



SACOG Board of Directors

Item #17-3-3
Consent

March 9, 2017

Approve Transportation Demand Management Innovations Fund Grant Program

Issue: Should the Board approve the Transportation Demand Management (TDM) Innovations Fund Grant Program?

Recommendation: The Transportation Committee unanimously recommends that the Board approve the TDM Innovations Grant Program for release.

Committee Action/Discussion:

A Transportation Demand Management (TDM) Innovations Fund Grant Program was an implementation action from the TDM Strategic Plan adopted by the Board in October 2016. On January 6, 2017, staff released a draft of guidelines, scoring criteria, and an application for comment. The comment period closed on January 25. Staff presented the draft program to the Transportation Committee and Board of Directors as an information item during the February cycle. Program changes to reflect Board questions and direction were included in the latest version of the guidelines that came forward to the committees in March. No further changes were requested through the March committee briefings.

The goal of the TDM Innovations Grant Program is to fund new and innovative projects that lead to reductions in single occupancy vehicle (SOV) travel and overall Vehicle Miles Traveled (VMT) in order to improve regional air quality and reduce greenhouse gas emissions. Projects and activities funded through this program must be consistent with the vision of the Sacramento Region Blueprint and support the implementation of the Metropolitan Transportation Plan/Sustainable Communities Strategy (2016 MTP/SCS). The funds can be spent over a period of up to two years. This is a one-time competitive grant program of \$450,000 allocated to fund innovative TDM projects.

Based on input from stakeholders, members of the Transportation Committee and Board of Directors, staff developed drafts of the final program documents. Attachment A includes the draft final guidelines, scoring criteria, and application. Attachment B is a summary of previous public comments. Attachment C is a timeline of next steps.

Informed by the success of similar grant programs in other regions, the draft final criteria emphasize agile and innovative projects/programs, leveraging partnerships, and performance measurement. The proposed program guidelines and criteria also address specific feedback and recommendations, including:

- Giving greater emphasis to VMT reduction, innovation, program/project agility, performance measurement;

- Decreasing the emphasis on traditional measures such as numbers of contacts and participants, and on partnerships that may not necessarily be linked to innovations;
- Giving less emphasis to whether the area to be served has a Transportation Management Association (TMA) or TDM outreach, and more to project performance/outcomes;
- Reflecting equity more in terms of improvement to the overall transportation system over whether a particular service provides equity for every individual; and
- Including people with experience in the innovation space on the review panel.

Staff has also developed an interactive online map that displays VMT and transit access in the region which will be available during the application process. Pending Board action in March, a call for projects will be released and applications will be due June 30th.

Staff plans to create a reserve list of projects if the \$450,000 cap is reached for awarded projects during the initial application round. If cost savings are realized or additional resources become available over the next year, staff may then be able to allocate funding to the reserve projects.

Approved by:

Kirk E. Trost
Interim Chief Executive Officer

KT:MC:ds
Attachments

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276
Sharon Sprowls, Senior Program Analyst, (916) 340-6235
Adrienne Moretz, Analyst I, (916) 319-5189

TDM Innovations Grant Program Application

Call for FY 2017-2018 Projects

Attachment A

A. GENERAL INFORMATION

Agency Legal Name

Address

City/State/Zip Code

Website

Identify and provide contact information for:

| Person authorized to enter into contracts | Project manager for proposed activity(ies) <i>Only if different from authorized person (e.g., consultant)</i> |
|---|--|
| Name | Name |
| Title | Title |
| Address | Address |
| City, State, ZIP | City, State, ZIP |
| Phone | Phone |
| Email | Email |

1. Project Title

2. Project Description *(concise abstract limited to 500 characters)*

3. Project Overview *(limited to 1,500 characters)*

Describe your project and what it is going to do. Define how the project advances the transportation demand management efforts of SACOG ([MTP/SCS pg. 254](#)) to reduce SOV trips/miles, reduce congestion, achieve greenhouse gas reduction goals pursuant to [SB375](#), and implement the [2016 MTP/SCS](#).

4. Project Innovation

Briefly describe innovative features of the proposed project. *Example: Project elements that haven't been implemented in the region.*

5. Project Agility

Discuss when/how often you will assess the performance of your project and include how you will modify the program/project if it is not performing as you intend.

