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FY 2016 and 2017 DRCOG TDM Pool Application Form

A. GENERAL INFORMATION

Agency Legal Name	Regional Air Quality Council
Address	1445 Market Street, Ste 260
City/State/Zip Code	Denver, CO 80202
Website	www.raqc.org/www.everytripcounts.org

Identify and provide contact information for:

Person authorized to enter into contracts		Project manager for proposed activity(ies) *Only if different from authorized person (e.g., consultant)*	
Name	Kenneth Lloyd	Name	Kate Cooke
Title	Executive Director	Title	Transportation Program Manager
Address	1445 Market Street, Ste 260	Address	1445 Market Street, Ste 260
City, State, ZIP	Denver, CO 80202	City, State, ZIP	Denver, CO 80202
Phone	303-629-5450	Phone	303-629-5450 x270
Email	klloyd@raqc.org	Email	kcooke@raqc.org

1. Project Title
Smart Commute Metro North - Every Trip Counts

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)*

Smart Commute Metro North - Every Trip Counts will reduce ozone pollution by encouraging people to drive less. The program provides incentives and education to those who commit to reduce a minimum of two vehicle trips per week during the summer ozone months. Education is provided via websites, OzoMeter, DRCOG's Way to Go website, and outreach at community events. Additionally, links to ozone action alerts will be provided to participants as a way to inform them about ozone pollution.

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.

- Smart Commute Metro North - Every Trip Counts will reduce ozone pollution by encouraging people to drive less. The program will provide incentives to participants who commit to reduce a minimum of two vehicle trips per week during the summer ozone pollution months. Participants can use the OzoMeter to track their trips and receive immediate information about pollutant reductions associated with the elimination of their vehicle trips. Participants will be eligible for random prize drawings for bus passes throughout the summer ozone pollution months.
- This application represents a new and dynamic partnership between the Smart Commute Metro North TMO and the RAQC. The project area includes the communities within the SCMN service area: Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Longmont, Northglenn, Thornton, Westminster.
- The program will use a combination of direct mail and multi-media marketing to attract participants. Residents and employees in the identified marketing area receive targeted mailings. Bus stop shelter advertising will be placed along major travel corridors. Variable message signs will be used to provide information about the program. Additional outreach will take place at key community events and with employers in the target area.
- The partnership will create an opportunity to discuss air quality issues and ground-level ozone pollution with area residents.

5. Project Innovation

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

Smart Commute Metro North - Every Trip Counts is innovative in the following ways:

- The program is reaching a completely new market by establishing a new partnership with the Smart Commute Metro North TMO. Outreach and education will take place in the communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Longmont, Northglenn, Thornton, Westminster.

- The project area includes all major travel corridors in this area including I-25, US 36, Colorado Blvd/SH 2, SH 85, SH 7, SH 52, Sabie Road, Commerce Street/N 10th Street, 74th Ave, 104th Ave, 120th Ave, 144th Ave, and 160th Ave.

- The program is innovative in that it is broader than a typical commute trip reduction program because it is marketed to both residents and employees who make trips during the summer ozone pollution months. The focus is on air quality AND transportation congestion.

- Participants will be encouraged to reduce any type of vehicle trip including commute trips, errand trips and personal trips. Because of the flexibility associated with participation, the program is attractive to both commuters and the general driving public.

- This partnership brings specific attention to reducing the creation of ground-level ozone pollution through the reduction of vehicle trips during the summer months when ozone pollution is at it's worst.

- In addition to providing participants with information about the air quality impacts associated with reducing vehicle trips, participants will be provided with information on other ways they can help reduce the creation of ground-level ozone pollution.

- Participants will be provided with information on how to sign-up for ozone action alerts. By following these alerts, people can make travel choices which have a real-time impact on air quality.

- An unique feature of the Smart Commute Metro North – Every Trip Counts program is the ability of participants to use the OzoMeter. The OzoMeter is a trip and activity tracking tool that provides real-time pollution reduction information. The data used to generate reductions in pollutants in the OzoMeter are the same data that is used in the regional air quality modeling process.

- Smart Commute Metro North – Every Trip Counts will provide a direct and visible tie to the region's OzoneAware program. The OzoneAware program provides information about ozone pollution and strategies to reduce ozone pollution. All participants will be provided with ozone pollution information and reduction strategies through the use of the OzoMeter, the Every Trip Counts website, and electronic newsletters that are provided during the summer ozone pollution months.

- The Smart Commute Metro North – Every Trip Counts program will provide a direct and visible link to DRCOG's Way to Go program. Project staff will work closely with DRCOG staff members on outreach and education. Direct links on the Every Trip Counts website will provide participants with access to DRCOG's Way to Go program and all the resources of that program. Direct and visible links to RTD and related transit services will also be provided.

