

**AGENDA
TRANSPORTATION ADVISORY COMMITTEE**

Monday, March 25, 2013

1:30 p.m.

1290 Broadway

Independence Pass Board Room - Ground floor, west side

1. Call to Order
2. Public Comment
3. February 25, 2013 Meeting Summary
(Attachment A)

ACTION ITEMS

4. Recommendations regarding the proposed process for evaluating and selecting FY 2014 and FY 2015 FTA Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities) projects for the Denver-Aurora Urbanized Area for RTD.
(Attachment B)
Jacob Riger
5. Recommendations regarding the Regional TDM Program Pool process and policies for fiscal years 2014 and 2015; specifically, final recommendations related to the TDM Pool Rules (eligibility), evaluation criteria, and process changes.
(Attachment C)
Melina Dempsey

INFORMATIONAL BRIEFINGS

6. Crafting of regional 2040 modeling scenarios.
(Attachment D)
Steve Cook

ADMINISTRATIVE ITEMS

7. Member Comment/Other Matters
8. Next Meeting – April 22, 2013
9. Adjournment

Disabled attendees are asked to notify DRCOG at least 48 hours in advance of the need for auxiliary aids or services

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ATTACHMENT A

MEETING SUMMARY TRANSPORTATION ADVISORY COMMITTEE Monday, February 25, 2013

MEMBERS (OR VOTING ALTERNATES) PRESENT:

Gene Putman	Adams County-City of Thornton
Dave Chambers	Arapahoe County-City of Aurora
Tom Reiff	Arapahoe County-City of Greenwood Village
George Gerstle (Chair)	Boulder County
Heather Balsler	Boulder County-City of Louisville
Debra Baskett	Broomfield, City and County
Susan Aldretti	Business Interests
Sandi Kohrs (Alternate)	Colorado Dept. of Transportation, DTD
Tony DeVito	Colorado Dept. of Transportation Reg. 1
Myron Hora (Alternate)	Colorado Dept. of Transportation Reg. 4
Steve Rudy	Denver Regional Council of Governments
Crissy Fanganello	Denver, City and County
Greg Fischer	Freight Interests
Kevin French	Jefferson County
Bob Manwaring	Jefferson County-City of Arvada
Frederick Rollenhagen (Alternate)	Non-MPO
Lenna Kottke	Non-RTD Transit
Ken Lloyd	Regional Air Quality Council
Bill Van Meter	Regional Transportation District
Bob Davis	Senior Interests
Jennifer Barbour	TDM/Non-Motor

OTHERS PRESENT:

Mac Callison (Alternate)	Arapahoe County-City of Aurora
Bryan Weimer (Alternate)	Arapahoe County
Phil Greenwald (Alternate)	Boulder County-City of Longmont
Steve Klausung (Alternate)	Business Interests
Dave Baskett (Alternate)	Jefferson County-City of Lakewood
Rich McClintock (Alternate)	TDM/Non-Motor

Public: Audrey DeBarros-36 Commuting Solutions; Rachel Anderson, 360 Media; Brian Graham, Boulder County Transportation Dept.; Amy Breunissen, Boulder B-Cycle and Boulder Transportation Connections; Bob Watts, Town of Castle Rock; Betsy Jacobsen, CDOT Bicycle & Pedestrian; Darin Stavish, CDOT Region 1; Dan Herrmann, CDOT Region 6; John Valerio, CDOT Transit & Rail; Dave Hollis, HNTB; Kate Cooke, RAQC; Susan Wood, RTD; Sam Ramirez, Satima; Angie Rivera-Malpiede, Stapleton Area TMA; Richard Nickson, Town of Frederick

DRCOG staff: Melina Dempsey, Steve Cook, Mark Northrop, Wei Chen, Jacob Riger, Robert Spotts, Todd Cottrell, Brad Calvert, Lawrence Tilong, Greg MacKinnon, Casey Collins

Call to Order

Chair George Gerstle called the meeting to order at 1:32 p.m. A quorum was present.

Public Comment

Brian Graham, Boulder County Transportation Department commented on TDM project rules recommendations (Agenda item B):

- Boulder County and 36 Commuting Solutions believe minor infrastructure projects should be considered as part of the process. Criteria should be limited to exclude projects like sidewalks, but should include final mile projects, bus shelters, bus stop improvements, etc.
- Boulder County and 36 Commuting Solutions believe direct cash payments should not be discouraged and should remain eligible.
- Boulder County and 36 Commuting Solutions believe past performance should not be considered, saying it limits innovation. But they agree if previous project sponsors didn't report project benefits, applicants should be ineligible.
- Boulder County does not agree overmatch should be eliminated.
- Boulder County agrees VMT reduction should remain the highest weighted criteria.
- Boulder County believes members from other agencies demonstrating experience in TDM planning should be invited as Review Panel members, such as Urban Land Institute, Congress for New Urbanism (transportation subchapter), AICP, and the University of Denver (Sustainable Infrastructure program).

Audrey DeBarros, 36 Commuting Solutions, commented on TDM project rules recommendations (Agenda item B). She said 36 Commuting Solutions was supportive of Boulder County's suggestions and suggested these B-2 *Evaluation Criteria* changes that:

- evaluation criteria be simplified and number of categories reduced, by combining Criteria 1-3 as they are similar (on innovation), and removing Criteria 5 (life of project).
- Trips Reduced points be of equal weight as VMT Reduction points for Criteria 7-9. She suggested VMT Reduction and Trips Reduced be used in a flexible manner, as applicable (i.e., bike/ped projects use Trips Reduced, and transit/vanpool/carpool use VMT criteria).
- Trips Reduced be used in the formula in Criteria 9 (cost-effectiveness).
- DRCOG provide applicants a formula to predict VMT Reduction and Trips Reduced benefits, instead of the applicants defining their own methodology.

Summary of January 28, 2013 Meeting

The meeting summary was accepted without change.

ACTION ITEMS

Recommendations regarding TDM Pool Rules are being requested. Further informational items will also be presented and discussed.

Melina Dempsey presented on the development of recommendations for TDM Pool Rules on eligibility, evaluation criteria, and the selection process for TDM Pool projects in FY 2014 and FY 2015. The TDM Pool has an estimated amount of \$1.75 million to be distributed to projects.

Preliminary staff recommendations were presented to the committee at the January 25 TAC meeting. After the January 25 TAC meeting, TAC and TDM stakeholders were asked to provide comment over a two-week period. Nine TDM stakeholders replied. Some modifications were made to staff recommendations in response.

Discussion followed on each of the questions. The committee was asked to reach consensus and make a recommendation.

Project/Sponsor Eligibility

1. a.) Should carshare operations or capital purchases (vehicles) be funded for more than three years?

b.) Aside from the federal guidance (above), should DRCOG continue to fund vehicle purchases/operations for carshare program projects?

- Debra Baskett asked how many carshare projects are involved in the Buy America issue. Melina said one car share is currently involved (funded in FY10-FY11 and FY12-FY13 pools).
- Ken Lloyd asked if the FHWA indicator to show resolution of the Buy America issue would be a blanket waiver or a waiver by each individual case. Steve Cook said the exact resolution is not known at this time.
- Myron Hora suggested allowing a one-year period for applicants to work through the waiver process.
- Amy Breunissen, Boulder B-Cycle and Boulder Transportation Connections, asked for clarification if this applies to bike-sharing, as there are capital projects too. George Gerstle suggested this question be clarified. It was noted that Buy America applies to everything.

❖ **Question 1 will be discussed further at the March 25 TAC meeting.**

2. Should studies or plans be eligible?

- Steve Rudy noted stand-alone projects, such as final-mile studies, are eligible in the regular TIP (e.g., through Station Area master Plan (STAMP) Next Step studies) and as such, should not be eligible for TDM Pool.
- Steve Klausung said stand-alone studies should be eligible in TDM Pool, to encourage innovation. (\$25,000-50,000 range)
- Dave Baskett said local governments should fund studies, as the administrative process can be intensive in relation to the amount of funding. Sandi Kohrs agreed on administrative costs/processes.
- Gene Putman said studies should be locally funded up to \$75,000.
- Heather Balsler supported staff recommendation, saying it would keep TDM focused.
- George Gerstle supported staff recommendation, as long as there are other sources for funding studies.

❖ **The Committee reached consensus to define stand-alone studies/plans as ineligible.**

3. Should minor infrastructure projects be eligible (e.g., those not eligible for direct TIP funds) provided they have direct VMT reduction benefits?

- Steve Rudy noted that a significant amount of CDOT staff work is required for any size of infrastructure project.
- Rich McClintock asked for more emphasis in the criteria on Trips Reduced when evaluating benefits.
- Debra Baskett said this topic should be kept open. George Gerstle agreed with Deb Baskett, noting that the administrative costs should also be kept in mind.

❖ **Question 3 will be discussed further at the March 25 TAC meeting, after staff has more discussion with CDOT.**

4. Should direct cash payment incentive program elements continue to be discouraged?

- Debra Baskett did not support staff recommendation, saying cash is a motivator, and is suitable for projects with appropriate reporting. Audrey DeBarros was asked to provide a 36 Commuting Studies benefits study (Ken Lloyd, Crissy Fanganello)
- Heather Balsler agreed with Debra, saying cash incentives have been historically used.
- Steve Rudy noted that the DRCOG Executive Director does not support the use of direct cash payments.
- Gene Putman said he did not agree with using direct cash, but would consider other incentives.

❖ **Question 4 will be discussed further at the March 25 TAC meeting.**

5. Should it be mandated that marketing/promotion-focused projects show or promise a direct link to Way to Go's services and campaigns (work with Way to Go)? If so, to what level of detail?

- Crissy Fanganello commented it was important to link to the Way to Go campaign and to report back to the local government agencies, to show collective 'bang for the buck'. She requested more reporting regarding Way to Go, as she has not seen very much reporting yet.
- George Gerstle agreed it makes sense to link together, with flexibility.

❖ **The Committee reached consensus to require projects to link with Way to Go.**

Evaluation Criteria

6. Should past performance results of TDM projects by project sponsors be incorporated as a criterion or required input for sponsors? If so, should this include a comparison of how well the sponsor's results compared to benefits predicted in their original application?

- Debra Baskett said each project should stand on its own merits.
- Rich McClintock agreed, saying adding points for previous projects would be problematic and would penalize innovation.
- Steve Rudy noted MAP-21 will require sponsor performance plans that identify estimates of predicted benefits for CMAQ projects and final results, which signals a federal trend towards recognizing past performance.
- Steve Klausung disagreed with staff recommendation, noting many complicating factors can influence the success or failure of a project. He said improper reporting or project non-implementation should be penalized.
- George Gerstle said it is important to differentiate between whether a project is penalized for improper reporting or if a project is penalized for not succeeding.
- Steve Cook noted most of these are marketing-type projects, with subjective marketing-type prediction of benefits. He also noted projects would not be looked at strictly as success/fail.
- Rich McClintock said the requirements for reporting of past performance are unclear, and the current formula system isn't set up to allow.
- Gene Putman said knowing what works and what doesn't work could provide valuable knowledge to future projects.
- Susan Aldretti agreed with staff recommendation, saying it is important to evaluate performance, not in a judgmental way, but as a tool.

