



# TRANSPORTATION DEMAND MANAGEMENT SET-ASIDE

FY 2018–2019

*Application Workshop  
November 16, 2017*



WELCOME!



# Quick Reminders

- Bathrooms are located outside the conference room.
- Cell phones on silent or vibrate, please.
- Take breaks as needed.
- Questions are encouraged!
  
- **PLEASE SIGN IN**



# Presenters

## **Steve Erickson**

Communications and Marketing Director  
Denver Regional Council of Governments

## **Joy French**

Project Manager, Local Agency Unit  
Colorado Department of Transportation

## **Bill Haas**

Program Development Team Leader, Colorado Division  
Federal Highway Association

## **Betsy Jacobsen**

Bicycle and Pedestrian Section Manager  
Colorado Department of Transportation

## **Emily Lindsey**

Transportation Planner  
Denver Regional Council of Governments



# Attendees

- Please **introduce yourself**:
  - Name
  - Organization
  - Have you participated in the TDM Set-Aside process before?
  - Is there anything specific you hope to get out of this workshop?



# Topics

1. TDM Set-aside Overview
2. Funding Levels and Process
3. Eligibility, Rules, and Federalizing a Project
4. Application
5. Project Selection Process
6. Schedule/Timeline
7. Contract Process
8. Reporting
9. Reimbursements
10. Questions

# TDM SET-ASIDE OVERVIEW



# Defining TDM in our region

- Key tool to facilitate **mobility options** while:
  - Reducing **single occupant vehicle** travel (and VMT)
  - Improving **air quality**
  - Increasing the **efficiency** of the transportation system





# Sustainable Transportation Modes

Carsharing

Carpooling

Vanpooling

Transit

Bikesharing

Bicycling

Walking

Employer-based  
programs  
(telework)



## What is the TDM Set-aside?

- DRCOG Regional TDM Set-aside is made up of a portfolio of projects/programs that **reduce SOV travel** and **improve air quality**.
- Set-aside of funds within the **DRCOG Transportation Improvement Program (TIP)**.
- Projects selected **every 2 years**.
- Funded with Congestion Mitigation and Air Quality Improvement (**CMAQ**) funds.



# FUNDING LEVELS AND PROCESS



## TDM Set-aside Status

- Total Available Funds (FY 2018–2019): **\$2.21 million**
  - \$800,000 available for **small infrastructure** projects
  - \$1,280,000 available for **non-infrastructure** projects
  - Remainder may go to either project category
- Minimum Request: **\$80,000** (for 2-year period)
- Maximum Request: **\$300,000** (for 2-year period)