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: *(required)*	**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. *(Details of methodology to be provided in Question #18)*
Task 2.	**Create and customize direct marketing materials.**	Specially designed mailers will be mailed to residents and employees in the project area. Educational information will be provided via the program's website and e-letters which will be emailed during the summer ozone months. Partner jurisdictions will place

		articles about the Every Trip Counts program in their community newsletters in the early spring and early summer months.
Task 3:	**Create and customize multi-media marketing materials.**	Bus stop shelter advertising will be placed along major travel corridors throughout the project area. Partner jurisdictions will be provided with materials to place on their community cable stations to promote Smart Commute Metro North TMO, Every Trip Counts and strategies to reduce the creation of ground-level ozone pollution. Variable message signs will be used to promote the program. Other multi-media marketing avenues may include transit and transit vehicles.
Task 4:	**Create and customize eduational materials and targeted email materials.**	Participants will be provided with e-newsletters throughout the program period. These e-newsletters will provide information about ozone pollution, strategies to reduce ozone pollution, and ways to decrease their vehicle trips. Advertisements on social media will also be used to attract participation in the program.
Task 5:	**Outreach at community events.**	Outreach at community events is a key aspect of the Smart Commute Metro North - Every Trip Counts program. It is anticipated that project staff members will attend approximately 35 community events and 40 employer workplace over the two year project period. At these community events, project staff will work closely with partner cities, DRCOG Way to Go staff members, and RTD staff members to provide community members with information about ways to reduce their vehicle trips and ways to decrease the pollutants which create ground-level ozone pollution. These face-to-face events allow for the deeper discussion of ways to reduce vehicle trips and to reduce the pollutants that create ground-level ozone pollution.
Task 6:	**Administer program incentives.**	Participants will be eligible for prize drawings (bus passes) as an incentive for their participation in the program. Incentives will be provided during the summer ozone months. Participants will be asked to track trips in exchange for being eligible for the prize drawings.
Task 7:	**Website improvements.**	The program's website will provide access to the OzoMeter trip tracking too and information about transit and non-motorized routes and resources. The program's website will also provide access to DRCOG's Way to Go program and all the services available through that program. Updates to the website will be undertaken to ensure that data is timely and that the trip tracking tool is useful and functional.
Task 8:	**Strategic planning, program management. and oversight**	Strategic planning, program management and oversight will be provided by staff members of the Regional Air Quality Council in partnership with the staff of the Smart Commute Metro North TMA.
Task 9:	n/a	n/a
Task 10:	n/a	n/a

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.*

As requested, a map is attached that shows the geographic target area which is the Smart Commute Metro North TMO service area.

The geographic target area includes the communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Longmont, Northglenn, Thornton, Westminster. The project area is served by the Smart Commute Metro North TMO. By combining the strengths of the Smart Commute Metro North TMO and the Every Trip Counts

program, targeted community outreach will be undertaken to reach area residents and provide them with information on ways to reduce vehicle trips during the summer ozone pollution months.

The project area includes key travel corridors: I-25, US 36, Colorado Blvd/SH 2, SH 85, SH 7, SH 52, Sabie Road, Commerce Street/N 10th Street, 74th Ave, 104th Ave, 120th Ave, 144th Ave, and 160th Ave.

The project area includes Segments Two and Three of the I-25 Express/Managed Lanes. These lanes will provide faster travel to those who can carpool, vanpool and use transit. By combining the Every Trip Counts program with the efforts of the Smart Commute Metro North North TMO, additional educational resources will be provided to travelers in this area.

The project area encompasses the entire Smart Commute Metro North service area. This area includes low income and minority populations in the communities of Northglenn, Thornton, Commerce City, Brighton and unincorporated areas of Adams County. By working closely with staff in these communities, we can target outreach efforts to low income and minority populations and help them find reasonable alternatives to travel in a single-occupant vehicle.

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.

☒ Yes, I confirm and have provided letter(s) of support.
☐ N/A Applicant is a local government.

9. Who is your target audience? Are there any unique demographic or socioeconomic traits of your target population?

The target audience for the Smart Commute Metro North – Every Trip Counts program are residents, employees, and drivers who live in the communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Longmont, Northglenn, Thornton, Westminster.

The Smart Commute Metro North – Every Trip Counts partnership will provide outreach and education resources to residents and employees in the area. Participants will receive customized information to assist them in reducing their vehicle trips during the summer ozone pollution months. Reducing vehicle trips is a key strategy in decreasing pre-cursor pollutants that result in the creation of ground-level ozone pollution.

Additionally, the Smart Commute Metro North - Every Trip Counts program has the ability to specifically target outreach to residents who reside in the southern, eastern and northern portions of the target area. Residents in this area include many who are at a lower socioeconomic status as shown on the DRCOG Environmental Justice map. Low income and minority populations are located in the communities of Northglenn, Thornton, Commerce City, Brighton and unincorporated areas of Adams County. By working closely with staff in these communities, we can target outreach efforts to low income and minority populations and help them find reasonable alternatives to travel in a single-occupant vehicle.

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

If yes, please describe.

The Smart Commute Metro North – Every Trip Counts program includes a direct mail marketing/outreach piece that will be mailed to residents and employees in the target area. Staff from the Smart Commute Metro North TMO and Every Trip Counts will work closely with the partner communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Longmont, Northglenn, Thornton, Westminster to ensure effective outreach via the direct mail piece. By working closely with the communities in the target area, databases will be developed so that mailings can specifically reach minority and low-income population groups in the target area. Outreach at community events allows staff to meet many residents who live in the minority and low-income areas of the project target area. Additionally, bus stop shelter advertising sites can be specifically selected to reach residents and employees in these areas.

A map of DRCOG's Environmental Justice areas overlaid with the Smart Commute Metro North TMO's service area is attached.

Targeting outreach efforts to residents who reside in the southern, eastern and northern portions of the target area will allow the

program to reach out to residents who are at a lower socioeconomic status as shown on the DRCOG Environmental Justice map. Low income and minority populations are located in the communities of Northglenn, Thornton, Commerce City, Brighton and unincorporated areas of Adams County. By working closely with staff in these communities, we can target outreach efforts to low income and minority populations and help them find reasonable alternatives to travel in a single-occupant vehicle.