6. Project Tasks/Scope of Work

List and briefly describe (below) the specific key tasks you will complete in order to successfully implement and finish your project, including any decision points for assessing if modifications are needed (as discussed in Question #5).

(Tasks should reference criterion in Evaluation Matrix, including Performance Measurement)

| Task # | Task | Description |
|---------|------|-------------|
| Task 1: | | |
| Task 2: | | |
| Task 3: | | |

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| | | |
|----------|--|--|
| Task 4: | | |
| Task 5: | | |
| Task 6: | | |
| Task 7: | | |
| Task 8: | | |
| Task 9: | | |
| Task 10: | | |

B. PROJECT TRAITS

7. What is the geographic target area (overall and/or specific sites) for the project? Is there anything unique about this geographic area? Provide a map of the service area noting specific sites if applicable.

8. Who is your target audience? Are there any unique demographic or socioeconomic traits of your target population?

| | |
|---|---|
| <p>9. Does your project leverage or expand an existing partnership or form a new partnership? Non-local government applicants are required to submit a letter of support from the applicable local government (s) where the project is located. Please confirm you have met/corresponded with the local jurisdiction(s) where your project is located and attach the letter(s) of support.</p> | <p><input type="checkbox"/> Yes, we confirm and have provided letter(s) of support.</p> <p><input type="checkbox"/> No, we do not have partnerships.</p> |
|---|---|

10. Has your project considered the needs of low income, ~~and~~ minority, disabled, youth, senior and/or other populations that are typically most burdened by a lack of transportation Yes No

If yes, please describe how your project has considered low income and minority population needs equity and if/how it will meet a community need and provide expanded transportation options/benefits to those populations. Reference any applicable community outreach, research and/or engagement that helped inform the development of your project. Also consider describing benefits in the near, mid, and/or long term.

11. Will your project be timed or linked with a major roadway construction project, new bike paths/lanes, sidewalks, new/expanded/improved transit service, or other infrastructure project(s)? Yes No

If yes, which project, and describe the linkage? (e.g., promoting non-SOV travel modes during construction period or opening)

12. Describe your project's accessibility to the residents, businesses and communities you plan to serve (*Accessibility refers to areas with high vehicles miles traveled (VMT) but options for alternative mode use. Reference SACOG map*).

13. Describe how you will collaborate with or your project will coordinate with SACOG's TDM efforts. (*All applicants are encouraged to meet with SACOG staff during the pre-application period to determine potential opportunities to collaborate on projects in some capacity.*)

14. Describe how you intend to deliver this project on time and within budget. If your agency has had difficulty delivering past grant or federal aid projects during the past five years, then also describe what changes you will take in order to deliver this project.

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C. PROJECT BENEFITS – SOV TRIP and VMT REDUCTION POTENTIAL

The CMAQ program supports two important goals of the U.S. Department of Transportation: *improving air quality and relieving congestion*. The TDM Innovations Grant is focused on the reduction of SOV trips and associated VMT reduction, and by extension reduction of GHG emissions to meet California’s environmental goals.

The project review panel will consider the reliability of assumptions listed in Question 15 and the clarity of the justifications. Upon project completion, all project awardees must calculate benefits (trips reduced and VMT reduced) as part of their project evaluations in order to receive final reimbursements for their projects.

Example procedures for tracking project benefits include:

- Before and after (pre- and post-) surveys of project participants’ travel habits
- On-going tracking (e.g., web-based) of participant travel habits from the time they join (e.g., **Commuter Club** tool)
- Post- project reporting of transit ridership changes on specific routes.

If you need assistance, contact SACOG staff.

