month after the Innovations Grant project, program, or event’s completion.

VII. PAYMENT OF GRANT FUNDS

All work performed under the grant agreement will be on a reimbursement basis. Work done prior to the date of a fully executed grant agreement will not be funded. Funds will not be disbursed until a grant agreement has been approved and fully executed by SACOG and the grant recipient. To receive reimbursement, each selected grantee must submit invoices with status reports no less than quarterly and no more than monthly. All invoices shall include status reports of work completed to date, itemized expenses, and copies of all receipts. SACOG will provide a sample to all selected grantees.

VIII. APPLICATION SUBMITTAL INSTRUCTIONS

A. Applicants must use the online application provided by SACOG. The application shall not exceed word limits set in the online application.

B. The responses to application questions shall address the evaluation criteria and how the proposed program/project achieves the TDM program objectives. Each applicant should demonstrate how effectively its application meets the evaluation criteria and program goals.

C. The complete application must be submitted to SACOG by the deadline of 5:00 pm Pacific Standard Time (PST) on July 27, 2018. No applications received after the
D. All questions relating to this request for applications may be directed to:

Adrienne Moretz
Sacramento Area Council of Governments
1415 L Street, Suite 300
Sacramento, CA 95814
Email: amoretz@sacog.org
Phone: (916) 319-5189

IX. EVALUATION AND SELECTION PROCESS

A grant review committee of SACOG staff will evaluate all information submitted in the application package for completeness and eligibility of the application. A Project Review Panel will then 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

Each member of the panel will review the applications and assign points based on the funding program criteria and information contained in the project application forms. The panel will convene to discuss the applications and reach consensus on the final criteria points and total score for each project. The panel will recommend a group of projects to be funded by the TDM Innovations Grant Program. Partial awards may be recommended and/or negotiated with applicants as part of developing the recommendation list. SACOG staff will take into consideration such factors as geographic diversity and equitable distribution of funds. The recommendation will be considered by SACOG staff and subsequently prepared for the SACOG Transportation Committee, for a recommendation to the SACOG Board of Directors. The board will have final approval of the awards.
Eligible applications will be scored on the following criteria:

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</tr>
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<td></td>
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<td><strong>Performance Measurement:</strong></td>
<td>25</td>
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<td>Higher points awarded for describing:</td>
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<td>- Plan for measuring car trip/mile reductions resulting from project or future iterations of the project</td>
<td></td>
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<td>- Clear plan for data collection, measurement, and analysis (e.g. cost savings compared to current service, influence of program on travel behavior, co-benefits related to public health or equity).</td>
<td></td>
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<tr>
<td>- Plans to modify program/project if it is not performing as applicant intended.</td>
<td></td>
</tr>
<tr>
<td><strong>Target Market/Audience:</strong></td>
<td>15</td>
</tr>
<tr>
<td>Describe potential users to be reached directly through this project in the specific project area. Could be specific 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.</td>
<td></td>
</tr>
<tr>
<td><strong>Budget &amp; Project Cost/Participant:</strong></td>
<td>5</td>
</tr>
<tr>
<td>Description of the project costs and why they are necessary for a successful project. Total project cost divided by number of estimated participants or number of people that will be reached by the project.</td>
<td></td>
</tr>
</tbody>
</table>
X. GRANT PROGRAM TIMELINE

<table>
<thead>
<tr>
<th>Grant Process</th>
<th>Timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start date for applications</td>
<td>June 22, 2018</td>
</tr>
<tr>
<td>Application deadline</td>
<td>July 27, 2018</td>
</tr>
<tr>
<td>Grant application review</td>
<td>July 30, 2018 to August 17, 2018</td>
</tr>
<tr>
<td>Transportation Committee considers staff recommendation</td>
<td>September 6, 2018</td>
</tr>
<tr>
<td>Board considers Transportation Committee Recommendation</td>
<td>September 20, 2018</td>
</tr>
<tr>
<td>Agreement negotiation and execution</td>
<td>Between September 20 and October 15, 2018</td>
</tr>
</tbody>
</table>

XI. SPECIAL CONDITIONS

A. Reservations

This RGA does not commit SACOG to award an Innovations Grant, defray any costs incurred in the preparation of an application pursuant to this RGA, or to procure or contract for work. SACOG may decline to fund applications without providing the reason(s) underlying the declination. Failure to award a grant agreement to the applicants with the lowest project costs will not result in a cause of action against SACOG.

B. Public Records

All applications submitted in response to this RGA become the property of SACOG and are considered public record. As such, applications may be subject to public review.

