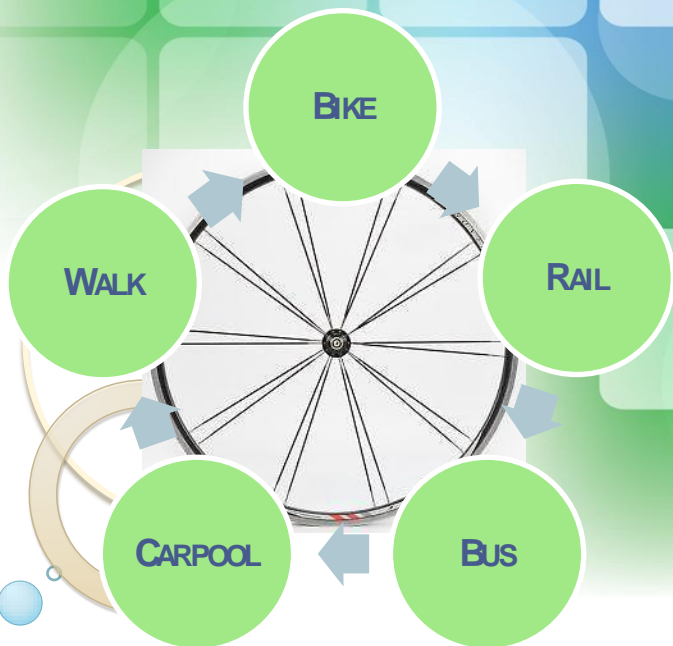


# Travel Demand Management (TDM) Set-Aside Project Recommendations

Fiscal Years 2016-2017



*We make life better!*



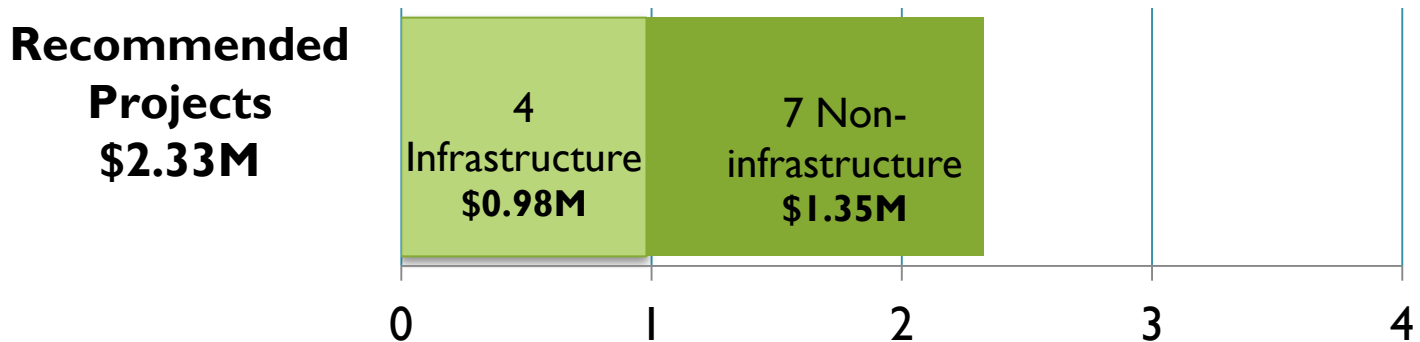
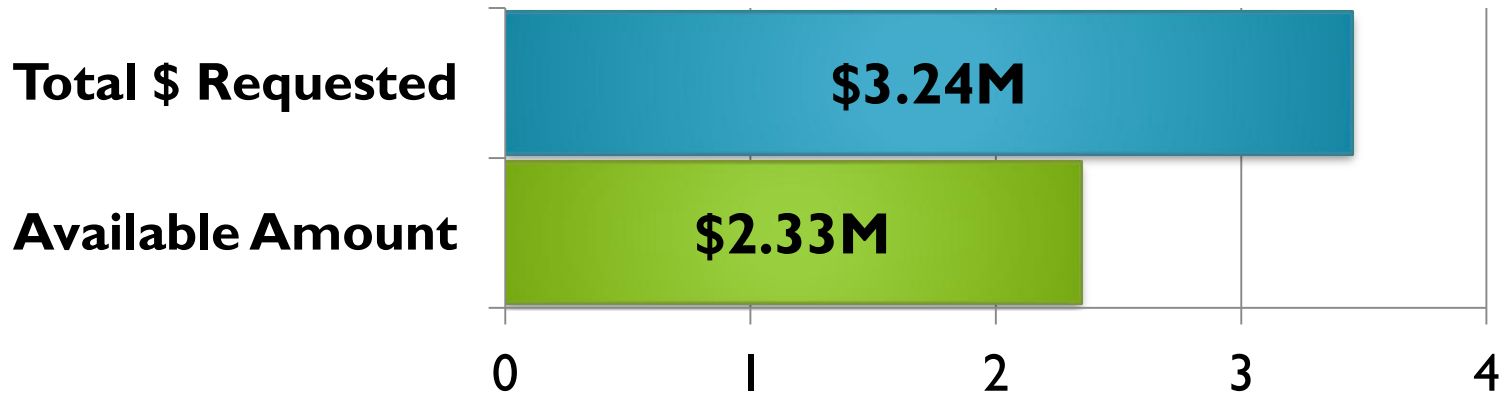
# TDM Set-Aside Overview

