



## Transportation Committee

October 12, 2015

### Transportation Demand Management Tier 2 Funding Program

**Issue:** Transportation Demand Management (TDM) Tier 2 funding approval.

**Recommendation:** That the Transportation Committee recommend that the Board approve the Transportation Demand Management Tier 2 projects.

**Discussion:** SACOG staff, external stakeholders, and interested Board Members are beginning a strategic planning process 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. To support TDM outreach partners in meeting these objectives, \$80,000 was set aside for performance-based competitive grants as part of the latest TDM Funding Guidelines approved by the Board last month. The competitive grants were made available to Transportation Management Associations (TMAs) as a Tier 2 funding category that complements the Tier 1 funding that is provided as a pass-through directly to the eligible TMAs.

From the TDM Funding 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.*

Seven projects applied for a total of \$148,750. Per the TDM Funding Guidelines, a review committee met to recommend a package of projects to fund. The committee consisted of Jerry Barton, EDCTC; Mike Costa, City of Elk Grove E-Tran; Kirin Kumar, WalkSacramento; Mary Poole, City of Citrus Heights; and Larry Robinson, Sacramento Air Quality Management District.

The committee recommended the following:

Fully funding four projects:

- Power Inn TMA Area Transit Survey, Power Inn Alliance – \$5,000
- Depot Park Transit Survey, Power Inn Alliance – \$5,000
- Marketing Outreach (Electric Vehicle and Bike Share Promotion), McClellan TMA – \$5,000
- Commuter Club Refinements – South Natomas TMA –\$5,750

Partially funding two projects:

- Bicycle Friendly Business Program, 50 Corridor TMA – \$34,250
- Targeted Outreach to Midtown Business Association, Sacramento TMA – \$25,000

SACOG staff agrees with the review committee's recommendations. Attached is a spreadsheet with a brief description of all applications and funding recommendations.

Approved by:

A handwritten signature in black ink, appearing to read "Mike McKeever". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mike McKeever  
Chief Executive Officer

MM:SB:ds  
Attachment

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276  
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Applicant	Tier 2 Request	Award Recommendation	Project Title	Effectiveness (30 points)	Regional Perspective (25 points)	Need (25 points)	Support (20 points)	Total (100 points)
50 Corridor TMA	\$ 38,000	\$ 34,250	Bicycle Friendly America Initiative (Part 2)	18	15	18	20	<b>71</b>
McClellan TMA	\$ 5,000	\$ 5,000	EV and Bike Share Marketing	25	20	23.4	8	<b>76.4</b>
Power Inn Alliance	\$ 5,000	\$ 5,000	TMA Transit Audit/Survey	24	20	25	7	<b>76</b>
Power Inn Alliance	\$ 5,000	\$ 5,000	Depot Park Transit Audit/Survey	24	20	25	7	<b>76</b>
Sacramento TMA	\$ 30,000	\$ -	Personalized Travel Planning	8	9	15	7	<b>39</b>
Sacramento TMA	\$ 60,000	\$ 25,000	Targeted Outreach to Midtown	20	18	17.6	8	<b>63.6</b>
South TMA	\$ 5,750	\$ 5,750	Commuter Club Refinements	24	24	22	8	<b>78</b>
	\$ 148,750	\$ 80,000						