



****SPECIAL MEETING NOTICE****

Regional Planning Partnership

Wednesday, March 28, 2018, 2:00 to 4:00 p.m.
SACOG Rivers Room, 1415 L Street, Suite 300, Sacramento, CA

Teleconference Information:

Dial-in #: 888-585-9008

Access Code: 895-477-342

Auburn

Citrus Heights

Colfax

Davis

El Dorado County

Elk Grove

Folsom

Galt

Isleton

Lincoln

Live Oak

Loomis

Marysville

Placer County

Placerville

Rancho Cordova

Rocklin

Roseville

Sacramento

Sacramento County

Sutter County

West Sacramento

Wheatland

Winters

Woodland

Yolo County

Yuba City

Yuba County

1. Introductions and Info Sharing
 - a. Regional Bike/Ped Data Collection Update
2. Action Summary from February 28, 2018 Meeting ◀ (Victoria Cacciatore)
3. Regional Funding Program Frameworks
 - a. Next Generation Transportation Demand Management (Sabrina Bradbury)
 - b. Green Region (Raef Porter)
 - c. Flexible Funding Round (Garett Ballard-Rosa)
4. Other Matters
5. Adjournment

The next meeting is scheduled for Wednesday, April 25, 2018, 2:00 to 4:00 p.m.

◀ Indicates Action

The Meridian Plaza Building is accessible to the disabled. If requested, this agenda, and documents in the agenda packet can be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 and the Federal Rules and Regulations adopted in implementation thereof. Persons seeking an alternative format should contact SACOG for further information. In addition, a person with a disability who requires a modification or accommodation, including auxiliary aids or services, in order to participate in a public meeting should contact SACOG by phone at 916-321-9000, e-mail (contact@sacog.org) or in person as soon as possible and preferably at least 24 hours prior to the meeting.

Parking is available at 15th and K Streets



Regional Planning Partnership

Action Summary February 28, 2018, Meeting

Victoria Cacciatore, SACOG
Jose Luis Caceres, SACOG
Rick Carter, City of Elk Grove
Greg Chew, SACOG
Jennifer Doll, Sacramento Transportation Authority
Laura Fickle, Power Inn Alliance
John Griffin, City of Elk Grove
Dennis Haglan, Drake Haglan & Associates
Aaron Hoyt, PCTPA

Hilda Iorga, SACOG
Matt Jones, Yolo-Solano AQMD
Anne Novotny, El Dorado County
Paul Philley, Sacramento Metropolitan AQMD
Mary Poole, City of Citrus Heights
Natalie Porter, El Dorado County
Refugio Razo, Sacramento County
Elizabeth Sparkman, City of Rancho Cordova
Lucas Sanchez, Caltrans HQ
Tricia Stewart, City of Roseville
Rodney Tavitias, Caltrans HQ

1. Information Items

a. Senate Bill 1 Funding Milestones

Ms. Cacciatore shared the Senate Bill 1 Funding Milestones summary, and process updates for the 2019 State Active Transportation Program.

b. Call for projects: MTP/SCS and MTIP update

Mr. Caceres updated the Partnership on the progress and upcoming deadlines of the MTP/SCS and MTIP update.

2. Action Summary from December 6, 2017, Meeting

Mr. Carter motioned to approve the action summary. Ms. Doll seconded the motion. The Partnership voted to approve the action summary and the motion carried.

3. Amendment #20 to the Metropolitan Transportation Improvement Program

Mr. Caceres provided an overview of different types of amendments, and what the Partnership's role was relative to amendments like Amendment #20. Mr. Tavitias motioned to recommend the MTIP amendment to the Transportation Committee. Mr. Carter seconded the motion. The Partnership voted to recommend the MTIP and the motion carried.

4. Update on Project of Air Quality Concern Determinations.

Mr. Caceres provided an overview of the region's process for reviewing projects and determining whether they are of air quality concern. He shared the list of projects reviewed since the last update to the Partnership. Mr. Jones was available for any questions about the process in eastern Solano County.

5. 2018 SACOG Regional Flexible Funding Round: Calendar and Concepts.

Ms. Cacciatore provided the high-level concepts for the upcoming 2018 SACOG Regional Flexible Funding Round and the draft calendar for competitive programs.

- [Contact Greg Chew](#) to set up a meeting to discuss potential projects for the Regional Flexible Funding Round.
- [Contact Garrett Ballard-Rosa](#) to beta-test the Project Performance Assessment Tool before the end of March.

