



Land Use & Natural Resources Committee

Item #17-8-6
Information

July 27, 2017

Transportation Demand Management Innovations Grant Recommendations

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

Recommendation: That the Transportation Committee recommend that the Board approve the staff-recommended TDM Innovations Grant Program awards.

Discussion: A Transportation Demand Management (TDM) Innovations Grant program was an implementation action from the TDM Strategic Plan adopted by the Board in October 2016. This one-time competitive grant program of \$450,000 was made available to public and nonprofit entities while encouraging partnerships with the private sector.

The goal of the TDM Innovations Grant program is to fund new and innovative projects that lead to reductions in single occupancy vehicle 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 Sacramento Region Blueprint and support the implementation of the 2016 Metropolitan Transportation Plan/Sustainable Communities Strategy. The funds can be spent over a period of up to two years.

Ten applications were received for a total funding request of \$1.178 million. Per the TDM Innovations Grant Funding Guidelines, a review panel met to recommend a package of projects to fund. The review panel consisted of a mix of private, public and nonprofit partners that included representatives from Amtrak, Federal Highway Administration, Luum, Shared Use Mobility Center, Transportation for America Smart Cities Challenge, UC Davis Medical Center, Yolo-Solano Air Quality Management District, and WSP USA. Through a process of quantitative scoring of applications, qualitative discussion and voting exercises, the panel recommended awards for three projects and partial funding for a fourth. Attachment A is a brief description of the applications, scores, and funding recommendations.

With consideration of the panel recommendation, staff recommends the following three projects to be fully funded:

- Ride Match and Commuter Connection Program for San Juan Unified School District, Sacramento Metropolitan Air Quality Management District – \$145,000
- On-Demand Microtransit Service Pilot, City of West Sacramento – \$150,000
- Transportation Networking Company (TNC) Transit Connections Demonstration Project, City of Rancho Cordova – \$79,677

The SACOG staff recommendation varies from the review panel in that it recommends full funding for the TNC Transit Connections Demonstration Project and does not recommend

funding for the Depot Park Shuttle Program. The intent of this grant program is to test new TDM projects in the region, and while the Depot Park Shuttle Program would likely result in VMT reductions it would not provide new information regarding the efficacy of business park shuttle programs. Similarly, Staff agrees with the panel recommendation to not fund the City of Davis Fare-Free Transit Pilot project. While it received a high average score due to outlier scores, the review panel, through a qualitative discussion and voting exercise, came to the recommendation that this project not be funded given that there is a large a body of research on the impacts of fare free transit on travel behavior. Staff further recommends that the funding for the TNC Transit Connections project be contingent upon the sponsor's ability to secure agreement from the TNC partner(s) to share specific data regarding the mileage and number of trips related to the project.

The three projects in the staff recommendation total \$374,677. Staff recommends that the remaining funds (\$75,323) be set aside to potentially fund projects that come out of the Civic Lab program or a future TDM Innovations Grant funding round.

Approved by:

James Corless
Chief Executive Officer

JC:SB:ck

Attachment

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Applicant	Project Title	Project Description	Grant Request	Recommended Awarded Amount	Total Average Score*
Sacramento Metropolitan Air Quality Management District	Ride Match and Commuter Connection Program for San Juan Unified School District	Create a parent/guardian participant ride match web based and mobile application program for SJUSD Students. ONLY Guardians of children attending a school within SJUSD can sign up to either offer or look for carpool, bike train, scooter pool, walking school bus, skateboard, or public transit groups of other area students needing transportation to and from school, after school programs, athletics, etc. Additionally, the parents can also be matched with other commuting parents to and from work.	\$ 145,000	\$ 145,000	73.29
City of Davis	Unitrans Fare Free Transit Pilot Project and Survey	A six month fare free transit pilot project to assess travel behavior changes and long-term viability as a component of a future community-wide unified transportation demand management program for all trip types.	\$ 150,000	\$ -	73.29
City of West Sacramento	West Sacramento Pilot On-Demand Microtransit Service	1-year pilot on-demand microtransit service aims to shift auto-dependent commuters, especially in low-density Southport, into branded, right-sized shuttles by providing a competitive alternative to driving and connecting to key mobility hubs and destinations. Success could enable enhanced service in transit-dependent neighborhoods by reducing/eliminating inefficient fixed routes in Southport. Pilot leverages P3 with cutting edge mobility firm(s), accessibility for ADA, unbanked, and non-smartphone users, customizable app, and robust marketing and data collection.	\$ 150,000	\$ 150,000	72.50
Power Inn Alliance TMA	Depot Park Shuttle Program	The Depot Park Shuttle is a "last 2 miles" solution to provide transit to an underserved population in Sacramento's largest business park. This needed service will link a diverse community of government employees, nonprofits, youth services, and students to transit and give bicyclists an option to avoid heavily congested roads.	\$ 120,000		66.86
City of Rancho Cordova	Rancho Cordova TNC Transit Connections Demonstration Project	The project will employ emerging mobility services to attract a segment of the City's traveling market that has yet to benefit from transit connections to the region; downtown, Folsom etc. The goal will be to implement a cost-effective program to match people with alternatives to driving alone, creating a culture shift one resident and worker at a time. These emerging mobility services will provide connections to Light Rail Stations reducing SOV VMT by switching a major portion of the overall trip to transit. Transportation Network Companies (TNC's) will provide convenient access in Rancho Cordova neighborhoods that are underserved by more traditional transportation services.	\$ 79,677	\$ 79,677	63.57
Regional Transit	Employee Transit Initiative Project	The Employee Transit Initiative project will incentivize local businesses to begin subsidizing public transportation fares for their employees (permanent, temporary, interns, etc). Grant funding will allow SacRT to offer a subsidy match program to new business partners in an effort to reduce the cost of public transportation. Program participants will each be issued a Connect Card that will allow SacRT to monitor ridership counts and calculate SOV mileage reductions from required survey data of program participants.	\$ 150,000	\$ -	60.86
City of Sacramento	East Sacramento Individualized Marketing Program	The East Sacramento Individualized TDM Marketing Program will be a residential TDM program aimed to help residents (McKinley Village and surrounding East Sacramento area) walk, bicycle, car/ride share, and use transit more often to reduce the number of SOV trips. The project will include targeted outreach and education using personalized interactions to normalize walking, bicycling, bike/ride/car sharing and transit trips.	\$ 110,000	\$ -	59.86
California State University, Sacramento	Student Champions for Active Transportation	Sacramento State seeks to reduce SOV trips by changing the campus culture about how students commute and travel. Using the promotoras model of public health outreach, student champions will be recruited and trained to educate, encourage and enable their peers to choose active modes for commuting and everyday travel. Project activities will also supplement encouragement and outreach activities by University Transportation & Parking Services related to biking, walking and transit use.	\$ 61,060	\$ -	58.50
City of Sacramento	Targeted Electric Vanpool and Carshare for Disadvantaged Community in Sacramento	One electric 7-passenger vanpool connecting one disadvantaged community in the City of Sacramento to the Downtown job center including the installation of electric vehicle supply equipment for two Level 2 chargers installed at a dedicated off-street parking space within the community and a dedicated off-street parking space in the Downtown. The vehicle would be available to the vanpoolers and Green Commuter® members for hourly reservations outside of commute hours at a discounted rate.	\$ 93,000	\$ -	56.86
Movatic with Regional Transit	Breaking our Addiction to Automobiles with the Right Mode for the Right Trip	An app that integrates payment for bike lockers, transit and other mobility services and also collects data about modes being used. We propose that when substituting the perceived convenience of our automobiles with the enhanced convenience of other modes of transportation, measurable amounts of pollutants and atmospheric contaminants are eliminated. Given that science can provide quantitative data on the average automobile exhaust levels, this project can quantify the positive opportunity costs of utilizing alternate modes of transportation.	\$ 120,000	\$ -	34.75

TOTAL REQUESTS \$ 1,178,737 \$ 374,677

*Scores include SACOG points awarded plus each panelist score