C. Right to Cancel

SACOG reserves the right to cancel or revise, for any or no reason, in part or in its entirety, this RGA. If SACOG revises and/or cancels the RGA prior to the deadline for applications, applicants will be notified by email.

D. Contingency List

In the event all funds are allocated and an organization cancels or decides not to use the funds allotted, SACOG may choose to offer those available funds to the organization with the next highest score that did not receive full funding. This offer will be made to each organization on the ranked list until all funds have been exhausted.
E. Additional Information

SACOG reserves the right to request additional information and/or clarification from any or all applicants to this RGA, but is under no obligation to do so.

F. Grant Agreement

The selected grant recipients will be required to sign the “TDM Innovations Grant Program Agreement,” and to provide insurance certificates and all other required documentation prior to contract execution. Successful applicants who are offered an Innovations Grant award will be given no more than 45 days to execute the agreement for the TDM Innovations Grant Program. Applicants failing to execute the agreement within 45 days shall forfeit their award and SACOG may award the funding to another applicant at its discretion.

SACOG intends to hold grantees accountable to the project schedules they have proposed to ensure fairness in the competitive process and encourage grantees to implement their projects quickly so that the public can benefit from the project as soon as possible.

SACOG will not be held accountable for any harm caused during and/or from projects or events funded by SACOG.

G. Insurance Requirements

Applicants will be required to provide proof of insurance. The required insurance certificates (or proof of self-insurance for public entities) must comply with all requirements shown in the Grant Agreement and must be provided prior to contract execution.

Minimum Policy Limits Required

<table>
<thead>
<tr>
<th>Insurance Type</th>
<th>Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial General Liability (per occurrence)</td>
<td>$100,000</td>
</tr>
<tr>
<td>Commercial General Liability (aggregate)</td>
<td>$100,000</td>
</tr>
<tr>
<td>Workers’ Compensation Employer’s Liability</td>
<td>As required by the State of California’s</td>
</tr>
</tbody>
</table>

XII. OWNERSHIP OF WORK PRODUCT

All documents and other information developed or received by the selected applicants shall be the property of SACOG. Grantee shall provide SACOG with all original work products arising from the Agreement. This provision is meant to include SACOG ownership of the five photos provided as a deliverable by applicants.
Request for Grant Applications

for

Transportation Demand Management
Traditional Grant Program

Application Deadline:

July 27, 2018 at 5:00 p.m.
REQUEST FOR GRANT APPLICATIONS FOR TRANSPORTATION DEMAND MANAGEMENT TRADITIONAL GRANT PROGRAM

I. INTRODUCTION

The Sacramento Area Council of Governments (SACOG) is soliciting applications for the Transportation Demand Management (TDM) Traditional Grant Program. This Request for Grant Applications (RGA) describes the eligibility requirements for the program, the project schedule, the grant application evaluation process, and the minimum information that must be included in the application.

II. PROGRAM PURPOSE & OVERVIEW

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. The Traditional Grants are intended to provide funding for projects, programs, and events that have been tried, tested, and proven to be effective in changing travel behavior.

A total of $250,000 in funding is available beginning June 25, 2018 through the TDM Traditional Grant program. SACOG will award TDM Traditional Grants of no less than $20,000 per grant and no more than $100,000 per grant in support of small non-infrastructure projects, programs, or events to reduce single occupancy vehicle trips and miles by encouraging biking, walking, riding transit, carpooling, vanpooling and teleworking as options for reducing car trips. Projects that focus on testing a new strategy or tactic for changing travel behavior will receive a small number of additional points, however, the majority of the weighting is on showing the potential of the project to reduce trips and/or miles, and having a plan for measuring the behavior change resulting from the project.

III. ELIGIBLE APPLICANTS

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. SACOG serves as the steward of these federal funds. Project applicants must be able to sign an agreement with SACOG in order to receive funding.

For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but the lead applicant must be one of the eligible entities listed below. Partnerships are strongly encouraged. Awarded applicants will be responsible for subcontracts with project partners.

Eligible applicants are:

- Local governments and special districts
- Nonprofit organizations (e.g., Transportation Management Organizations, community-based organizations business improvement districts, main street associations, neighborhood associations, chambers of commerce, etc.)
• Community colleges, colleges, and universities

• K-12 public education institutions

IV. ELIGIBLE PROGRAMS/PROJECTS

The proposed scope of work should adhere to the federal CMAQ Interim Program Guidance under MAP-21 (2013). 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.