6. **Other Matters:** Ms. Cacciatore noted the proposed date for a special RPP meeting: March 28, 2:00 p.m.
7. **Adjournment:** Mr. Tavitas motioned to adjourn the meeting, Mr. Philley seconded the motion. The Partnership voted in favor of adjourning.



Regional Planning Partnership

Item #3 Information

March 21, 2018

Regional Funding Program Frameworks

Issue: What is the status of the core and emerging funding programs managed by SACOG?

Recommendation: This item is to share information.

Discussion: Staff will share information about three complementary funding programs under development by SACOG: Next Generation Transportation Demand Management, Green Region, and the Flexible Funding Program. Staff will provide an overview of the three programs, draft frameworks, and anticipated milestone dates.

Attachments

- A: Draft Proposal: Next Generation Transportation Demand Management
- B: Green Region Draft Framework
- C: Draft Policy Frameworks for Flexible Funding Programs

Key Staff: Garrett Ballard-Rosa, Flexible Funding Round Project Manager, 916.319.5183
Sabrina Bradbury, TDM Program Manager, 916.340.6211
Raef Porter, Climate and Energy Program Manager, 916.340.6261

DRAFT PROPOSAL

Next Generation Transportation Demand Management Program

The mobility landscape is changing and SACOG's Transportation Demand Management (TDM) program is a part of that change. The SACOG Board of Directors adopted a Transportation Demand Management Strategic Plan in October of 2016 that put the TDM program on a path to become a more performance-based and innovative program that produces measurable reductions in vehicle miles traveled (VMT). Since the TDM program will no longer be a Transportation Control Measure (TCM) in the State Implementation Plan after June 30, 2018, there is an opportunity to shift the program even further to one that is more creative, nimble, performance-based, ambitious, and that emphasizes pilot testing.

Given board member interest in establishing the region as a test-bed for innovation, advancing next generation transit efforts, and needing to meet challenging greenhouse gas (GHG) targets, staff recommends continuing to fund the TDM program. The budget proposal below is for one fiscal year (July 1, 2018 – June 30, 2019). Staff will come back to the board with a funding proposal for future years later in 2018. There are many connected pieces—Civic Lab, Bike Share, Connect Card, Smart Region Sacramento, Next Generation Transit, and Green Region—that are interrelated and this approach will provide an opportunity for staff and partners to align and integrate these efforts as needed, while still releasing funds to launch pilots and fund community partners ongoing efforts in the interim.

TDM Program Mission and Goals

The mission of the TDM program is to reduce vehicle trips and miles traveled by implementing cost-effective and innovative programs, services, projects, strategies, and policies that encourage and enable people to change their travel behavior. This mission, and the goals below, were developed through the TDM strategic planning process in 2016. The three major goals of the program are to:

1. Leverage existing and new partnerships to maximize technological opportunities, raise awareness of programs/services, and offer improved and new cost-effective programs/services that support alternative mode use and behavior change;
2. Better integrate TDM with planning and project delivery both to improve the land use/transportation planning process and promote new multimodal infrastructure when it is completed; and
3. Collect and analyze data to make smart investments that focus on long-term behavior change.

Next Generation TDM Proposal

While SACOG is no longer required to fund TDM as a TCM, we still have challenging greenhouse gas emission targets to reach as a region, and TDM can be a cost-effective way to help us meet part of those targets. One of the main reasons that TDM can be so cost-effective is that it leverages resources from outside the organization through contracts with our Transportation Management Organization (TMO) partners that have lower-overhead costs and bring additional outside

funding to the work of reducing car trips. Continuing to have and grow strong partnerships with non-profit, private, and public organizations will be key to enabling the Next Generation TDM program to achieve its ambitious goals. The draft budget below recommends creating a new competitive grant program to provide funding for proven traditional TDM programs and/or activities. This grant program would be a larger pot of funding for these programs than we have provided in the past and the funds would be open to all of our TDM partners, specifically transportation management organizations, cities, counties, transit agencies, business associations, chambers, private organizations, and non-profit organizations. Funding levels for SACOG staff time to manage grants, contracts, and projects across the TDM program would remain flat at the FY 2017/2018 level.

SACOG has recently launched a number of efforts to develop the region as an innovator and test bed for new technologies and mobility solutions. This Next Generation TDM program would complement those efforts by directing more funding focused on the future of reducing car trips and greenhouse gas emissions. The expiration of the TCM requirements presents an opportunity to reflect on previous success, and consider a redesign of the TDM program to focus on innovative, performance-based programs that could create lasting behavior change. As we embark on a new approach to TDM and innovative mobility solutions, there are a number of principles that are driving our proposed approach:

- A strong emphasis on pilot tests and innovation;
- A more performance-based approach to delivering projects and programs;
- Competitive grants that generate creative solutions and allow a diversity of partners to compete for funding;
- Adequate funding for research and evaluation to determine the effectiveness of different solutions.

