



SACOG Board of Directors

Item #16-6-3
Consent

June 9, 2016

Adopt Transportation Demand Management Funding Program Guidelines

Issue: Should the Board approve updated Funding Guidelines for SACOG's FY 2016/17 Transportation Demand Management (TDM) Program?

Recommendation: The Transportation Committee unanimously recommends that the Board adopt the TDM program funding guidelines for FY 2016/17.

Committee Action/Discussion: SACOG's Transportation Demand Management program is identified and listed as a Transportation Control Measure (TCM) in the State Implementation Plan (SIP) for air quality; this TCM was committed to in the 1997 Ozone SIP. The timely implementation of TCMs must be satisfied before conformity determinations can be made. Consequently, TCMs receive the highest priority for funding under the Congestion Mitigation and Air Quality Improvement (CMAQ) Program. The TDM Program, as defined in the SIP, must be sustained through 2018.

The TDM Program is also listed in the Metropolitan Transportation Plan/Sustainable Communities Strategy as Strategy 8.1: *Continue the region's previous commitment to TDM programs as a strategy for education and promotion of alternative travel modes for all types of trips toward reducing Vehicle Miles Traveled (VMT) by 10 percent.*

The draft TDM Strategic Plan provided in Committee Item #3 includes national research showing that TDM programs can be cost-effective in reducing vehicle miles traveled. However, as discussed as part of the Strategic Plan item, we still need to develop the more specific implementation plan to guide future TDM program funding. Staff will be working with our broad group of partners and stakeholders to develop that implementation plan throughout the summer, as well as continuing work on tools and methodologies for improving performance measurement and evaluation of the TDM program.

Because of this timing, and as described in Draft FY 2016/17 TDM Funding Guidelines (Attachment A), staff recommends programming a total of \$329,595 for FY 2016/17 contracts with SACOG's current TDM Outreach Partners. This will allow time to work on the more detailed implementation plan for the future while continuing TDM services in the region in the meantime. Outreach Partners would receive one-year funding for specified TDM services, with the expectation that they will also continue to participate in honing an implementation plan, and developing more detailed reporting measures to be amended into their contracts.

In the short term, staff also recommends allocating funds at the prior year funding level (\$80,000) to continue the Tier 2 TDM grant program. The Tier 2 program funds additional TDM services

that could be provided by SACOG, Outreach Partners, or both. TMAs from across the region have expressed interest continuing the Tier 2 program and working with SACOG staff to update program criteria. It is anticipated that measuring the benefits from Tier 2 program activities will help inform future funding guidelines and TDM strategies.

The remainder of the TDM funds programmed in the FY 2016/17 Overall Work Program (OWP) would be used by SACOG and partners to develop and administer the implementation plan, regional campaigns, methodologies for measuring and evaluating program performance, tools, services, and other eligible activities as identified in the draft guidelines and the OWP.

Consistent with their Memoranda of Understanding with SACOG, the Placer County Transportation Planning Agency (PCTPA) and El Dorado County Transportation Commission (EDCTC) may use part of their share of federal funds to support SACOG's Regional Rideshare Program as well as their own TDM outreach, in cooperation with SACOG.

Approved by:

Mike McKeever
Chief Executive Officer

MM:SB:ds
Attachment

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**DRAFT GUIDELINES FOR
SACRAMENTO AREA COUNCIL OF GOVERNMENTS
TRANSPORTATION DEMAND MANAGEMENT FUNDING PROGRAM
For Fiscal Year 2016/17**

INTRODUCTION

Transportation Demand Management (TDM) is contained in the 1997 Ozone State Implementation Plan (SIP) as a Transportation Control Measure and is in the Metropolitan Transportation Plan/Sustainable Communities Strategy listed as Strategy 8.1: *Continue the region's previous commitment to TDM programs as a strategy for education and promotion of alternative travel modes for all types of trips toward reducing Vehicle Miles Traveled (VMT) by 10 percent.*

FUNDING SOURCES

The federal funding source that SACOG uses for TDM is called Congestion Mitigation and Air Quality (CMAQ), a program that was first established in the early 1990s with the enactment of the Intermodal Surface Transportation Efficiency Act (ISTEA). The federal funding reauthorization, FAST Act¹, continues the CMAQ program with similar requirements for these funds. Since the provision of a regional rideshare program is a transportation control measure (TCM) mandated for the region by federal air quality requirements, this TDM program is an appropriate use of CMAQ funds.