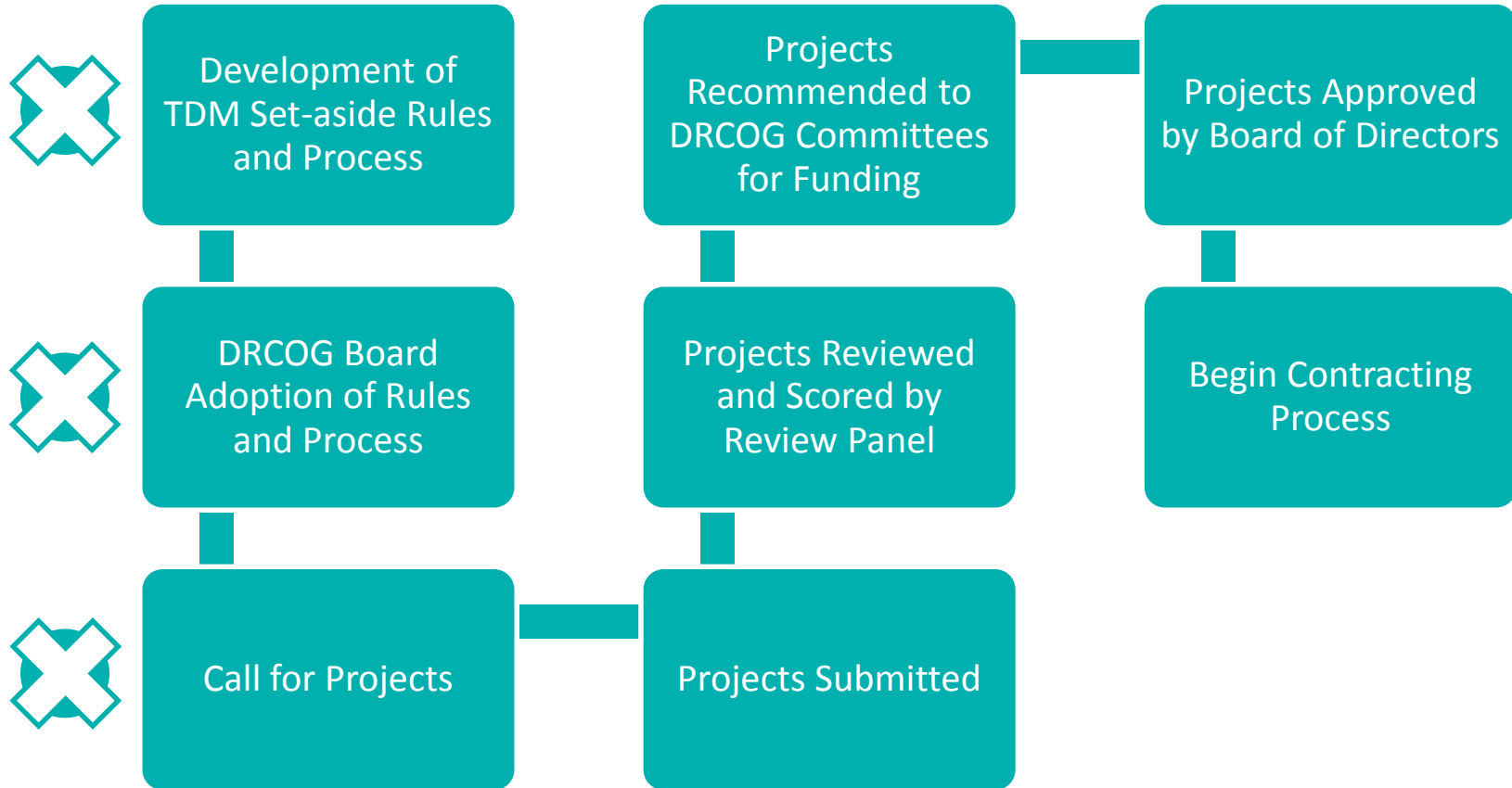


# Process

- Overall there are two main components:
  - Application and Selection Process
  - Contracting and Program Management



# Application and Project Selection Process





# ELIGIBILITY, RULES, AND FEDERALIZING A PROJECT



# Federalizing a Project (FHWA)

- FHWA discussion on **“federalizing” a project...**
  - <https://www.fhwa.dot.gov/federal-aidessentials/>
  - Program stewardship- FHWA, CDOT, DRCOG and YOU
  - CMAQ Eligibility
  - NEPA
  - Buy America, Davis Bacon, DBE, etc.
  - FHWA project authorization
  - Project emissions reduction reporting
  - 2 CFR 200
- Need to have administration in place to manage contract/federal money





# TDM Set-aside Project Eligibility

- Scopes must adhere to **federal CMAQ Interim Program Guidance**
- Eligible sponsors: local governments, governmental agencies, and non-profits
- Non-local government sponsors must obtain **a letter of support** from applicable jurisdiction(s) where project is located
- Applications must be for **new** projects/activities that implement TDM strategies and reduce SOV trips/VMT. Expansions must demonstrate **new** elements.



# TDM Set-aside Project Eligibility: Infrastructure

- **Bicycle/Pedestrian Travelway Facilities** (not exclusively recreational, and must reduce vehicle trips)
- **Bicycle Parking**: racks, secure parking, shelters
- **Bikeshare**: bicycles and stations
- **Wayfinding and Signage**

Must be local government sponsor! Encourage public works to sponsor project.



