

FY 2016 and 2017 DRCOG TDM Pool Application Form

A. GENERAL INFORMATION

Agency Legal Name	Groundwork Denver Inc
Address	3050 Champa Street
City/State/Zip Code	Denver, Colorado 80205
Website	www.GroundworkColorado.org

Identify and provide contact information for:

Person authorized to enter into contracts		Project manager for proposed activity(ies) <i>Only if different from authorized person (e.g., consultant)</i>	
Name	Wendy Hawthorne	Name	Julie Connor
Title	Executive Director	Title	Program Director
Address	3050 Champa Street	Address	3050 Champa Street
City, State, ZIP	Denver, CO 80205	City, State, ZIP	Denver, CO 80205
Phone	303-455-5600	Phone	303-455-5600
Email	wendy@groundworkcolorado.org	Email	julie@groundworkcolorado.org

1. Project Title
West / North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project

2. Primary Project Type *(select one)*

Indicate which project type is your primary focus and majority of budget (>50%):

Non-infrastructure (marketing, outreach, transit passes, etc.)

Infrastructure (permanently installed, vehicles, bicycle parking, etc.)

Applicant is committed to have a maintenance plan in place for the proposed infrastructure.

3. Project Description *(concise abstract limited to 500 characters)*

Using community-based social marketing and individualized marketing, this project will reduce single occupancy vehicle (SOV) travel and vehicle miles traveled (VMT) by focusing on populations not typically served by traditional TDM projects, such as lower-income and Spanish-speaking residents. This project will capitalize on current and upcoming transportation disruptions from major roadway construction and new RTD rail options as a way to engage residents.

4. Project Overview *(limited to 1,500 characters)*

Describe your project and what it is going to do. Do not include background information or justification language.

This project will reduce SOV commute and non-commute trips by using community-based social-marketing and individualized marketing approaches, focusing on residents not typically served by traditional TDM projects, such as lower-income and Spanish-speaking residents. The target neighborhoods are ones with access to new or expanded rail options – the W, A, C, G and N lines – in Denver’s north-central and west neighborhoods and in southwest Commerce City. All are identified as “low income and minority” communities by DRCOG. Project participants will be identified through multiple “touches” including door-to-door, mail, email, social networking, local media, local businesses, local activities/events and referrals from Groundwork Denver’s home-energy clients.

Community-based social-marketing and individualized marketing approaches involve utilizing pledges, commitments, prompts, incentives and social norming one-on-one to break down the individual barriers to getting around town on foot, bike and transit. Project tasks will include:

- 1,470 project participants, who will receive individualized resources, such as incentives, individualized trip planning and travel information;

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- 12 activities/events (e.g., transit rideabouts, walking groups, community gatherings, commuter workshops, youth TDM activities); and
- 2 community-business challenges (e.g., try-transit month).

The goal of the project is to reduce VMT by 2,681,572 miles and SOV by 282,271 trips.

5. Project Innovation

Briefly describe any innovative features of the proposed project. *Example: Project elements haven't been implemented in the region.*

Four things make this project innovative and unique:

- 1). We are serving a new geographic area.
- 2). We are focusing entirely on a demographic that is not typically served by TDM programs -- low-income and Spanish-speaking residents.
- 3). We will implement strategies specifically geared towards this new audience, based on extensive research conducted by Groundwork Denver over the last two years.
- 4). The target neighborhoods all have or will soon have new rail options, providing previously isolated neighborhoods with access to a broad network of job, education, recreation and health care.

This project applies community-based social-marketing (CBSM) approaches, including using individualized marketing (IM), to a new geographic area and a population that is not typically served by TDM projects. As described in Section 7, the project will focus on three areas in Denver and Commerce City that are predominantly residential neighborhoods and that are categorized as "low income and minority" according to DRCOG's environmental justice map. The residents of these neighborhoods are 71% Latino, 23% non-English-speaking adults (vast majority are Spanish-speaking), and 29% living below the federal poverty level.

Over the last two years, with funding from Mile High Connects, Groundwork Denver conducted interviews, surveys and focus groups engaging over 170 Spanish-speaking residents in the proposed target areas to determine barriers to transit usage for this community. We will use this research to develop impactful CBSM and IM strategies to specifically work with this population that is not typically served by TDM projects. Additionally, our project will collect valuable information that will help other transportation service providers, like B-Cycle and Way to Go, successfully engage this population.

The target neighborhoods of this project include new and upcoming RTD rail lines and stations. The transit system build-out offers the potential for this population to access a large network of job, educational and health care opportunities, healthy foods, and recreation. Providing these residents with tools to take advantage of this new connectivity will not only reduce SOV and VMT, but could also serve as a catalyst towards community and economic development. In addition to tracking reduction in SOV and VMT, we will gauge the impact of use of the new lines on economic and community development as part of our final surveying. This information will be useful for developing strategies and messaging to encourage transportation usage in similar communities.

6. Project Tasks

List and briefly describe (below) the specific key tasks you will complete in order to successfully implement and finish your project. *(Tasks will be referenced in Section F Timeline)*

Task #	Task	Description
Task 1: <i>(required)</i>	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. <i>(Details of methodology to be provided in Question #18)</i>
Task 2.	Design Community-Based Social-Marketing Strategies	Design community-based social-marketing (CBSM) strategies to impact people's transportation choices in the target neighborhoods to reduce SOV travel. We will use lessons learned from previous TDM projects offered by Groundwork Denver combined with the data we collected in our Mile High Connects project to develop strategies to engage Spanish-speaking and lower-income audiences. Our efforts will focus on rail access where new rail lines and stations are opening. Materials will include integration with Way to Go and will be available in both English and Spanish. CBSM is the systematic application of marketing focused on changing peoples'