Because SACOG is the applicant and recipient for CMAQ funds supporting SACOG's TDM Program, SACOG is required to show matching funds of 11.47 percent of total costs. However, because outreach partners will be receiving TDM funding through contracts with SACOG, SACOG is allowed to count non-federal outreach partner revenues (such as membership dues) toward the match.

SACOG includes its TDM activities in its annual Overall Work Program. This document acts as funding guidelines for Outreach Partner contracts and SACOG staff activities. Funding levels in the OWP may vary from these amounts due to carrying forward any underspent past funds.

COMPLIANCE

SACOG will:

- Follow all federal funding requirements.
- Follow all federal environmental justice directives.
- Assure that the projects meet the requirements of the Americans with Disabilities Act.
- Follow SACOG's "Use It or Lose It" policy for obligating and spending the funds. This policy requires project sponsors to schedule fund obligation and project implementation in the Metropolitan Transportation Improvement Program and to honor that schedule.
- Ensure a local non-federal match of at least 11.47 percent of the total cost of a project for projects receiving federal funding in the Sacramento region, with a few exceptions that are detailed under the individual program guidelines. This does not include "in kind" match, but

¹ FAST Act is *Fixing America's Surface Transportation Act*

must be funding that is dedicated to eligible features within the project and included in its overall cost. In the case of the TDM Program, SACOG and its outreach partners work together to show that non-federal local match requirements are met.

TDM GOAL

The goal for SACOG's Transportation Demand Management (TDM) Program is to promote strategies that can lower the demands made on the road and highway system and improve air quality. The program focuses on the promotion of alternative modes of travel including carpooling, vanpooling, public transit, telecommuting, bicycling and walking primarily, but not exclusively, by people living, working and traveling in the SACOG six-county region, with the overall benefit of reducing Vehicle Miles Travelled (VMT).

OUTREACH PARTNERS

SACOG's main advisory group for TDM, the TDM Task Force is a forum to support outreach efforts across the region. TDM Task Force activities are typically completed in cooperation with TDM Outreach Partners, a group of Transportation Management Organizations (TMOs) and other organizations that provide or promote TDM services directly to employers, employees and residents in the region including: Sacramento Transportation Management Association (TMA), Yolo TMA, Yuba-Sutter TMA, North Natomas TMA, South Natomas TMA, McClellan Park TMA, Power Inn Alliance, 50 Corridor TMA and the city of Elk Grove. According to a staff agreement between SACOG, El Dorado County Transportation Commission, and Placer County Transportation Planning Agency, Outreach Partners serving Placer and El Dorado counties, such as the city of Roseville, will be considered Outreach Partners, but are funded separately from Outreach Partners in Sacramento, Sutter, Yolo, and Yuba counties. They have agreed to participate in SACOG's TDM outreach program, but are responsible to EDCTC and PCTPA respectively, not to SACOG. Per the TDM Strategic Plan, SACOG anticipates expanding the TDM Task Force to include additional partners and stakeholders over the coming months.

FUNDING PROGRAM GUIDELINES AND ELIGIBLE USES

These guidelines apply to both the SACOG TDM Program as well as those of the Outreach Partners from Sacramento, and Yolo counties, and Yuba and Sutter counties.

For Fiscal Year 2016/17, SACOG will continue to provide regionwide TDM Program services and sign contracts with existing TDM Outreach Partners for outreach services. These partners directly serve employers and their employees (and for some areas, residents as well) and are able to extend the reach of the program more effectively to the area's travelers than a regional agency is able to do alone.

Unless amended later through the annual SACOG budget process, at least \$1,200,000 will be spent on regional TDM activities for Fiscal Year 2016/17. Total expenditures will cover SACOG and TDM Outreach Partner activities as outlined below.