- TDM set-aside included in 2016-2021 TIP
- Funding for FY's 16-17 with Federal CMAQ \$
- TDM projects reduce SOV travel
- Marketing/outreach projects + small infrastructure\*
- Member governments, TMAs, and non-profits eligible
- DRCOG Board approved process in April
  - Project Review Panel to recommend projects

# Applications Received

- 18 applications received mid-June (Table 1)
- 5 infrastructure, 13 marketing/outreach
  - Bike parking (secure) at transit stations
  - Bike library (share)
  - Bicycling and walking education/encouragement
  - Carshare vehicles and multimodal access pass marketing campaign
  - Real-time transit signage
  - TDM marketing/outreach – Spanish-speaking and low-income
  - Transit passes
- Multimodal focus in most projects
- Submitted by jurisdictions, TMAs, + TDM non-profits

# TDM Set-Aside Funding



## Targets:

- \$800,000 for small infrastructure
- \$1,280,000 for marketing/outreach

# Review Panel and Scoring Process

- Panel directed to evaluate & recommend projects
- 9 panelists – Table 2
  - 5 TAC Members/Alternates, also 2 non-voting panelists
- Projects scored on 14 criteria
- Panel deliberated projects over 3 meetings
- Considerations for recommendations:

- Base scores
- Panel input and expertise
- Quality of application
- Clarity of scope of work

- Duplication of efforts
- Innovation
- Past experience/performance
- Coordination with partners

# Project Review Panel Recommendation

- Funding for I I projects:
  - 4 infrastructure, 7 non-infrastructure
  - \$2.33 million
- Waitlist one project
  -
- Panel recommendation was unanimous

# Project Review Panel Recommendations - FY 2016-17 DRCOG Regional TDM Set-aside

(October 20, 2015)