- ❖ **The Committee reached consensus to not penalize applicants for past projects that may not have been successful, but to consider penalizing if applicant did not report any results.**
-

7. *Should the share of points allocated for detailed calculations of predicted trip and VMT reduction benefits be lessened? Should more qualitative methods for estimating benefits and awarding points be used?*

- ❖ **The Committee said “yes” to Question 7.**
-

8. *Should the overmatch criteria be eliminated?*

- George Gerstle said Boulder County thinks overmatch should be maintained, to leverage local money. Heather Balsler agreed with George.
- Steve Rudy noted that historically overmatch has been in-kind monies, as opposed to direct cash.
- Gene Putman said he would support overmatch if direct cash, not in-kind services. Sandi Kohrs agreed, saying direct cash should probably be the only overmatch considered, if leveraging monies.
- Steve Cook asked for clarifications whether base match can be in-kind, but overmatch has to be direct cash. Sandi Kohrs said federal discussions are on-going for the base match, and overmatch is cash.

- ❖ **The Committee agreed that cash overmatch should be considered.**
-

Other

9. *Should targets or limits be established for the share of funds allocated to specific types of projects (i.e., marketing vs. transit passes vs. minor infrastructure, etc.)?*

- Steve Klausing said projects oriented around past transit subsidies or carsharing are favored in scoring, and other projects not VMT reduction-heavy are not. He asked for more consideration/sensitivity to other types of programs.

- ❖ **The Committee reached consensus to not set targets or limits.**
-

10. *How much of the applicant’s budget should be dedicated to the evaluation and calculation of project benefits?*

- Steve Klausing suggested that the staff recommendation say the “applicant’s project budget” specifically (not applicant’s budget).

- ❖ **The Committee reached consensus that 5-10% of a project’s budget go to project benefit evaluation efforts.**
-

George Gerstle asked if members had any other concerns.

- Gene Putman said he would like to see a summary of all project’s after-project reports prepared.

Steve Cook said the points criteria will be discussed at the March 25 TAC meeting. He asked the committee to provide comments to Melina either by email or the online forum.

Key TDM Pool dates (anticipated):

- April 2013-Call for projects/applicant workshop
- Mid-late May 2013-Applications due
- June-July 2013-Project evaluation and scoring
- July 2013-TAC recommendation
- August 2013-Board action

INFORMATIONAL BRIEFINGS

2040 MVRTP Visioning for Regional Roadway and Rapid Transit System

Steve Cook presented on the current status of the 2040 Metro Vision Regional Transportation Plan (MVRTP) update. Next month all local governments will be contacted to review the designated Regional Roadway System principal arterials, and verify roadway capacity projects or expanded rapid transit lines to retain “vision” systems of the 2040 MVRTP. Steve said CDOT is reviewing its 2040 revenue estimates and the main question is “how conservative should revenue projections be?”

George Gerstle asked how planning studies would be incorporated (i.e, the Northwestern Mobility Study, State Highway 7 PEL). Steve Cook said the timing (14 months from now) should allow fiscally constrained systems to incorporate study results in the new plan.

Debra Baskett asked when the next TIP cycle starts. Steve Cook said the TIP Policy process starts around nine months from now (December 2013), call for projects around July 2014, and project selection should be in late fall 2014. The next TIP will be based on the 2040 MVRTP.

CDOT RAMP (*Responsible Acceleration of Maintenance and Partnerships*) Funding and Budgetary Program

Steve Cook introduced Sandi Kohrs, CDOT Division of Transportation Development, who presented on the CDOT RAMP program. Sandi said the \$300 million per year cash management program is basically a “pay as you go”, expenditure-based STIP as opposed to the previous budget-based STIP. The program does not bring new money, but is a change in managing funds, in order to start projects sooner.

Sandi said Program 1 is for asset management programs and some operational improvements, with a target of \$175 million in Year 1. Sandi said some CDOT projects in the STIP are being accelerated for Program 1.

Program 2 is the transportation partnership fund (public-private and public-public) with a target of \$125 million.

A pre-application form for operational and partnership projects will be made available around March 1. (*A CDOT email with the pre-application information was forwarded to the committee on March 4*). After two months, a second-step, more detailed application will be available for projects determined to be eligible. CDOT is looking for projects that can be completed in about five years.

George Gerstle asked if there is a minimum project size. Sandi said she would get back on that specific question, but said the partnerships are for bigger projects. Steve Rudy said Transportation Commission discussions have looked to public private partnerships with the ability to generate tolls (larger projects), but Steve said the minimum project size of public-public partnership projects would most likely have a low minimum, as RAMP is a statewide program. Steve also noted local governments could submit public/public for operational improvements.

Gene Putman asked if CDOT would come forward with a list of specific public/public projects. Sandi Kohrs encouraged local governments to contact their CDOT region staff to get feedback on potential projects.

Steve Rudy asked if CDOT regions could review current STIP projects for 2014-2015 that could be accelerated:

- Myron Hora said in CDOT Region 4 most highways in DRCOG area are in good shape, so not a lot of projects were scheduled.
- Tony DeVito noted in blended CDOT Regions 1 and 6 there are \$30 million in resurfacing candidate projects, of which the I-76 project is \$8 million. Also, phases of the I-25/Santa Fe project, and phase II that completes improvements on I-25 to US-6 could be accelerated.

CDOT's Statewide Intercity and Regional Bus (ICB) Network Study and Regional Commuter Bus (RCB) Concept.

Jacob Riger introduced John Valerio, CDOT Transit Planner, who presented on the intercity and regional (ICB) and regional commuter bus (RCB) statewide studies.

- The ICB study will identify intercity and regional bus service priorities statewide and conduct an I-70 corridor analysis. The study will be completed in Summer 2013.
- The RCB study focuses on regional commuter bus service along I-25 corridor (Ft. Collins to Colorado Springs) and along I-70 corridor (Grand Junction and Denver).
 - CDOT proposed using FASTER transit funding to operate and maintain the RCB service. CDOT would purchase 14 buses (~ \$7.5 to 8 million) and contract with a provider to operate and maintain service (~\$2.5 million a year out of the total FASTER transit revenue of \$10 million). Fare structure is expected to be 15 cents per mile, with a 50 percent cost recovery expected. The conceptual service plan is expected to be completed in March 2013, with service expected to start in Summer to late-2014.

George Gerstle noted the need to work collaboratively with ongoing services, such as FLEX.

ADMINISTRATIVE ITEMS

Member Comment/Other Matters

The meeting was adjourned at 3:43 p.m. The next scheduled meeting is March 25, 2013.

ATTACHMENT B

To: Chair and Members of the Transportation Advisory Committee

From: Jacob Riger, Senior Transportation Planner
303 480-6751 or jriger@drcog.org

Subject: **FTA Section 5310 (*Enhanced Mobility of Seniors and Individuals with Disabilities*) Project Evaluation and Selection Process**

Meeting Date	Agenda Category	Agenda Item #
March 25, 2013	Action	

REQUESTED ACTION

Recommendations regarding the proposed process for evaluating and selecting FY 2014 and FY 2015 FTA Section 5310 (*Enhanced Mobility of Seniors and Individuals with Disabilities*) projects for the Denver-Aurora Urbanized Area for RTD.

SUMMARY

- DRCOG is initiating the process to solicit, evaluate, and select projects for FY 2014 and FY 2015 funding under the federal Section 5310 program for RTD within the Denver-Aurora Urbanized Area (Figure 1, attached).
- MAP-21 incorporates the former New Freedom (Section 5317) program into a modified Section 5310 program. The Section 5310 program funds capital, operating, and mobility management (as capital) activities that enhance mobility for the elderly and those with disabilities.
- Approximately \$2.9 million will be available in Section 5310 funding for the Denver-Aurora Urbanized Area for the two-year period FY 2014 and 2015.
- Key process milestones (2013):
 - Mid-April: Issue call for Section 5310 applications
 - Early June: Applications due
 - Mid-August: Final DRCOG action on project funding recommendations
 - Fall: RTD initiates contracts with subrecipients for DRCOG-selected projects
- DRCOG staff is seeking TAC concurrence with the proposed 5310 process, including:
 - Peer Review Panel (PRP) composition
 - Project type categories
 - Evaluation criteria
 - PRP application scoring and selection process
- Members of the Denver Regional Mobility and Access Council (DRMAC) will meet on March 25, just before TAC, to review the process. DRCOG staff will share DRMAC members' feedback at the TAC meeting.
- The DRCOG Board is scheduled to take action on the Section 5310 process at its April 17 meeting.

PRIOR BOARD ACTION

- January 16, 2013 DRCOG Board recommended RTD as the designated recipient for Section 5310 funds and approved RTD's request for DRCOG to solicit, evaluate, and select applications for funding.

**FTA Section 5310 (*Enhanced Mobility of Seniors and Individuals with Disabilities*)
Project Evaluation and Selection Process**

March 25, 2013

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FINANCIAL CONSIDERATIONS

- None

ALTERNATIVES

1. Concur with proposed 5310 process.
2. Modify the proposed 5310 process.

PROPOSED ACTION/RECOMMENDATIONS

- DRCOG staff recommends Alternative 1.

BACKGROUND INFORMATION

- Attachments:
 1. Figure 1: 2010 Denver-Aurora Urbanized Area and FTA Section 5310 Program
 2. FY 2014/15 DRCOG 5310 Project Selection Topics for TAC Concurrence
 3. Draft *Evaluation and Scoring Criteria* matrix

Figure 1

2010 Denver - Aurora Urbanized Area and FTA 5310 Program

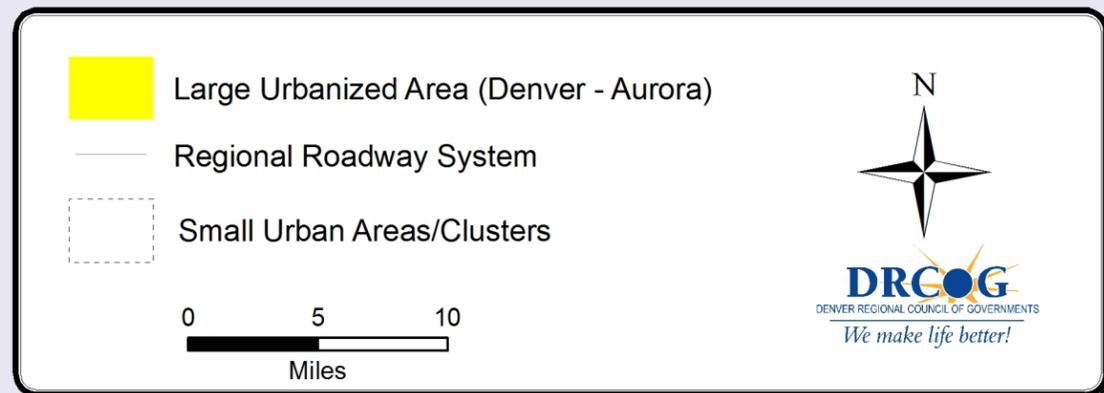
CDOT administers 5310 outside of Denver - Aurora UZA