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

The Smart Commute Metro North – Every Trip Counts program will be ready to start in early 2016. The program has a strong working relationship with staff from the Smart Commute Metro North TMO, partner jurisdictions, DRCOG's WaytoGo staff, and staff from RTD. Staff members will meet in early 2016 to establish the program schedule which includes dates for mailings, newsletter articles, press releases, community events, outreach with employers, and program analysis.

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)

- The Smart Commute Metro North - Every Trip Counts program will be in place just after the opening of Segment Two of the I-25 Express/Managed lane project. This project extends express/managed lanes from US 36 north to approximately 120th Avenue. Through this project, Smart Commute Metro North has a terrific partnership with CDOT that allows for messaging via the variable message signs in the I-25 travel corridor. The variable message signs provide another source of information to travelers about the air quality benefits of reducing vehicle trips and associated miles.

- The Smart Commute Metro North - Every Trip Counts program will be in place just prior to the opening of Segment Three of the I-25 Express/Managed Lane project. This project extends express/managed lanes from 120th Avenue to approximately 144th Avenue. Again, through this project, Smart Commute Metro North will build upon their terrific partnership with CDOT that allows for messaging via the variable message signs in the I-25 travel corridor. The variable message signs provide an additional source of information to travelers about the air quality benefits of reducing vehicle miles traveled.

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?

The Smart Commute Metro North - Every Trip Counts program will be in place just prior to the 2018 opening of North Metro Rail Line. This rail line will connect the communities from Denver north through Commerce City and north to 124th Avenue. By having an outreach program in place, Smart Commute Metro North - Every Trip Counts can begin to educate residents and employees about non-SOV travel alternatives. We can provide information about the construction and timing of the North Metro Rail Line and we can provide information about service related to the rail line and connecting transit services. This outreach and education will provide residents and employees with information related to the relationship between decreasing vehicle trips as a means of decreasing the creation of ground-level ozone pollution.

*For **non-infrastructure** projects:* Will your project promote or incentivize new or existing transit? ☒ Yes ☐ No

If yes, please explain.

The Smart Commute Metro North - Every Trip Counts will distribute transit passes as incentives for those who participate in the Every Trip Counts. These transit passes are distributed during the summer ozone months along with information about how ground-level ozone pollution is created. Participants will be asked to track trips using the OzoMeter or track their trips through DRCOG's Way to Go program in order to be eligible for incentives.

*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.

N/A

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.*

The partnership that is being created through the Smart Commute Metro North – Every Trip Counts program will be a key aspect to the success of the program.

Additionally, the partnership between the RAQC, Smart Commute Metro North TMO, and Media Visions allows for the targeted and enhanced use of gifted in-kind multi-media advertising as in-kind match for the program. The use of multi-media advertising along major travel corridors in the project area will allow the Smart Commute Metro North – Every Trip Counts program to reach the majority of the drivers in the project area so as to raise awareness of impacts of reducing vehicle trips and reducing the associated creation of ground-level ozone pollution.

Additonally, all partners have identified staff members who will meet regularly to discuss logistics of the program, develop databases, and ensure that tasks are being completed in a timely and effective manner.

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.)*
The Every Trip Counts program has consistently and effectively worked with DRCOG Way to Go staff members during the 2014-2015 TDM Pool program cycle. This has included co-attendance at community events and the addition of links to the Way to Go website, program and associated materials.

Staff from SCMN TMO and RAQC met with Colleen Miller on May 18, 2015. After meeting with Colleen, the Smart Commute Metro North – Every Trip Counts program will formalize this working relationship to include the following:

- A direct link to the Way to Go program on the Every Trip Counts website. This direct link will be placed on the website's front page and will include the Way to Go logo. (This has been underway since Summer 2013).
- A direct link to the Way to Go program on the "Routes and Resources" page of the Every Trip Counts website. (Underway since May 2013).
- Inclusion of the Way to Go logo and information on printed handouts and materials. (Underway since 2014).
- Invitation to Way to Go staff to attend identified community events. (Underway since 2013).
- Cross sharing of social media posts. (Underway since May 2013).
- Inclusion of Way to Go logo on information provided on local cable television stations.

Additionally, the Smart Commute Metro North – Every Trip Counts program will work with RTD in the following ways:

- Provision of a direct link to the RTD website on the Every Trip Counts website. (Underway since June 2011).
- Inclusion of the RTD logo and information on printed handouts and materials. (Underway since 2014).
- Invitation to RTD staff to attend identified community events. (Underway since 2014).
- Cross sharing of social media posts. (Underway since 2014).
- Inclusion of RTD logo on information provided on local cable television stations. (Underway since 2014).

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**	190,528	We expect to reach 190,528 people over the two year period. This represents 50% of the commuters and residents within the project area over a two-year period.	We will use a mix of multi-media advertising in the form of bus stop shelters with advertising to be located along major travel corridors. We will use variable message signs in the project area. We will conduct a large-scale mailing to residents in the project area. We will attend at leat 36 community events and at least 40 employer events.
2) Residents and employees you **expect to participate** (e.g., sign up, register, receive passes, become members, etc.)	7,479	We expect 7,479 residents and employees to sign-up and participate in the program over the two-year period. This represents a 3.5% participation rate based on the 50% of SOV commuters (190,528) that we expect to reach.	Historically, the Every Trip Counts program - Jefferson County program has a participation rate that is comparable to the one that is being proposed for the Smart Commute Metro North - Every Trip Counts program. We feel that this is a reasonable goal for the program.
3) Current percent of **residents** driving alone to work	78 %	This SOV rate was obtained from the 2011-2013 3-Year American Community Survey	This data was provided for our use by DRCOG staff members.