SACOG staff will develop a toolkit to assist applicants with eligibility questions and ideas, which could include: subsidies to people using alternative modes of transportation, employer or residential outreach and education programs, promotional events that encourage alternative modes of transportation, wayfinding or informational campaigns, bicycle safety courses, employer shuttle services, fare free transit services, and many other traditional TDM activities that have proven to be effective in our region and others. Applicants are encouraged to be creative and not consider this list to be exhaustive or a guarantee to be funded if one of these ideas is submitted by an applicant.

V. ELIGIBILITY CRITERIA

Applicants that fail to meet the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

1. Projects must take place in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties.

2. Applicants must be one of the eligible grantee types listed in Section III of this RGA.

3. Applicants must provide a local match of at least 11.47% of the total project cost (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 (e.g., 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.

4. Only one grant application may be submitted per project.

5. The project, program, event, or activity must be held within 2 years of an agreement being signed, and support the regional TDM program to reduce vehicle miles and trips.

6. The application must include a detailed project budget and a clear description of how this grant funding will be used.

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1415 L Street, Suite 300  
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<td>Grant application review</td>
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</tr>
<tr>
<td>Transportation Committee considers staff</td>
<td>September 6, 2018</td>
</tr>
<tr>
<td>recommendation</td>
<td>September 20, 2018</td>
</tr>
<tr>
<td>Board considers Transportation Committee</td>
<td></td>
</tr>
<tr>
<td>Recommendation</td>
<td></td>
</tr>
<tr>
<td>Agreement negotiation and execution</td>
<td>Between September 20 and October 15, 2018</td>
</tr>
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The selected grant recipients will be required to sign the “TDM Innovations Grant Program Agreement,” and to provide insurance certificates and all other required documentation prior to contract execution. Successful applicants who are offered an Innovations Grant award will be given no more than 45 days to execute the agreement for the TDM Innovations Grant Program. Applicants failing to execute the agreement within 45 days shall forfeit their award and SACOG may award the funding to another applicant at its discretion.

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<tr>
<td>Commercial General Liability (aggregate)</td>
<td>$100,000</td>
</tr>
<tr>
<td>Workers’ Compensation Employer’s Liability</td>
<td>As required by the</td>
</tr>
<tr>
<td></td>
<td>State of California’s</td>
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XII. OWNERSHIP OF WORK PRODUCT

All documents and other information developed or received by the selected applicants shall be the property of SACOG. Grantee shall provide SACOG with all original work products arising from the Agreement. This provision is meant to include SACOG ownership of the five photos provided as a deliverable by applicants.
Request for Grant Applications
for
Transportation Demand Management Mini-Grant Program

Application Deadline:

Phase 1:
Ongoing from June 22, 2018 to December 31, 2018 at 5:00 p.m.

Phase 2:
Ongoing from January 15 to June 30, 2019 at 5:00 p.m.

Apply electronically at:
SACOG.org/post/tdm-mini-grant-program

Applications will be accepted and funded on an ongoing basis for each phase until funds are expended.
REQUEST FOR GRANT APPLICATIONS FOR TRANSPORTATION DEMAND MANAGEMENT MINI-GRANT PROGRAM

I. INTRODUCTION

The Sacramento Area Council of Governments (SACOG) is soliciting applications for the Transportation Demand Management (TDM) Mini-Grant Program. This Request for Grant Applications (RGA) describes the eligibility requirements for the program, the project schedule, the grant application evaluation process, and the minimum information that must be included in the application.

II. PROGRAM PURPOSE & OVERVIEW

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. The TDM Mini-Grants are intended to provide a nimble funding source for innovative programs, events, and/or projects that encourage travel behavior change.

A total of $130,000 in funding is available beginning July 16, 2018 to June 30, 2019 through the TDM mini-grant program in two phases ($60,000 for each phase) with applications considered on a rolling basis until all funds for that phase have been awarded. SACOG will award mini-grants of up to $10,000 per grant in support of small non-infrastructure programs, events, or projects to reduce single occupancy vehicle trips and miles by encouraging biking, walking, riding transit, carpooling, vanpooling and teleworking as options for reducing car trips. Projects that focus on testing a new strategy or tactic for changing travel behavior will be prioritized.

III. ELIGIBLE APPLICANTS

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. SACOG serves as the steward of these federal funds. Project applicants must be able to sign an agreement with SACOG in order to receive funding.

For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but the lead applicant must be one of the eligible entities listed below. Partnerships are strongly encouraged. Awarded applicants will be responsible for subcontracts with project partners.