RTD/DRCOG administer in Denver - Aurora UZA

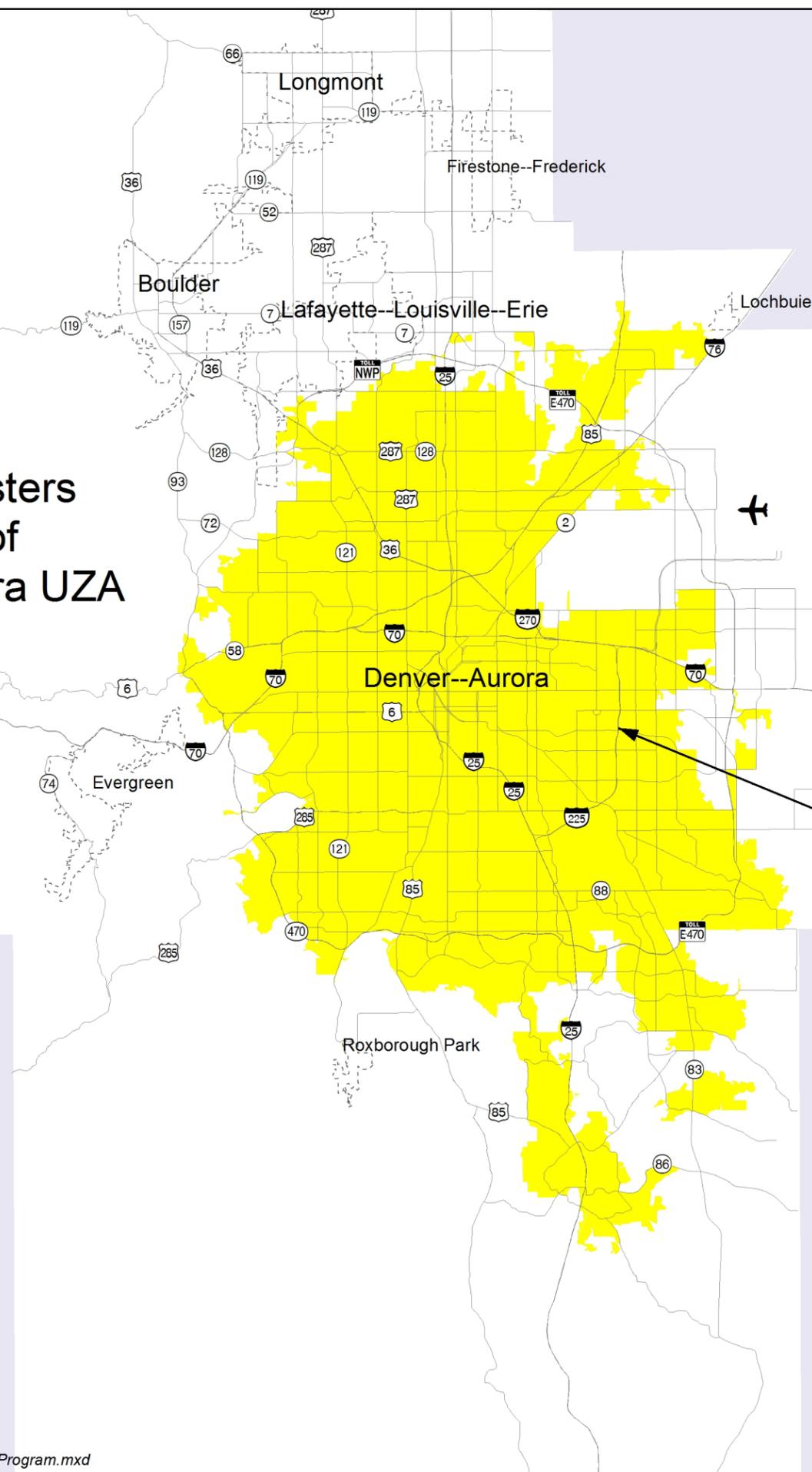
This map and the data it depicts are intended for informational purposes only. DRCOG provides this information on an "as is" basis and makes no representation or warranty that the data will be error free. DRCOG is not responsible to any user for any costs or damages arising from inconsistencies in its data.

Source: U.S. Census
Projection: Colorado State Plane, NAD 83
PJ 3/12

\\Clinton\Census\Urbanized Area\2010 Urbanized Areas and Clusters 310 Program.mxd



The legend defines the map's symbology: a yellow square for the Large Urbanized Area (Denver - Aurora), a solid line for the Regional Roadway System, and a dashed line for Small Urban Areas/Clusters. Below the legend is a scale bar showing 0, 5, and 10 miles. To the right is a north arrow and the DRCOG logo with the slogan "We make life better!"



ATTACHMENT 2

FY 2014/15 DRCOG 5310 Project Selection Topics for TAC Concurrence

FTA Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities)

March 13, 2013

1. Section 5310 Project Type Categories

- A. Capital (meeting the “55% rule” – see below)
- B. Mobility Management (which count towards meeting the “55% rule”)
- C. Operating (also includes “non-55%” capital projects); proposed to be **no more than 35%** of total Section 5310 funding
- D. Regional Service Coordination – proposed pilot category for regional coordination, brokering, or provision of trips for multiple populations with multiple funding types; proposed to be **no more than 10%** of total Section 5310 funding

Background: The Section 5310 program requires that **at least 55%** of total funding be allocated to public transportation “capital” projects that are “planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.” Such projects primarily include vehicle and equipment purchases and mobility management activities.

DRCOG staff is proposing Category D as a new pilot category that would comprise **no more than 10%** of total funding, meaning Category C operating projects could comprise **no more than 35%** of total funding.

1. Proposed Project Evaluation, Scoring Criteria, and Points per Project Type

- See attached matrix (Attachment 3)

2. Project Application Scoring and Selection Process

Step 1: Prepare application form and announce call for projects with an established deadline.

Step 2: DRCOG staff will screen all project funding applications for **applicant eligibility, project/activity eligibility, and completeness**. Applications found insufficient will be given a brief “cure” period.

Step 3: The Peer Review Panel (PRP) will score and rank Category A and Category B projects together based on total points received in those categories. The highest-ranked projects summing to the 55% threshold (~\$1.6 million) will be noted. Remaining Category A and B projects will be addressed in Step 6. If there are not enough Category A and B projects to meet the 55% threshold, the amount of funds available to Category C and D projects must be proportionally reduced.

Step 4: The PRP will score and rank Category C projects based on total points received in that category, noting where the 35% ceiling is reached. If there are additional Category C projects, see Step 6.

ATTACHMENT 2

Step 5: The PRP will then score and rank Category D projects based on total points received in that category, noting where the 10% ceiling is reached. If there are additional or not enough Category D projects, see Step 6.

Step 6: Because funding allocations can become complex related to categorical rules, DRCOG staff will work with the PRP to prepare funding package options. Categories A plus B must always comprise at least 55% of total funding awarded.

3. Peer Review Panel (PRP)

The PRP is proposed to be comprised of non-applicant stakeholders' staff: DRCOG (Transportation and Area Agency on Aging), CDOT, FTA, State Coordinating Council, Veterans Affairs, Department of Health and Human Services, local govt. staff, etc. If there are not enough participants, an alternate PRP composition could be non-applicants plus regional applicants (RTD and DRMAC, who would not score their own project submittals)

ATTACHMENT 3

**FTA Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities)
Proposed Project Evaluation and Scoring Criteria for FY 2014/15 DRCOG Project Selection for RTD**

Eligible Project Types	Examples of Eligible Activities (Not Exhaustive)	Proposed 2-Year Funding Targets & Amounts	
A. Capital Activities	Purchase vehicles and equipment; contract for transportation service; mobility management (see below)	At least	\$1,595,000
B. Mobility Management	Short-range planning and management activities/projects to improve coordination; travel training	55%	
C. Operating Activities	Service beyond ADA requirements, feeder service, service enhancements, voucher programs	35%	\$1,015,000
D. Regional Service Coordination	Pilot category for regional <u>service</u> coordination to broker or provide <u>trips</u> for multiple populations with multiple funding types	10%	\$290,000
		100%	\$2,900,000

DRCOG Staff Eligibility Screening (Prior to Peer Review Panel)

- Applicant Eligibility
- Project/Activity Eligibility
- Application Completeness

Peer Review Panel Evaluation Criteria and Scoring Methodology

Evaluation Criteria	Explanation - How Evaluation Criteria are Scored	Project Type & Criteria Points per Project Type			
		A. Capital	B. Mobility Management	C. Operating	D. Reg. Service Coord.
1. Relation to Transit Element	Qualitative: Scoring based on the responsiveness of the project to Transit Element goals, strategies, and policies. How many does the project address and how well does it address them? (Figure 3 policies and Chapter 9 goals and strategies)	0-15	0-20	0-15	0-10
2. Coordination & Commitment	Qualitative: Extent to which the project demonstrates coordination with and commitment from participating entities. Support letters from participating entities will be considered in the scoring.	0-10	0-20	0-10	0-15
3. Service Needs/Availability	Qualitative: Scoring based on project responsiveness in identifying and addressing unmet needs of the elderly and individuals with disabilities.	0-15	0-15	0-20	0-10
4. Ridership	Qualitative/Quantitative: Scoring based on project's anticipated annual new ridership of seniors and individuals with disabilities relative to project cost. Reliability of the projected ridership value may be considered.	0-15	0-5	0-15	0-5 (See #11 Below)
5. Accessibility Improvements	Qualitative: Infrastructure, service, or other capital or operating investments to improve access to fixed route service and decrease reliance on complementary paratransit.	0-15	0-15	0-15	0-5
6. Project Readiness & Implementation	Qualitative: Reasonableness of project's work plan; applicant's ability (staff and resources) to complete the project on time and within budget; and how quickly project can begin in relation to the fiscal year of funding to be used.	0-10	0-10	0-10	0-5
7. Marketing & Outreach	Qualitative: Scoring based on the reasonable marketing/outreach plan to reach the project's target populations.	0-5	0-5	0-5	0-5
8. Project Performance Metrics	Qualitative: How well project identifies and applies meaningful performance measures above and beyond the following, which must be included at a minimum: Increase available transportation service for seniors and individuals with disabilities through: <ul style="list-style-type: none"> • modifications to the geographic coverage of proposed transportation service • quality of service (frequency, reliability); increased hours of service 	0-10	0-10	0-10	0-5 (See #11 Below)
9. Cash Overmatch (Capital)	Quantitative: 1 point earned for each full 5% of cash overmatch above the 20% minimum match requirement.	0-5	N/A	N/A	N/A
10. Multiple Funding Sources	Quantitative: At least one additional funding type (10 points); at least two (15 points); three or more (20 points). Eligible funding types include Older Americans Act, DD Mill Levy, Medicaid NEMT, Veterans, or other human service transportation-oriented funding. Each non-Section 5310 funding type must be at least 10% of the total Section 5310 funding request to qualify for points.	N/A	N/A	N/A	0-20
11. Regional Service Coordination Performance Metrics	Quantitative/Qualitative: Demonstrate ability to achieve at least one of the following three metrics (up to 10 points); at least two metrics (up to 15 points); all three metrics (up to 20 points): <ul style="list-style-type: none"> • cost savings: net reduction in unit costs (cost per trip/rider, cost per hour, or cost per mile) reinvested to increase service quantity/quality • service quantity: increase service (number of trips, riders per vehicle service hour, service span, geographic coverage, service types) • service quality: increase service quality as measured by customer satisfaction surveys, crash rates, reliability 	N/A	N/A	N/A	0-20
Total Points Possible		100	100	100	100

ATTACHMENT C

To: Chair and Members of the Transportation Advisory Committee

From: Melina Dempsey, Transportation Planner
303 480-5628 or mdempsey@drcog.org

Subject: **Regional TDM Program Pool process and policies for fiscal years 2014 and 2015**

Meeting Date	Agenda Category	Agenda Item #
March 25, 2013	Action	5-C

REQUESTED ACTION

Recommendations regarding the Regional TDM Program Pool process and policies for fiscal years 2014 and 2015; specifically, final recommendations related to the TDM Pool Rules (eligibility), evaluation criteria, and process changes.