4) Current percent of **workplace employees** driving alone to work	78 %	This SOV rate was obtained from the 2011-2013 3-Year American Community Survey. We are assuming that the workplace SOV rate is comparable to the residential SOV rate.	This data was provided for our use by DRCOG staff members.
5) Average trip distance of target population currently driving alone *(in miles)*	9.1 miles	This is the current commute trip length used by DRCOG in regional transportation modeling efforts.	This data was provided for our use by DRCOG staff members.
6) A. Program will be active:	224 days per year	for 2 years	
or B. Facility will be available:	days per year	for years	
7) Other:			

8) Other pertinent information that supports the attributes provided above *(past results, unique project team skills, case studies/research based on similar project types, etc.).*

The Every Trip Counts program has a proven record of success in attacting participation. The program currently has approximately 3,000 participants. Based on survey data collected as part of the evaluation of the Every Trip Counts program, the majority of participants are SOV commuters. By establishing a new partnership with the Smart Commute Metro North TMO, the program will grow into Broomfield and Adams counties which have significant populations and over 75% of commuters driving alone. The central message of the Every Trip Counts program is to reduce a minimum of two SOV trips per week during the summer ozone months. When talking with participants, they find this to be a very do-able action that has an immediate and measurable impact on air quality.

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. *Provide an explanation of how you calculated the estimates, including formulas and all specific assumptions below, or in an attachment.*

Trip Reduction Estimate:

We estimate a two-year total reduction of 478,630 single-occupant-vehicle (SOV) trips.

Please see attached table for an explanation of the methodology for this estimate.

VMT Reduction Estimate:

We estimate a two-year total reduction of 4,355,531 vehicle miles traveled (VMT).

Please see the attached table for an explanation of the methodology for this estimate.

17. Has your organization been awarded funds in recent DRCOG TDM Pool cycles?

FY 2012/2013 Cycle Project?	☒ Yes	☐ No	**Project name: Every Trip Counts - Wadsworth Boulevard**
If yes, was the project completed?	☒ Yes	☐ No	
Are the annualized VMT reduction results reported for this project from the *Result Tracking Table* the best available?	☒ Yes	☐ No	
If no, please provide updated information:			

Over the two-year 2012/2013 Every Trip Counts program cycle, the Every Trip Counts program saw the following results:

- **3,535 Participants**
- **2,153,980 Vehicle Miles Reduced**
- **5,219 Pounds of Volatile Organic Compounds Reduced**
- **4,744 Pounds of Nitrogen Oxides Reduced.**

Reductions in Volatile Organic Compounds and Nitrogen Oxides are important as they are the pollutants that create ground-level ozone pollution.

FY 2014/2015 Cycle Project?	☒ Yes	☐ No	**Project name: Every Trip Counts - Jefferson County**

Do you believe your project will meet the level of VMT reduction predicted in the original application?

The Every Trip Counts - Jefferson County program has continued to see significant growth in participation - especially in the participation of SOV drivers. In 2014, participation grew to 2,752 people. It is estimated that the participants reduced 1,100,100 vehicle miles traveled.

Yes. Staff believes that the project will meet the predicted VMT reduction in the original application. This expectation is based on the observation that current participation continues to grow and attract SOV participants. The growth in participation has a direct impact on the reduction in the number of vehicle miles traveled. Staff has attended over 15 community events and is preparing a large scale mailing which will be sent to approximately 80,000 households within the Jefferson County area.

Briefly describe progress made on specific implementation tasks:

- Multi-media advertising in the form of bus stop shelter advertising on major travel corridors has been implemented in 2014 and 2015.
- Staff has attended over 20 community events during the 2014/2015 program years.
- A large scale mailing will be sent out to over 80,000 households in the Jefferson County area in 2015.
- Staff continue to maintain the website, OzoMeter and connections with DRCOG's Way to Go program and RTD.

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 plan to survey all participants of the Smart Commute Metro North – Every Trip Counts program at the beginning and the end of each year of the two year grant cycle. We will ask specific questions related to participant's use of the program, how they heard about the program, how the program affected their use of vehicles during the summer ozone months (specifically how many trips did they reduce on a weekly basis), how they reduced their vehicle trips, how they heard about the program, etc.
- We have historically achieved close to a 20% response rate to the survey and believe that these respondents are representative of the participants in the program. We believe that this is a reasonable estimate for the Smart Commute Metro North - Every Trip Counts program.
- From the survey responses, we will estimate number of single occupant vehicle trips reduced and vehicle miles traveled reduced. From this data, we will estimate reductions in volatile organic compounds and nitrogen oxides which are ground-level ozone pollution pre-cursors.
- We would also like to try and host a forum or focus group to talk to participants about the effectiveness of the Smart

Commute Metro North – Every Trip Counts program as a method to dentify ways to increase the effectiveness of the program. While this would not provide quantitative data, it would provide excellent qualitative data about the program.

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)	$143,182	$143,182	$286,364
B. Required 17.21% Local Match*	$29,764	$29,764	$59,528
C. Total Project Cost (federal plus required local match)	$172,946	$172,946	$345,892

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

In-kind gifted media.