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		<p>behaviors and actions to accomplish a social good (in this case, reductions of VMT and SOV trips) by using a variety of tools such as prompts, incentives, support, follow-up communications, social norming and individualized marketing. Individualized marketing (IM) is the individualization of products, including individuals being able to directly talk with suppliers to fulfill their wants for the required product. Evaluation has shown that CBSM and IM are effective at changing behavior among those who participate directly in a program, as well as spreading over to those who do not but who learn about actions and information through friends and neighbors.</p> <p>The CBSM strategies to be developed will include:</p> <ul style="list-style-type: none"> -- social norming techniques, for example conducting activities and events within a neighborhood, using group messaging and neighborhood branding; -- information and resources dissemination, for example generating neighborhood-specific travel materials, connecting residents to local resources or educating participants about high-ozone days; and -- commitment, incentive and prompts frameworks, for example pledge forms, signage, emails, mailings, texts.
<p>Task 3:</p>	<p>Develop First and Final Mile Strategies</p>	<p>With the new rail lines and stations opening up in industrial areas, first and final mile connections are challenging in many of our target neighborhoods. We will specifically design strategies to address the first and final mile barriers in these neighborhoods while also addressing those that have already been identified by Spanish-speakers in our previous surveying project.</p> <p>We will develop specific first and final mile CBSM and IM strategies to facilitate transit use. Strategies to address first and final mile connections to transit may include station-area gatherings or events, transit rideabouts, walking/biking tours and groups, completing carpool connections, orchestrating “slugpools” (also known as casual carpools), facilitating “photo-voice” projects to document poor physical connections, developing neighborhood-specific access guides and promoting trial B-Cycle memberships.</p>
<p>Task 4:</p>	<p>Outreach and Provide Individualized Trip Planning and SOV-Reducing Resources</p>	<p>Conduct outreach and provide individualized trip planning, incentives and/or information (e.g., local transit, biking and walking resources, smartphone apps, maps, guides) that facilitate getting around town on foot, bike and transit. There will be a particular focus on encouraging RTD rail use. Some materials may need to be identified or generated, such as neighborhood-specific multi-modal access guides or roadway construction guides. These resources will be offered to approximately 18,400 households (the total number of households in this project’s neighborhoods) through door-to-door, email, mail, social networking, activities/event participation (see Task 6), challenges (see Task 7) and/or Groundwork Denver’s home energy client referrals (see Task5). Based on an 8% participation rate (the high range of DRCOG’s suggestion for IM programs, and Groundwork Denver has had higher uptake rates) we expect 1,470 participants.</p> <p>Follow-up communications with project participants will include alerts in association with the RAQC’s “ozone action alerts.”</p>
<p>Task 5:</p>	<p>Integrate Transportation IM with Home Energy Outreach</p>	<p>Groundwork Denver has already assisted some 700 households in these target neighborhoods with reducing home energy use, and we expect to work with an additional 400 households in all the neighborhoods of this project area from 2015</p>

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		through 2017. We will integrate a transportation component into the overall conversation about saving money on energy expenses as an entry point to the IM approach to reducing SOV travel. We will contact past home energy clients in these neighborhoods to provide SOV-reducing resources. (CMAQ funds will only be used for the transportation component of this project – the energy efficiency work is funded by other sources).
Task 6:	Hands-on Activities/Events	Conduct or be a part of at least 12 “hands-on” activities or events to help break down the barriers to non-SOV travel. Activities may include: community or neighborhood festivals or gatherings; public meetings on topics of interest to this project’s neighborhoods or on energy-saving topics; transit rideabouts and walking/biking tours and groups; commuter workshops and “slugpool” receptions; bike repair and safety clinics and bike giveaways; facilitating schoolpool matches and organizing walking school buses; and interactive informational tabling, such as transportation-related smartphone app demos or the RTD bike loading demo. There will be a focus on participating in events or activities that encourage RTD rail use. We will promote activities so that we specifically reach Spanish-speaking residents, ensuring that all promotional materials are in Spanish and English, and that we engage civic and religious organizations that serve the Spanish-speaking population.
Task 7:	Community/Business Challenges	Conduct at least two community and/or business challenges that engage people — employees, employers, local businesses, residents — in an incentivized transportation challenge. We will work with businesses to offer incentives to people who participate, and promote the challenge to target audiences (residents and/or employees). The focus of the challenge will be to encourage employees/residents to take rail, walk or bike to work or participating businesses. These challenges will include businesses that have not yet participated in TDM. Challenges conducted during high ozone months will include alerts in association with the RAQC’s “ozone action alerts.”
Task 8:	Reporting	Submit project updates with monthly invoices, a CDOT status report at the end of year one and a final report at end of project. Complete CMAQ Reporter.
Task 9:		
Task 10:		

B. PROJECT TRAITS

- 7.** What is the geographic target area (overall and/or specific sites) for the project? Is there anything unique about this geographic area? *Provide a map of the service area noting specific sites if applicable.*

The project will focus on three areas in Denver and Commerce City that are predominantly residential neighborhoods, will have new RTD rail access, and are categorized as “low income and minority” according to DRCOG’s environmental justice map.

The Denver neighborhoods are Villa Park, Barnum and Barnum West in west Denver; and Globeville, Elyria Swansea, Cole and Clayton in north central Denver. The Commerce City neighborhoods are Monaco, Dupont, Derby, Fairfax Park, Tichy, Kemp, Central and Rose Hill (per the Commerce City map posted at <https://www.c3gov.com/DocumentCenter/View/3797>) in southwest Commerce City.

In Denver, the neighborhoods of Villa Park, Barnum and Barnum West are bordered by the W line to the north, Sheridan to the west, Alameda to the south and Federal to the east. The other Denver neighborhoods group along I-70, with the western border at Fox Street in Globeville and the eastern border at Colorado Boulevard in Clayton and Elyria Swansea; the northern border is the Denver county line, and to the south it is 43rd Avenue in Globeville, and 32nd Avenue in Cole and Clayton. The neighborhoods in Commerce City are bordered by 80th Avenue to the north, US 85 to the west, I-270 to the south and Quebec Parkway to the east.

These three areas share similar characteristics. They are:

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- predominantly residential;
- isolated from neighboring communities or neighborhoods by major roadways (I-25, I-70, I-270, US 6, US 85 and Hwy 2);
- being or will be impacted by major road construction (US 6, I-70 and Federal Boulevard);
- have or will have new RTD rail access (A, C extension, G, W and N lines);
- labeled as low-income and minority on DRCOG’s environmental justice map; and
- close to downtown Denver but experience significant geographic barriers to downtown, such as major roadways, waterways, railway corridors, massive infrastructure and industrial zones, and often a combination of all five.

The Denver neighborhoods of this project are contained within various travel sheds categorized by the City of Denver’s Strategic Transportation Plan (https://www.denvergov.org/Portals/688/documents/DenverSTP_8-5x11.pdf). According to the Transportation Plan, each travel shed will experience an increase in person trips of at least 23%, and up to 35% by 2030.

About half of the congested corridors and intersections identified in Commerce City’s 2010 Transportation Plan (<https://www.c3gov.com/DocumentCenter/Home/View/602>), which identifies southwest Commerce City as the “Historic City,” are in this project’s neighborhoods. Additionally, the two railroad lines cutting through the “Historic City,” the Union Pacific Railroad and Burlington Northern Santa Fe Railway, have roughly 15 and 40 trains per day respectively. The target area includes the following DRCOG Designated Urban Centers: 41st and Fox TOD, 38th and Blake TOD, Colorado and Smith Road, and Sheridan Station.