SUMMARY

- DRCOG has initiated the process for selecting projects to be funded through the Regional Travel Demand Management Program Pool (TDM Pool) for fiscal years (FYs) 2014 and 2015.
- Several questions pertaining to the “rules” were discussed at the February TAC meeting (see meeting summary). Some final recommendations were made, and others requiring further information and discussion were deferred to this (March) TAC meeting. The committee is asked to provide recommendations on the following three topics:
 1. **“TDM Pool Rules”– Remaining Questions**
 - **Attachment 1** includes specific questions for TAC recommendation.
 - DRCOG staff recommendations are based on discussions at the February TAC meeting and additional information received since then.
 2. **TDM Project Evaluation Criteria**
 - CDOT and DRCOG staff reviewed the previous evaluation criteria and considered state and federal guidance in preparing the attached (**Table 1**) *Revised Draft-Proposed TDM Evaluation Criteria for the FY 2014-15 TDM Pool*.
 - The TAC and TDM stakeholders had an opportunity to provide comments to staff via the online forum or by email through March 12. Full text of the comments can be viewed in **Attachment 2**.
 - Staff has revised the evaluation criteria. Key revisions include:
 - Deleting the “Past VMT Reduction Results” as a stand-alone criteria and embedding it within the “Other Intangibles” criteria
 - Increase Trip Reduction points to 15
 - Remove the “Life of Project” criteria, contingent upon prohibition of infrastructure projects
 - Add criteria points for providing all cash match
 3. **TDM Project Selection Process**
 - CDOT and DRCOG staff reviewed the previous scoring and project selection process (used for FY 2012-13) and prepared the attached (**Attachment 3**) *Proposed TDM Project Recommendation Process Changes*.

Regional TDM Program Pool process and policies for fiscal years 2014 and 2015

March 25, 2013

Page 2

- The key theme is that a Project Review Panel comprised of non-applicants would be established. The Panel would review, score, and make recommendations for projects to be funded.
 - The TAC and TDM stakeholders had an opportunity to provide comments to staff via the online forum or by email through March 12. Full text of the comments can be viewed in **Attachment 4**.
 - Staff has revised the proposed project selection process. Key revisions include:
 - Added the possibility of including additional “expert” panel members
 - If feasible, we are considering scheduling sponsor presentations of their project to the review panel after the applications are submitted.
- The DRCOG Board is scheduled to approve the TDM Pool Rules (eligibility), evaluation criteria, and process changes at its April 17 meeting.
-

Informational Item - Project Application

- CDOT hosted a workshop in January 2013 addressing how to make the process for completing contracts between CDOT and TDM project sponsors more timely and efficient for the benefit of all parties.
 - The main outcome of the workshop was determining that *requiring sponsors to provide more detailed project tasks (scope of work) and budgetary items in their application forms submitted to DRCOG* would substantially improve the process.
- **Attachment 5** includes draft questions for the application form.
- All sponsor applicants will be required to attend a training hosted by DRCOG and CDOT. Some topics to be covered include:
 - Application and scope requirements
 - Benefit calculation prediction methods
 - Reporting requirements
 - Overview of contract process with CDOT for awardees

PRIOR BOARD ACTION

- September 21, 2011 - DRCOG Board approves Regional TDM Pool projects to receive funds in fiscal years 2012-2013
- June 1, 2011 - MVIC concurred with the process for selecting 2012-2013 TDM Pool projects

FINANCIAL CONSIDERATIONS

N/A

ALTERNATIVES

- For action items 1, 2, and 3, the TAC is asked to review relevant material and either:
 - accept DRCOG staff recommendations, or
 - approve a revised recommendation.

PROPOSED ACTION/RECOMMENDATIONS

- DRCOG staff recommendations:
 - For specific questions related to TDM Pool Rules Attachment 1
 - TDM Project Evaluation Criteria Table 1
 - TDM Project Selection Process..... Attachment 3

BACKGROUND INFORMATION

- Attachments:
 1. Staff Recommendations on TDM Pool Rules– **Questions for Discussion and Verification**
 2. Full text of stakeholder comments to the **Draft Proposed TDM Evaluation Criteria**
 3. **Proposed TDM Project Recommendation Process Changes**
 4. Full text of stakeholder comments to the **Draft Proposed TDM Project Recommendation Process Changes**
 5. Draft for Discussion - **Questions for DRCOG TDM Pool Application Form**

Table 1: Revised Draft Proposed TDM Evaluation Criteria for the FY 2014-2015 TDM Pool

Table 2: DRCOG Regional TDM Program Pool – Project and Result Tracking

ATTACHMENT 1

Staff Recommendations on TDM Pool Rules Questions for Discussion and Verification

March 14, 2013

Note: Current recommendations consider discussion at previous February 25th TAC meeting.

1. *Should carshare capital purchases (vehicles) be eligible for funding?*

Current DRCOG Staff recommendation:

- 1) Sponsors are eligible to apply for funds to purchase vehicles. If the sponsor has previously received 3 years of funding for vehicles however, it must show that the newly requested vehicles serve distinctly new locations and members.
- 2) Though applications will be accepted, the project will not be considered for selection unless positive new information, precedent decisions, or specific guidance is obtained from FHWA by the time selection recommendations are discussed (mid-June?). E.g., if eGo Carshare receives a waiver clearly denoting what types of vehicles would be eligible for purchase for their given high-mileage bid specifications.
 - a. If positive new information indicating a waiver is forthcoming, and the project is selected, the applicable FHWA waiver(s) must be secured by 6 months into FY 2014 (April 1, 2014), otherwise the funds will be rescinded.

While staff is recommending that carshare vehicles can be funded with federal dollars, we continue to hear of interest of private for-profit carshare companies wanting to increase operations on their own within large urban areas such as the Denver region. News on this topic should be monitored over the next three months to determine if the TAC or DRCOG Board desires to reconsider their recommendation.

2. *Should minor infrastructure projects be eligible?*

DRCOG and CDOT staff had extensive discussions regarding this question. It is agreed that too much time management and oversight is required to implement small federally funded infrastructure projects, i.e., those less than the TIP minimum funding request of \$300,000.

Current DRCOG Staff recommendation: Do not fund any fixed infrastructure projects or sub-elements of projects. Infrastructure projects are most appropriate for consideration with the TIP projects (e.g., bicycle and pedestrian) rather than through the TDM Pool. This recommendation will be reconsidered when the Policy for 2016-2022 TIP Preparation is developed next year.

- *How are ineligible infrastructure projects defined, in regard to the TDM Pool?*
“Permanent” installations that require a “categorical exclusion”, environmental review or acquiring right-of-way. Examples include: any type of fixed bicycle parking/shelters, bike share docking stations, constructing or striping bicycle lanes and crosswalks.
- Rolling stock (e.g., bikes for bikeshare, cars for carshare (per FHWA approval), mobile bike parking) is eligible.

ATTACHMENT 1

3. *Should direct cash payment incentive program elements continue to be discouraged?*

Current DRCOG Staff recommendation: Yes, cash incentives should be discouraged from inclusion within project proposals. Only allow within a larger project if less than 5% of the federal funding request.

4. *Should past performance results of TDM projects by project sponsors be incorporated as a criterion or required input for sponsors? If so, should this include a comparison of how well the sponsor's results compared to benefits predicted in their original application?*

Current DRCOG Staff recommendation: Do not create unique evaluation criteria for this subject. Rather, incorporate the consideration of past performance or the quality of reporting results into the 'other intangibles' category of the proposed evaluation criteria. The panel may take this into consideration when scoring this category for applicants.

5. *Should the overmatch criteria be eliminated?*

Current DRCOG Staff recommendation: Yes, since as current practice, CDOT does not track overmatch (cash or in-kind). If a sponsor wants to overmatch the project on their own, (or if costs rise), they may do so, but without point incentives.

6. *Increase project request minimum?*

Current staff recommendation: Increase the project minimum request to \$80,000 of federal funds (two-year total).

ATTACHMENT 2

Full text of stakeholder comments to the Draft Proposed TDM Evaluation Criteria

March 14, 2013

Stakeholders were asked to submit feedback to the proposed TDM Evaluation Criteria included in the February TAC Agenda (Attachment B-2). This attachment contains the full text submitted by TDM stakeholders and TAC members, and comments are organized by submitting organization. Some of the comments were sent in a spreadsheet and are included in this attachment following the text.

Denver South TMA (Hannah Heavrin)

- The Denver South TMA has included two spreadsheets that are the proposed evaluation criteria for the 2014/15 TDM Pool. Also attached are some notes. The Denver South TMA is proposing two applications and two different sets of evaluation criteria. We believe there needs to be separate applications and scoring mechanisms for bike/ped projects and non bike/ped projects.”
 - See Attachments 2.A and 2.B
- DRCOG needs to uniformly establish VMT calculations that are consistent (conservative numbers). VMT Calculations:
 - Are they based on the life of the project? What is the life of the project? Is it based on the 2-year grant timeframe or based on when the program is actually implemented (after completion of initial phases of starting the program). Is the life of the project longer?
 - The formula needs to be different for bike/ped projects on VMT calculations, trip reduction calculations and cost effectiveness—suggesting two separate applications for bike/ped projects versus non bike/ped projects (points for VMT and trip reduction are largely differ, which means cost effectiveness calculations need to be altered).

Community Cycles (Sue Prant)

- There seems to be more credit given to infrastructure projects. Maybe I am reading that wrong, but in places like Boulder (and there are more and more places like this in the DRCOG region) sometimes building new isn't as important as "soft" TDM measure to get more people using what we have already made a substantial investment in. I think the decision of is infrastructure or encouragement varies so much from municipality to municipality that it really is not fair to make a blanket statement that one is better than the other.
- I do like credit being given to serving underserved populations. This is so important and so often over looked in transportation.
- I like the idea of credit for new projects that have worked well in other cities. Unfortunately, I feel like I have seen a lot of ideas from other cities come here and get twisted just enough that they are not so great and not very successful. Something to think about. Not everything works everywhere.

ATTACHMENT 2

Jefferson County (Kevin French)

- I had a thought regarding the purchase of TDM related items such as bike racks. The Traffic Signal Operations program has a Miscellaneous Equipment Purchase component of the program. This has been very successful through the years as entities were able to fix small (or even medium sized) problems with their systems and not have an extensive application/scoring/review/contract process that is normally required with using DRCOG pool funds. Simply put, DRCOG funds the purchase of actual equipment and the requesting entity is responsible for installation and maintenance of individual items going forward. My understanding is that there is only an IGA between CDOT and DRCOG and the individual entities are reimbursed for approved items once they are implemented.
- Would it be possible for a portion of the TDM pool to be set aside for Miscellaneous Equipment purchases and the entities accessing these funds would be responsible for their installation. This may be a way to stretch these dollars and make small projects more doable.

