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## TDM Services Set-Aside

FY 2020 and FY 2021 Projects

### Eligibility Rules and Selection Process

For the selection of non-infrastructure (marketing, outreach and research) projects

#### Program Purpose

The *TDM Services* set-aside was developed to support marketing, outreach and research projects that reduce single occupant vehicle (SOV) travel and ultimately reduce traffic congestion and improve regional air quality. The specific goals of the *TDM Services* set-aside are listed below.

#### Program Goals

- Reduce single occupant vehicle travel
- Reduce traffic congestion
- Improve regional air quality
- Pilot new approaches to transportation demand management (TDM)
- Improve awareness of and access to mobility options for people of all ages, incomes and abilities

#### Sponsor Eligibility Requirements

- Project sponsors must be eligible to be direct recipients of federal transportation funds. These include local governments, governmental agencies and nonprofits. Non-local government sponsors must include documentation of support from the applicable local government(s) where the project is located. Private, for-profit companies (e.g., contractors, suppliers, or consultants) are not eligible.
- Project sponsors must also be in good standing with the State of Colorado via the Secretary of State's business database: <http://www.sos.state.co.us/pubs/business/businessHome.html>
- All scopes of work must adhere to the federal Surface Transportation Block Grant program guidance: <https://www.fhwa.dot.gov/specialfunding/stp/>.
- Project sponsors must pledge local matching funds or in-kind match.

#### Project Eligibility Requirements

##### Funding background

The [2020-2023 TIP Policy](#) established \$1.8 million in federal funds for TDM non-infrastructure projects over the four-year period. The 2020-2021 call for project will be for \$900,000 plus \$236,000 unallocated from FY2019.

##### Eligible project types

Applications must be for new projects or activities which implement TDM strategies that reduce SOV travel and ultimately contribute to reducing traffic congestion and improving regional air quality. Applicants must demonstrate how their project/program will have a direct impact on reducing SOV travel, improving air quality, and reducing traffic congestion. Eligible project types may include, but are not limited to:

- Public education, marketing and outreach promoting or expanding use of non-SOV mobility

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- Innovative projects that pilot and demonstrate effectiveness of approach.
- Market research that helps identify opportunities to promote non-SOV mobility

### Funding Requirements

Applicants may request funding for up to two years for federal fiscal years 2020 and 2021. There is no funding minimum or maximum. However, a single entity will not be awarded more than 50% of the available funds. Project sponsors should clearly describe how the funding request is supported by the work proposed for the project.

A local cash or in-kind match of at least 17.21% of the total project cost is required (federal share equals 82.79%). CDOT is the steward of these funds and does not track overmatch. If a sponsor wants to commit more funding to the project on their own, they may do so.

### Application Process

- 1. Attend a mandatory TDM Services set-aside pre-application workshop**
- 2. Identify the project concept and begin early discussions with DRCOG staff** (strongly encouraged, not required)
- 3. Submit a letter of intent**

With a multi-step application process, interested applicants should submit a letter of intent and include applicant's contact information, a project description and estimated project cost. Supplemental materials will be accepted if they contribute to the understanding of project being proposed.

- 4. Letter of intent discussion**

DRCOG staff will review the letter of intent and request additional information as needed. Applicants will be contacted by staff to discuss the proposal before next steps are taken. This will include screening of project proposals for eligibility, identification of potential partners and or project links, and an opportunity to discuss proposed project outcomes. If the letter of intent is accepted, sponsors will be invited to apply.

- 5. Invited applicants, complete and submit an application**

Applications should be submitted along with letters of support from impacted or participating entities. No more than two applications per sponsor will be accepted. Per CDOT requirements, the application requires a mandatory Risk Assessment form to be submitted along with the application.

- 6. Project review, scoring and recommendation**

Applications will be reviewed and scored based on the set-aside evaluation criteria. The project review panel will prepare a recommendation to present to DRCOG's Transportation Advisory Committee and Regional Transportation Committee for a recommendation prior to a presentation to the Board of Directors for approval.

- 7. Applicants are notified about approved projects**

### Project Funding Evaluation and Selection Process

DRCOG will establish a project review panel to assist with scoring and evaluating projects. Participants may include staff from DRCOG divisions:

- Transportation Planning and Operations
- Regional Planning and Development
- Communications and Marketing (Way to Go)
- Area Agency on Aging, and/or
- Executive Office

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The review panel will also include external stakeholders and subject matter experts who may represent:

- Federal Highway Administration
- Colorado Department of Transportation
- Colorado Department of Public Health and Environment
- Regional Air Quality Council
- Regional Transportation District
- Transportation demand management professionals

Each member of the panel will review the applications and assign points to the criteria based on information contained in the project application forms. See section A below.

In addition, DRCOG staff will score based on data-driven criteria listed in section B below.