<p>8. Non-local government applicants are required to submit a letter of support from the applicable local government (s) where the project is located. Please confirm you have met/corresponded with the local jurisdiction(s) where your project is located and attach the letter of support.</p>	<p><input checked="" type="checkbox"/> Yes, I confirm and have provided letter(s) of support.</p> <p><input type="checkbox"/> N/A Applicant is a local government.</p>
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9. Who is your target audience? Are there any unique demographic or socioeconomic traits of your target population? The target audience includes residents, employees and employers in the neighborhoods of Villa Park, Barnum, Barnum West, Globeville, Elyria Swansea, Cole, Clayton, and southwest Commerce City. The target area has about 58,650 people living in 18,380 households.

All of the neighborhoods are identified as “Low Income and Minority Areas” on DRCOG’s environmental justice map. According to the 2010 Census:

- almost one third of these residents live below the federal poverty level, which is about twice the rate of all residents of Denver and Adams Counties.
- almost three quarters of these residents are Latino, compared to about a third of all residents of Denver and Adams Counties.
- about one quarter of the adults do not speak English “at all” or “well.”
- about one third are under 18 years old.

Although there is a perception that low-income residents are more likely to already use transit, Groundwork Denver’s surveys of Spanish-speaking residents in West Colfax, Globeville and Commerce City over the past two years indicate that 77% of respondents reported personal vehicle usage as their predominant mode of travel compared to less than 18% who reported RTD as their predominant mode of travel. Even though transit would be much more economical than car ownership (\$4,224, the annual cost of two RTD regional passes [local passes would be even more economical] versus \$8,876, the annual cost of owning, using and maintaining an average sedan in the U.S., according to AAA), over half, 53%, of respondents said that they do not use RTD at all. This presents a significant opportunity to engage these residents around the use of transit.

We will develop and utilize strategies that address varying motivations, barriers, destinations, languages and literacy levels. The individualized marketing approach will allow us to respond to the diversity of residents with specific approaches addressing the needs of individual participants. For example, the high percentage of households with children provides the opportunity to bring in different messages that might encourage SOV-reducing behaviors. One message might be that driving less improves air quality, and better air quality might reduce the rate of childhood respiratory illness. The rate of chronic respiratory disease in the Denver Metro area is 27% higher than the nation, and a disproportionate number of women and children are affected (source: "Healthy Denver 2010 -- What We Know"). This is an example of how individualized marketing could take advantage of this project's unique demographics, at the same time increasing the constituency for RACQ “ozone action alerts.”

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10. Will you be specifically reaching out to any minority or low-income population groups or areas? Yes No

If yes, please describe.

As described in #9 above, the entire target audience resides in neighborhoods identified as “Low Income and Minority Areas” on DRCOG’s environmental justice map, and this includes a substantial portion of families living in poverty, non-English speakers and youth. We have already worked with over 800 households in these communities, including many Spanish-speaking residents, with funding from Mile High Connects for our transit data collection project and with funding from the City and State for Groundwork Denver’s home energy program. In the past two years, we surveyed over 170 residents about transit, and we conducted home energy audits and upgrades in 250 homes in the target Denver neighborhoods and 380 homes in the target Commerce City neighborhoods.

This previous work provides a pool of residents with whom Groundwork Denver has an established relationship, and, as we continue to conduct this work, another way to reach people with our SOV-reducing resources. Additionally, we will utilize these deep connections for referrals, as well as developing and implementing neighborhood-specific strategies and tactics, targeted resources, door-to-door efforts and hands-on activities/events that address our audience’s ability to use and motivations for using non-SOV travel.

11. When will you be ready to start the project? Describe any unique logistical aspects of getting the project started and implemented.

We will be ready to start the project as soon as contracting is complete. Groundwork Denver has been conducting energy efficiency projects in these neighborhoods since 2009, and conducted RTD transit surveying in West Colfax, Globeville and Commerce City last year. We have a database of over 800 households in our target neighborhoods that have received various services from Groundwork Denver. We will be ready to reach out to these past clients immediately to offer SOV-reducing resources. We also have a solid understanding of what materials are most frequently requested from our previous years’ projects and will build upon that experience to immediately develop resources for our new target area and new target audiences. We have already translated all of Groundwork Denver’s materials into Spanish, and most of other organizations’ resources as well.

12. Will your project be timed or linked with a major roadway construction project? Yes No

If yes, which project, and describe the linkage? (e.g., promoting non-SOV travel modes during construction period)

US 6, I-70 and Federal Boulevard are or will be under-construction during the project. The US 6 Bridge Replacement project has been closing and/or reconstructing exits/entrances, reconstructing bridges, and creating new configurations on local streets. . The US 6 project area cuts through the neighborhoods of Villa Park, Barnum and Barnum West. The Federal Boulevard project will be reconstructing Federal from 5th Avenue to Howard, widening the lanes, increasing the number of lanes and adding a median. Construction is scheduled from 2017 until fall 2018. This part of Federal is adjacent to Villa Park, and will most likely also impact residents of Barnum and Barnum West. The I-70 project is slated to increase the number of lanes, and the current preferred alternative lowers the highway and covers parts of it. The first phase of construction is scheduled to begin in late 2016, and property acquisition and demolition has already begun. The I-70 project area cuts through the neighborhoods of Globeville and Elyria Swansea.

Groundwork Denver’s project identifies the residents living in these neighborhoods who are interested in reducing their SOV trips, and provides them with information and incentives to try walking, biking and taking transit. Utilizing ongoing road construction as a conversation starter and motivation for change, which Groundwork Denver has done for other projects, has proved very effective in talking about SOV-reducing behavior change.

13. Transit service relation Will your project be timed or linked to a **new** major transit project? Yes No

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

Groundwork Denver’s project will focus on RTD’s new A and G lines, C line expansion, upcoming N line and relatively new W line. All of this project’s targeted neighborhoods have or will have at least one rail station located in or adjacent to them, all of which are new with the exception of the W line, which opened in 2013 but RTD expects much higher use with the opening of the A line. This opens up west-side destinations (Federal Center, Red Rocks College, Auraria Campus) to east-side residents, and east-side destinations (DIA, CU Anschutz, Stapleton) to west-side residents. Most likely changes in rail service will also mean changes in

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existing bus routes to account for or incorporate the rail service. For example, three of the four local routes operating in Commerce City are slated to be modified with the opening of the N line.

Residents in this project's targeted neighborhoods living near these lines in Denver and Commerce City who express interest in using RTD will receive information that will help them familiarize themselves with RTD services/facilities, both nearby and to connect to. Additionally, people already using RTD may drop off when bus routes change; making current riders aware of the increased connectivity could help mitigate this lost ridership. Ways to accomplish this may include RTD marketing materials, transit tours, neighborhood walking or biking tours, or station gatherings.

If B-Cycle plans to integrate with more rail stations in this project's target areas, Groundwork Denver will coordinate outreach efforts with it, especially to low-income and minority households.

For non-infrastructure projects: Will your project promote or incentivize new or existing transit? Yes No
If yes, please explain.

