



Board of Directors Regular Meeting

Meeting Date: 9/20/2018

Agenda Item No.: 2018-September-6.

SACOG Board of Directors

Subject: Approve Transportation Demand Management Traditional Grant Recommendations (Est. time: 0 minutes)

Consent

Prepared by: Adrienne Moretz

Approved by: James Corless

Attachments: Yes

1. Issue:

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

2. Recommendation:

The Transportation Committee unanimously recommends that the Board of Directors approve the staff-recommended TDM Traditional Grant Program awards.

3. Background/Analysis:

In June 2018, the SACOG Board of Directors released a call for applications for three TDM grant programs: Innovations, Traditional, and Mini Grants. This item is a staff recommendation to fund four applications from the Traditional Grant program. Staff is still reviewing Innovations Grant applications and working with project sponsors to learn more about those projects before bringing forward a staff recommendation. The Mini Grant program is an ongoing application round.

4. Discussion/Analysis:

The purpose of SACOG's TDM program is to encourage people to drive alone less often by developing and implementing TDM programs, policies, services and/or information that promote bicycling, walking, riding transit, carpooling, vanpooling, and/or teleworking. The Traditional Grants are intended to provide funding for projects, programs, and events that have been tried, tested, and proven to be effective in changing travel behavior. The total budgeted funding for the Traditional Grant Program is \$250,000.

Nine applications were received for a total funding request of \$517,070. Per the TDM Traditional Grant Funding Guidelines, a review panel met to recommend a package of projects to fund through a process of quantitative scoring and qualitative discussions. This two-step process allowed panelists to initially rank applications independently then

convene as a group to discuss project applications and make a final recommendation. The review panel consisted of a mix of public and nonprofit TDM professionals that included representatives from the City of Sacramento, San Joaquin Council of Governments, Metropolitan Transportation Commission, and Shared Use Mobility Center.

The panel recommends awards for four projects, for a total of \$269,570 in funding. While this is \$19,570 over the total funding amount for the TDM Traditional Grant program, staff agrees with this recommendation and has identified savings from Fiscal Year 2017-2018 to cover the additional costs.

The panel and staff recommend the following four projects be fully funded:

- Real-Time Bus Arrival Signs, Sacramento Regional Transit District – \$99,570
- Innovating Safe Routes to School: Transcending the Public K-8 Curriculum, City of West Sacramento – \$80,000
- Apple Hill Seasonal Traffic Circulation Improvement, El Dorado County – \$30,000
- Support for Existing Senior Transportation Services, Asian Community Center – \$60,000

The panelists quantitatively scored each application based on five scoring criteria, then discussed each application through a facilitated conference call. Although the “Crowd-Source Safe Bikeways for Trip Planning” application received a higher average score, the panel, through the qualitative discussion, came to the recommendation that the “Existing Senior Transportation Services” application be funded instead. Attachment A is a brief description of the applications, scores, and funding recommendations.

5. Fiscal Impact/Grant Information:

There is no fiscal impact. These grant programs are within the Next Generation TDM budget and do not affect the staff time allocations previously approved in the Overall Work Program.

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

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

ATTACHMENTS:

Description

Attachment - TDM Traditional Grant Scores

Applications Received to TDM Traditional Grants

Lead Agency	County	Project Title & Applicant Description	Requested Funds	Panel Score	Recommended Funding Amount
Sacramento Regional Transit District	Sac	Real-Time Bus Arrival Signs: The project will re-brand and improve customer information at 20 bus stops in the City of Sacramento, Citrus Heights, and Sacramento County, including, for example, real-time arrival signs; more prominent and attractive signage, and stop-specific maps and schedules. This project would reduce VMT by increasing transit use and mode share. Experience in Chicago and New York indicates that improved signage and information increases transit ridership through (1) providing useful information (i.e., customer retention), and (2) improving visibility and awareness of the service to non-riders (i.e., new customer attraction).	\$ 99,570	77%	\$ 99,570
City of West Sacramento	Yolo	Innovating Safe Routes to School: Transcending the Public K-8 Curriculum: High Schools and private or charter schools have been ineligible for funding through traditional Safe Routes to School programs. Further, evidence suggests that students exposed over multiple years to SRTS programs see additional growth in mode shift. Leveraging over 5 years of K-8 outreach, West Sacramento proposes to develop and implement an innovative 2-Year High School SRTS curriculum geared toward fostering a continuous culture of active transportation that includes hands-on educational, encouragement and evaluation activities. Funding would also be used to support SRTS activities at local private and Charter schools, enabling the City to identify critical SRTS gaps and barriers beyond public K-8 locations.	\$ 80,000	76%	\$ 80,000
El Dorado County	El Dorado	Apple Hill Seasonal Traffic Circulation Improvement: The Project will implement new traffic control measures for this agritourism area (apples, vegetables, wine and ranches). With new temporary traffic control measures to restrict passenger vehicles to one direction on 2.5 miles of the busiest route, Carson Road, and allowing Transit buses to use the other direction, the flow should be greatly improved based on our traffic studies. In the past the Transit system would be stuck in the same vehicle grid lock and ridership was minimal. With this project we anticipate transit to have improved flow and increasing ridership. This will also encourage walking and bicycling between ranches in this section due to less vehicle congestion.	\$ 30,000	73%	\$ 30,000
Asian Community Center	Sac	Support for Existing Senior Transportation Services: For 15 years, ACC Rides has helped seniors stay independent and social by offering transportation services. Many of our riders are low income, have physical/cognitive disabilities, and do not speak English as their first language. ACC Rides transports seniors to medical appointments, dialysis, to go shopping, attend senior lunch programs, Sunday church services, and other errands. ACC Rides accommodates seniors by offering door-through-door, door-to-door, drivers who speak multiple languages in addition to English, driver assistants who help seniors safely into the vehicle and ensure their seat belt is properly fastened and who can also help seniors find the right medical office, if necessary.	\$ 60,000	65%	\$ 60,000
50 Corridor TMA	Sac	Crowd-sourcing Safe Bikeways for Trip Planning: With partner LaneSpotter, the TMA will tap its 6,000+ cycling data base to create a daily, updated electronic bike map of bicycle facilities along the 50 Corridor. The project will rate various segment of bicycle infrastructure and provide alerts on current conditions of the trails such as flooded areas, fallen limbs, unsafe trash build-up. LaneSpotter is a community-based tool (referred to as WAZE for cyclists) that helps seasoned and novice riders be more informed, make better decisions, gain familiarity with their surroundings for a safer, more rewarding trip by bicycle. As our 50 Corridor agencies continue to improve our bicycle infrastructure, this project provides an immediate solution for those who desire to travel by bicycle.	\$ 25,000	75%	\$ -
Greenly Wise Organization	All	Green Challenge Automation: Greenly Wise continues its partnership with My Open Road to bring the Green Challenge Automation Project to the Greater Sacramento Area to help meet SACOG's Transportation Demand Management (TDM) program goal to encourage people to drive alone less often and promoting bicycling, walking, riding transit, carpooling, vanpooling, and/or teleworking. GreenlyWise and My Open Road believe that the most efficient way to encourage employees/residents to take sustainable transportation is via green commuter challenges, We are planning to conduct 12 Green Challenges at either high schools, universities, local businesses or communities within the El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba Counties in 2019 with an average of 271 participants per competition with a total of 3250 participants.	\$ 85,500	61%	\$ -
Paratransit Inc.	Sac	Travel Training Program: Our expert one-on-one training program includes, but is not limited to: 1) teaching participants how to get to and from the bus stop or light rail station; 2) engages them in landmark identification; 3) heightens their sense of awareness of people around them, and their surroundings in general; 4) provides street crossing safety procedures; and 5) maps and schedule. Our Travel Training program provides us with an opportunity to change travel behavior in elderly adults, refugees, students and individuals with disabilities so that they have the resources they need to navigate fixed routes on the bus and light rail systems independently, and reduce the individual trips and miles traveled that they might otherwise have taken without this program, via individual ridership in a motor vehicle or as a passenger in a relative's vehicle. Our records show that our program has successfully trained over fifteen thousand people on the benefits of riding public transportation effectively.	\$ 57,500	58%	\$ -
South Natomas TMA (SNTMA)	Sac	Carpool Subsidies: South Natomas Transportation Management Association members who carpool 10 days per month and log their carpool trips in the Sacramento Region Commuter Club are eligible for a \$50 per month carpool subsidy through the SNTMA. The carpool must have a minimum of 2 people, 1 person must be a member of the SNTMA. The SNTMA offers up to 50 carpool subsidies per month on a first come, first serve basis.	\$ 53,000	56%	\$ -
South Natomas TMA (SNTMA)	Sac	Low-Emissions Vehicle Subsidies: There are twenty-five \$50 low emissions subsidies available each month on a first come, first serve basis. To qualify a low emissions vehicle must be currently on the state of California Clean Air Vehicle Decal list of eligible low emissions vehicles.	\$ 26,500	47%	\$ -
Total Requested			\$ 517,070		\$ 269,570
Total Available			\$ 250,000		\$ (19,570)