The Draft TDM Program proposal below would continue to move the TDM program toward innovative programs and activities while maintaining some proven existing programs.

Overview

This TDM program proposal includes a combination of robust innovation efforts, proven traditional programs, and enhanced research and development work that would offer a strong regional program for partners to leverage and utilize, while continuing to move the program into uncharted territory. Through competitively awarded contracts and grant programs, we will launch a variety of innovation activities and while continuing to fund existing programs that show VMT reductions. We would convene and coordinate SACOG and partner efforts related to smart mobility technology, next generation transit, pilot testing, and ongoing traditional programs. Funding opportunities for programs that are known to be cost-effective will include competitively awarded grants for employer-based programs, vanpool subsidies, and an updated ride-matching/trip planning website.

Innovation Programs

These programs would include a mix of grant opportunities, contracts with partners, and staff led efforts. Innovation programs as proposed request a larger pot of funding for innovations grants to begin a new round of mobility pilot projects. We would launch a New Mobility Incubator Challenge that would offer incentives for private-sector firms to propose solutions to transportation-related problems. Staff would work with an outreach partner/consultant(s) to host or curate events that encourage private sector participation in creating more robust innovation in the field, similar to existing Hacker Lab, StartUp Sac, or Transportation Camp events. We also propose supporting the pilot projects being generated by the teams currently engaged in the regional Civic Lab program and continuing a “mobility innovation

sandbox” the program that would feature curriculum focused on how to innovate, develop pilots, measure their success, and iterate. Strategic partnerships would be developed to execute all of these new activities.

Tested Traditional Programs

A strong TDM program should include funding for traditional programs that show they are effective at reducing vehicle trips. Programs that offer direct incentives to commuters and residents are cost-effective programs when compared to infrastructure investments. Guidelines and contracts with TMOs for grants that fund traditional programs would prioritize efforts like employer and/or residential TDM consulting services, parking pricing initiatives, fare free transit, employer shuttles, subsidies for alternative modes of transportation, employer commuter benefit packages, residential packages that include free transit passes, and leasing/rental company programs that offer a suite of TDM benefits to residents.

Another important investment would be updating and consolidating the Sac Region 511 and Sac Region Commuter Club websites. Offering a one-stop location to residents for trip planning and ride-matching that also serves a portal for partners to administer benefits and contact customers is an invaluable tool for TDM programs. Not only would it provide information to people about their transportation options, but it would serve as a platform for administrators to collect data and measure performance. It would also be a platform for regional campaigns like May is Bike Month that outreach partners could use. Our current database/website tools are out of date and duplicative. This proposal will address that by going out to bid for one inclusive database/website tool.

Finally, we would also provide startup funding for an ongoing vanpool subsidy program in which we would report vanpool miles to the National Transit Database (NTD) to claim available funding that would flow to the region in future years. It takes approximately two years for NTD funds to flow to the region, but once they do, it would create an ongoing revenue stream for a program that could sustain itself. This could free up funds in future years to start a carpool subsidy program in a potential partnership with transportation networking companies to offer an incentive to start private-sector carpooling services in the region.

Research & Development

This proposal includes funding for a contractor to conduct external performance measurement as well as additional research and development activities to ensure we are collecting valuable data to inform future iterations of the TDM program. This would allow SACOG to better capture the specific VMT reductions that are being achieved by the various activities. This information would be added to our off-model calculations to meet GHG emission reduction targets. SACOG intends to lead the TDM field in innovation, performance measurement, and performance-based funding. We would increase the amount of staff resources going toward providing educational and workshop opportunities to members and partners, as well as monitoring the TDM field for emerging trends to inform innovation efforts in the region. This field is being explored with UC Davis Institute for Transportation Studies (UCD ITS), and could be conducted in part under our Master Agreement with UCD ITS or by a consultant selected through a competitive process.

Budget

Each proposed activity has an estimated budget for board consideration. Staff is recommending an increase in the total budget in order to fully fund this mix of activities. With some comparison research, staff found that as a region we are spending less per capita on TDM programs than most other large regions in California and similar-sized regions outside of California. Based on the \$1.2 million annual budget, SACOG spends about \$0.50 per capita compared to \$1.50 – \$2.50 per capita in other regions. Recognizing the reality that funding is tight across all of transportation projects/programs, staff recommends moving funds that have historically been spent on campaigns and print materials to grant programs

and innovation efforts. However, this re-allocation only partially addresses the funding needed for increased performance measurement and innovation efforts.