The project will both promote and provide incentives and information to utilize new and existing transit. Incentives include free local tickets for project participants, and a free month's RTD pass for participants of the try-transit challenge. These incentives by definition promote RTD use; and this project also promotes RTD in additional ways. Materials (such as RTD system maps, route schedules, new rider kits and materials in Spanish) and activities (such as transit tours, walking groups, rail station gatherings and try-transit challenges) not only promote RTD, but also work to address first and final mile trip-legs by familiarizing potential riders with the system and connection points. Activities are especially useful in helping people identify potential RTD trips they could make and where and how to connect with RTD. A high-ozone awareness component will be part of any transit incentives.

As with road construction, utilizing new transit options as a conversation starter (which Groundwork Denver has done for other projects) has proved very effective in talking about SOV-reducing behavior change, including travel modes other than transit, such as walking, biking and carpooling. Results from our 2013 and 2014 try-transit challenges indicated that not only did participants' transit use go up, but their walking and biking trips did too.

For infrastructure projects types: Will your project support transit by providing a direct link to transit or by providing multimodal connectivity or support to transit? Yes No
If yes, please explain.

14. List any organization that is a **financial** (cash or in-kind) partner with you in this project. Is the partnership currently in place? Please explain. *A letter of commitment must be provided by each financial partner.*

Groundwork Denver will raise the matching funds from various sources including corporate donations, individual donations, and our earned income streams.

15. Describe how you will collaborate with (or your project will link to) **Way to Go's** TDM efforts. *(All applicants are required to meet with Way to Go staff to determine potential opportunities to collaborate on projects in some capacity prior to submitting your application.)*

Groundwork Denver met with Way to Go regarding this project, and proposes to promote Way to Go through co-branding, participating in Way to Go events, and social media cross promotion. Way to Go's logo and website have been posted and linked to on Groundwork Denver's transportation webpages and the 2014-2015 project website. Additionally, Groundwork Denver's project promotes carpooling and Bike To Work Day using Way to Go materials, both in English and Spanish. We will meet with the Way to Go team to develop at least three additional ways to integrate Way to Go with our project, including integrating Way to Go's trip-planning and/or trip-tracking platform and tools into our try-transit challenges.

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C. PROJECT BENEFITS – SOV TRIP and VMT REDUCTION POTENTIAL

The CMAQ program supports two important goals of the U.S. Department of Transportation: *improving air quality and relieving congestion*. The TDM Pool is focused on the reduction of SOV trips and associated VMT reduction.

The project review panel will consider the reliability of assumptions listed in Question 16 and the clarity of the justifications. Upon project completion, all project awardees must calculate benefits (trips reduced and VMT reduced) as part of their project evaluations in order to receive final reimbursements for their projects.

Example procedures for tracking project benefits include:

- *Before and after (pre- and post-) surveys of project participants' travel habits*
- *On-going tracking (e.g., web-based) of participant travel habits from the time they join (e.g., **My Way to Go** tool)*
- *Post- project reporting of RTD transit ridership changes on specific routes.*

If you need assistance, contact DRCOG staff. **Example methodologies to predict benefits will be available on the DRCOG website.**

16. Trip and VMT reduction potential

- a) The following project attributes will lead to a **reduction of single occupant vehicle (SOV) trips and vehicle miles of travel (VMT)**. Provide a number and justification for each **applicable** project attribute listed below (*Provide attachments where necessary*).

Project Area Attributes	Amount	Justification	Source of data
1) Residents and employees you expect to reach or contact	18,377	This is the number of households in the target area for the project. Groundwork Denver has been canvassing residential neighborhoods for seven years, and we can reach out to all of the sidewalk-accessible dwelling units in any given neighborhood	2010 census for number of households Groundwork Denver
2) Residents and employees you expect to participate (e.g., sign up, register, receive passes, become members, etc.)	1,470 (8% of 18,377)	DRCOG suggests that IM programs result in a 3-8% participation rate. We selected the 8% value because as of June 12, 2015 we have a participation rate of over 8% in our current IM project.	DRCOG Groundwork Denver
3) Current percent of residents driving alone to work	75 %	Average SOV figure for regional transportation to work	American Community Survey 2009-2013 for nine counties
4) Current percent of workplace employees driving alone to work	%		
5) Average trip distance of target population currently driving alone (<i>in miles</i>)	9.76	Average work trip distance	DRCOG's "Regional Trip and Mode Statistics"
6) A. Program will be active:	260 days per year	for 2 years	
or B. Facility will be available:	days per year	for years	

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7) Other:													
8) Other pertinent information that supports the attributes provided above (<i>past results, unique project team skills, case studies/research based on similar project types, etc.</i>).													
<p>b) (Optional) If desired, you may calculate an estimate of number trips reduced, and/or the VMT reduced as a result of this project. The estimates can be for an average day, or for a year. <i>Provide an explanation of how you calculated the estimates, including formulas and all specific assumptions below, or in an attachment.</i></p> <p>Trip Reduction Estimate:</p> <p>This is based on DRCOG's VMT and Trip Reduction Calculation Packet May 2015, page 10, Marketing (a)</p> <p>282,271 trips (ASOVR = 18,377 x 0.08 x 2 x 96)</p> <p>SOV Reduction = N x P x Nt x Nd is DRCOG's formula for marketing programs: N = 18377 this is the total number of households in the target neighborhoods. P = 8% this is the percentage who will shift to a non-SOV mode of travel due to this project. DRCOG estimates 3-8% shift for individualized marketing projects; we chose 8% because, as of June 12, 2015, our current project has over 8% participation rate using similar IM strategies as proposed for this project. Nt = 2 this is the number of one-way trips and is fixed at 2 per DRCOG. Our program is focused on all trips, but this is left at 2 to arrive at a more conservative estimate. Nd = 96 this follows DRCOG's assumption of 48 work weeks with a commitment to try non-SOV travel for 2 days per work week, or 96 total days.</p>													
<p>VMT Reduction Estimate:</p> <p>2,681,572 miles reduced (18,377 x 0.08 x 2 x 96 x 9.5)</p> <p>AVMTR = N x P x Nt x Nd x D D = 9.5 this is DRCOG's regional average one-way trip length.</p>													
<p>17. Has your organization been awarded funds in recent DRCOG TDM Pool cycles?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; background-color: #e0e0e0;">FY 2012/2013 Cycle Project?</td> <td style="width: 15%;"><input checked="" type="checkbox"/> Yes</td> <td style="width: 15%;"><input type="checkbox"/> No</td> <td style="width: 35%;">Project name: Northwest Denver Community-based Social Marketing VMT Reduction Program</td> </tr> <tr> <td><i>If yes, was the project completed?</i></td> <td><input checked="" type="checkbox"/> Yes</td> <td><input type="checkbox"/> No</td> <td></td> </tr> <tr> <td>Are the annualized VMT reduction results reported for this project from the <i>Result Tracking Table</i> the best available?</td> <td><input checked="" type="checkbox"/> Yes</td> <td><input type="checkbox"/> No</td> <td></td> </tr> </table> <p><i>If no, please provide updated information:</i></p>		FY 2012/2013 Cycle Project?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Project name: Northwest Denver Community-based Social Marketing VMT Reduction Program	<i>If yes, was the project completed?</i>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No		Are the annualized VMT reduction results reported for this project from the <i>Result Tracking Table</i> the best available?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
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Are the annualized VMT reduction results reported for this project from the <i>Result Tracking Table</i> the best available?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No											
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; background-color: #e0e0e0;">FY 2014/2015 Cycle Project?</td> <td style="width: 15%;"><input checked="" type="checkbox"/> Yes</td> <td style="width: 15%;"><input type="checkbox"/> No</td> <td style="width: 35%;">Project name: Denver's West-Line Corridor Community-Based Social Marketing SOV and VMT Reduction Program</td> </tr> </table> <p>Do you believe your project will meet the level of VMT reduction predicted in the original application?</p> <p>Yes. We expect to achieve or surpass the VMT reduction goal of 1,786,608 miles as per the Results Tracking Table.</p> <p>Briefly describe progress made on specific implementation tasks:</p> <p>Task 1: Calculation and Compilation of Project Results The post-project evaluation survey has been developed (digital and hardcopy versions), and is being disseminated via email and</p>		FY 2014/2015 Cycle Project?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Project name: Denver's West-Line Corridor Community-Based Social Marketing SOV and VMT Reduction Program								
FY 2014/2015 Cycle Project?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Project name: Denver's West-Line Corridor Community-Based Social Marketing SOV and VMT Reduction Program										