15. Trip and VMT reduction potential

- a) The following project attributes will lead to a **reduction of single occupant vehicle (SOV) trips and vehicle miles of travel (VMT)**. Provide a number and justification for each **applicable** project attribute listed below (*Provide attachments where necessary*). Projects do not need to address every attribute to be eligible.

| Project User Base/Area Attributes | Amount | Justification | Source of data |
|---|---------------|---------------|----------------|
| 1) Participants you expect to reach or contact | | | |
| 2) Residents and employees you expect to participate (e.g., sign up, register, receive passes, become members, etc.) | | | |
| 3) Cost per participant | | | |
| 4) Current percent of residents driving alone to work | % | | |
| 5) Current percent of workplace employees driving alone to work | % | | |
| 6) Average trip distance of target population currently driving alone (<i>in miles</i>) | | | |
| 7) A. Program will be active: | days per year | for | years |
| 8) Other: | | | |
| 9) Other pertinent information that supports the attributes provided above (<i>past results, unique project team skills, case studies/research based on similar project types, etc.</i>). | | | |

- b) ~~(Optional) If desired, you may~~ Calculate an **estimate of number of trips reduced, cost savings compared with current service, and/or the VMT reduced** as a result of this project. The estimates can be for an average day, or for a year. Provide an explanation of how you calculated the estimates, including formulas and all specific assumptions below, or in an attachment.

Trip Reduction Estimate:

VMT Reduction Estimate:

16. Describe the procedures for how you plan to calculate and compile actual post-project results.

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D. PROJECT FUNDING REQUEST AND BUDGET

Total federal request must be at least \$25,000 and a maximum of \$150,000.

| 1. Budget Overview | 2016 | 2017 | Total |
|---|------|------|-------|
| A. Enter the CMAQ Federal Funds requested , for each year (tab through columns to generate automated calculations) | \$ | \$ | \$0 |
| B. Required 11.47% Local Match* | \$0 | \$0 | \$0 |
| C. Total Project Cost (federal plus required local match) | \$0 | \$0 | \$0 |

* How will you make your required local match? Cash, in-kind, both?

List any organization that is a **financial** (cash or in-kind) partner with you in this project. Is the partnership currently in place? Please explain. *A letter of commitment must be provided by each financial partner.*

What percentage of your local match is in-kind? (e.g., 100%, 75%, 25%, 0%)

%

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E. BUDGET DETAILS

Provide a general description and an amount of the expenses you expect to charge to this CMAQ project.

NOTES:

- The table below is a regular Word table (not a locked form). Additional rows may be inserted, if needed.
- **You will need to input and calculate all amounts—this table does not automatically calculate.**
- Reminder: Federal procurement rules must be followed.

| Position | Hrly. Rate | # of Hrs. | Total Amt. | (For future use - <u>Do not</u> input in this column) |
|--|------------|-----------|------------|---|
| <i>Sample: Administrator</i> | \$50 | 100 | \$5,000 | |
| | | | | |
| | | | | |
| A. Salaries List each position, hourly rate, and total anticipated hours (<i>over a 2-year period</i>). | | | | |
| B. Media Do not list specific media outlets, but provide general descriptions, such as "Fall newspaper campaign". | | | | |
| | | | | |
| C. Incentives, subsidies or transit passes (please note that gift cards, giveaways with logos/sponsor names, and food are not eligible uses of grant funds) | | | | |
| | | | | |
| D. Equipment (Any purchases/rentals/leases specific to implementing the project, except infrastructure/vehicles – see G below.) | | | | |
| | | | | |
| E. Production Printing, web development, mailings, etc. | | | | |
| | | | | |
| F. Consultants List any subcontractors by name, or by function if to be selected later. (A detailed subcontractor list will be required if awarded contract). | | | | |
| | | | | |
| G. Costs associated with physical infrastructure or vehicles | | | | |
| | | | | |
| H. Other Please define. | | | | |
| | | | | |
| TOTAL | | | | |
| (Calculate and enter amount manually - should equal Row C Total in Budget Overview in Section D) | | | | |

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F. TIMELINE

Complete the timeline below, indicating the months applicable to each task. Your project will begin upon receipt of your contract.

1. The tasks in the timeline should correspond to those identified in **Question 6** (*Project Overview Details*).
2. Copy each task (from **Question 6**) into the blank text box below the task # (see example).
3. Place an "X" in the applicable month(s) to each task.