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

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 (*over a 2-year period*).				
Position	**Hrly. Rate**	**# of Hrs.**	**Total Amt.**	**(For future use - Do not input in this column)**
Sample: Administrator	*$50*	*100*	*$5,000*	
Transportation Program Manager	31.50	1400	44,107	
Office Manager	34.91	10	349	
Indirect Costs – RAQC	122.61%		54,508	
B. Media Do not list specific media outlets, but provide general descriptions, such as "Fall newspaper campaign".				
Multi-Media Campaign (includes $59,609 In-Kind Gifted Media			134,528	
C. Incentives			28,000	
Bus passes/incentives = ozone pollution months April through September				
D. Equipment Specific to implement the project.				
			0	
E. Production Printing, web development, mailings, etc.				
Individualized marketing/outreach materials, printing, mailing, production, evaluation pre and post participation surveys, event supplies, etc.			22,000	
F. Consultants List any subcontractors by function rather than name.				
Community outreach, specialized marketing in project area, project coordination, development of communication strategies, implementation of outreach plan and efforts, etc.			62,400	
G. Costs associated with physical infrastructure or vehicles			0	

H. Other Please define.		
TOTAL (Calculate and enter amount manually - should equal Row C Total in Budget Overview in Section D)	**$345,892**	

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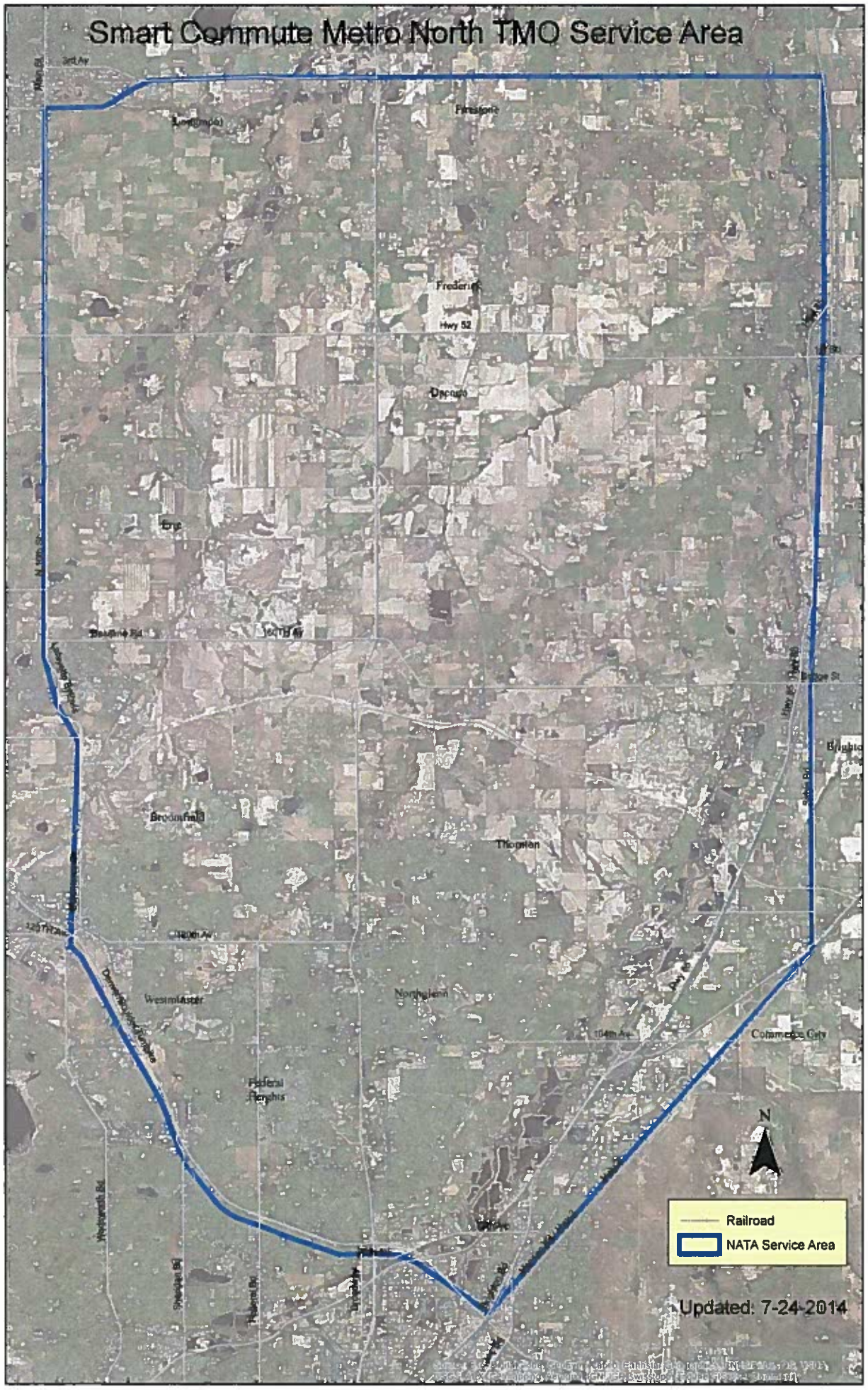
F. TIMELINE