A. A total of up to \$329,595 will be budgeted for TDM Outreach Partners in Sacramento, Sutter, Yolo and Yuba counties to perform TDM services. This amount will be made available to all current outreach partners in the four counties for TDM purposes. The current partners are:

1. Sacramento Transportation Management Association (TMA)
2. Yolo TMA/Yolo Commute
3. North Natomas TMA
4. South Natomas TMA
5. McClellan Park TMA
6. Power Inn Alliance
7. 50 Corridor TMA
8. City of Elk Grove
9. Yuba-Sutter TMA

B. The remainder of the funds will be utilized for the regionwide TDM Program -- rideshare database and website, marketing programs, coordination, evaluation, planning and demonstration projects to implement the TDM Strategic Plan goals and strategies and more specific action steps identified in the implementation plan to be developed over the summer of 2016, including:

1. Provide rideshare and alternative mode information to the public through the 511 phone number and the www.sacregion511.org website. Maintain and enhance the website services.
2. Maintain contracts for third-party Internet-based rideshare and call center services.
3. Print program brochures and purchase incentive items to promote the program.
4. TDM Support Team to provide assistance to local efforts as appropriate to meet goals.
5. Staff or support the TDM Task Force, subcommittees, and working group meetings.
6. Conduct seasonal marketing and incentive campaigns, following long-range and annual marketing plans.
7. Develop and monitor contracts with TDM Outreach Partners.
8. Respond to special situations (for example, spiking gas prices) with TDM marketing campaigns.
9. Provide services to persons without access to computers outside TMO service areas.
10. Provide coordination with city and county member jurisdictions to increase overall TDM program accessibility.
11. Provide coordination with media outlets for increased public education.
12. Provide coordination and support for the regional Bike Month campaign in May.
13. Provide coordination and support for the alternative mode campaign in the fall.
14. Develop more specific measurement and evaluation tools/methodologies to improve performance-based assessment of the TDM program. .
15. Conduct outreach and education activities related to vehicle miles travelled reduction.
16. Pilot new projects and/or partnerships in support of goals and strategies in the TDM Strategic Plan to reduce regional VMT.
17. Undertake other related, CMAQ-eligible planning, education, or outreach efforts.

The funding available for each of the nine partners has been determined cooperatively among the partners and SACOG and is shown in Appendix A. Each will be asked to submit a Statement of Interest specifying their scope of work for TDM services for FY 2016/17. After the SACOG Board of Directors has approved programming funds for TDM Outreach Partners, a contract between each outreach partner and SACOG will be signed, specifying that in order to receive funding, the partners must meet the following requirements:

1. Provide an Emergency Ride Home program for members or constituents. Commuters using alternative modes at least 60 percent of the time who work for member organizations are covered by an emergency ride home program.
2. Provide information about rideshare and other alternative modes. Provide member organizations and other employers with alternative mode materials and information to promote at their worksites. On websites, place a 511 traveler information link in a prominent location.
3. Implement a specific, agreed-upon TDM Services scope of work that lists communications, events, promotional campaigns, promotional material and other required activities for the year.
4. Promote SACOG marketing campaigns among members and other employers. SACOG will develop several yearly outreach campaigns, such as May Is Bike Month, and expects outreach organizations to inform and encourage members to participate in these campaigns. Announce the events in newsletters, e-mails, on websites, and at Employee Transportation Coordinator (ETC), Board or worksite meetings.
5. Participate in and support the SACOG TDM Task Force, its subcommittees and working groups. An organizational representative is required to attend and participate in TDM Task Force meetings and inform SACOG staff in advance if a meeting must be missed by the primary member.
6. Perform outreach to potential new TMA or rideshare database members. Some outreach to non-members in the partner's service area is expected. This could include residents or similar transportation-related groups.
7. Identify the need to implement corridor strategies. Where there are corridors with major construction activities or other special local needs (such as the prior closure of Folsom Dam Road), identify specific needs.
8. Administer and participate in TDM program surveys or use of other measurement/evaluation tools. SACOG staff will be developing TDM program measurement and evaluation tools with input from TDM stakeholders, and plans to work with a third-party consultant to conduct a more defined program evaluation of SACOG and Outreach Partner activities. SACOG will expect outreach organizations to participate in any third party evaluation, to encourage Employer Transportation Coordinators to participate in and distribute any surveys, or for the outreach partners to administer surveys directly as is reasonable within existing capacity.
9. Periodically report to governing boards and in the first quarter provide any reports provided to governing or other boards. SACOG expects outreach organizations to participate in developing more specific performance measures, and to amend Outreach Partner contracts to include additional reporting requirements developed with stakeholder input.
10. Provide an annual report to SACOG. This should be the annual report, including a financial statement, which is provided to the governing board, and to include any additional reporting requirements amended into the contract as part of #9 above.