(place an 'X' in the applicable month)

| | Year 1 | | | | | | | | | | | | Year 2 | | | | | | | | | | | | | | |
|---|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|-----|-----|--|
| | FY2018 | | | | | | | | | | | | FY2019 | | | | | | | | | | | (FY2020) | | | |
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | |
| Task 1 | Task 1 | | | | | | | | | | | | Task 1 | | | | | | | | | | | | | | |
| Calculation and Compilation of Project Results | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 2 | Task 2 | | | | | | | | | | | | Task 2 | | | | | | | | | | | | | | |
| Task 3 | Task 3 | | | | | | | | | | | | Task 3 | | | | | | | | | | | | | | |
| Task 4 | Task 4 | | | | | | | | | | | | Task 4 | | | | | | | | | | | | | | |
| Task 5 | Task 5 | | | | | | | | | | | | Task 5 | | | | | | | | | | | | | | |
| Task 6 | Task 6 | | | | | | | | | | | | Task 6 | | | | | | | | | | | | | | |
| Task 7 | Task 7 | | | | | | | | | | | | Task 7 | | | | | | | | | | | | | | |
| Task 8 | Task 8 | | | | | | | | | | | | Task 8 | | | | | | | | | | | | | | |

TDM Innovations Grant Program Guidelines and Selection Process

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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.

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- Technology programs:
 - 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.

TDM Innovations Grant Program Guidelines and Selection Process

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- 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).

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.** ~~attributes that will impact the amount of vehicle trips and vehicle miles travelled (VMT) reduced due to the project, for example, (as applicable to the type of project) number of new businesses or individuals participating in program, current level of transit service in program area, number of new transit trips or new carpool/vanpool trips, etc.~~
- 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.

TDM Innovations Grant Program Guidelines and Selection Process

Call for FY 2017-2018 Projects

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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.
- 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/2lM5mSCS SACOG will provide will an accessibility map |
| 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 |

**Evaluation Criteria for the TDM Innovations Grant
Attachment A**

| | | Other EXAMPLE Traits For Panel to Consider | | | | | |
|--|--|--|---|--|---|-----------------------------------|--|
| Evaluation Criteria | | Max Pts | <table border="1" style="width: 100%;"> <thead> <tr> <th>Maximum Points</th> <th>Minimum Points</th> </tr> </thead> <tbody> <tr> <td colspan="2" style="text-align: center;">A. Scored by Project Review Panel</td> </tr> </tbody> </table> | Maximum Points | Minimum Points | A. Scored by Project Review Panel | |
| Maximum Points | Minimum Points | | | | | | |
| A. Scored by Project Review Panel | | | | | | | |
| 1 2 | Motor Vehicle Trip and Miles Reduction potential: High = 1417 pts, Medium = 107, Low = 3 Based on attributes (provided in application) specific to type of project | 17 13 | 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 4 | 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 | <table border="1" style="width: 100%;"> <tbody> <tr> <td style="width: 50%; vertical-align: top;"> 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. </td> <td style="width: 50%; vertical-align: top;"> 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. </td> </tr> </tbody> </table> | 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. | | |
| 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. number of program participants 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 | <table border="1" style="width: 100%;"> <tbody> <tr> <td style="width: 50%;">Budget is identified for measuring performance and plan/method is clearly articulated</td> <td style="width: 50%;">No budget or clear plan/method for measuring performance</td> </tr> </tbody> </table> | Budget is identified for measuring performance and plan/method is clearly articulated | No budget or clear plan/method for measuring performance | | |
| Budget is identified for measuring performance and plan/method is clearly articulated | No budget or clear plan/method for measuring performance | | | | | | |
| 4 5 | 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 year-three years = 6 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 6 | Project coincides with an immediate major construction project or opening of new transit, bikeway, pedestrian or other multi-modal project. | | | | |
| 6 4 | Leverages/Expands Partnerships: Project leverages existing partnerships or expands partnerships to achieve greater trip/mile reductions or cost savings compared to current service = 10 5; Project does not mention any partnerships = 0 | 5 10 | <table border="1" style="width: 100%;"> <tbody> <tr> <td style="width: 50%;">1) Leverages existing partnership 2) Expands or begins new partnership 3) Partnerships to realize cost savings compared to current service</td> <td style="width: 50%;">No mention of partnerships.</td> </tr> </tbody> </table> | 1) Leverages existing partnership 2) Expands or begins new partnership 3) Partnerships to realize cost savings compared to current service | No mention of partnerships. | | |
| 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 6 | 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 Thoroughly considers needs of low income and minority populations and proposes clear, articulate review of benefits=10 pts; Partially considers low-income and minority populations and articulates benefits = 5 pts; Does not consider needs of low income and minority populations or articulate benefits = 0 pts | 5 10 | <table border="1" style="width: 100%;"> <tbody> <tr> <td style="width: 50%;">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</td> <td style="width: 50%;">Does not provide description of how project considered equity or articulate project benefits for expanding transportation options = 0 pts</td> </tr> </tbody> </table> | 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 | | |
| 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 | | | | | |