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	
Task 2	Task 2												Task 2														
Create and customize outreach and direct marketing materials.					X	X	X	X									X	X	X	X							
Task 3	Task 3												Task 3														
Create and customize multi-media marketing materials.						X	X	X										X	X	X							
Task 4	Task 4												Task 4														
Create And customize educational materials and targeted email campaign.							X	X	X	X	X	X							X	X	X	X	X	X			
Task 5	Task 5												Task 5														
Outreach at community events.							X	X	X	X	X	X							X	X	X	X	X	X			
Task 6	Task 6												Task 6														
Administer program incentives.							X	X	X	X	X	X							X	X	X	X	X	X			
Task 7	Task 7												Task 7														
Website updates, improvements, maintenance.				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Task 8	Task 8												Task 8														
Strategic planning, program management, and oversight.				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X


Smart Commute Metro North TMO Service Area
Frederick
Hwy 52
Dacono
Erie
Broomfield
Thornton
Westminster
Northglenn
Commerce City
Federal Heights
N
Railroad
NATA Service Area
Updated: 7-24-2014

SMART COMMUTE METRO NORTH

May 28, 2015

Jennifer Schaufele, Executive Director
Denver Regional Council of Governments
1290 Broadway, Suite 700
Denver, CO 80203

RE: Smart Commute Metro North TMO Letter of Support for the Regional Air Quality Council (RAQC) 2016-2017 TDM Pool Grant Application for Every Trip Counts Program for the North Metro Region in Partnership with Smart Commute Metro North

Dear Jennifer,

The Board of Directors of Smart Commute Metro North TMO supports the RAQC 's 2016-2017 TDM Pool Grant submittal for funding the Every Trip Counts Program to include jurisdictions within the north metro region. This program that encourages participants to leave their personal vehicle at home a minimum of two trips per week uses a combination of outreach and education strategies to encourage people to reduce their driving by taking alternatives such as public transportation, walking and biking. In partnership with Smart Commute Metro North TMO, which serves the thirteen jurisdictions of the North Area Transportation Alliance (NATA), this program will be implemented at community events, festivals, worksites and local meetings throughout this service area. Additionally, Smart Commute will facilitate program information and article placement in NATA area newsletters, websites and social media outlets.

Reducing traffic congestion and improving air quality are important priorities for Smart Commute Metro North.

Sincerely,

Erik Hansen, Chair of Smart Commute Metro North
Adams County Commissioner

Smart Commute Metro North
12200 Pecos St., Suite 100
Westminster, Colorado 80234
303.913.0806
www.smartcommutemetronorth.org

June 4, 2015

Jennifer Schaufele, Executive Director
Denver Regional Council of Governments
1290 Broadway, Suite 700
Denver, CO 80203

RE: NATA Letter of Support for the Regional Air Quality Council (RAQC) 2016-2017 TDM Pool Grant Application for Every Trip Counts Program for the North Metro Region in Partnership with Smart Commute Metro North

Dear Jennifer,

The North Area Transportation Alliance (NATA) supports the RAQC 's 2016-2017 TDM Pool Grant submittal for funding the Every Trip Counts Program to include jurisdictions within the north metro region. This program that encourages participants to leave their personal vehicle at home a minimum of two trips per week uses a combination of outreach and education strategies to encourage people to reduce their driving by taking alternatives such as public transportation, walking and biking. In partnership with Smart Commute Metro North TMO, which serves the thirteen jurisdictions listed below, this program will be implemented at community events, festivals, worksites and local meetings throughout this service area. Additionally, Smart Commute will facilitate program information and article placement in NATA area newsletters, websites and social media outlets.

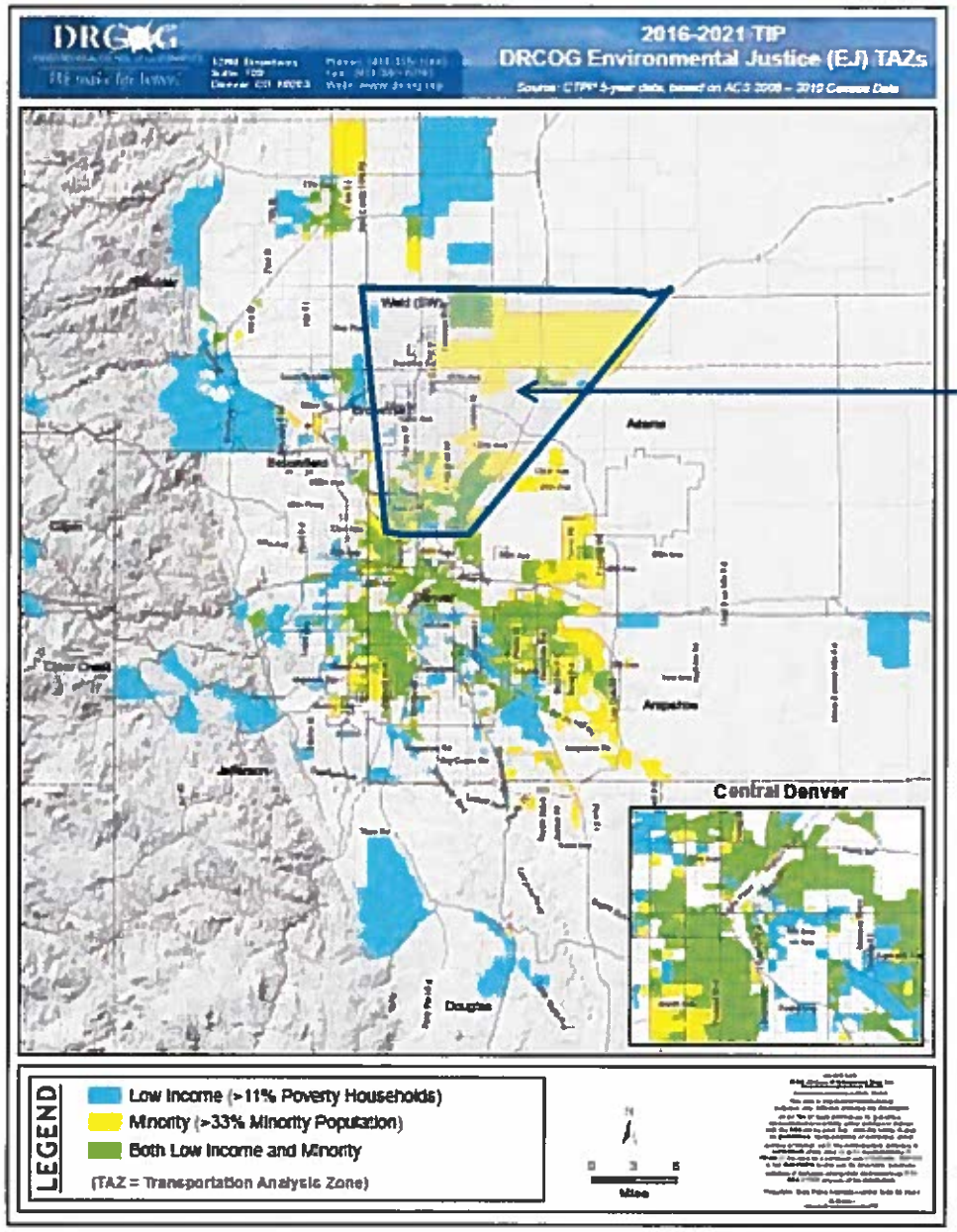
Reducing traffic congestion and improving air quality are important priorities for Smart Commute Metro North.