RAQC (Kate Cooke)

- Our comments reflect an observation that there seem to be too many small and similar categories and that there should be more of an emphasis on quantitative evaluation of applications. Based on these observations, we made changes to the spreadsheet that you emailed out earlier. I have attached that file for your review.
 - See Attachment 2.C

Transportation Solutions (Erika Kampe)

- We support Denver South TMA's proposed alternative for scoring, including the separate applications for Bike/Ped vs. Other projects, with three additional suggestions: **(Note: Numbers referenced in text correspond with the proposed evaluation criteria submitted by Denver South TMA in Attachment 2.A and 2.B)**
 - We would like to add consideration for “incorporating lessons learned from past projects or TDM projects in other regions” as to the **Other Intangibles category (#7)**, in addition to coordination with Way to Go, since we removed the section on past project performance.
 - We suggest moving the following categories into a new section “Scored by Applicant,” like in past TDM Pool applications: (#2) Timing/Synergy, (#3) Motor Vehicle Trips Reduction Potential, (#4) VMT Reduction, (#5) Cost Effectiveness, (#8) Reporting, (#9) Overmatch. Of course, we can expect all self-scored points would be subject to verification by the other parties, but this will allow applicants to have a better sense of their score in the more objective categories.
 - We recommend that in Reporting category (#8), the highest score of 10 is awarded to applicants who can provide a thorough evaluation, but not necessarily performed by a third party, such as a contractor. (If an organization can produce a sophisticated, accurate evaluation in-house, they should be eligible to receive more than 5/10 points).
 - We agree that DRCOG staff should take a close look at current VMT calculations to provide an accurate measure of project effectiveness potential

ATTACHMENT 2

Boulder Transportation Connections TMA (Amy Breunissen)

Boulder Transportation Connections agrees with many of the suggestions made by Denver South and Transportation Solutions. Our thoughts on each section are below. **(Note: Numbers referenced in text correspond with the proposed evaluation criteria in Attachment 2 of the February TAC agenda)**

- 1, 2, 3: Uniqueness and Level of Innovation: We agree with Denver South—these sections should be combined into one to simplify things.
- 4: Project Readiness: We think this should be left in as it demonstrates commitment.
- 5: Life of Project: We agree with Denver South— It makes sense to take this one out as it is difficult to measure this objectively for TDM projects.
- 6: Timing/Synergy of Project: We agree with Denver South for adding the language “coincides with jurisdictional planning”. Additionally, BTC thinks this section is important enough to score it out of 10 points, as TDM is best when it maximizes the potential of other investments in the region.
- 7 & 8: Motor Vehicle Trip Reduction & VMT reduction potential: We agree with Denver South— Bike/ped projects should be scored primarily by trip reduction and not VMT. We also think the total number of points in these sections could be 20 points, instead of 25. (Side note: It looks like there was a typo in the explanation of points in Denver South’s version)
- 9: Cost Effectiveness: We agree with Denver South—the formula needs to be altered for bike/ped projects.
- 10: Past VMT Reduction Results: We agree with Denver South— This category should be removed.
- 11: Existing SOV Use in Area & Potential for Change: BTC strongly believes that this section should be removed as it rewards high SOV use.
- 12: Other Intangibles: BTC would like a clearer definition of what is being asked for in this category. We think other factors should be included besides a project’s relationship with the Way to Go brand like incorporating lessons from prior projects or other regions as suggested by Transportation Solutions. There could be very successful TDM projects that do not make sense with the Way to Go brand. We do not agree Denver South for increasing the point value to 10 and think it should be left at 5 points.
- Reporting (tracking/monitoring) BTC thinks this section makes sense to add, but only for 5 points. A clear standard evaluation tool and procedure should be in place if this section is included. This section should be discussed further for greater consensus, and we do not feel a third party needs to perform the evaluation if it can be done accurately by the applicant.
- *Overmatch*: We are fine with this addition by Denver South if others feel it is important, but in the past it has been difficult to track

ATTACHMENT 2

- *13: User Base:* BTC agrees this section should be removed. This is already considered through VMT and trip reduction potential.
- *14-17: Environmental Justice Area, Congestion Level in Project Area, Serves DRCOG Designated Urban Centers, Jurisdiction's TIP Metro Vision Points:* BTC is fine with all of these. The number of points under Congestion Level could be increased to 10.
- We agree with Transportation Solutions and Denver South that VMT calculation procedure should be examined.

US 36 Commuting Solutions TMA (Audrey DeBarros)

- 36 Commuting Solutions agrees with BTC's input.

Boulder B-Cycle (James Waddell)

- I agree with all of the comments made by Boulder Transportation Connections...although I would prefer to remove the overmatch category. It's difficult for smaller non-profits to even find the current match 20% match.

Boulder County (Brian Graham)

Generally, Boulder County feels that there are too many scoring criteria and that the following comments will help simplify the overall scoring process. **(Note: Numbers referenced in text correspond with the proposed evaluation criteria in Attachment 2 of the February TAC agenda)**

- **Boulder County: Criteria 1-3** Propose combining the first three criteria into one "Innovation" category worth 10 points. Projects should not be scored upon whether the "concept has shown success in other cities." This criteria limits the ability to be truly innovative and do something that hasn't been done elsewhere. Criteria should not favor programs in new geographical areas or areas where land-use patterns or lack of previous investment in TDM work will limit effectiveness of new TDM projects.
- **Boulder County: Criteria 4** Retain "Project Readiness" criteria and scoring as-is.
- **Boulder County: Criteria 5** Propose deletion of "Life of Project" criteria. It seems most applicable to larger capital projects and weakens marketing and other TDM type projects.
- **Boulder County: Criteria 6** Propose revising criteria and scoring clarification to eliminate link to major construction projects. The TDM Pool is not the appropriate place to fund TDM work associated with major roadway projects. The "Timing/ Synergy of the Project" should be scored as to how well it relates relevant plans and projects, but not major construction.
- **Boulder County: Criteria 7, 8, 9** These criteria should continue to represent the majority of points possible. Retain "VMT Reduction Potential" as highest weighted criteria. We believe

ATTACHMENT 2

this is the direction of DRCOG's Metro Vision 2035 plan which cited goals for VMT reduction and lower SOV mode share, but not specifically for trip reduction.

- **Boulder County: Criteria 10** Per TAC consensus on February 25th regarding past performance results, this item should be eliminated or revised to remove the linkage to past performance results while maintaining points for being compliant in reporting and grant management expectations.
- **Boulder County: Criteria 11** Remove "Existing SOV Use in Area" while maintaining "Potential for Change." Criteria should award points for 'high potential for change,' with no points associated with high SOV because land use patterns and previous investment in TDM work will limit effectiveness of new projects. Or, consider removing this criteria all-together as potential for change will be captured in criteria 9, "Cost Effectiveness potential."
- **Boulder County: Criteria 12-17** No comments, generally supportive.
- **Boulder County: Overmatch** Per TAC consensus on February 25th regarding cash overmatch, this should be added as an evaluation criteria to be scored by DRCOG staff, awarding points to applicants who commit overmatch.

ATTACHMENT 2-A

DRAFT- Proposed TDM Evaluation Criteria for the FY 2014-15 TDM Pool (Non Bike/Ped Projects Only)

Submitted by Denver South TMA

	Evaluation Criteria	Max Pts	Notes
Scored by Project Review Panel			
1	Uniqueness/Level of Innovation Extremely unique and totally new = 15 pts Somewhat unique, but still simple = 10 pt Simple continuation of existing service = 5 pts	15	
2	Timing/Synergy of Project Immediate benefits/links to major roadway/transit project/jurisdictional plan = 5 pts No link to major roadway/transit project/jurisdictional plan = 1 pt	5	
3	Motor Vehicle Trips Reduction Potential High (over 150,000 trips/year) = 10 pts Low (under 20,000 trips/year) = 1 pt	5	*
4	VMT Reduction potential High (over 1.5 million miles/year) = 15 pts Low (under 100,000 miles/year) = 1 pt	20	*
5	Cost Effectiveness potential High results/lower cost = 5 pts Low results/higher cost = 1 pt	5	Formula needs to be altered for bike/ped projects where Motor Vehicle Trips are more heavily weighed than VMT reduction
6	Existing SOV Use in Area & Potential for Change High SOV and strong potential for change = 5 pts Low SOV and moderate change/maintain level = 2 or 3 pts High SOV and low change potential = 1 pt	5	
7	Other Intangibles No concerns, high degree of working well with WayToGo = 10 pts Average degree of working with WayToGo= 5 pts	10	
8	Reporting (tracking/monitoring) Verifiable independent tracking mechanism = 10 pts. Self reporting = 5 pts. Poor reporting = 1 pt	10	Verifiable independent tracking mechanism could either be the applicant using a specific software or hiring a consultant to track results. Self-reporting is having the participants of the program providing the reports (not verifiable; more of a good faith mechanism)
9	Overmatch	5	A project with any type of overmatch will receive 5 points
Measured/Scored by DRCOG staff			
10	Environmental Justice Area Entirely in EJ area = 5 pts Partially in, or serves defined population away from project = 3 pts Does not serve any EJ area = 1 pt	5	
11	Congestion Level in Project Area High = 5 pts Low = 1pt	5	
12	Serves DRCOG Designated Urban Centers (UCs) Strongly serve/focused on established UCs = 5 pts No UCs = 1 pt	5	
13	Jurisdictions' TIP Metro Vision Points	5	
		100	

*It is our suggestion that there are TWO applications with separate scoring for bike/ped projects and non bike/ped projects where there is a difference in calculations and scoring for Vehicle Miles Traveled reduction and Motor Vehicle Trips reduction

ATTACHMENT 2-B

DRAFT- Proposed TDM Evaluation Criteria for the FY 2014-15 TDM Pool *(Bike/Ped Projects Only)* Submitted by Denver South TMA

	Evaluation Criteria	Max Pts	Notes
	Scored by Project Review Panel		
	Uniqueness/Level of Innovation Extremely unique and totally new = 15 pts Somewhat unique, but still simple = 10 pt Simple continuation of existing service = 5 pts	15	
1	Timing/Synergy of Project Immediate benefits/links to major roadway/transit project/jurisdictional plan = 5 pts No link to major roadway/transit project/jurisdictional plan = 1 pt	5	
2	Motor Vehicle Trips Reduction Potential High (over 150,000 trips/year) = 10 pts Low (under 20,000 trips/year) = 1 pt	20	*
3	VMT Reduction potential High (over 1.5 million miles/year) = 15 pts Low (under 100,000 miles/year) = 1 pt	5	*
4	Cost Effectiveness potential High results/lower cost = 5 pts Low results/higher cost = 1 pt	5	Formula needs to be altered for bike/ped projects where Motor Vehicle Trips are more heavily weighed than VMT reduction
5	Existing SOV Use in Area & Potential for Change High SOV and strong potential for change = 5 pts Low SOV and moderate change/maintain level = 2 or 3 pts High SOV and low change potential = 1 pt	5	
6	Other Intangibles No concerns, high degree of working well with WayToGo = 10 pts Average degree of working with WayToGo = 5 pts Poor coordination = 1 pt	10	
7	Reporting (tracking/monitoring) Verifiable independent tracking mechanism = 10 pts. Self reporting = 5 pts. Poor reporting = 1 pt	10	Verifiable independent tracking mechanism could either be the applicant using a specific software or hiring a consultant to track results. Self-reporting is having the participant providing the reports (not verifiable; more of a good faith mechanism)
8	Overmatch	5	A project with any type of overmatch will receive 5 points
9	Measured/Scored by DRCOG staff		
	Environmental Justice Area Entirely in EJ area = 5 pts Partially in, or serves defined population away from project = 3 pts Does not serve any EJ area = 1 pt	5	
10	Congestion Level in Project Area High = 5 pts Low = 1pt	5	
11	Serves DRCOG Designated Urban Centers (UCs) Strongly serve/focused on established UCs = 5 pts No UCs = 1 pt	5	
12	Jurisdictions' TIP Metro Vision Points	5	
13		100	