Eligible applicants are:

- Local governments and special districts
- Nonprofit organizations (e.g. Transportation Management Organizations, community-based organizations business improvement districts, main street associations, neighborhood associations, chambers of commerce, etc.)
- Community colleges, colleges, and universities
- K-12 public education institutions
IV. ELIGIBLE PROGRAMS/PROJECTS

The proposed scope of work should adhere to the federal CMAQ Interim Program Guidance under MAP-21 (2013), however, applicants are encouraged to think outside the box and bring their most innovative ideas. If the budget items proposed are not allowable under CMAQ Guidance, SACOG may seek to identify other funding streams that could be exchanged with CMAQ funds to allow for these expenditures.

SACOG staff will develop a toolkit to assist applicants with eligibility questions and ideas, which could include: pop-up bikeway/walkways, open streets events that have an educational component, pop-up events or parks that encourage alternative modes of travel, apps or websites that encourage behavior change, automated vehicles uses for sharing rides, and other ideas that we haven’t even thought of! Applicants are encouraged to be creative and not consider this list to be exhaustive or a guarantee to be funded if one of these ideas is submitted by an applicant.

V. ELIGIBILITY CRITERIA

Applicants that fail to meet the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

1. Projects must take place in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties.

2. Applicants must be one of the eligible grantee types listed in Section III of this RGA.

3. Only one grant application may be submitted per project. Applications that were not awarded in phase one may be resubmitted in phase two.

4. The project, program, event, or activity must be held within 12 months after the end of the grant phase from which the project was awarded, and support the regional TDM program to reduce vehicle miles and trips.

5. The application must include a detailed project budget and a clear description of how this mini-grant funding will be used.

6. The application must demonstrate a connection between the proposed activities and the grant program’s goal to reduce single occupancy (SOV) trips and miles.

7. The applications must include a clear plan for measuring outcomes (i.e., trip/miles reductions and any other outcomes identified by the applicant) in order to receive funding.

8. The project activities must illustrate their reach to the entire project area and describe the effort that will be made to reach low-income, disabled, and minority communities within the project area. If the project area is a school, describe how you plan to reach all students at the school(s).

9. The project should demonstrate creativity and appeal to a broad audience - particularly audiences that might not have experience using the various modes of
transportation.

VI. REPORTING REQUIREMENTS
As work is completed, grantees shall submit quarterly status reports to SACOG. SACOG will provide a template for quarterly status reports. SACOG may request an interim progress report at any time during the grant period, with 30-day notice to the grantee. Upon the project’s completion, the grant recipient will provide SACOG with a final report that summarizes the project and includes:

A. A one- to five-page description of the project’s activities, challenges, successes, and participation rates. It should not exceed 5 pages.

B. At least 5 digital photos that represent each of the activities of the funded project. Upon notification of award, grant recipients will be provided with a SACOG ‘Photo Release’ form to be completed by all featured photo subjects.

Projects must be completed no later than 12 months after the end date of the phase in which the mini-grant was awarded. Final reports are due one month after the mini-grant project, program, or event’s completion.

VII. PAYMENT OF GRANT FUNDS
All work performed under the grant agreement will be on a reimbursement basis. Work done prior to the date of a fully executed grant agreement will not be funded. Funds will not be disbursed until a grant agreement has been approved and fully executed by SACOG and the grant recipient. To receive reimbursement, each selected grantee must submit invoices with status reports no less than quarterly and no more than monthly. All invoices shall include status reports of work completed to date, itemized expenses, and copies of all receipts. SACOG will provide a sample to all selected grantees.

VIII. APPLICATION SUBMITTAL INSTRUCTIONS

A. Applicants must use the online application provided by SACOG. The application shall not exceed word limits set in the online application.

B. The responses to application questions shall address the evaluation criteria and how the proposed program/project achieves the TDM program objectives. Each applicant should demonstrate how effectively its application meets the evaluation criteria and program goals.

C. The complete application shall be submitted to SACOG between July 16, 2018 and December 31, 2018 by 5 p.m. Pacific Standard Time (PST) for the first phase and between January 15, 2019 and June 30, 2019 by 5 p.m. for the second phase, online at https://www.sacog.org/post/tdm-mini-grant-program. Confirm available funding before completing an application.

D. All questions relating to this request for applications may be directed to:

Adrienne Moretz
Sacramento Area Council of Governments
1415 L Street, Suite 300
Sacramento, CA 95814
IX. EVALUATION AND SELECTION PROCESS

Applications submitted after 5 p.m. PST on each phase’s end date (December 31, 2018 and June 30, 2019) will not be considered. A grant review panel of SACOG staff will evaluate, score, and recommend projects for award to the TDM Program Manager. Partial awards may be recommended and/or negotiated with applicants as part of determining which projects to award grant funding. SACOG staff will take into consideration such factors as geographic diversity and equitable distribution of funds. SACOG staff will award grants on an ongoing basis and update the SACOG Board of Directors on projects funded at the end of each phase.