Sincerely,

Joyce Downing

Joyce Downing, Chair of NATA
Mayor, City of Northglenn

c: NATA Members
Ken Lloyd, Executive Director, RAQC



Smart Commute Metro North – Every Trip Counts 2016/2017 TDM Pool Application

Environmental Justice areas as defined by DRCOG and contained within the approximate boundaries of Smart Commute Metro North TMA area and The Smart Commute Metro North – Every Trip Counts project area.

Smart Commute Metro North - Every Trip Counts
2016/2017 TDM Pool Application
Estimated Reach and Participation Levels

Jurisdiction	Commuters	SOV	SOV%	Reach Rate	Reach Numbers	Participation Rate	Potential Participants
Adams County	216,068	167,382	77.46%	50.00%	83,691	3.50%	2,929
Broomfiedl County	29,344	23,146	78.88%	50.00%	11,573	3.50%	810
Total - One Year	245,412	190,528	78.17%		95,264		3,739
One Year Projection							
Total Participants	3,739						
2 Trips Per Week	7,479						
32 Weeks for Program	239,315						
VMT Reduced	2,177,765		Assumes 9.1 mile one-way commute trip				
Two Year Projection							
Total Participants	7,479						
2 Trips Per Week	14,957						
32 Weeks for Program	478,630						
VMT Reduced	4,355,531		Assumes 9.1 mile one-way commute trip				

NON-INFRASTRUCTURE IN-KIND REQUEST FORM

To use in-kind contributions as non-infrastructure program match, please complete this form, attach your project scope of work and submit it to the appropriate CDOT program manager. In-kind contributions must be approved prior to contract execution. If any single contribution is rejected by CDOT or FHWA, the entire request is considered rejected and will be returned to the applicant. For further information on In-Kind Match requests, please see the *CDOT/FHWA In-Kind Guidance Manual for Non-Infrastructure Projects.*

Date Submitted:	June 12, 2015
Sponsoring Agency (name of agency requesting use of in-kind):	Regional Air Quality Council
Contact Name and Information (address, phone, e-mail):	Kate Cooke, AICP Transportation Program Manager Regional Air Quality Council 1445 Market Street, Ste 260 Denver, CO 80202 303-629-5450 x270 kcooke@raqc.org
Program Type (CMAQ, CPG, STP-M, SRTS, Other):	CMAQ - TDM Pool
Project Title (same as on your project scope):	Smart Commute Metro North - Every Trip Counts
Total Project Cost:	$345,973
Total Match:	$59,528
Total In-Kind Match:	$59,528
Total Cash Match:	
Submitted to (CDOT Employee and Title)	Michael King, Transportation Planner, CDOT
Project Number (to be completed by CDOT)	

(Continued on page 2)

NON-INFRASTRUCTURE IN-KIND REQUEST FORM

U.S. Department of Transportation
Federal Highway Administration

Please itemize each contribution and its value.

3rd Party Contributor (Name or type of contributor)	Type of Contribution Goods Services (Professional or Volunteer)	Brief Description	Quantity (Number of goods or hours of service)	Unit Cost	Total
Media	Goods	Bus Stop Shelter Advertising	Approximately		$59,528
			18 Shelters		
			Per Year		

By signing below, the requesting entity certifies that the 3rd party contributions listed above are applicable to federal and state regulations and will be properly documented.

Sponsoring Agency Representative Signature	Kenneth H. Lloyd
Title	Executive Director
Date	6/9/15

(Continued on page 3)

NON-INFRASTRUCTURE IN-KIND REQUEST FORM

CDOT and FHWA approving authorities must signify approval or rejection by checking the appropriate box, then signing and dating here. If the request is rejected, the approving authority must provide an explanation for the rejection below.