11. Provide a list of Employee Transportation Coordinators or other outreach contacts. The list should include contact information that could be used by SACOG or a third-party consultant to distribute surveys and collect information about programs and services.

Partners will be reimbursed for eligible expenses that are accrued during the period of the contract.

MENU OF ADDITIONAL TDM SERVICES

TDM funding from SACOG may be used to support the above list of activities (the core requirements) or SACOG may contract for additional TDM services shown under the following "Menu of Additional TDM Services."

SACOG's priority is to support existing TDM Outreach Partners with a track record for TDM service to the region. If a new TMA or other TDM outreach organization develops after these guidelines have been adopted, they are encouraged to discuss other funding support options with SACOG.

If any of the funds for Outreach Partner contracts is not used for that purpose, SACOG reserves the right to use it for other purposes as defined within the OWP.

Following is a list of additional TDM services that could be provided by SACOG, Outreach Partners, or both, under the TDM Funding Program. For the Outreach Partners, this list is a source of TDM activities that SACOG will consider in TDM outreach contracts. SACOG will also consider a TDM activity that is not on this list if it meets the goal of the program.

- Education and Marketing
 - Public education materials and activities to support MTP/SCS implementation strategies
 - Work options such as compressed schedules and teleworking
 - Employer-based commute allowances
 - Parking cash-out programs
 - "Transportation choices" marketing campaigns
- Information Services
 - 511 phone number for transportation information (SACOG only)
 - Kiosks
 - Instant ridematching for non-work trips
 - Shared mobility tools
- Incentive Programs
 - Carpool
 - Vanpool
 - Vanpool startup
 - Fleetpools
 - Public transit
 - New resident transit
 - Commuter bicycle
 - Highway corridor
 - Carsharing
 - Teleworking
 - TDM Rewards
- School-based Programs
 - School pools
 - Walking and bicycling promotions
 - Safe Routes to School
 - School-based educational activities and curriculum
- Public Transit
 - Universal transit passes
 - Transit trip planning
 - Shuttle bus services
 - Coordinated schedule and service info
 - Implementation of transit demonstration projects to support VMT reductions
- Other
 - Training for Employee Transportation Coordinators (ETCs)
 - Surveys and data collection for evaluation purposes
 - TDM evaluations
 - Non-work trip projects
 - Park-and-ride lot needs assessment
 - TDM strategies at regional destinations such as shopping centers
 - Implementation of corridor strategies
 - Implementation of other MTP/SCS implementation strategies supporting regional VMT reductions

APPENDIX A

TDM Tier 1 Program Funding

PLANNED DISTRIBUTION OF OUTREACH PARTNER FUNDS For Fiscal Year 2016/17

Outreach Partner	Annual Funding Amount
50 Corridor TMA	\$ 42,804
Sacramento TMA	\$ 47,085
Yolo TMA	\$ 39,747
Power Inn Alliance	\$ 39,747
North Natomas TMA	\$ 39,747
Yuba Sutter TMA	\$ 39,747
McClellan Park TMA	\$ 30,575
South Natomas TMA	\$ 30,575
Elk Grove	\$ 19,568
Tier 1 total	\$ 329,595

TDM Tier 2 Program Guidelines

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

Projects or programs will be identified through a competitive application process that would be open to Transportation Management Organizations, cities, counties, non-profit organizations or SACOG. Should a different entity be interested in the TDM Tier 2 program, they would need to partner with a local TMO or SACOG to deliver a project or program.

Total funding during fiscal year 2016/17 for the Tier 2 program is \$80,000. Projects/programs would be eligible to receive up to \$60,000, but not less than \$5,000 from the Tier 2 program. Projects/programs that are selected will have a maximum of two years to use the funds and deliver the project or program. Local financial commitment is an important indicator of local project support; projects/programs that are selected will need to have local matching funds. Currently the match level required is 11.47 percent of local funds (in-kind matches are acceptable). Applications must be eligible uses of CMAQ funding to qualify.

Applications will be judged by a panel that consists of one representative each from the Transit Coordinating Committee, Bicycle/Pedestrian Advisory Committee, a local air district, Regional Planning Partnership, and a community-based organization. Evaluation criteria will be developed by SACOG staff in partnership with the TDM Task Force. The panel is not required to award the full amount available.