Each applicant should demonstrate how effectively its application meets the evaluation criteria and program goals. Eligible applications receiving between 75 and 100 points will be considered for funding. Projects in this range will receive funding in the order of submission and their respective rankings until all funding has been allocated.
Eligible applications will be scored on the following criteria:

<table>
<thead>
<tr>
<th>Evaluation Factor</th>
<th>Max Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Innovative and Uniqueness of Project:</strong></td>
<td>25</td>
</tr>
<tr>
<td>Applicant will score higher if they provide a clear and concise description of the</td>
<td></td>
</tr>
<tr>
<td>project that shows how they are testing something new or different that has not</td>
<td></td>
</tr>
<tr>
<td>been done before in this region or testing something in a new geography/market</td>
<td></td>
</tr>
<tr>
<td>population in a different part of the region (the project could have been done in</td>
<td></td>
</tr>
<tr>
<td>other regions or in a different area of the same region and still be considered</td>
<td></td>
</tr>
<tr>
<td>innovative/unique). Applicant could also score higher on this criterion if the</td>
<td></td>
</tr>
<tr>
<td>project is targeting a new geographic area, market population/demographics, project</td>
<td></td>
</tr>
<tr>
<td>type (i.e., uses a new methodology, is more targeted to an underserved area or</td>
<td></td>
</tr>
<tr>
<td>demographic, etc.).</td>
<td></td>
</tr>
<tr>
<td><strong>Potential of Project to Reduce Motor Vehicle Trips and Miles:</strong></td>
<td>25</td>
</tr>
<tr>
<td>Based on evidence and research presented in the application, applicants will score</td>
<td></td>
</tr>
<tr>
<td>higher if the project is more likely to reduce car trips and miles.</td>
<td></td>
</tr>
<tr>
<td><strong>Performance Measurement:</strong></td>
<td>20</td>
</tr>
<tr>
<td>Higher points awarded for describing:</td>
<td></td>
</tr>
<tr>
<td>-Plan for measuring car trip/mile reductions resulting from project or future</td>
<td></td>
</tr>
<tr>
<td>iterations of the project</td>
<td></td>
</tr>
<tr>
<td>-Clear plan for data collection, measurement, and analysis (e.g. cost savings</td>
<td></td>
</tr>
<tr>
<td>compared to current service, influence of program on travel behavior, co-benefits</td>
<td></td>
</tr>
<tr>
<td>related to public health or equity).</td>
<td></td>
</tr>
<tr>
<td>-Plans to modify program/project if it is not performing as applicant intended.</td>
<td></td>
</tr>
<tr>
<td><strong>Target Market/Audience:</strong></td>
<td>20</td>
</tr>
<tr>
<td>Describe potential users to be reached directly through this project in the</td>
<td></td>
</tr>
<tr>
<td>specific project area. Could be specific employees, residents, students or other</td>
<td></td>
</tr>
<tr>
<td>groups, but this number would be inclusive of people that would be contacted via</td>
<td></td>
</tr>
<tr>
<td>some form of communication by the applicant.</td>
<td></td>
</tr>
<tr>
<td><strong>Budget &amp; Project Cost/Participant:</strong></td>
<td>10</td>
</tr>
<tr>
<td>Description of the project costs and why they are necessary for a successful</td>
<td></td>
</tr>
<tr>
<td>project. Total project cost divided by number of estimated participants or number</td>
<td></td>
</tr>
<tr>
<td>of people that will be reached by the project.</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL AVAILABLE POINTS** 100
X. GRANT PROGRAM TIMELINE

<table>
<thead>
<tr>
<th>Grant Process</th>
<th>Phase 1</th>
<th>Phase 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start date for applications</td>
<td>June 22, 2018</td>
<td>January 15, 2019</td>
</tr>
<tr>
<td>End date for applications</td>
<td>December 31, 2018</td>
<td>June 30, 2019</td>
</tr>
<tr>
<td>Grant application review</td>
<td>June 22, 2018 to January 15, 2019</td>
<td>January 15 to July 15, 2019</td>
</tr>
<tr>
<td>First grant awards and approval of grant</td>
<td>July 1, 2018</td>
<td>February 1, 2019</td>
</tr>
<tr>
<td>Project start date</td>
<td>Between July 1, 2018 and June 15, 2019</td>
<td>Between February 1 to July 15, 2019</td>
</tr>
<tr>
<td>Project completion date</td>
<td>By/before December, 2019</td>
<td>By/before July 31, 2020</td>
</tr>
<tr>
<td>Final report due date</td>
<td>Four weeks after activities are completed</td>
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