



Transportation Committee

July 26, 2012

Transportation Demand Management Funding Guidelines Amendment

Issue: Staff would like to amend the Transportation Demand Management (TDM) Funding Guidelines to clarify eligible activities.

Recommendation: That the Transportation Committee recommend that the Board approve amendment to the TDM Funding Guidelines.

Discussion: The TDM Funding Guidelines are brought to the Transportation Committee and Board every two years as part of the federal and state programming round, with the most recent guidelines being adopted in December 2011. Those guidelines are a broad view of the program funding over two years with more specific details and deliverables spelled out in the agency's yearly Overall Work Program (OWP). Staff seeks to amend the guidelines to clarify planning and research activities directly related to Transportation Demand Management as eligible activities within the guidelines. The programming round sets the funding levels for TDM separately from the Funding Guidelines. As such, this proposed action would not alter TDM funding levels.

Several of the agency's air quality Transportation Control Measures (TCMs) have a high correlation to the TDM program. Additionally, the TCMs are eligible activities for federal Congestion Mitigation and Air Quality, used to fund the TDM program. In order to meet air quality attainment deadlines, these TCMs need to be completed during this fiscal year and have, accordingly, been included in the fiscal year 2012-13 OWP. Staff views these activities as consistent with the intent and history of the TDM program but wanted to solidify that interpretation with the following one additional activity explicitly listed within the TDM Funding Guidelines.

15. Conduct TDM related research and planning activities, including Transportation Control Measures, as needed.

That one additional eligible activity is the only proposed change to the guidelines.

Approved by:

Mike McKeever
Chief Executive Officer

MM:AJT:gg
Attachment

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GUIDELINES FOR SACRAMENTO AREA COUNCIL OF GOVERNMENTS TRANSPORTATION DEMAND MANAGEMENT FUNDING PROGRAM

Revised December 2011

INTRODUCTION

In July 2002, the Sacramento Area Council of Governments (SACOG) adopted the *Metropolitan Transportation Plan for 2025* (the MTP for 2025). This 23-year, \$22 billion, plan for the region included four federally-funded programs to be used for regional transportation and related priorities that implement the goals of the Plan. The four programs are:

- Air Quality
- Bicycle and Pedestrian
- Transportation Demand Management
- Community Design

When the MTP for 2025 was adopted, it was the intent of SACOG to continue these four regional funding programs into the foreseeable future in each successive MTP. Since the adoption of the MTP for 2025, SACOG has adopted several other MTPs, and the funding programs have been continued. Currently, the MTP 2035 is the plan that is operable in the SACOG Region.

These guidelines pertain only to the Transportation Demand Management (TDM) Funding Program. The other three programs each have separate guidelines that are consistent with these, and the intent is to coordinate all four programs with a joint recommendation for funding presented to the SACOG Board of Directors.

SACOG will periodically give public agencies the opportunity to apply for programs on a schedule that will be published before each funding round. The timing of funding rounds is dependent on the availability of the federal funding, and cannot always be predicted far in advance. Grants cycles occur approximately every two years.

For the Community Design, Bicycle and Pedestrian, and Air Quality funding programs, public agencies are given the opportunity to apply for grants. The TDM Program differs, because it was established to support SACOG's TDM (or Rideshare) Program, including contracts with SACOG's established list of outreach partners.

Please note: This Funding Program applies to the counties of Sacramento, Sutter, Yolo and Yuba only. Placer and El Dorado counties have their own programming process through a Memorandum of Understanding with SACOG.

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, SAFETEA-LU¹, 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 responsible to show matching funds, which are 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.

IMPLEMENTATION

For TDM, as well as for the other funding programs, 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 grant funds. The policy requires project sponsors to schedule fund obligation and project implementation in the *Metropolitan Transportation Improvement Program* and to honor that schedule.
- A local non-federal match of at least 11.47 percent of the total cost of a project is required 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 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).

SACOG's main advisory group for TDM, The TDM Task Force, has developed plans to guide the TDM effort in the Sacramento region, including the *TDM Strategic Plan*. SACOG currently operates the regional rideshare database and performs marketing activities that promote TDM strategies to the public.

¹ SAFETEA-LU is "Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users."

OUTREACH PARTNERS

SACOG also works with TDM Outreach Partners, a group of Transportation Management Organizations (TMOs) and other organizations that perform 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 (also supported by El Dorado County Transportation Commission) 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.