FY 2016 and 2017 DRCOG TDM Pool Application Form

mail (with self-addressed, stamped return included).

Task 2: Design Community-Based Social-Marketing Strategies

Throughout the project period, materials (order forms, websites, fliers, brochures, maps) are being updated, generated and/or ordered based on what is most relevant for residents. For example, keeping stocked with RTD materials, developing informational fliers on topics such as roadway construction, and taking advantage of community initiatives such as Better Block projects.

Task 3: Develop “First and Final Mile” Strategies

Three questions on the evaluation survey have been developed to try to identify the barriers and attractions to various travel modes. These have been included on a mini-survey to solicit feedback from attendees at events and activities. About 20 surveys have been returned to date. For the try-transit challenge (see Task 7 for more detail), participants are required to attend a rideabout to familiarize themselves with the location of their local light rail station and at least one bus stop; they are also receiving a hands-on demonstration of B-Cycle in conjunction with a reduced price membership deal being offered to income-qualifying residents.

Task 4: Outreach and Provide Individualized Trip Planning (IM) and TDM Resources

Groundwork Denver has conducted door-to-door outreach in the neighborhoods of Sloans Lake, West Colfax and Villa Park. About 10,000 houses have been canvassed, and about 860 individualized-marketing orders have been collected. Incentives and marketing materials are given to residents at the door when they place orders for information. Informational materials (e.g., Denver Bike Map, RTD system map, walking tours, B-cycle brochures, Way To Go carpool and vanpools fliers, etc.) are then delivered several weeks later in branded backpacks. Additionally, about 170 residents have ordered materials through activities or events at which Groundwork Denver provided SOV-reduction resources.

Task 5: Integrate Transportation IM with Home Energy Outreach

SOV-reduction information is provided at home energy audits conducted by Groundwork Denver. Additionally, home energy clients from West Colfax and Villa Park were invited to participate in the July 2015 try-transit challenge and the October 2014 transit rideabout. Home energy connections are utilized to reach a wider audience with SOV-reduction resources, such as participating in home energy events in June and October of 2014.

Task 6: Hands-on Activities/Events

At neighborhood activities or events, Groundwork Denver generally staffs a table or booth with SOV-reduction resources, any locally pertinent information (such as RTD or roadway construction outreach), and enrolls people to be project participants. Events have included:

June 2014:

1. Knox Court Bridge Parade and Celebration on Saturday, June 14: This was a neighborhood event celebrating the opening of the new Knox Court bridge over US 6.
2. Bike To Work Day on Wednesday, June 25: Groundwork Denver hosted an SOV-reduction resources table at the Lo-Hi Breakfast Station.
3. Affordable Solar and Energy Options Open House on Saturday, June 28: This was a neighborhood event offering information to residents of West Colfax about sustainable energy options for homes.

July 2014: Denver Parks and Recreation public meeting on Tuesday, July 29: This was a neighborhood meeting with residents of West Colfax and Villa Park to review potential upgrades at Paco Sanchez Park, which is situated in the W Line’s alignment.

August 2014:

1. WeCAN Festival on Saturday, August 9: This was a neighborhood association festival facilitated by Denver’s Office of the Mayor to promote community awareness amongst the residents of West Colfax, Sloan’s Lake and Villa Park.
2. RTD Rideabout on Thursday, August 14: This was a two-hour, round-trip tour of RTD facilities for Spanish speakers; residents were invited from West Colfax and Villa Park. Starting at the Knox Street station on the W Line, the Rideabout included: light rail, Union Station, mall shuttle and then light rail back.

October 2014: Westridge Community Energy Festival on Saturday, October 18: This event, hosted by the EPA, Energy Outreach Colorado and Xcel Energy, was to promote home energy efficiency, and was specifically focused on the residents of West Colfax.

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May 2015:

1. BEE-JP Jefferson Park Farm and Flea market on Saturday, May 16: This was a neighborhood street fair in Jefferson Park at 25th Avenue and Eliot Street, with local vendors, walking tours and informational tables.
2. Lakewood Gulch clean-up on Saturday, May 16: This was a community stewardship project for West Colfax residents, volunteers and Groundwork Green Teamers.

June 2015: RTD Rideabouts on Wednesday, June 10 and Saturday, June 13: These were two-hour, round-trip tours of RTD facilities for participants of the try-transit challenge happening in July. Participants of the challenge met at the Knox Street station on the W Line, rode to Union Station, toured the bus concourse and received a B-Cycle demonstration, rode the mall shuttle and then returned on the bus. There are two more rideabouts scheduled for Monday, June 22 and Saturday, June 27.

Task 7: Community/Business Challenges

There are two challenges scheduled for summer 2015.

1. July 2015: Try-transit challenge for West Colfax and Villa Park residents. Up to 50 local RTD passes will be provided to residents who do not currently use RTD and commit to using RTD for at least 12 trips.
2. August 2015: West Colfax Better Block business challenge. Businesses will offer an incentive or discount to patrons who walk, bike or take transit to their businesses.

