Introductions & TDM Pool Overview

Part 1
Melina Dempsey – DRCOG
  • Bicycle/Pedestrian/TDM Planner
  • Main point of contact though the application process

Betsy Jacobsen – CDOT
  • Bicycle/Pedestrian/TDM/Scenic Byways Unit Manager

Bill Haas – FHWA
  • Planning and Environment Team Leader, Colorado Division

Steve Erickson – DRCOG
  • Communications and Marketing Director (Way to Go)
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Defining TDM in the Denver Region

◆ Key tool to facilitate mobility options while...
◆ Reducing single occupant vehicle (SOV) travel,
◆ Increasing efficiency of the transportation system
Carpooling
Vanpooling
Transit
Bikesharing
Carsharing
Promotion & facilitation of sustainable modes of travel
Employer-based programs (telework)
Bicycling
Walking
What is the TDM Pool?

- Regional TDM Pool is a portfolio of projects/programs that reduce SOV travel and improve air quality.

- Pool of funds within the DRCOG TIP

- Projects selected every 2 years

- Funded with CMAQ funds
Funding Levels and Process

- Last pool cycle (2014-2015) awarded $2.1M to 11 projects

- Projects types funded in last pool included:
  - Transit pass subsidies
  - First/final mile solutions
  - Promotion of bike-sharing and bicycling
  - Multimodal toolkit
  - Carsharing
  - Pilot project – incentive-based

- All projects include marketing/outreach component
Current TDM Pool Funding Levels

$2.08M available over 2 years

Funds available in fiscal years 2016-2017

Min/max request per application
- $80,000/$300,000
- Over 2 year period

Awardees must provide matching funds
- 17.21% of total project cost required
- Cash or approved in-kind
1 – Application and Selection Process (DRCOG)

2- Contracting and Program Management (CDOT)
Application and Selection Process (DRCOG)

1. Development of TDM Pool Policy
2. Call for Projects
3. Projects Submitted
4. Projects Reviewed and Scored by Panel
5. Projects Recommended to DRCOG committees for Funding
6. Projects Approved by the Board of Directors
7. Begin contracting process with CDOT

DRCOG Board Adoption of the TDM Pool Process

Development of TDM Pool Policy
Projects Approved by the Board of Directors
Begin contracting process with CDOT
Schedule

Part 3
Schedule

- **May 1** – Call for projects
- **June 15** – Applications due by 5PM
- **Mid-July** – Project review panel convenes and make recommendations
- **Aug/Sept** – Projects recommended to/approved by DRCOG committees
- **September** – Begin contracting with CDOT
Eligibility, Rules and Federalizing a Project

Part 4
Eligibility Requirements (CMAQ)

- Scopes must adhere to federal CMAQ Interim Program Guidance under Map 21 (2013)

- Eligible sponsors - local governments, governmental agencies, and non-profits

- Non-local government sponsors must obtain letter of support from applicable jurisdictions where project is located

- Applications must be for new projects/activities that implement TDM strategies & reduce SOV trips/VMT
  - Project expansions must demonstrate new elements
    - E.g. – new geographic area
Project Eligibility – What’s New

- **Infrastructure** and non-infrastructure eligible

  - $800,000 targeted to small infrastructure projects
  - $1,280,000 targeted to non-infrastructure
    - marketing, outreach, transit passes, etc
  - 2 project types to be scored/ranked separately
Project Eligibility - Infrastructure

◆ Bikeshare – bikes, stations

◆ Bicycle Parking – racks, secure parking, shelters

◆ Carshare – vehicles
  • Must serve new locations/members
  • Buy America waiver required
  • Alternatively-fueled vehicles preferred

◆ Wayfinding and Signage

◆ Bicycle/Pedestrian facilities (< 100K)
Education, Marketing and Outreach
- Working relationship/link to the Way to Go campaign required
- Meet with Way to Go staff during application process
- Will be component of most projects