The panel will convene to discuss the applications and scoring and reach consensus on the list of recommended projects to be funded by the *TDM* services set-aside. The recommended list of projects will be taken through DRCOG committees for review and final approval by the DRCOG Board of Directors.

## Evaluation Criteria

<b>TDM Evaluation Criteria</b>				
<i>A. Scored by Project Review Panel</i>				
<i>Criterion</i>	<i>Category</i>	<i>Specific Measure (if applicable)</i>	<i>Scoring</i>	<i>Points (Max)</i>
1	<b>Motor Vehicle Trip and VMT Reduction Potential</b> (Based on attributes provided in application specific to infrastructure and to non-infrastructure projects)	Vehicle Trips, VMT	1 – Low <range> 25 – High  **consider reliability and realism of attributes and assumptions used to reflect decreased VMT and improve air quality	25
2	<b>Level of Innovation and Uniqueness</b> (uniqueness of project type, market geographic area, market population/demographics)		1 – Does not reach new market or is continuation of existing service/project/campaign; very similar to past endeavors  <range>  15 – Totally new (market/connections/project type) and unique; project reaches completely new area and/or serves/targets a new demographic; project is unlike anything tried in the region in the past	15
3	<b>Replicability</b>		If successful, can the project be replicated to benefit more areas of the region? 1 – The concept or approach has little or no application beyond the defined project area and timeline  <range>  12- The concept or approach offers great promise to be replicated in part or in whole across the region	12
4	<b>Access</b>		Project improves access to mobility options for people of all ages, incomes, abilities, etc. 1- The project will primarily benefit a limited demographic group  <range>  8- The project clearly demonstrates benefits to people across the socio-economic, age and ability spectrums	8

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5	Funding Effectiveness Potential	Project Cost/User Base	1 – Higher cost for smaller user base <range> 5 – Lower cost for larger user base  **consider reliability and realism of assumptions used in the calculation of results	5
6	Project & Applicant Readiness		1 – Sponsor just getting started, extensive additional coordination required <range> 5 – Sponsor is ready to go and an experienced partner in TDM projects; coordination between agencies is strong; right of way has been acquired	5
7	Timing/Synergy of Project		1 – Benefits may be years out, undeveloped area, no link to roadway or transit project <range> 5 – Immediate benefits/link to major roadway/rapid transit project; project coincides with an immediate major construction project (traffic congestion) or opening of new rapid transit line/segment	5
TOTAL PROJECT REVIEW COMMITTEE				75
<b>B. Measured/Scored by DRCOG Staff:</b>				<b>Max</b>
8	Short Trip Opportunity Potential	Is the project within a short trip opportunity zone? *Short trip opportunity zones defined in DRCOG Active Transportation Plan	1 – Project is not located in a short trip opportunity zone  range based on percent of project area that is identified as a short trip opportunity zone, normalized based on projects submitted  7 – Project area serves short trip opportunity zone(s)	7
9	Environmental Justice Area	EJ Population (Minority, Low-Income)	1 – Does not serve any EJ area  range based on percent of project area that is identified as an EJ area, normalized based on projects submitted  6 – Entirely in EJ area	6
10	Serves DRCOG Designated Urban Centers (UCs)	Urban Centers: Existing and Emerging Dataset	1 – No Urban Centers  range based on percent of project area that is identified as an urban center, normalized based on projects submitted  6 – Strongly serves/focuses on established UCs	6
11	Financial Partners		0 – No other financial partners  2 – One additional financial partner  3 – If two+ partners (must be identified in application as funding match partners)	3
12	Local Match		0 – Any “in-kind”  3 – All cash	3
TOTAL DRCOG STAFF REVIEW				25
TOTAL PROJECT REVIEW COMMITTEE				75
TOTAL				100

### Award Conditions

- Funding provided to local government sponsors should not replace existing local funding for staff.
- Applicants should not request funding for projects, activities, or services that are currently performed by other agencies or government entities. Applicants should not request funding for projects, activities, or services that are currently performed by, or may compete with, the private sector.
- All project scopes of work are subject to review and approval by DRCOG and CDOT.
- Each applicant awarded funds will sign an IGA and enter into a contract with the Colorado Department of Transportation (CDOT) to implement the project depending on the type, location and other characteristics of the project. CDOT is the ultimate steward of these federal funds. CDOT will specify requirements for status reporting and reimbursement requests.

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- Each awarded project sponsor will be required to attend reimbursement training (approximately 4 hours) that defines the documentation required for tracking expenses and requesting reimbursement.
- Project sponsors will be expected to work closely with Way to Go, the regional TDM brand, to identify synergies and cross-promotion opportunities.
- Each awarded project sponsor will be required to attend a post-project debrief with DRCOG staff, and to submit a final report.
- Projects must be completed within two years from the contract start date.
- Project sponsors will work with DRCOG, CDOT, RTD (as appropriate), and FHWA/FTA to ensure that the project is being implemented in accordance with federal requirements.