- 18.** Related to Task 1 in Question #6, describe the procedures for how you plan to calculate and compile actual post-project results. *(At a minimum, project awardees must conduct a survey, capturing pre- and post-travel habits of project participants to determine results.)*

We will evaluate the effectiveness of the program through the collection of qualitative and quantitative data. We will track the method (e.g., door-step conversations, mailing, email, fliering), the number of times we contact each home in our target area, and how residents respond to our messaging and project offerings. We will also track information associated with all community events that we host or attend, including the number of participants and level of participation.

After we have completed outreach efforts, we will ask participants to take an evaluation survey. The survey was developed in 2012 with the assistance of Urban Trans consultants, and modeled on individualized marketing project surveys from King County, Washington and Portland, Oregon. We implemented this evaluation for our 2012/2013 CMAQ project and have started the evaluation for the 2014/2015 project. Using the same evaluation instrument allows us to compare the effectiveness of different projects and programs.

The survey asks questions that determine pre- and post-travel habits of participants and how travel behavior changed as a result of project efforts. Surveys will be available to participants in both electronic and paper format and incentives will be offered to assure there is a high enough response rate to reduce the margin for error. All data is entered into an online analysis tool either directly by the survey-taker or by staff transferring information from hardcopy surveys.

We will seek to obtain post-project survey responses from approximately 28% of our program participants. Using a two-tailed test and assuming a normal distribution, this response rate will provide a confidence interval of approximately +/-4.5 percent at the 95% confidence level. For the try-transit challenge we completed in April 2014, 89% of our participants completed the post survey, yielding a confidence interval of +/- 1.2 percent at the 95% confidence level using a two-tailed test.

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D. PROJECT FUNDING REQUEST AND BUDGET

Total federal request must be at least \$80,000 and a maximum of \$300,000. (Note: No more than \$100,000 can be requested for bicycle/pedestrian travelway portion of project.)

1. Budget Overview	2016	2017	Total
A. Enter the CMAQ Federal Funds requested , for each year (tab through columns to generate automated calculations)	\$118,384	\$120,109	\$238,493
B. Required 17.21% Local Match*	\$24,609	\$24,968	\$49,577
C. Total Project Cost (federal plus required local match)	\$142,993	\$145,077	\$288,070

* **How will you make your required local match?** Cash, in-kind, both?

cash

What percentage of your local match is in-kind? (e.g., 100%, 75%, 25%, 0%)

0 %

If you plan to use any in-kind, you must complete an in-kind request form as part of this application.

In-kind forms and instructions will be provided at the applicant training.

FY 2016 and 2017 DRCOG TDM Pool Application Form

E. BUDGET DETAILS

Provide a general description and an amount of the expenses you expect to charge to this CMAQ project.

NOTES:

- The table below is a regular Word table (not a locked form). Additional rows may be inserted, if needed.
- **You will need to input and calculate all amounts—this table does not automatically calculate.**
- Reminder: Federal procurement rules must be followed.

A. Salaries List each position, hourly rate, and total anticipated hours <i>(over a 2-year period)</i> .				
Position	Hrly. Rate	# of Hrs.	Total Amt.	(For future use - Do not input in this column)
Executive Director	\$53.74	125	\$6,718	
Program Director	\$48.09	1456	\$70,019	
IM Coordinator	\$27.79	2080	\$57,803	
Event Coordinator	\$27.79	1664	\$46,243	
Financial Manager	\$36.41	416	\$15,147	
Outreach Specialists	\$19.68	1250	\$24,600	
B. Marketing Materials (Examples of project-imprinted marketing collateral include pedometers, bike locks, project bags, LED safety bands).			\$8,000	
C. Incentives (Examples of incentives include RTD passes/tickets, bike lights, B-Cycle passes and/or carpool parking fees)			\$11,000	
D. Equipment			\$0	
E. Production (printing, web development, mailings - Menu Brochures, evaluation surveys, display materials, event posters, menu order envelopes, phone apps, maps, TDM collateral, postage)			\$8,600	
F. Consultants (Evaluation, marketing and data research and development)			\$17,000	
G. Costs associated with physical infrastructure or vehicles			\$0	
H. Other approved indirect rate of 14.34% of salaries			\$22,940	
TOTAL			\$288,070	
(Calculate and enter amount manually - should equal Row C Total in Budget Overview in Section D)				

FY 2016 and 2017 DRCOG TDM Pool Application Form

F. TIMELINE

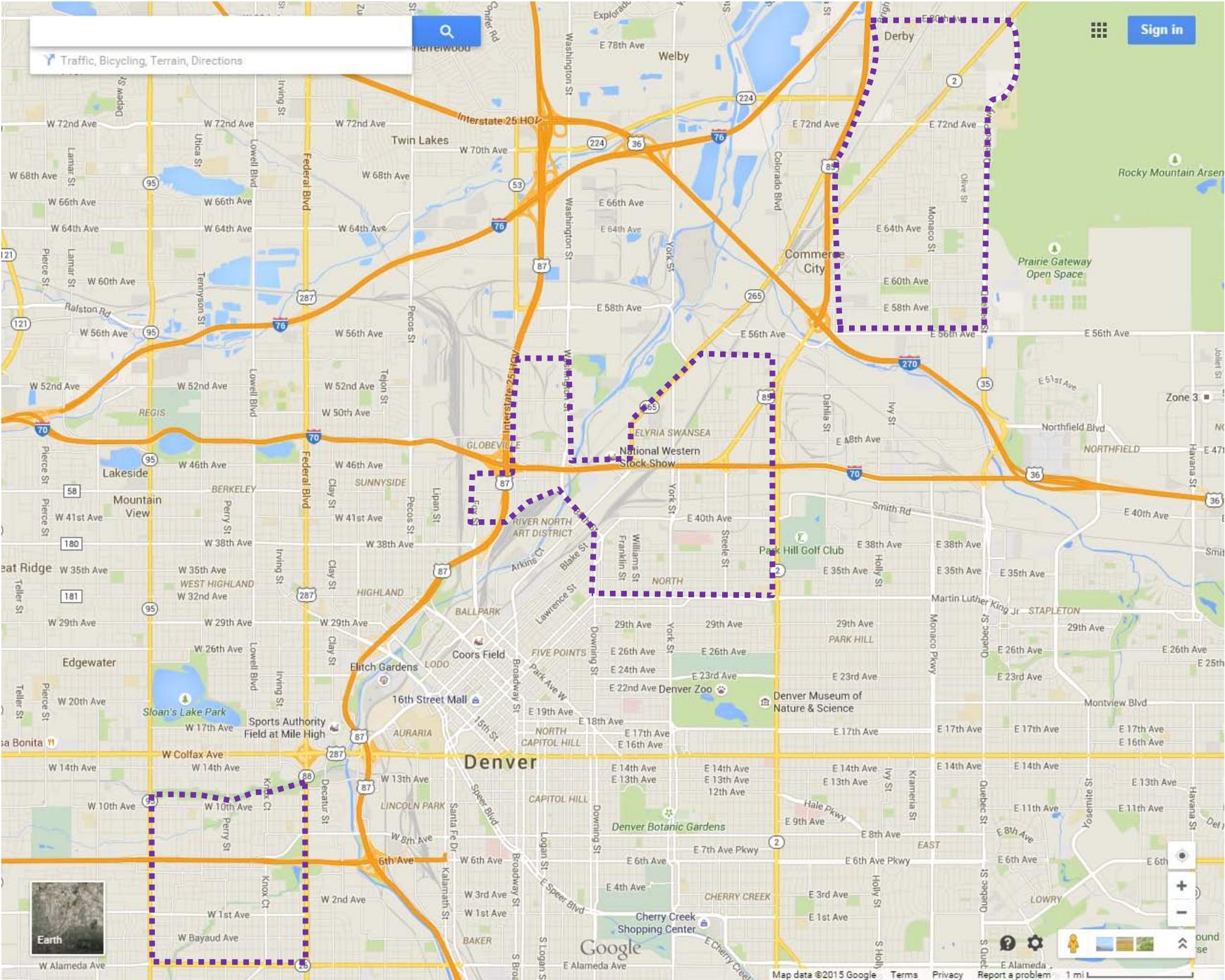
Complete the timeline below, indicating the months applicable to each task. Your project will begin upon receipt of your contract.