Project ID #	Sponsor Agency	Project Title	Project Description	Total Score	CMAQ Funding Request	Recommended Funding
<b>INFRASTRUCTURE PROJECTS</b>						
2	Aurora (City of)	Bike-n-Ride Storage Facilities: Aurora and East Line	Install 3 secure bike parking shelters at Iliff, Peoria and Central Park transit stations. Includes marketing and outreach.	66	\$300,000	\$300,000
1	36 Commuting Solutions (TMA)	Bike-n-Ride Shelters: Broomfield/Sheridan Stations	Install 2 Bike-n-Ride secure bike parking shelters at the Sheridan and Broomfield transit stations. Includes marketing and outreach.	65	\$258,623	\$258,623
3	Boulder County	Real-Time Signage Project: Boulder County	Install and market 5 Public Information Display (real time arrival information) signs throughout Boulder County.	62	\$300,000	\$257,935
5	Golden (City of)	Bike Library: City of Golden	Implement Bike Library in Downtown Golden and bike parking cages at CSM and at West Corridor rail station. Fleet of 60 bikes to accommodate various ages/abilities.	55	\$164,144	\$164,144
4	Englewood (City of)	Shared Bicycle/Parking Lanes: Dartmouth Avenue <sup>(1)</sup>	A shared bicycle/parking lane treatment for Dartmouth Avenue from Inca Street to Clarkson Street.	54	\$100,000	\$0
					<b>Subtotal:</b>	<b>\$980,702</b>
<b>NON - INFRASTRUCTURE</b>						
15	Groundwork Denver	Community-Based Social Marketing Project: West/North-Central Denver and Commerce City <sup>(2)</sup>	Community-based marketing program focusing on populations not typically served by traditional TDM projects, such as lower-income and Spanish-speaking residents.	69	\$238,493	\$238,493
13	eGo Carshare	Multi-modal Access Pass Marketing Campaign and Fleet Expansion	1) Carshare marketing campaign with a multi-modal access pass emphasis and, 2) 3 new carshare vehicles in locations in Denver and Boulder.	68	\$111,767	\$111,767
14	Groundwork Denver	New TMA (Strive to Not Drive)	Establish a new TMA to support and promote transportation choices for residents and businesses in the north and west neighborhoods of Denver.	67	\$80,305	\$0
9	Bike Denver	Ambassador Program	Education and encouragement program to increase bicycling trips in Baker, Five Points, and other parts of Denver.	65	\$248,369	\$248,369
18	Walk Denver	Wayfinder Academy	Conduct two 7-month academies to engage Denver residents to be leaders and agents for change toward "car-lite" lifestyles.	64	\$144,550	\$144,550
17	Transportation Solutions	Access Cherry Creek/Access Colorado Boulevard	Outreach and assistance to retail, hospitality and service employees who drive alone in Cherry Creek and Glendale areas.	63	\$248,370	\$200,000
16	RAQC	Every Trip Counts - Smart Commute Metro North	Incentives and education program during the summer ozone months in the Smart Commute Metro North TMA area.	61	\$286,364	\$286,364
12	Community Cycles	Community Multi-modal Transportation Center	Promotion of non-SOV travel to Boulder Junction residents, workers and visitors. Includes a multi-modal resource center and a bike library program.	61	\$124,235	\$124,235
7	36 Commuting Solutions (TMA)	Casual/Dynamic Pilot Ridesharing (US 36) <sup>(3)</sup>	Casual/dynamic ridesharing (using a Smartphone app) to match riders in both real-time and in advance.	61	\$206,975	Waitlist \$150,000
6	36 Commuting Solutions (TMA)	Instant Ridesharing Pilot Program (US 36)	Project will offer support for instant ridesharing along US-36; drivers can fill their empty seats and use the US 36 Express Lanes.	61	\$128,315	\$0
11	Boulder Transportation	Overcoming Barriers to Ride Matching	Outreach program to encourage commuters to use non-SOV travel options.	59	\$102,630	\$0
10	Boulder County	Real-time Marketing Campaign	Outreach and education about RTD's new real-time system to residents and employees in Boulder County.	59	\$99,840	\$0
8	Arvada (City of)	Gold Line Trips Count (GLTC)	Marketing program to promote bicycling, walking, transit, and carpooling to commuters arriving at the Gold Line (Olde Town) Station.	56	\$100,000	\$0
					<b>Subtotal:</b>	<b>\$1,353,778</b>

**Footnotes:**

- (1) Project type is ineligible. Primary function is a parking lane.
- (2) Groundwork Denver's preferred project.
- (3) 36 Commuting Solutions indicated they only wanted to pursue one non-infrastructure project (Project 6 OR 7).

Funding  
Recommended for  
TDM Set-Aside  
projects Fiscal Years  
2016-2017





# Motion

Move to approve the attached list of projects and associated waitlist for the Regional TDM set-aside for fiscal years 2016 and 2017