



SACOG Board of Directors

September 10, 2015

Adopt Transportation Demand Management Funding Program Guidelines

Issue: Guidelines for SACOG's FY 2015/16 Transportation Demand Management (TDM) Program have been updated by staff.

Recommendation: The Transportation Committee unanimously recommends that the Board adopt the updated TDM guidelines.

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 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 TDM Program focuses on moving people through the region more efficiently through the activities that include the promotion of carpooling, vanpooling, transit, bicycling, walking, and telecommuting. The TDM Program includes outreach to commuters, employers, and the general public. SACOG and the region's 13 TDM outreach partners provide commuter education, ride matching, and incentives for starting to carpool or vanpool. Those outreach partners as well as representatives from jurisdictions, universities and employers make up the TDM Task Force, which acts as an advisory body to SACOG on the TDM program.

As described in the TDM Funding Guidelines (Attachment A), the outreach partners will receive funding for local outreach, education, and marketing. The remainder of the funding will be used by SACOG to develop and administer regional campaigns, tools, services, and other eligible activities as identified in the annual Overall Work Program. 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.

SACOG staff, external stakeholders, and interested Board members will undertake a six-month strategic planning process (complete by April 1, 2016) for the TDM program with the intent of shaping future program funding guidelines in order to implement a program that is both performance-based and clear in outcomes focus. This effort is based on previous Board interest

as well as the need to show accountability towards our air quality goals to federal, state and local partners. With rapidly changing technology solutions and shifting travel patterns, the TDM landscape is changing. Addressing these changes through the strategic planning process will help in identifying more sustainable revenue strategies and shaping a flexible performance-based program for the future.

SACOG staff recommends using the Strategic Plan research of the most effective performance-based activities to inform future program expenditures that utilize the program savings that have accrued over time. The planning process will include a scan of national best practices and state-of-the-art tools, and an assessment of all facets of the current program including, but not limited to, the centralized regional marketing campaigns led by SACOG staff, regional rideshare website tools, regional vanpool incentive programs, and TMA programs.

Until the program assessment of the Strategic Plan is completed, staff recommends not making any structural changes in funding levels within the program. As such, staff proposes that SACOG continue to contract with an established set of TDM outreach partners (transportation management associations/organizations) in Sacramento, Sutter, Yolo, and Yuba counties at the same funding levels as the prior three years. However, staff is committed to implementing strategies from the TDM Strategic Plan as soon as possible and may seek mid-year Board action to amend these guidelines and the associated budget amounts, as needed to reflect the outcomes of the Strategic Plan work.

To address some immediate needs for additional resources to support increased effectiveness of our TDM outreach partners, staff recommends restoring the Tier 2 grant program this year at prior funding levels (\$80,000) as a pilot for more performance-based TMA activities. Previously, this program served to encourage innovative pilot activities with the goal of testing for expansion to regional delivery. The intent of the updated Tier 2 grant program for this year is to fund performance-based initiatives that focus on measuring outcomes from new or existing TDM strategies being undertaken by the TMAs. Through the Tier 2 program, it is anticipated that measuring the benefits from the funded activities will inform future funding programs and TDM strategies. Staff solicited interest in the agency's restoration of the competitive Tier 2 grant program. TMAs from across the region expressed interest in the restoration of the Tier 2 program and working with staff to update the criteria for the program to be supportive of TDM outreach partner activities and streamlining the grant application process.

Approved by:

Mike McKeever
Chief Executive Officer

MM:AJT:ds
Attachment

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**DRAFT GUIDELINES FOR
SACRAMENTO AREA COUNCIL OF GOVERNMENTS
TRANSPORTATION DEMAND MANAGEMENT FUNDING PROGRAM
For Fiscal Year 2015/16**

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, MAP-21¹, 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.

COMPLIANCE

SACOG will:

- Follow all federal funding requirements.
- Follow all federal environmental justice directives.
- Assure SACOG 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 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.