1. The tasks in the timeline should correspond to those identified in **Question 6** (*Project Overview Details*).
2. Copy each task (from **Question 6**) into the blank text box below the task # (see example).
3. Place an "X" in the applicable month(s) to each task.

(place an 'X' in the applicable month)

	Year 1												Year 2														
	(FY2015)			FY2016									FY2017									(FY2018)					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Task 1	Task 1												Task 1														
Calculation and Compilation of Project Results						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Task 2	Task 2												Task 2														
Design Community-Based Social-Marketing Strategies					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Task 3	Task 3												Task 3														
Develop First and Final Mile Strategies					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Task 4	Task 4												Task 4														
Outreach and Provide Individualized Trip Planning and TDM Resources						X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X			
Task 5	Task 5												Task 5														
Integrate Transportation IM with Home Energy Outreach					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Task 6	Task 6												Task 6														
Hands-on Activities/Events						X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X	X
Task 7	Task 7												Task 7														
Community/Business Challenges						X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X			
Task 8	Task 8												Task 8														
Reporting					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

West / North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project Map – Groundwork Denver





Transportation Department
4430 South Adams County Parkway
1st Floor, Suite W2000B
Brighton, CO 80601-8218
PHONE 720.523.6875
FAX 720.523.6996
www.adcogov.org

June 10, 2015

Melina Dempsey, Transportation Planner
Denver Regional Council of Governments
1290 Broadway, Suite 700
Denver, CO 80203-5606

Re: Adams County support for "West/North-Central Denver and Commerce City
Community-Based Social Marketing SOV and VMT Reduction Project"

Dear Melina,

The Adams County Transportation Department supports Groundwork Denver's application to DRCOG for Congestion Mitigation and Air Quality (CMAQ) funding for the project entitled, "*West/North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project.*"

The CMAQ funding sought for this project will be used to provide one-on-one travel resources to residents of several Commerce City neighborhoods by reaching out to some 6,000 households in eight neighborhoods in Commerce City, as well as working alongside Smart Commute TMO in community events and activities with driving-reduction resources. Groundwork Denver intends to specifically reach out to low-income and minority households, including disseminating materials for Spanish speakers. Most of these residents currently have high single-occupant vehicle (SOV) percentages, high vehicle miles traveled (VMT) and low transit use. According to the American Community Survey, Adams County residents have a drive alone rate of 77% and a public-transit use rate of less than 4%. Due to DRCOG's own data showing Commerce City residents have a daily VMT of 24 miles, nine miles a day more than right next door in Denver, our Transportation Department fully supports Groundwork Denver's CMAQ application to work in conjunction with Smart Commute to talk more with residents and businesses in the area about commute options.

Should you have any questions Melina, please let me know.

Best Regards,

Jeanne M. Shreve, Transportation Coordinator

c: Karen Stuart, Executive Director, Smart Commute Metro North TMO

BOARD OF COUNTY COMMISSIONERS

Eva J. Henry
DISTRICT 1

Charles "Chaz" Tedesco
DISTRICT 2

Erik Hansen
DISTRICT 3

Steve O'Doriso
DISTRICT 4

Jan Pawlowski
DISTRICT 5



June 8, 2015

Melina Dempsey, Transportation Planner
Denver Regional Council of Governments
1290 Broadway, Suite 700
Denver, CO 80203-5606

Re: Support for "West/North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project"

Dear Ms. Dempsey,

The Commerce City Planning Division would like to express our support for Groundwork Denver's application to DRCOG for Congestion Mitigation and Air Quality (CMAQ) funding for the project referenced above.

The CMAQ funding will be used to provide one-on-one travel resources to some 6,000 households in 8 neighborhoods in Commerce City as well as participation in community events. Groundwork Denver intends to reach minority households and low-income households in this area. An important part of the success of this project will be to distribute material in Spanish for those whom English is a second language. Most of the residents in the program area have high single-occupant vehicle (SOV) percentages, high vehicle miles traveled (VMT), and low transit use. According to DRCOG, Commerce City residents have a daily VMT of 24 miles, which is 9 miles a day more than their neighbors in Denver. The imminent North Metro Rail Line will have a station in Commerce City at E. 72nd Avenue and Colorado Boulevard, which provides an opportunity to talk with residents about walking, biking, and transit in an area that is not currently receiving CMAQ funding nor is it part of a Transportation Management Organization.

Groundwork Denver has delivered home-energy services to over 300 households and transit surveying of 115 individuals in Commerce City in recent years and this project is a logical opportunity for them to integrate this program with their already established programs in our community. Groundwork Denver will leverage resources, volunteer efforts, and existing clients to make this a cost-effective community-driven approach for VMT and SOV reduction.

Sincerely,

Paul Workman
City Planner



Denver Public Works
Transportation

201 W. Colfax Avenue, Dept. 508
Denver, CO 80202
www.denvergov.org

June 8, 2015

Melina Dempsey, Transportation Planner
Denver Regional Council of Governments
1290 Broadway, Suite 700
Denver, CO 80203-5606

Re: City and County of Denver support for "West/North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project"

Dear Ms. Dempsey:

The City and County of Denver would like to express support for Groundwork Denver's application to DRCOG for Congestion Mitigation and Air Quality (CMAQ) funding for the project entitled, "West/North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project."