*It is our suggestion that there are TWO applications with separate scoring for bike/ped projects and non bike/ped projects where there is a difference in calculations and scoring for Vehicle Miles Traveled reduction and Motor Vehicle Trips reduction

ATTACHMENT 2-C

**Draft - Proposed TDM Evaluation Criteria for the FY 2014-15 TDM Pool
Submitted by RAQC
(February 14, 2013)**

Evaluation Criteria	Max Pts	Further Clarification: Example Traits to Receive Max Pts	Further Clarification: Example Traits: Minimal Pts	RAQC Comments
Scored by Project Review Panel				
1 Uniqueness/Innovativeness of project market geographic area or physical connections: Totally new = 5 10 pts; same as existing = 1 pt	10	Marketing/incentive type Program reaches completely new area. Program reaches out to a new population. Completes key connection to transit station or companion facility.	Serves area with current/recent/long standing service. Infrastructure project does not provide a new connection.	The categories should merged and have a total point value equal to 10 since they are redundant and do not measure anything new or different.
Uniqueness of market population/demographics: Totally new = 5 pts; same as existing = 1 pt	5	Project serves or targets a totally new demographic population or type of trips to reduce	Serves a population comparable to those that have been served by the sponsor for a long period of time.	
Level of Innovation: Extremely unique, seed funding to test concept is critical = 5 pts; Simple continuation of existing service = 1 pts	5	Project is unlike anything tried in the Denver region in recent past. Concept has shown success in other cities.	Very similar to past endeavors, or continuation (maybe just with a new name) of an existing program.	
2 Project Readiness: Sponsor is ready to go = 5 pts; Sponsor just getting started, ROW or extensive coordination required = 1 pt	5	Experienced sponsor of TDM projects. Partnerships are in place for effective implementation of program.		Delete reference to ROW.
Life of Project: Over 15 years (construction project) = 5 pts; one time event with min. sustained services or carryover of new habits = 1 pt	5	Construction is key component of project.	Weak commitment to or less likelihood of sustained project-related endeavors beyond the project contract life.	Delete this criterion as it relates to construction projects.
3 Timing/Synergy of Project: Immediate benefits/links to major roadway/rapid transit project = 5 pts; Benefits several years out, undeveloped area, no link to roadway/rapid transit project = 1 pt	5	Project coincides with an immediate major construction project or opening of new rapid transit line/segment		
4 Motor Vehicle Trip Reduction potential: High (e.g. over 150,000 trips/year) = 10 pts; Low (e.g. under 20,000 trips/year) = 1 pt	20	Project Review Panel will consider reliability & realism of assumptions used in the calculations.		Increase point values for these categories to 20 and 10 to provide more emphasis on quantitative evaluation of an application.
5 VMT Reduction potential: High (e.g. over 1.5 million miles/year) = 15 pts; Low (e.g. under 100,000 miles/year) = 1 pt	20	Project Review Panel will consider reliability & realism of assumptions used in the calculations.		
6 Cost Effectiveness potential: High results/Lower cost = 5 pts; Low results/Higher cost = 1 pt	10	Project Review Panel will consider reliability & realism of assumptions used in the calculation of results.		
Past VMT Reduction Results of Project Implementer/Sponsor: Met or exceeded prediction in application form = 5 pts; New sponsor, or completely new type of project = 3 pts; <10% of prediction = 1 pt; or no results ever reported = 0 pts	5			Delete this criterion as it doesn't accurately measure program effectiveness.
Existing SOV Use in Area & Potential for Change: High SOV (bad) and strong potential for change = 5 pts; Low SOV (good - e.g. Boulder/Denver CBD) and moderate change/maintain levels = 2 or 3 pts; High SOV and low change potential = 1 pts	5	DRCOG staff will calculate the existing SOV use in the area.		Delete this criterion as it has the ability to penalize areas that have effective transit service and therefore a good potential for participation in TDM programs.
7 Other Intangibles: Quality of Past Products, Linkage/Cooperation with Regional TDM Program: No concerns, good products, work well w/ WayToGo = 5 pts; Poor products, and poor coordination = 1 pt	5			The expectation from DRCOG regarding linkages to the Way to Go campaign need to be clearly and consistently stated.
Below Measured/Scored by DRCOG Staff:				
8 User Base - Population or/and Employment to be reached directly through this project in the specific project area	5	Points allocated based on results of all projects submitted.		
9 Environmental Justice Area: Entirely in EJ area = 5 pts; Partially in, or serves defined population away from project = 3 pts; Does not serve any EJ area = 1 pt	5			
10 Congestion Level in Project Area: High (>) = 5 pts Low (<) = 1 pts	5	Points allocated based on results of all projects submitted.		
11 Serves DRCOG Designated Urban Centers (UCs): Strongly serve/focused on established UCs = 5 pts; No UCs = 1 pt	5			
12 Jurisdiction's TIP Metro Vision Points	5	Pulled directly from 2012-2017 TIP Policy Document		

ATTACHMENT 3

Proposed TDM Project Recommendation Process Changes

March 14, 2013

Proposed new process for FY 2014-15 TDM Program Pool

- Create a **Project Review Panel** of non-applicants comprised of staff from the following:
 - DRCOG – TPO and CAM (Way to Go) Divisions
 - CDOT
 - EPA Region 8
 - Colorado APCD or CDPHE
 - FHWA
 - RTD (if they are a non-applicant)
 - Other: Consideration may be given to other non-applicants, including additional “experts” for the Denver area that have thorough knowledge of TDM.
- a) Each member of the Panel will review the applications and assign points to the criteria based on information contained in the project application forms.
- b) The Panel will convene to discuss the applications and reach consensus on the final criteria points and total score for each project.
- c) The Panel will recommend a list of projects to be funded by the Regional TDM Pool.
- d) The list will then be taken through DRCOG committees for review and final approval by the Board.

Note that the North Front Range Metropolitan Planning Organization uses a comparable process for reviewing and scoring their CMAQ projects.

- Consider scheduling sponsor presentation of their project to the review panel after applications are submitted.

Previous process used for the FY 2012-13 cycle

- 80% of the points were scored automatically based on what the sponsor put into the application (after many hours of staff time adjusting the reported benefits). Volunteer stakeholders (eligible TDM applicants) scored the remaining 20% of the application (methods for tracking and evaluation, level of innovation, and other considerations and project intangibles). Then TAC developed the recommended project list which made its way through the DRCOG committees to the Board.

ATTACHMENT 4

Full text of stakeholder comments to the Draft Proposed TDM Evaluation Project Recommendation Process Changes

March 14, 2013

Boulder County

- Boulder County believes members from other agencies invited to be on the review panel must have demonstrated experience in TDM programming. We encourage DRCOG to explore other Non-Governmental Organizations that are impartial but also have experience in TDM project evaluation. This could include professional development members of ULI (Urban Land Institute), CNU (Congress for New Urbanism) Transportation Sub-Chapter, or AICP, or could be a PhD candidate of the CU Denver Sustainable Infrastructure program.

Boulder Transportation Connections

- To add to the list for the review panel: A few representatives from the TRB TDM committee or ACT (who are located outside the Denver region) should be included.

Community Cycles

- Would like to see someone from the “public” on committee.

Denver South TMA

- Two TMA/TDM experts that are not applicants, or replace CO APCD/CDPHE/FHWA with TMA/TDM experts. Does not support RTD on review panel.

Transportation Solutions

- Support including two non-applicant TMA reps on review panel

ATTACHMENT 5

Draft for Discussion Questions for DRCOG TDM Pool Application Form

March 14, 2013

A. GENERAL INFORMATION

1. **Project Title:**
2. **One Sentence Project Description:**
3. **Project Overview Summary.** Briefly describe your project and its purpose. Do not include background information or justification language.
4. **Project Innovation.** Briefly describe any innovative features of proposed project. (Example: project elements that haven't been implemented in the region.)
5. **Project Overview Details.**
Please list and briefly describe the specific key tasks you must complete in order to successfully implement and finish your project.

Task 1: ***Calculation and Compilation of Project Results.*** Establish procedures for obtaining "before and after" travel habit information from participants. Conduct pre- and/or post-surveys or implement routine tracking procedures.

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

Task 8:

B. PROJECT TRAITS

6. What is the geographic target area (overall and/or specific sites) for the project? (attach a map of the service area, noting specific sites if applicable) Is there anything unique about this geographic area?
7. Who is your target audience? Are there any unique demographic or socioeconomic traits of your target population?
8. What is the estimated percentage of your project located within an RTP-defined environmental justice area? (A detailed map of specific locations will be included)
9. When will you be ready to start the project? (assuming contract/IGA is complete by December 31, 2013)
10. Will your project be timed or linked with a major roadway construction project? Yes ___ No ___
If yes, which project, and describe the linkage?
11. Will your project be timed or linked to a new major transit project? Yes ___ No ___

ATTACHMENT 5

If yes, what transit project, and describe the linkage?

12. List any organization that is a **pertinent** partner with you in this project (i.e. the partnership is a necessity in the success of the project). Is the partnership currently in place? Please explain.
13. Once your project is complete, how will your efforts be continued or the project infrastructure maintained?

C. PROJECT BENEFITS (predictions and post-project completion)

Note: All project awardees are required to evaluate and compile benefits (trips reduced and VMT reduced) upon project completion in order to receive final reimbursements for their projects. Example procedures include:

- Before and after (pre- and post-) surveys of project participants' travel habits
- Post-project survey of participants to obtain both before and after travel habits
- On-going tracking (e.g. web-based) of participant travel habits from the time they start (iCarpool, RTD transit ridership, etc.)

If you need assistance, please contact DRCOG staff. (See Appendix 'X' for examples of methodologies that can be used to predict benefits, collect data, and conduct surveys)

14. Provide your prediction of project results for the following benefits:

- a) Number of single-occupancy vehicle (SOV) motor vehicle trips reduced over 1 year of fully implemented project:
- b) Number of vehicle miles traveled (VMT) reduced over 1 year of fully implemented project:

15. Provide and explain the methodology you used to calculate the VMT reductions, clearly noting the calculation of reduced SOV motor vehicle trips within the formulas.

16. Has your organization been awarded funds in past DRCOG TDM Pool cycles?

2008/2009 Cycle Project? No ___ Yes ___ Name:

If yes, was the project completed?

Are the annualized VMT reduction benefit results reported for this project on the attached Result Tracking Table the best available? Yes ___ No ___ If no, please provide updated information:

2010/2011 Cycle Project? No ___ Yes ___ Name:

If yes, was the project completed?

Are the annualized VMT reduction benefit results reported for this project on the attached Result Tracking Table the best available? Yes ___ No ___ If no, please provide updated information:

2012/2013 Cycle Project? No ___ Yes ___ Name:

Do you believe your project will meet the level of benefits predicted in the application?

Briefly describe progress made on specific implementation tasks:

17. Related to Task 1 above (Question #5) describe the procedures for how you plan to calculate and compile actual post-project results.