Innovative Projects
- Section 16 of CMAQ Guidance
- Show promise in reducing emissions
- Do not yet have supporting data
- Need FHWA support to proceed
**Project Eligibility – Non-infrastructure**

- **Transit fare (free/subsidized) programs eligible**
  - Distribution limited to Ozone season (March 1 – Sept 30)
  - Intended to be associated with “high ozone days”
  - Must provide “high ozone day” alerts to participants
    - Can obtain high ozone day alerts from RAQC or CDPHE
    - Application must include how you’ll alert participants (social media, email)
  - Targeted to non-transit users
  - Should be for limited duration for any person
    - Multiple years doesn’t meet intent
New TMOs are eligible for startup funds

- 2 yrs. of funding ONLY
- Year 1 – Match = 20%
- Year 2 – Match = 50%
- Year 3 – Demonstrate 100% locally derived funds
- New geographic area not currently served by a TMA
Ineligible / Limited Eligibility

- Projects eligible for other TIP funds/pools
  - Small bike/ped facilities less than $100K - OK (NEW)

- Direct cash incentive programs

- Stand-alone studies and plans
  - Minor studies within larger projects - OK

- TMA activities must be unique from those in DRCOG MOU (Regional Partnership)
Ineligible / Limited Eligibility

- Bikeshare and carshare memberships or subsidies
- Stand-alone projects that don’t have a direct impact on SOV/VMT reduction
Federalizing a project

- Before applying, you should know....
- Awardees are subject to federal obligations
- FHWA discussion on “federalizing” a project
  - Bill Haas/Aaron Bustow
Questions?

- About eligibility or federalizing a project
- 10 minute break
Application Form: Step-by-Step

Part 5
Application Process

- Application to be posted on DRCOG website
- Email announcement when available
- Due on Friday, June 15 @ 5PM
- Submit by email to mdempsey@drcog.org
  - The subject line should read: TDM Project Submittal (your organization name)
General Information (Section A)

- Contact information
- “Authorized” person from the eligible sponsor agency
- Project manager if different from sponsor
  - Consultant
Questions 1-6 are your scope of work (Betsy will cover this section)

1. Project Title
2. Primary Project Type* (NEW)
3. Project Description – 1 sentence
4. Project Overview
5. Project Innovation
6. Project Overview Details
7. What is the geographic target area (overall/specific sites) for the project?

   NOTE: Include a map of the service area noting specific sites if applicable (email map with application)

Is there anything unique about this geographic area?
8. Non-local government applicants are required to submit a letter of support from the applicable local governments where the project is located. (NEW)
9. Who is your target audience?

Are there any unique demographic or socioeconomic traits of your target population?
10. Will you be specifically reaching out to any minority or low-income population groups or area?

• DRCOG Environmental Justice (EJ) map will be provided on website
11. **When** will you be ready to start the project?

- Ready to rock n roll!
- Beginning of ozone season
- Next year
- Other?

Describe any unique logistical aspects of getting the project started and implemented?

- Need to solidify partnership(s), ROW, etc
12. Will your project be timed or linked with a major roadway construction project? If yes, which project, and describe the linkage?
13. Transit Service Relation (NEW)

- Will your project be timed or linked to a new major transit project? If yes, what transit project, and describe the linkage.

- *Non-infrastructure projects* – Will your project promote or incentivize new or existing transit? If yes, please explain.

- *Infrastructure projects* – Will your project support transit by providing a direct link to transit or by providing multimodal connectivity or support to transit? If yes, please explain.
14. List any organization that is a **financial** (cash or in-kind) partner with you in this project?

Is this partnership currently in place? Explain.

• Note: A letter of commitment must be provided by each financial partner.
15. Describe how you will collaborate with (or your project will link to) *Way to Go’s* TDM efforts? (Steve Erickson)

- All applicants required to meet with *Way to Go* staff to determine potential opportunities to collaborate on projects in some capacity prior to submitting your application.
Two parts to this section

- **Pre-project**: Demonstrate your project’s potential to reduce SOV trips and VMT

- **Post Project**: How are you going to evaluate your project (actual quantitative benefits)?
Question #16

Difficult to predict quantitative benefits of proposed TDM projects
- Especially marketing/outreach

All applicants to provide project attributes that will lead to trips/SOV reductions

However....calculation of ‘predicted’ trips/VMT reduced is optional (NEW) (yay?!)