¹ MAP-21 is *Moving Ahead for Progress in the 21st Century Act*

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, Point West TMA, 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 TDM outreach program, but are responsible to EDCTC and PCTPA respectively, not to SACOG.

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 2015/16, SACOG will continue to provide regionwide TDM Program services and sign contracts with 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.

PROGRAM STRATEGY AND ELIGIBLE USES

Unless amended later through the annual SACOG budget process, at least \$1,200,000 will be spent annually on regional TDM activities for the Fiscal Year of 2015/16. The total expenditures will cover SACOG and TDM Outreach Partner activities.

A. A total of up to \$354,175 will be budgeted annually 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 partners² in the four counties for TDM purposes. The current partners are:

² The list of partners is determined by SACOG, and includes organizations that are currently working in partnership with SACOG to promote TDM in Sacramento, Sutter, Yolo and Yuba counties.

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. Point West TMA
8. 50 Corridor TMA
9. City of Elk Grove
10. Yuba-Sutter TMA

B. The remainder of the funds SACOG will utilize for the regionwide TDM Program -- rideshare database and website, marketing programs, coordination, evaluation, planning and demonstration projects to:

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 TDM evaluation tools, such as surveys or methodologies, particularly important for mode split information.
15. Outreach and education activities related to vehicle miles travelled reduction.
16. Implement demonstration programs in support of a primary TDM goal to reduce regional VMT.
17. Other related, CMAQ-eligible planning, education, or outreach efforts.

SACOG includes its TDM activities in its annual Overall Work Program. Funding levels in the OWP may vary from these amounts due to carrying forward any underspent past funds. This document acts as broad guidelines while the annual Overall Work Plan authorizes the specific activities and work products for that period. The funding available for each of the 10 partners has been determined cooperatively among the partners and SACOG and is shown in Appendix A. After the SACOG Board of Directors has approved the programming for TDM, 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. Generally promote rideshare and other alternative mode information. 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. Provide an annual TDM Services Plan that lists communications, events, promotional campaigns, promotional material and other required activities planned for the year. The format will be included in the contract.
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 must 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 closure of the Folsom Dam Road), identify specific needs.
8. Promote completion of TDM program surveys or use of other evaluation tools. SACOG staff will be developing evaluation tools and will expect outreach organizations to encourage Employer Transportation Coordinators to use them, or for the outreach partners to administer the tools directly.
9. Periodically report to governing boards and report quarterly to SACOG. Report actual activity to SACOG following the format of an annual plan.
10. Provide an annual report to SACOG. This should be the annual report, including a financial statement, which is provided to the governing board.

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.

PROGRAM IMPLEMENTATION

After a contract has been signed between SACOG and each Outreach Partner receiving funds for service, certain financial accounting and reporting requirements will apply. The contract will contain an annual TDM Services Plan and Outreach Partners will be expected to report quarterly on progress towards that plan as well as on outcomes, such as number of single occupant vehicle trips reduced, number of employers participating, number of guaranteed ride home participants, and other relevant, measurable outcomes. Partners will be reimbursed for eligible expenses that are accrued during the period of the contract.

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MENU OF ADDITIONAL TDM SERVICES

This 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

ANNUAL PLANNED DISTRIBUTION OF OUTREACH PARTNER FUNDS
For Fiscal Year 2015/16

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
Point West TMA	\$ 24,582
Elk Grove	\$ 19,568
Tier 1 total	\$ 354,175

TDM Tier 2 Program Guidelines

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

Projects or programs will be identified through a competitive application process that would be limited to Transportation Management Organizations that currently partner with SACOG 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 2015/16 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 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 at the current needed level. Currently that match level is 11.47 percent of local funds (in kind funds are acceptable). Applications must be eligible uses of CMAQ funding to qualify.

Applications will be judged by a panel that consists of a representative from the Transit Coordinating Committee, a representative from Bicycle/Pedestrian committee, a representative from a local air district, a representative from the Regional Planning Partnership committee, and a representative from a community based organization such as Valley Vision. 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.