ATTACHMENT 5

D. PROJECT FUNDING REQUEST AND BUDGET

(Total federal request must be at least \$75,000 and a recommended maximum of no more than \$300,000)

1. Budget Overview	2014	2015	Total
Total Project Cost (federal plus local match)			
Required 17.21% Local Match *			
CMAQ Federal Funds Requested			
<i>* - How will you make your required base local match? Cash, in-kind, both? If you plan to use any in-kind, you must complete the in-kind request form as part of this application.ⁱ Click here to go to the in-kind request form.</i>			
2. Budget Details (Provide a general description and an amount of the expenses you expect to charge to this CMAQ project. We should be able to correlate your expenses to the tasks you identified earlier.)			
A. Salaries (list each position, hourly rate and total anticipated hours)			
B. Media (do not list specific media outlets, but provide general descriptions such as "fall newspaper campaign")			
C. Incentives			
D. Equipment (specific to implement the project)			
E. Production (printing, web development, mailings, etc.)			
F. Consultants (list any subcontractors by function rather than name)			
G. Other (please define)			

ATTACHMENT 5

E. TIMELINE

What is the proposed general time frame of your project (provide dates as well as any specific connection to the date such as March-September 2014 during the ozone period; or September to May 2014 during the school year, etc.)

Your project will begin upon receipt of your contract. Starting with the first month, please provide a timeline based on your specific tasks from beginning to end of your project.

Description	Year 1												Year 2											
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
(List the main tasks as identified in your Project Overview Details and identify the months you'll be working on them.)																								
Task 1																								
Task 2																								
Task 3																								
Task 4																								
Task 5																								
Task 6																								
Task 7																								
Task 8																								

ⁱ Training to be provided following the call for projects

TABLE 1

Revised Draft - Proposed TDM Evaluation Criteria for the FY 2014-15 TDM Pool
(Assumes No Infrastructure Projects)

March 14, 2013

Evaluation Criteria	Max Pts	Further Clarification: Example Traits to Receive Max Pts	Further Clarification: Example Traits: Minimal Pts
Scored by Project Review Panel			
1 Uniqueness of market geographic area or physical connections: Totally new = 5 pts; same as existing = 1 pt	5	Marketing/incentive type program reaches completely new area (e.g. new geographic location, new transit facility/service).	Serves area with current/recent/long standing service.
2 Uniqueness of market population/demographics: Totally new = 5 pts; same as existing = 1 pt	5	Project serves or targets a totally new demographic population or type of trips to reduce	Serves a population comparable to those that have been served by the sponsor for a long period of time.
3 Level of Innovation: Extremely unique, seed funding to test concept is critical = 5 pts; Simple continuation of existing service = 1 pt	5	Project is unlike anything tried in the Denver region in recent past. Concept has shown success in other cities.	Very similar to past endeavors, or continuation (maybe just with a new name) of an existing program.
4 Project Readiness: Sponsor is ready to go = 5 pts; Sponsor just getting started, ROW or Extensive additional coordination required = 1 pt	5	Experienced sponsor of TDM projects.	
5 Life of Project: Over 15 years (construction project) = 5 pts; one time event with min-sustained services or carryover of new habits = 1 pt		Construction is key component of project.	Weak commitment to or less likelihood of sustained project related endeavors beyond the project contract life.
5 Timing/Synergy of Project: Immediate benefits/links to major roadway/rapid transit project = 5 pts; Benefits several years out, undeveloped area, no link to roadway/rapid transit project = 1 pt	5	Project coincides with an immediate major construction project (traffic congestion) or opening of new rapid transit line/segment	
6 Motor Vehicle Trip Reduction potential: High (e.g. over 150,000 trips/year) = 10 pts; Low (e.g. under 20,000 trips/year) = 1 pt	15	Project Review Panel will consider reliability & realism of assumptions used in the calculations.	
7 VMT Reduction potential: High (e.g. over 1.5 million miles/year) = 15 pts; Low (e.g. under 100,000 miles/year) = 1 pt	15	Project Review Panel will consider reliability & realism of assumptions used in the calculations.	
8 Cost Effectiveness (cost/VMT reduced) potential: High results/Lower cost = 5 pts; Low results/Higher cost = 1 pt	5	Project Review Panel will consider reliability & realism of assumptions used in the calculation of results.	
0 Past VMT Reduction Results of Project Implementer/Sponsor: Met or exceeded prediction in application form = 5 pts; New sponsor, or completely new type of project = 3 pts <10% of prediction = 1 pt; or no results ever reported = 0 pts			
9 Existing SOV Use in Area & Potential for Change: High SOV (bad) and strong potential for change = 5 pts; Low SOV (good e.g. Boulder/Denver CBD) and moderate change/maintain levels = 2 or 3 pts; High SOV and low change potential = 1 pts		DRCOG staff will calculate the existing SOV use in the area.	
10 Other Factors and Intangibles: Quality/Performance of Past Projects, Linkage/Cooperation with Regional TDM Program: No concerns, good products, work well w/ WayToGo = 7 pts; Poor products, poor coordination, poorly prepared application = 1 pt	7		
Below Measured/Scored by DRCOG Staff:			
11 User Base - Population or/and Employment to be reached directly through this project in the specific project area	5	Points allocated based on results of all projects submitted.	
12 Environmental Justice Area: Entirely in EJ area = 5 pts; Partially in, or serves defined population away from project = 3 pts; Does not serve any EJ area = 1 pt	5		
13 Congestion Level in Project Area: High (>) = 10 pts Low (<) = 1 pts	10	Points allocated based on results of all projects submitted.	
14 Serves DRCOG Designated Urban Centers (UCs): Strongly serve/focused on established UCs = 5 pts; No UCs = 1 pt	5		
15 Jurisdiction's TIP Metro Vision Points	5	Based on the 2012-2017 TIP project application scores.	
16 Type of Local Match - All cash = 3 pts, Any "in-kind" = 0 pts	3		
100			

Table 2: DRCOG Regional TDM Program Pool - Project and Result Tracking

2008-2009 TDM Pool

Project	Project Sponsor	Description	Annual VMT Reduction		Status of Reporting/Notes
			Predicted in Application	Reported Results	
Pay For Performance Program (Cash for Commuters)	36 Commuting Solutions	Pay SOV workers to use alt. Mode	4,144,616	181,264	300, 923 was provided in the 12/13 Pool application for past results
County Transit Education & Pass (CSTEPS)	Boulder County	Marketing & \$\$ incentives for transit, vanpool	5,105,046	711,000	
Employer Showcase Outreach	Boulder East	Employer surveys, travel reduction programs, recognition	2,422,222	1,100,000	
Middle School GO by Bus/SchoolPool outreach	Boulder Valley S.D.	Marketing & \$\$ incentives for bus, Schoolpool	1,733,313	176,766	
Access Downtown Denver	Downtown Denver Partn.	On-line access guide, incentives, marketing	3,611,759	473,867	
Business EcoPass Utilization	GO Boulder	Individualized marketing campaign	11,576,647	47,000	
Transit Ridership Incentive	S. I-25 Urb. Cor. TMA	Transit pass subsidies - \$\$ and outreach, shelter improves.	6,520,044	150,000	
Curbing Congestion Colorado Blvd	Transportation Solutions	Web incentive/tracking program	15,882,912	165,000	
Integrated Outreach	Fitzsimons "TMA"	Web commuter store, individual outreach plans & incentives	5,203,800	Insufficient results	Final report submitted but no specific VMT reduction data.
Central Golden TDM Plan	Golden	TDM plan (P/B, transit, parking)	290,000	N/A	Study - no results to report
South Metro SOV Reduction	SEBP	Pledge program, van/carpool promotion, LRT	5,574,359	Project Cancelled	
Marketing & Outreach Program	SkiCarpool	Outreach with partners, orgs, media, Web site	332,000	Project Cancelled	
Seleccion Spanish Lang. Program	Stapleton TMA	Spanish outreach, marketing, bus info	2,338,184	Project Cancelled	

2010-2011 TDM Pool

Project	Project Sponsor	Description	Annual VMT Reduction		Status of Reporting/Notes
			Predicted in Application	Reported Results	
US-36: Commute Optimization Program	36 Commuting Solutions	Strategies to encourage the use of alternative modes of travel	3,575,100	583,244	Good methodology
The Final Mile: Bus then Bike Project	Boulder County	Bicycle adoption program	1,523,200	37,000	37,000 reflects 2 shelters and anticipate increased reductions in future.
E-Marketing Campaign	Boulder East	Educate and encourage use of of alternative modes	3,265,070	3,416,968	Results based on previous City of Boulder study average VMT reduction, rather than pre/post survey data
Carshare Pods in Core Denver Neighborhoods	eGo-Carshare	Establishment of CarShare pods in core Denver neighborhoods	5,100,480	3,539,894	Reasonable methodology based on surveys but still reviewing specific variable assumptions
Driven to Drive Less Campaign	GoBoulder (City of Boulder)	Encourage households to go car-free	1,800,360	803,816	>1,000 participants, 800 VMT reduced/yr/participant
Strive to Not Drive (NW Denver Residential Individualized Marketing Initiative)	Groundwork Denver	Marketing campaign	3,312,480	2,659,671	VMT Reduction based on pre- and post-survey data but still reviewing comparability. Contract extended to Spring 2013. More solid data later in year.
Every Trip Counts (Pilot TDM Project)	RACQ	Marketing campaign	2,698,600	217,383	315,049 in 2011, 119,716 in 2012.
Elevating TDM to Drive Sustainability Success	Transportation Solutions	Encourage use of alternative modes of transportation	4,585,376	1,780,000	Unclear methodology
Recreational Traveler Portal & Trip Planner	I-70 Coalition	Map based web page with travel information	1,544,400	No results	No data until end of 2012/2013 ski season.
10 Toes Express	Transit Alliance	Encourage use of alternative modes	1,592,570	Insufficient Results	Project was not completed, portion of money returned to CDOT
Pledge Against Pollution Program	South I-25	Encourage use of alternative modes of transportation	1,240,000	No results	"Did not have a high enough participation rate to actually see a visible change in behavior or travel patterns (CDOT Status Report)"
Bicycle Parking Improvement & Marketing	Downtown Denver Partnership	Construct bicycle parking & educational program	641,250	Project Cancelled	Project cancelled. Many obstacles, barely spent any funds, no VMT savings.