The CMAQ funding sought for this project will be used to provide one-on-one travel resources to residents of Denver by reaching out to some 13,000 households in seven neighborhoods in Denver, and providing driving-reduction resources at community events and activities. The neighborhoods are Villa Park, Barnum, Barnum West, Globeville, Elyria Swansea, Cole and Clayton. The intent of the project is to specifically do outreach to low-income and minority households, in particular to Spanish speakers, in neighborhoods impacted by road construction and/or new rail options. A substantial percentage of these residents are families living in poverty, with a high number of adults whose first language is not English.

This project proposes to work in neighborhoods that will be impacted by major road construction – Highway 6, Federal Boulevard, and possibly I-70, as well as new rail options such as the G, A and C lines. This also includes the existing W line which continues to experience under-ridership but is expected to be impacted by the A line opening. The travel sheds these neighborhoods are in are projected to see increases of 23-28% in person trips by 2030, according Denver's Strategic Transportation Plan, and they are currently not covered by a transportation management organization.

SOV and VMT reduction projects such as this building on the work of Denver's Strategic Transportation Plan, which recognizes the importance of moving people not just cars. Individualized marketing efforts, particularly at the neighborhood level, have the potential to spread travel behavior changes to participating individuals, their households and the neighborhood at large. These longer-term impacts are as interesting as the projected, immediate VMT and SOV trips reductions.

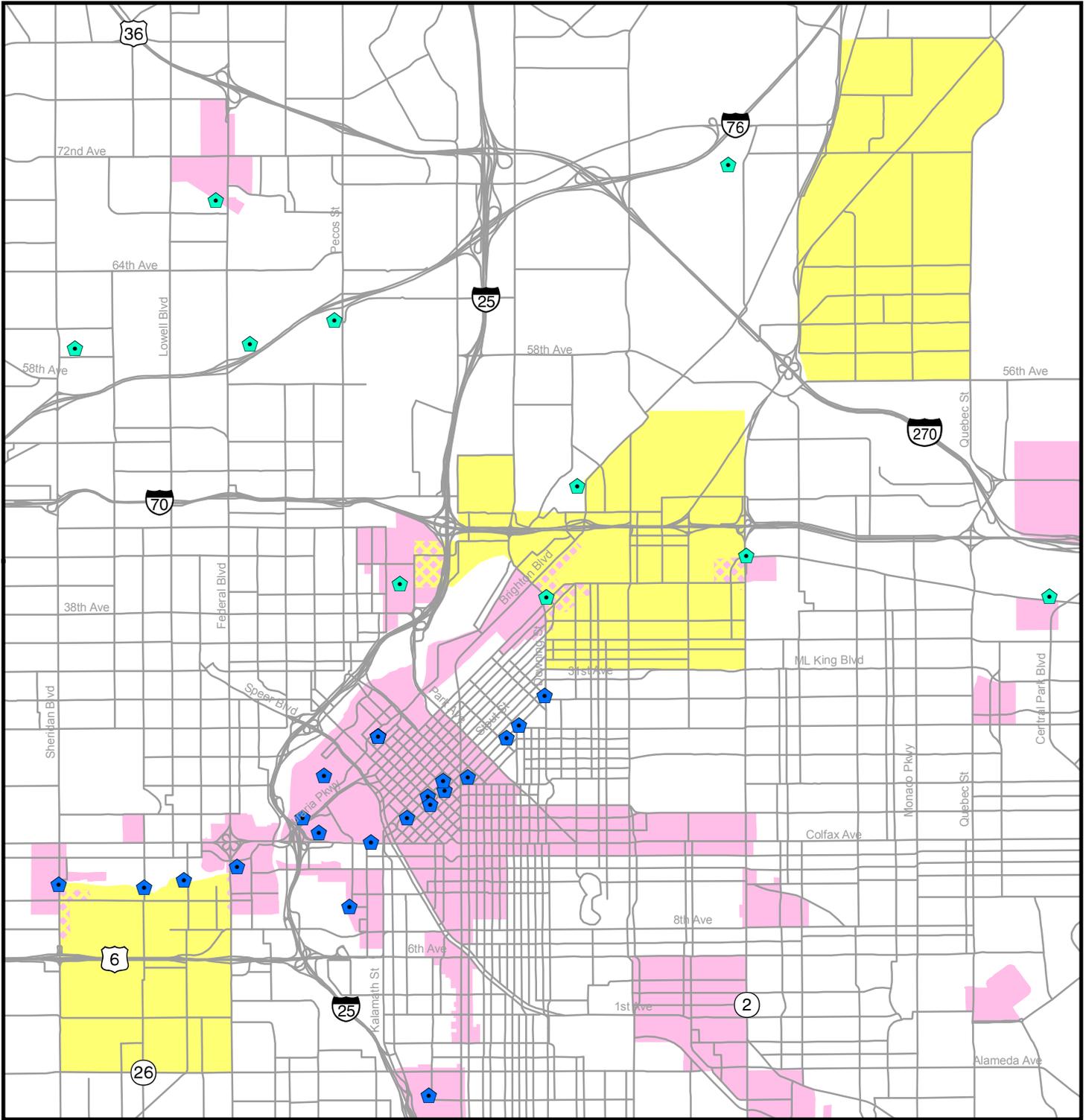
Groundwork Denver has already delivered results in many neighborhoods throughout Denver, including home-energy audits and upgrades, school-gardens, youth employment, recycling/trash outreach, tree plantings, water quality, and transportation outreach to thousands of residents over its 13 years working in Denver. Many of these efforts have been and continue to be funded by the City and County of Denver. We support the award of CMAQ funding to Groundwork Denver that will enable it to integrate

this "West/North-Central Denver and Commerce City Community-Based Social Marketing SOV and VMT Reduction Project" into its already established programs. It will leverage resources, volunteer efforts and existing clients to make this a cost-effective, community-driven approach for VMT and SOV reduction.

Sincerely,

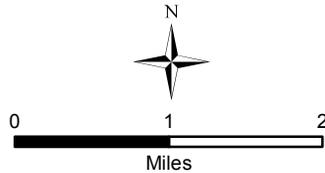


Crissy Fanganello
Director of Transportation
Denver Public Works



LEGEND

- Project Boundary**
- Urban Center Area**
- Urban Center Area within project boundary**
- Rapid Transit (Current)**
- Rapid Transit (Future)**



SOURCE DATA:
Enter all data sources here, included base map information

This data is intended for informational purposes only. DRCOG provides this information on an "as is" basis and makes no guarantee, representation or warranty, either express or implied, that the data will be error free. DRCOG further makes no guarantee, representations or warranties, either express or implied, as to the completeness, accuracy or correctness of the data, or as to merchantability or fitness of the data for a particular use or purpose. DRCOG is not responsible to any user for any costs, expenses, liabilities or damages arising from inconsistencies in its data or from any use of the information.

Projection: State Plane Colorado Central, NAD 83 (feet)