In 2012/13 and 2013/14, SACOG will continue to provide the region-wide 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

The 2012/13-2013/14 budget of \$2,400,000 for regional TDM will be divided as follows, for the listed activities:

A. \$1,531,650 to SACOG for the TDM Program ~~—rideshare database and website, marketing programs, coordination, and evaluation~~

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 the 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 the long-range and annual marketing plans.
7. Develop and monitor contracts with the TDM Outreach Partners.
8. Respond to special situations with TDM marketing campaigns (for example, spiking gas prices).
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 regional Bike Month campaign in May.
13. Provide coordination and support for alternative mode campaign in the fall.
14. Develop TDM evaluation tools, such as surveys or methodology, particularly important for mode split information.
- ~~14.~~15. Conduct TDM related research and planning activities, including Transportation Control Measures, as needed.

SACOG includes its TDM activities in its annual Overall Work Program.

B. Divide \$868,350 among the 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 partners² are:

1. Sacramento Transportation Management Association (TMA)
2. Yolo TMA
3. North Natomas TMA
4. South Natomas TMA
5. McClellan Park TMA
6. Power Inn Alliance
7. Point West TMA
8. 50 Corridor TMA (also supported by El Dorado County Transportation Commission)
9. City of Elk Grove
10. Yuba-Sutter TMA

The funding available for each of the 10 partners has been determined cooperatively among the partners and SACOG and is shown in Appendix D. After the SACOG Board of Directors has approved the programming for TDM, a simple sole-source contract between each outreach partner and SACOG will be signed, specifying that in order to receive funding, the partners 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 with alternative mode materials and information to promote at their worksites. On websites, place a 511 traveler information link in a prominent location.

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.

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. SACOG will develop several yearly outreach campaigns, such as Bike Month, and expects outreach organizations to inform and encourage members to participate in these campaigns. Announce the events in newsletters, e-mails, on website, and at Employee Transportation Coordinator (ETC), Board or worksite meetings.
5. Participate in and support the SACOG TDM Task Force, its subcommittees and its 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.
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 Rd.), 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 may contract for additional TDM services shown under "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 all of the \$916,000 for Outreach Partner contracts is not used for that purpose, SACOG reserves the right to use it for other purposes during the two-year funding program period.

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.

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
- Public education and community outreach within a TDM Partner service area
- 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

Incentive Programs

- Carpool
- Vanpool
- Vanpool startup
- Vanpool bonus
- Mini-vanpooling
- 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

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

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**APPENDIX A
 DISTRIBUTION OF OUTREACH PARTNER FUNDS
 FFY 2012/13 – 2013/14
 And Tier 2 Program Guidelines**

TDM Tier 1 funding distribution

TDM Tier 1 Outreach Partner Funding	
Outreach Partner	Funding Amount for 2012/13-2013/14
50 Corridor TMA	\$ 85,609
Sacramento TMA	\$ 94,169
Yolo TMA	\$ 79,494
Power Inn Alliance North Natomas TMA	\$ 79,494
Yuba Sutter TMA	\$ 79,494
McClellan Park TMA	\$ 61,149
South Natomas TMA	\$ 61,149
Point West TMA	\$ 49,164
Elk Grove	\$ 39,135
Tier 1 total	\$ 708,350

TDM Tier 2 Program Guidelines

The aim of the Tier 2 funding program will be to help fund new or innovative TDM strategies, new local outreach partners, extended coverage of current partners, or other demonstration projects or programs that could be adopted across the region.

Projects or programs will be identified through a competitive bid process that would be limited to Transportation Management Organizations that currently partner with SACOG, SACOG and SACOG's member jurisdictions within the counties of Sacramento, Sutter, Yolo and Yuba. 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. The only instance in which an organization outside those listed previously would receive direct funding would be if they are using the funding to establish a new TMO that covers a geographic area that is not covered by a current SACOG partner TMO.

There will be a biannual call for projects. Total funding during fiscal years 2012/13 and 2013/14 for the Tier 2 program is \$160,000. 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. The panel is not required to award the full amount available.

Judging will be based on a 100 - point scale.

- Effectiveness - 30 points
 - Is the project/program quantifiable?
 - Does it have measurable goals
 - Is it cost effective
- Regional perspective - 30 points
 - How well does the project/program address having a regional perspective?
 - Is it a program that can be reproduced elsewhere in the region
 - Does it address a regional need
 - Does it provide outreach to new populations
 - By geography or type of traveler
- Need - 30 points
 - How well does the project/program address an identified need?
 - Describe the need and how it is addressed
- Support – 10 points
 - Does the project/program have support?
 - TMOs adjacent to the project/program or the TDM Task Force
 - Residents or employees
 - Community Based Organizations

An application form will be developed and will include sections for a project/program description, regional benefits/value, goals and a breakdown of budget and timeline.