TDM Innovations Fund Grant

Attachment B

These are the substantive comments received from stakeholders by the January 25th deadline. Grammatical comments have been addressed in the draft documents.

| Comment # | Date Received | Organization | Name | Document | Comment Text |
|-----------|---------------|---------------|----------------|-----------------------|---|
| 1-1 | 1/19/2017 | DOT | Gregoria Ponce | Guidelines | Confirm whether applicant would sign a SACOG Memorandum of Understanding (MOU) or Memorandum of Agreement (MOA) |
| 1-2 | 1/19/2017 | DOT | Gregoria Ponce | Criteria, Application | Consider ADA in equity portions |
| 1-3 | 1/19/2017 | DOT | Gregoria Ponce | Application | E) Budget Details - consider adding link to Federal Procurement Rules |
| 2-1 | 1/19/2017 | City of Davis | Brian Abbanat | Application | The application itself looks like you achieved a good balance between applicants providing a strong justification for their projects/programs without being overly burdensome. Congratulations on a job well done. |
| 2-2 | 1/19/2017 | City of Davis | Brian Abbanat | | Consider revising eligible projects to be more inclusive of projects such as the "GoDavis" concept (City of Davis and UC Davis TAPS have been coordinating to develop a "Go Davis" TDM program that would target all trips, by all modes, for all people) |
| 3-1 | 1/26/2017 | EDCTC | Jerry Barton | Scoring Criteria | Level of Innovation and Uniqueness: The language refers to an "underserved" area. While I understand this to mean the area is underserved when it comes to TDM efforts, the term 'underserved' can also be associated with 'disadvantaged' from a social standpoint. I would suggest clarifying the language to ensure it explicitly refers to an area that does not currently have any existing or ongoing TDM programs or activities |
| 3-2 | 1/26/2017 | EDCTC | Jerry Barton | Scoring Criteria | Equity: The equity criteria item has a high point value and as a result may make some areas of the region less competitive in the program (or target funds to certain areas of the region). In order to provide a balance of funding awards across the broad spectrum of household incomes and populations in the SACOG region, I would suggest lowering the points dedicated to this criteria item. Another option would be to make it clear that considering the needs of small disadvantaged neighborhoods or census blocks (in an area that may have a high median household income) can result in the award of points in this criteria item so that areas with higher median incomes and lower levels of minority populations can still be competitive |
| 3-3 | 1/26/2017 | EDCTC | Jerry Barton | Scoring Criteria | Serves SACOG Designated Transit Priority Area: While only a small amount of points are dedicated to this item, there are many areas throughout the Sacramento region that are not designated Transit Priority Areas. I don't have a specific recommendation for this item but I do have some concern that it may (especially in combination with the equity criteria item) serve to make some areas of the region less competitive in the program. |

TDM Innovations Grant DRAFT Timeline

Attachment C

| 2016 | |
|-----------------|--|
| October | SACOG Board allocates \$450,000 in existing TDM funds to be used for Innovation Grant that aligns with adopted TDM Strategic Plan. |
| December | Staff develop scoring criteria, guidelines and application |
| 2017 | |
| January | Stakeholder review of scoring criteria, guidelines, and application |
| February | Draft scoring criteria, guidelines and application discussion with Transportation Committee |
| March | Final draft scoring criteria, guidelines and application request for action |
| | Request for action to Board |
| | Pre-Application round begins |
| | Application training session held for interested applicants |
| April | Pre-Applications due |
| | Staff reviews Pre-Applications, provides feedback |
| May | Final application round begins |
| June | Final applications due |
| July | Review panel meets and makes recommendation |
| August | Grant award recommendations to Transportation Committee and Board for action |
| | Contracts drafted to award funds |