Project Attributes (Section C)

- Provide applicable project attributes and justification
  - People/employers/employees - in target area, expect to reach, expect to participate in program
  - Percent of residents, employees driving alone to work
  - Average trip distance of those driving alone
  - Duration program will be active
  - Duration facility will be available
  - Other pertinent information

- Provide information relevant to project area
Benefit Predictions Calculations

- Again, this is optional (NEW)

- Formula examples to be provided on website

- Not all formulas are a one-size-fits-all

- Applicants can use a different formula/methodology – must be clearly explained

- Only account for new users (formerly traveled by SOV)

- \[ \text{VMT} = \# \text{ trips} \times \text{avg. one-way distance} \]
Benefits Predictions - Data

- DRCOG to provide some default values based on DRCOG data and surveys.

- Applicants may provide data/values specific to project area:
  - Data from recent surveys (or other valid source) pertinent to project area.
  - Must document your source.
Post Project Results

- Describe how you plan to determine actual project results

  - 5-10% of budget to evaluate projects (required)
  - All awardees are required to submit actual results from your projects to CDOT and DRCOG
  - One survey capturing pre- and post-data required, at minimum
  - A pre- and post-project survey is ideal
  - Must conduct survey and submit final results to receive final reimbursement from CDOT
  - Consider hiring a consultant
Surveys

- Should capture the following (at minimum):
  - # people participating in program/project
  - % switch from SOV to alternative mode as a result of the program
  - Average one-way distance travelled
  - # days

- DRCOG/CDOT will hold a separate workshop on project evaluations after projects are selected
Funding, Budget & Timeline

Sections D, E, F - Betsy
• Reporting – What and When

Part 6
Reimbursements

Part 7
Working With Staff: One-on-one

Part 9
Contact Information

◆ Melina Dempsey
  • mdempsey@drcog.org
  • 303-480-5628
Thank you for your attendance!
Supplemental Slides
Most common project type is Marketing of TDM (mass marketing and individualized marketing).

Applicants need to provide \((N)\) number (employees, commuters, etc) reached in the formulas.

- Need to clearly define how you arrived at that number
- Applicants need to provide \((N)\) number (employees, commuters, etc) reached in the formulas.
If the objective is to exclusively target current SOV users to switch to an alternative mode:

\[ N \times P \times N_t \times N_d \times D = AVMTR \]

- \( N \) = Number of (commuters, employees, etc) targeted by campaign [justify how you are determining the \( N \)]
- \( P \) = Percent who shift to an alternative mode as a result of the campaign [see other assumptions]
- \( N_t \) = number of one-way trips per day [2]
- \( N_d \) = number of benefit days per year [based on a 48 work week, 240 work days/year]
- \( D \) = average one-way trip distance travelled by SOV making the trip [8.2]
Marketing

- If the objective is to promote a specific or various alternative modes regardless of the current mode of travel of the target audience, you need to factor in those who may already be using an alternative mode (no credit for switching from one alt. mode to another):

\[ N \times P \times \text{PSOV} \times N_t \times N_d \times D = AVMTR \]

- **N** = Number of (commuters, employees, etc) targeted by campaign
- **P** = Percent who shift to alternative mode as a result of the campaign
- **PSOV** = Percent of users (expressed as a decimal) that formerly commuted by single occupant vehicle
- **Nt** = number of one-way trips per day
- **Nd** = number of benefit days per year
- **D** = average one-way trip distance travelled by SOV making the trip.
Figures to consider

- 2012-2013 project applications, benefit predictions ranged from 188,000 to 2,800,000
- Daily regional VMT = 74 million
- Percent of SOV commuters = 75%
- Average trip length to work = 8.2 miles