



**Transportation Committee**  
**Meeting Date:** 6/7/2018  
**Agenda Item No.:** 2018-June-3.

**Subject:** Approve Guidelines and Release Request for Grant Applications for Transportation Demand Management Grant Programs (Est. time: 8 minutes)

**Action**

**Prepared by:** Sabrina Bradbury

**Approved by:** Matt Carpenter

**Attachments:** Yes

**1. Issue:**

Should the board approve the guidelines for three Transportation Demand Management (TDM) grant programs?

**2. Recommendation:**

That the Transportation Committee recommend that the board approve the guidelines and authorize the release of the Request for Grant Applications for three TDM grant programs.

**3. Background/Analysis:**

In April 2018, the SACOG Board of Directors approved the Next Generation TDM program budget for Fiscal Year (FY) 2018-2019. This budget included funding for two grant programs – TDM Innovations and TDM Traditional grants. In December 2017, the board approved a new TDM mini-grant program that allocated \$60,000 to be spent over the 2018 calendar year.

This item is bringing all three grant programs forward for FY 2018-2019 with revised guidelines and modestly increased budgets based on anticipated savings from FY 2017-2018.

**4. Discussion/Analysis:**

After launching the two new TDM grant programs in the last year (Innovations and Mini Grants), staff is recommending revisions to the grant programs to streamline the application, review, and award process. The guidelines in the attachments to this item are similar in format, but each has a slightly different emphasis to attract different types of projects. The three grant programs would have the same five evaluation criteria: (1) potential to reduce vehicle miles and trips; (2) innovative and uniqueness of project; (3) plan for measuring performance; (4) target market/audience; and (5) budget and cost per participant. However, these would be weighted differently based on the goals of the

specific grant program

The TDM Innovations Grant Program Guidelines (Attachment A) are focused on attracting projects and pilots that test new and unique approaches to changing travel behavior. Competitive applications could include a project that has been tested in another region but is new to this region, or something that is unique and has never been tested.

The TDM Traditional Grant Program Guidelines (Attachment B) are weighted to favor projects that make a strong case for reducing miles and trips because they have been tried and tested in other parts of the region or country. For these grants, there should be evidence of the effectiveness of the project or program. Thus, the criterion of Potential to Reduce Vehicle Trips and Miles is worth more than any of the other criteria, with innovation worth the least.

The TDM Mini Grant Program Guidelines (Attachment C) are structured to provide a flexible, ongoing source of small grants for projects, whether new or already tested. The criteria of Innovation and Trip/Mile Reductions are weighted the same in these guidelines because we want to fund a mix of projects with this grant program.

### **Funding Levels**

Staff anticipates closing out FY 2017-2018 with slightly over \$200,000 in program savings, above and beyond the \$3 million budget for Next Generation TDM Program. Staff therefore recommends the following changes to funding levels for these three grant programs:

<b>Grant Program</b>	<b>Existing Allocation</b>	<b>Additional Allocation</b>	<b>New Total Budget</b>
Innovations Grants	\$680,000	\$70,000	\$750,000
Traditional Grants	\$225,000	\$25,000	<del>\$25,000</del> \$250,000
Mini Grants	\$30,000	<del>\$130,000</del> \$100,000	<del>\$100,000</del> \$130,000

## **5. Fiscal Impact/Grant Information:**

There is no fiscal impact to the agency. 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.

### **ATTACHMENTS:**

Description

Attachment A: TDM Innovations Guidelines

Attachment B: TDM Traditional Guidelines

Attachment C: TDM Mini-Grant Guidelines

**This staff report aligns with the following SACOG Work Plan Goal(s):**

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