Staff would like to note that in the last two fiscal years, the TDM program has had a slightly higher budget of approximately \$1.5 million to move performance measurement and innovation efforts forward. These funds were savings from prior years in which the full \$1.2 million was not spent. The budget proposal below is for \$3 million to fully fund the projects that staff recommends for a strong mix of traditional and innovative programs.

Revenues

Historically this program has been funded with Congestion Mitigation and Air Quality (CMAQ) funds that flow to the region and can be used for many different programs and infrastructure projects. Staff recommends continuing to use CMAQ funds while looking for additional – and potentially more flexible – revenues for the TDM program to ensure that we are able to continue to innovate, test new ideas, and strategies for changing travel behavior, and claim the off-model adjustments that help us achieve our GHG reduction goals. Cap & Trade, Capitol Valley Regional Service Authority for Freeways and Expressways, Caltrans planning grants, Office of Traffic and Safety grants, and Senate Bill 1 are potential funding sources that could replace or supplement CMAQ contributions to the program.

Summary

Regardless of the direction the board decides to take the TDM Program, it will need to adapt to the new mobility landscape around us, which continues to change rapidly with new technologies, changing demographics, and rapidly changing mobility options and consumer expectations. Staff recommends increasing the funding level for TDM to \$3 million for at least the next fiscal year as we take advantage of opportunities to innovate and partner with the private sector. Staff would work to be agile in the implementation and iterate quickly when evaluation and data indicate the need. Staff will come back to the board if major changes are needed to continue to change and refine our TDM efforts.

DRAFT		
Next Generation TDM Program Budget & Activities		
Program Categories & Activities	Current TDM Program	Next Generation TDM Program
	Fiscal Year 17/18	Fiscal Year 18/19
Innovation - TOTAL	\$ 560,000	\$ 1,920,000
Innovations Grants	\$ 375,000	\$ 500,000
Civic Lab Pilot Projects – funding to implement	\$ -	\$ 1,000,000
Mini Grants	\$ 60,000	\$ 100,000
New Mobility Incubator Challenge	\$ -	\$ 60,000
Transportation Camp/Hacker Lab Event (s)	\$ -	\$ 25,000
Mobility Innovation Sandbox – workshops, technical assistance for innovative mobility pilot projects	\$ -	\$ 25,000
SACOG Staff Time (Managing contracts, grants, and programs)	\$ 125,000	\$ 210,000
Tested Traditional Programs - TOTAL	\$ 825,000	\$ 916,000
Traditional TDM Program Grants (competitive grants for employer, residential and school programs)	\$ -	\$ 450,000
TMO Pass-Through Funding (to existing TMO)	\$ 330,000	\$ -
May is Bike Month (spring campaign)	\$ 45,000	\$ -
Ready Set Ride (fall campaign)	\$ 25,000	\$ -
Trip Planning & Ride Matching Database (includes campaign website and prize drawings)	\$ 115,000	\$ 96,000
Vanpool Subsidy	\$ 30,000	\$ 150,000
Carpool Subsidy	\$ -	\$ -
Regional Emergency Ride Home	\$ -	\$ -
Program Marketing (Ad creation and media buys)	\$ 5,000	\$ 50,000
SACOG Staff Time (Managing contracts, campaigns grants, and programs)	\$ 275,000	\$ 170,000
Research & Development - TOTAL	\$ 122,000	\$ 164,000
Performance measurement (contract)	\$ 75,000	\$ 100,000
Hosted Workshops & Partner Coordination	\$ 2,000	\$ 9,000
SACOG Staff Time (tracking state of practice, planning future program, attending conferences, performance measurement)	\$ 35,000	\$ 55,000
TOTAL	\$ 1,497,000	\$ 3,000,000

