Subject: Approve Transportation Demand Management Innovations Grant Recommendations (Est. time: 6 minutes)

Action

Prepared by: Sabrina Bradbury   **Approved by:** Matt Carpenter

Attachments: Yes

1. Issue:

Should the board approve Transportation Demand Management (TDM) Innovations Grant Program funding staff recommendations?

2. Recommendation:

That the Transportation Committee recommend that the board approve the staff recommendations for the TDM Innovations Grant program project funding awards.

3. Background/Analysis:

The purpose of SACOG's 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.

In June 2018, the SACOG Board of Directors released a call for applications for three TDM grant programs: Innovations, Traditional, and Mini Grants. This item's staff recommendation is to at least partially fund seven of the
11 applications to the TDM Innovations Grant program. The board approved award recommendations for the TDM Traditional Grant program at the September board meeting. The Mini Grant program is an ongoing application round.

4. Discussion/Analysis:

TDM Innovations Grants are intended to provide funding for testing new ideas and/or expanding into new markets, populations, and geographies with regards to TDM program goals. Fiscal Year 2018-2019 funding for the Innovations Grant program is $750,000.
 Eleven applications were received for a total funding request of $1,384,812.

Per the TDM Innovations Grant Funding Guidelines, a review panel met to

recommend projects to fund through a two-step process of quantitative scoring and qualitative discussions. The panelists independently scored each application based on five scoring criteria, then convened to discuss each application through a facilitated conference call to make a final recommendation. The review panel consisted of a mix of public and nonprofit TDM professionals including representatives from the City of Sacramento, San Joaquin Council of Governments, Metropolitan Transportation Commission, and Shared Use Mobility Center.

The panel recommended awarding funding for six applications; however, staff subsequently learned that one of the applications was for a Civic Lab project, which can be funded out of the $1 million the board previously approved for Civic Lab projects. SACOG staff therefore recommends funding the other five selected projects, plus two more, for a total of $527,800 in full or partial awards, as summarized below:

Staff recommends fully funding:
- UpCycle II – Expansion of Bicycle Repair Courses and Refurbished Bike Distribution Program, ReIMAGINE Mack Road Foundation – $52,800
- Microtransit Scheduling Software Application, Sacramento Regional Transit District – $150,000
- Beyond the Commuter: Developing Inclusive TDM Strategies, City of West Sacramento – $100,000

Staff recommends partially funding:
- SacRT Bus and Light Rail Service Improved Real Time Information, Sacramento Regional Transit District (two applications combined into one award) – $75,000
- Suburban Bike Share Pilot, 50 Corridor TMA & City of Elk Grove (two applications combined into one award) – $150,000

While the "Suburban Bike Share Pilot Program" application that was submitted by City of Elk Grove received lower quantitative scores than two of the applications not recommended for funding, staff recommends combining this project with the 50 Corridor suburban bike share project in order to maximize our learnings about the potential for bike share in suburban jurisdictions. Staff will work with 50 Corridor TMA and the cities of Elk Grove, Folsom, and Rancho Cordova to develop a project scope focused on testing suburban bike share. Attachment A is a brief description of the applications, scores, funding recommendations, and some notes about these recommendations.

As a condition of award, the recommended projects must be initiated within nine months from board approval.

Staff recommends that the remaining funds ($222,200) be set aside and potentially used for future Innovations Grants, Civic Lab, or similar programs. Staff will bring a formal proposal back to the board prior to spending these remaining funds.

5. Fiscal Impact/Grant Information:

There is no fiscal impact to SACOG's operating budget. These grant programs are within

the Next Generation TDM budget and do not change staff time allocations previously approved in SACOG's Overall Work Program.

6. This staff report aligns with the following SACOG Work Plan Goals:

5. Establish the Sacramento Region as an Innovator and Test-Bed for New Ideas

ATTACHMENTS:

Description

Attachment A - Grant Descriptions and Recommendations

TDM Innovations Grant Recommendations

Lead Agency	County	Project Title	Requested Funds	Full Panel Score	Staff recommendation	Notes
ReIMAGINE Mack Road Foundation	Sac	**UpCycle II - Expansion of Bicycle Repair Courses and Refurbished Bike Distribution Program:** Project would provide free, refurbished bicycles as a primary and/or an alternative mode of transportation targeting socio-economically disadvantaged youth participants of the Mack Road-Valley High Community Center (the Center), their families and other community members. Project includes pop-up bike repair shops to be placed throughout communities to develop or improve bike culture, better understand travel behavior in socio-economically disadvantaged communities, change how underserved communities think about bike riding, and give youth necessary skills-training to pursue related employment opportunities, while providing community benefit through the distribution of needed resources and services.	$ 52,800	80%	$ 52,800	
Sacramento Regional Transit District	Sac	**Microtransit Scheduling Application Software:** grant would fund software needed to operate our new "SmaRT Ride" microtransit service, including funding to continue operating SmaRT Ride in existing pilot project areas and to expand this innovative model throughout the Sacramento region.	$ 150,000	78%	$ 150,000	
Yolo County Transportation District (YCTD)	Yolo	**YCTD Rural Microtransit Pilot:** YCTD aims to launch an innovative on-demand Rural Microtransit service paired with a new on-demand trip request software solution. This project focuses on the following key areas of innovation: • Microtransit focused on rural customer service and demand; • On-demand, dynamic, smartphone enabled trip request software solution; • Flexibility in service delivery, modified based on the demands of the rural community and the most effective model; and • Scalable and reproducible demonstration.	$ 132,795	77%	$ -	This project will be funded through Civic Lab.
Sacramento Regional Transit District	Sac	**SacRT Bus Service - Improved Real Time Information (Same project as below but for Bus Service):** SacRT would provide much improved real-time bus arrival information to existing and potential transit customers by completing the following tasks: (1) Develop the interfaces to provide General Transit Feed Specification (GTFS) real-time bus feed data for internal use as well as use by public third parties (e.g., Google Maps, Transit app, Moovit); (2) Provide website customization for display of real-time bus location on RT's public website; and (3) Develop a new enhanced mobile app that provides real-time bus location as well as arrival prediction.	$ 150,000	76%	$ 15,000	SACOG staff does not recommend funding the development of a unique mobile app. Instead, staff recommends one funding award to SacRT to complete the GTFS work for SacRT's bus ($15,000) and light rail ($60,000) fleets, for a total of $75,000. This amount would sufficiently fund the GTFS work that SacRT needs to make real-time transit information available to the public and third-party apps such as WAZE and Transit App.
Sacramento Regional Transit District	Sac	**SacRT Light Rail Service - Real Time Information (Same project as above but for LRT):** This project would include the following tasks: (1) Develop the interfaces to provide General Transit Feed Specification (GTFS) Real-time light rail feed data for internal use as well as use by public third parties (e.g., Google Maps, Transit app, Moovit); (2) Provide website customization for display of real-time train location on RT's public website; and (3) Develop a new enhanced mobile app that provides real-time train location as well as arrival prediction.	$ 150,000	75%	$ 60,000	See note above.
City of West Sacramento	Yolo	**Beyond the Commute: Developing Inclusive TDM Strategies:** The City will utilize survey findings to create and deploy tailored TDM strategies that resonate with underrepresented populations. Outreach will focus on deploying new and innovative strategies like pop-up events and tactical urbanism demonstrations allowing people to test new ideas in a safe environment.	$ 100,000	69%	$ 100,000	

Lead Agency	County	Project Title	Requested Funds	Full Panel Score	Staff recommendation	Notes
50 Corridor TMA	Sac	**Exploring Successful Bike Share Models for the Suburbs:** This project will determine best practices for adding Bike Share to the transportation strategies offered by suburban jurisdictions with two phases: 1. Determine how to attract a vendor in terms of subsidies and support, and assist the vendor with local permits. 2. Implement a 6-month pilot and explore best practices for making bike share in the suburbs successful.	$ 180,000	67%	$ 75,000	Staff recommends $150,000 in total funding for the two suburban bike share applications (one from 50 Corridor TMA and one from City of Elk Grove) as a joint suburban bike share pilot between 50 Corridor TMA, Elk Grove, Folsom, and Rancho Cordova. SACOG staff will work with all parties to scope the project and to determine the lead agencies, detailed scope of work, and specific grants to each entity through more discussion with the partners.
Asian Community Center	Sac	**Expansion of Demand Response and Human Services:** ACC Rides provides transportation for seniors, many of whom are disabled, non-English speaking, and with low incomes. Currently, we serve 9 zip codes in Sacramento, 1 zip code in Elk Grove, and parts of the Delta Region (Walnut Grove, Locke, Courtland and Hood-Franklin). The need for timely, safe, and low cost transportation will continue to grow as the 60+ population lives longer. According to the US Census Bureau in 2016, the Sacramento County senior population grew from 16.4% in 2012 to 18.1%. We propose expanding our services to zip codes 95811, 95816 and 95817.	$ 200,000	66%	$ -	
South Natomas TMA (SNTMA)	Sac	**SNTMA App for Subsidies and Ridematching:** The SNTMA offers eight monthly alternative transportation subsidy programs through the Commuter Club and plans to automate the Office Share Bike and Bucks for Bikes programs request process through the Commuter Club in 2019. Allowing employees of member companies to complete their trip diaries and request subsidies from their phones will increase the usage of SNTMA programs and alternative commute subsidy programs, further removing CO_2 from our air. This increase in usage could potentially add to the increased data collection of Sacramento Region Commuters.	$ 14,712	61%	$ -	
City of Elk Grove	Sac	**Suburban Bike Share Pilot Program:** Specifically, the City will test the following: (1) a dock-based traditional bike share; (2) a hybrid dock/dock-less bike share; and (3) an electric scooter system. For portions of this pilot, the City may engage with one or more vendors to provide the equipment and operations.	$ 168,000	58%	$ 75,000	See note above next to 50 Corridor TMA application.
City of Citrus Heights	Sac	**Citrus Heights Travel Training Program:** The City of Citrus Heights community members are in direct need of transportation services. By working together in a collaborative process, the City of Citrus Heights and Paratransit Inc. have formed a partnership that will incorporate Travel Training services and resources to the community members they serve. The project also includes necessary bus stop amenities to incentivize fixed route travel	$ 86,505	58%	$ -	
		Totals Requested and Recommended Funding	$ 1,384,812		$ 527,800	
		Available/Remaining Funds	$ 750,000		$ 222,200	