Table 2: DRCOG Regional TDM Program Pool - Project and Result Tracking

2012-2013 TDM Pool

Project	Project Sponsor	Description	Annual VMT Reduction		Status of Reporting/Notes
			Predicted in Application	Reported Results	
US 36 Transit Incentive Program	36 Commuting Solutions	Transit passes to residents (10 ticket); transit incentive (targets employers)	1,013,407		
Marketing campaign	B-Cycle (Denver)	Staff & operate program in winter; year round marketing, corp. memberships; coord. w/ eGoCarshare	449,114		205,000 total rides in 2012. 2,400 active annual members and 37,800 occasional riders
Denver Special Event Bike Parking	Bike Denver	Bike parking service and facilities at special events	287,086		
Nederland Monthly Transit Pass Program	Boulder County	Subsidized community wide trans. pass to Ned. residents during ozone season (7mths); \$100 reimbursable credit for xpress fare passes	1,176,230		In year 1, average 36% ridership increase, and over 50% increase for 3 of the "ozone months" (Source: RTD Ridership #s)
Diagonal Highway Vehicle Trip Reduction Program	Boulder County	Education and marketing program; promote eco pass, DRCOG services, final mile, bicycling, transit	544,000		
Community Investment Program	Boulder East Community (TMO)	Incentive program to use alt. modes; points earned for community investments; \$ for B-cycle station	2,370,000		
Employee Bike Ambassadors	Community Cycles (Boulder)	Work with employers/ees in Boulder to increase bicycling; workshops (how to, maint), tune ups, incentives	856,960		
Vehicle Purchase and Marketing Program	eGo-Carshare	15 new vehicles adjacent to B-cycle and transit (Boulder & Denver)	2,175,908		
Northwest Denver Community-based Social Marketing VMT Reduction Program	Groundwork Denver	Community social marketing program; hands-on activities; workshops, clinics, etc.	1,222,500		
NATA Transportation Management Organization (TMO) Start Up	NATA (Thornton)	New TMO (modeled after 36 Commuting Solutions)	398,775		
Every Trip Counts	RAQC (Wadsworth Corridor)	Program to reduce VMT/trips along Wadsworth Corridor; individualized and workplace marketing	1,544,255	869,162	Actual results from 2012. Obtained from combination of iCarpool and survey.
Region-wide Marketing of RTD FlexPass Program	RTD	Promotion/marketing of transit passes (Flex Pass) on behalf of RTD	2,806,875		
Million Mile Challenge	South I-25 Urban Corridor TMA	Subsidize portion of monthly RTD passes; Marketing campaign; ozone season, non-pass holders, cap 3 mos. per pers	774,000		
Building an Active Stapleton	Stapleton Area TMA	Try Transit Campaign: 1-month transit passes to 1-25 employees	187,760		
Parker/Leetsdale Corridor Campaign	Transportation Solutions (TMO)	Residential outreach: active transportation	862,826		

ATTACHMENT D

To: Chair and Members of the Transportation Advisory Committee

From: Steve Cook, Manager, MPO Planning Program
303 480-6749 or scook@drcog.org

Subject: **Crafting of Regional 2040 Modeling Scenarios**

Meeting Date	Agenda Category	Agenda Item #
March 25, 2013	Information	6-D

REQUESTED ACTION

No action requested.

SUMMARY

- There are two key aspects to the regional scenario analysis process: 1) what types of **outcomes** should be measured and 2) what scenarios (packages of **factors**) should be crafted for modeling and comparison of outcomes. The TAC previously discussed item 1) and provided valuable input to staff. Today, item 2) will be introduced and discussed.
- What are regional “Scenarios”?
 - Each scenario modeled and evaluated will contain a package of factors, or “what-ifs” that change from the base 2040 assumptions in the 2040 Base Scenario.
 - The 2040 Base Scenario will represent policies and planning assumptions of our current 2035 Metro Vision and Fiscally Constrained Regional Transportation Plans.
 - When the scenario evaluation process is completed later this year, it is not expected that DRCOG will choose “the best scenario.” Rather, it is expected the Board will look at specific outcomes in relation to factors that changed between scenarios. The Board can then consider outcomes that got “better” or “worse” within different scenarios when they discuss policy actions for the 2040 Plans.
- Table 1 lists several example factors that can impact the base planning assumptions. Most of the factors were brought up by participants at the 2040 Scenario Workshop held last June. Each scenario will reflect a defined set of factors to be adjusted higher or lower. Table 1 is a draft list. More can be added for consideration.
 - There are 4 categories of factors:
 - Socioeconomic & Demographic
 - Growth and Development Patterns
 - Transportation System
 - Other External Factors
 - Note that some will be direct model factors (miles of rapid transit), others indirect (cost of gasoline reflected in overall driving cost), or some will be reflected in post-model calculations (share of electricity produced from renewable sources).
- When reviewing the factors, one must think about:
 - If the factor increases or decreases, would it likely affect a scenario outcome measure? (*e.g., if population growth (a factor) exceeded our current estimate of 1.4 million additional residents in the region by say 500,000, it would likely cause pollutant emissions (outcomes) to increase from the 2040 Base Scenario*)

Crafting of Regional 2040 Modeling Scenarios

March 25, 2013

Page 2

- How “realistic” should the level of factor change be? (*Should a scenario include an assumption of \$100 per gallon gasoline cost? \$50? \$15?*)
- The factor and change needs to be “modelable” and sensitive to modeling change. (*We cannot realistically model “what if the Broncos win every Super Bowl between now and 2040” ...though it may be relevant for economic development!*)
- The factor and change must be understandable to the general public. If it takes a long time to explain, then it likely is not appropriate.
- An example of the scenarios created by DRCOG for analysis in 2007 is described in the linked summary paper, [\(DRCOG\) Scenario Analysis Helps Identify Sustainable Land Use and Transportation Policies](#), published in *Projections, MIT Journal of Planning*, Vol. 9, 2009.
- In addition to evaluating and presenting regional values of outcome measures, localized “example locations” measures will also be presented. Thus, we can not only evaluate “How will regional measures vary due to the different scenarios?” but also “How do measures vary for a dense established urban center, or a traditional 1950-1980s’s inner suburban area, or a suburban office park, etc.” The specific example locations will be defined later this year.
- TAC members are asked to review Table 1 over the next several weeks and think about unique types of 2040 scenarios that may be crafted. The same will be asked of the Metro Vision Planning Advisory Committee (MVPAC).
 - Crafting of the scenarios will take some work—especially related to how many factor changes to include in any one scenario.
- The current schedule is as follows:
 - TAC to finalize their recommendations on April 22.
 - MVPAC to finalize their recommendations on April 24.
 - DRCOG staff will compile recommendations into distinct 2040 scenario packages.
 - On May 15, the DRCOG Board will discuss and recommend scenarios for staff to begin modeling work on

PRIOR BOARD ACTION

- August 2012 Approval of approach to using scenario analysis to inform the Metro Vision 2040 plan update process

FINANCIAL CONSIDERATIONS

N/A

ALTERNATIVES

N/A

PROPOSED ACTION/RECOMMENDATIONS

N/A

BACKGROUND INFORMATION

- Attachments:
 - Figure 1: 2040 Scenario Analysis Flow Chart
 - Table 1: Draft 2040 Factors to Consider in Scenarios - Examples
- Link: Summary Paper: [\(DRCOG\) Scenario Analysis Helps Identify Sustainable Land Use and Transportation Policies](#)

Figure 1 - 2040 Scenario Analysis

Flow Chart

How will **These** Affect **These**

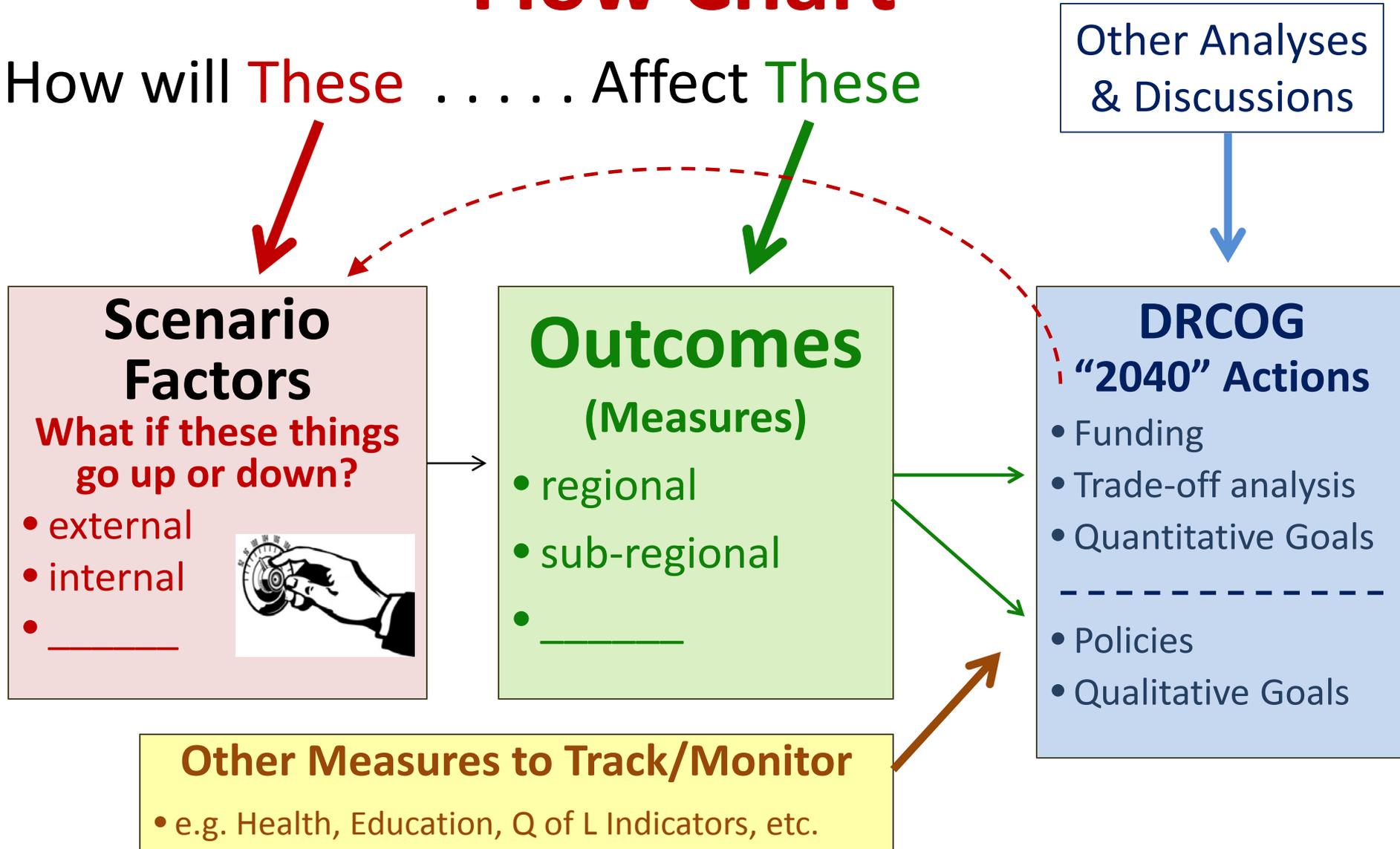


TABLE 1

Draft 2040 Factors to Consider in Scenarios - Examples

Factors	Base 2040 Scenario	Scenario A	Scenario B	Scenario C	---
SOCIOECONOMIC/DEMOGRAPHIC					
Population Total (2040)	4,210,000				
Population Growth (2010-2040)	1,350,000				
Employment Total (2040)	2,450,000				
Employment Growth (2010-2040)	765,000				
Employment Sector Make-up					
Level of Teleworking (work at home)					
Labor Force Participation Rates					
Average Household Size					
Age Cohort Distribution (e.g. seniors)					
Future Major Recession / Global Economy					
GROWTH & DEVELOPMENT					
UGB/UGA Additional Area					
Regional Housing Unit Density within UGB	~1,490/sq. mile				
Share of Growth in Urban Centers					
- Housing Units					
- Employment					
Share of Infill vs. Greenfield New Development					
Share of Types of Housing Units					
Level of "Mix" of Land Uses					
TRANSPORTATION SYSTEM					
Rapid Transit System					
Bus Service Levels (miles, frequency)					
Cost (fares) for Transit					
Additional Roadway Lane Miles:					
- Regional System					
- Lower Level Facilities					
Toll Costs					
Other Fees, etc.					
Miles of Bicycle Facilities					
Psychological Acceptance of Walk and Bicycling					
Share of Pop >16 with Drivers License					
Location/Amount of Free or Pay Parking					
OTHER EXTERNAL FACTORS					
Cost of Gasoline					
Average Fleet MPG					
Share of Electricity Renewable Sources					
Amount of Internet vs. Brick & Mortar Sales					
Retail Square Footage per capita					
Cost/Availability of Water					

Raise, lower, or remain the same