Approving Authority	Approve	Deny	Signature	Date
CDOT Program Manager				
CDOT Business Manager				
OFMB Federal Program Manager				
FHWA Program Manager				
FHWA Financial Manager				

This request is rejected and returned to the agency because of the following:

Specific Contribution	Reason for Rejection

May 19, 2015

Mr. Mike King
Transportation Planner
Colorado Department of Transportation
Headquarters Office
4201 E Arkansas Ave
Denver CO 80222

Dear Mike,

This letter is provided to acknowledge Media Visions, in conjunction with, Outdoor Promotions, participation in the Every Trip Counts – Smart Commute Metro North.

Outdoor Promotions will be providing gifted media as in-kind match for the Every Trip Counts – Smart Commute Metro North program for a total $77,256. This gifted media is related to the provision of 18 bus shelters to run from May-September 2016 & May-September 2017.

This gifted media will be supporting the implementation of the Every Trip Counts – Smart Commute Metro North program. The gifted media is not provided with the use of federal funds.

We look forward to participating in the Every Trip Counts – Smart Commute Metro North program in 2016 and 2017.

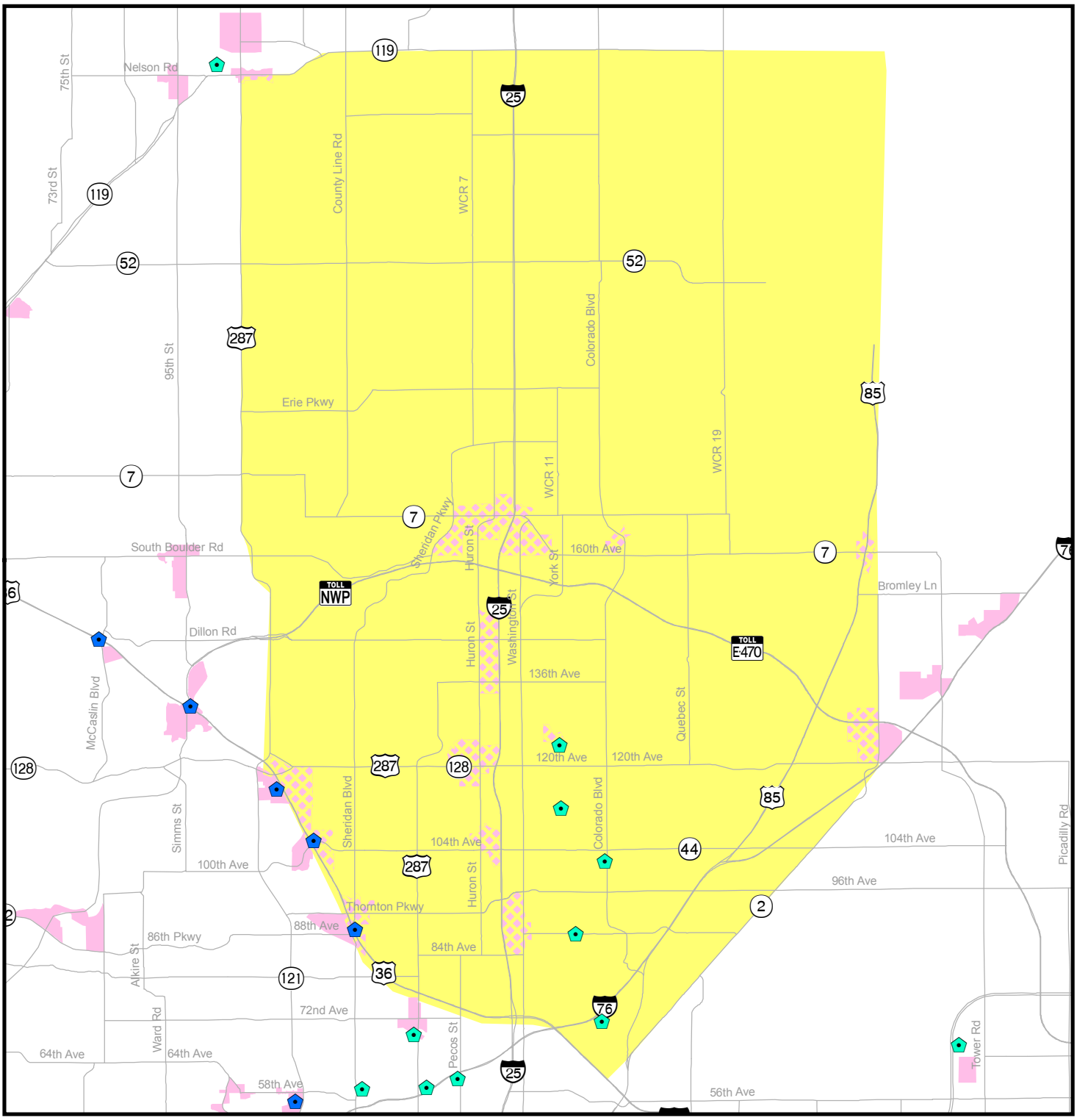
Sincerely,

Michelle Bergen

Michelle Bergen
Media Visions

DRCOG
DENVER REGIONAL COUNCIL OF GOVERNMENTS
We make life better!

RAQC
Smart Commute Metro North



LEGEND

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

N

0 2 4
Miles

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 guarantees, 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)

PJ 6/18/2015
\\cogshare\Transportation\\TDM\TDM Program Pool\TDM Program Pool (2016-2017)\Maps\RAQC (SCMN)\TDM_RAQC_SCMN.mxd