Green Region Framework		
Residential / Consumer Market	What is the Region Already Doing	Total Resources Needed
Fueling Infrastructure		
Create a network of ZEV fueling infrastructure to support increased adoption and use of ZEVs.		
Create a ZEV fueling infrastructure funding program as part of the biennial funding round, with an emphasis on publicly available charging.	SACOG has worked with SMUD on the purchase and installation of 2 EV charging stations. SMUD has committed \$9 million over the last 3 years to EV charging infrastructure.	\$10 million over 12 years
Sharing/Rental	What is the Region Already Doing	Total Resources Needed
Car Share		
Pilot and scale a regional EV car share program by leveraging the work on Green Cities through Electrify America.		
Create a fund for the use of EVs in regional car share programs.	SMAQMD created an EV car share program, and is looking to expand it to \$5-\$7 million.	\$14 million over 5 years
Car Rentals		
Renting a car is often the first thing someone does when coming to a new city for work or vacation. Having a robust ZEV fleet at local car rental agencies provides a first impression of green transportation. In addition, driving a ZEV during a car rental could be an introduction to the technology for potential consumers.		
Work with partner agencies to encourage car rental companies to include ZEVs in their fleets, with a particular emphasis on car rentals at Sacramento Municipal Field. Work with partner agencies to encourage car rental companies to provide ZEV fleet services for local public and private fleets. This should include light, medium, and heavy duty vehicles.		\$200,000 over 5 years
TNCs		
At any given time there are a number of TNC vehicles on the region's roads. TNCs offer a great opportunity to increase trips made via alternative modes. Increasing the use of ZEVs in TNC fleets will further reduce GHG emissions. SACOG will:		
Work with partner agencies on encouraging TNCs to incentivize the use of ZEVs in their fleets and with their drivers.		\$250,000 over 2 years
Explore policies on the use of ZEVs in TNC fleets.		\$150,000 over 2 years

Collect data on TNC use to plan for fueling infrastructure for TNC vehicles. Provide assistance and possible funding for fueling infrastructure for TNC vehicles.		\$1 million over 4 years
Transit	What is the Region Already Doing	Total Resources Needed
Neighborhood shuttles		
Many transit providers currently offer or are expanding service to include neighborhood or micro-level transit. These vehicles run shorter routes, and offer a more door-to-door service as compared to traditional transit service. These services provide more opportunities for alternative mode trips. SACOG would:		
Work with existing providers of neighborhood and micro-transit services to update vehicles to ZEVs, including finding incentives for vehicles, and provide charging.	SACOG has provided funding to the City of West Sacramento to pilot micro-transit. SACOG offers incentives for new vanpool programs.	\$1,500,000 over 5 years
Work with micro-transit service providers that operate with ZEVs and are not already operating in the region to explore opportunities in the Sacramento region.	Civic Lab is working with different micro-transit providers to pilot in the region.	\$200,000 over 3 years
Public Service and School Buses		
There are existing routes and services that could be conducive to the use of ZEVs for transit fleets, and state regulation calls for increased adoption of ZEV technologies. Working with state agencies, and regional transit partners, SACOG would:		
Help plan for and assist in funding fueling infrastructure and vehicles for transit fleets.	SMAQMD's SECAT program provides \$12 million for school and public bus programs.	\$700 million over 3 years
Research dual-use fueling stations for light, medium, and heavy duty vehicles.		\$25,000 over 1 year.
Fleets	What is the Region Already Doing	Total Resources Needed
Light, medium, and heavy duty		
Technology for all vehicle classes is rapidly evolving. ZEVs can now be found in light, medium, and heavy duty vehicles. With many public and private fleets around the region, a concentrated effort on fleet adoption of ZEVs will help decrease GHG emissions. Through this work, SACOG would:		
Work with partner agencies to identify existing programs for fleet operators to purchase ZEVs and required fueling infrastructure.	SMAQMD is creating an ZEV help desk for local fleet operators wanting to upgrade their fleets to ZEVs. The help desk will provide hands-on assistance for ZEV fleet conversion.	\$100,000 over 5 years
Explore the use of joint-purchasing-programs, similar to SACOG's joint fuel purchase, for procurement of ZEVs and fueling infrastructure.	SACOG has lead efforts on joint-purchasing for fuel and human resource services.	\$175,000 over 3 years
Pilot light-duty fleet integration with publically available car share.		\$200,000 over 2 years

Disadvantaged Communities	What is the Region Already Doing	Total Resources Needed
Areas identified through CalEnviroScreen and other tools as being more vulnerable to the impacts of poor air quality and climate change are historically underfunded. SACOG would work with partner agencies to:		
Focus planning and implementation on Disadvantaged Communities through all phases of the Green Region program.	SMAQMD, SMUD, the City of Sacramento, and the Franklin Blvd Business Association are working on a Civic Lab project to bring electric vehicles to the Franklin Blvd corridor.	\$100,000 over 3 years
Work with partner agencies on a program to provide vehicle incentives and fueling infrastructure to create a ZEV mobility hub in disadvantaged communities. Explore the use of Connect Card as a form of payment in the mobility hub.	SMAQMD is seeking \$5 million in funds through ARB's Clean Cars 4 All program to provide vehicle incentives to replace existing cars with ZEVs.	\$6,000,000 over 5 years

**Attachment C:
Flexible Funding Round Draft Policy Frameworks
will be updated to the website
prior to the meeting**