# Infrastructure: Working with CDOT Regions 1 and 4

- Buy America
- Davis-Bacon
- DBE Goals
- Must follow CDOT Design Process:
  - Scoping/FIR (30% Design)/FOR Mtg.
  - Clearances: Environmental, Right of Way, Utility
- CDOT Local Agency Web Page:

<https://www.codot.gov/business/localagency>



# TDM Set-aside Project Eligibility: Non-infrastructure

- **Innovative Projects**
- **Education, Marketing, and Outreach**



# TDM Set-aside Project Eligibility: Non-infrastructure

- **Transit Fare Programs**
  - Distribution limited to typical high ozone season
  - Intended to be associated with high ozone days
  - Must provide high ozone day alerts to participants
  - Targeted to non-transit users
  - Should be for limited duration for any person



# TDM Set-aside Project Eligibility: Non-infrastructure

- **New TMAs are eligible for startup funds**
  - 2 years of funding only
  - Year 1 Match – 20%
  - Year 2 Match – 50%
  - Year 3 – Demonstrate 100% locally derived funds
  - New geographic area not currently served by a TMA



## TDM Set-aside Project Eligibility: Limited/Ineligible

- Incentives of any kind are ineligible
- Food (i.e. breakfast stations, luncheons)
- Stand-alone studies and plans
- TMA activities must be unique from those in DRCOG MOU (Regional Partnership)
- Bikeshare/carshare membership subsidies



Questions?



# APPLICATION



# Application Process

- Application and resources are posted on DRCOG website
- Due on **Friday, December 15 at 5:00pm**
- Submit by email to [elindsey@drcog.org](mailto:elindsey@drcog.org)
  - The subject line should read: **TDM Project Submittal <insert your organization name here>**



# Section A: General Information

- Contact Information
  - Authorized person from the eligible sponsor agency
  - Project manager if different from sponsor (i.e.. consultant)
- Questions 1–6 are your **Scope of Work**
  1. Project Title (set your project apart!)
  2. Primary Project Type
  3. Project Overview (1 Sentence)
  4. Project Description
  5. Project Innovation
  6. Project Tasks



# Section A: General Information

- Questions 1–6 are your **Scope of Work**
  - 6. **Project Tasks**
    - a) Tasks get into **specific details**
    - b) Think through **how** you're going to do the project
    - c) EVALUATION** is the very first task!
    - d) Each task should be a **single thought**
      - Identify storage facility
      - Purchase bicycles
      - Develop marketing materials for specific audiences
      - Distribute marketing materials to every school and senior center



## Section B: Project Specifics

- Questions 7–16 describe the specifics of your project
  7. What is the **geographic target area** (overall and/or specific sites) for the project? Is there anything unique about this geographic area? *Please **provide a map** of the service area noting specific sites if applicable.*



## Section B: Project Specifics

- Questions 7–16 describe the specifics of your project
  8. Does your project involve **transportation technology elements** that automatically collect and/or aggregate dynamic information that is shared with people (general public/transportation operators/providers)? *This may include, but is not limited to: trip planning or traveler information websites/apps, real-time signage, carshare/bikeshare deployment. **Contact Emily if you think this applies or might apply to your project.***



# Question 8: Transportation Technology Project

- Sponsor Roles and Responsibilities
  - Conform to regulations 23 CFR Part 940
  - Incorporate project in current **DRCOG Regional ITS Architecture**
  - Follow **CDOT's Local Agency Manual**
  - Conduct **Systems Engineering Analysis**
    - Scoping, Scheduling, Budgeting
    - Preliminary Engineering
    - Design and Implementation (or Construction)
    - Document Final Updates in DRCOG Regional ITS Architecture



## Section B: Project Specifics

- Questions 7–16 describe the specifics of your project
  9. Non-local government applicants are required to **submit a letter of support** from the applicable local government(s) where the project is located.
  10. Who is your **target audience**? Are there any unique demographic or socioeconomic traits of your target population?





## Section B: Project Specifics

- Questions 7–16 describe the specifics of your project
  11. Will you be specifically reaching out to any **minority** or **low-income** population groups or areas? (Note: EJ Map)
  12. When will you be **ready to start** the project? Describe any unique logistical aspects of getting the project started and implemented?
  13. Will your project be timed or **linked with any major roadway construction project**?
  14. Will your project be timed or **linked to a new major transit project**?



## Section B: Project Specifics

- Questions 7–16 describe the specifics of your project

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



## Section B: Working with Way to Go

- Questions 7–16 describe the specifics of your project

16. Describe how you will collaborate with (or your project will link to) **Way to Go's** TDM efforts.

Note: 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.

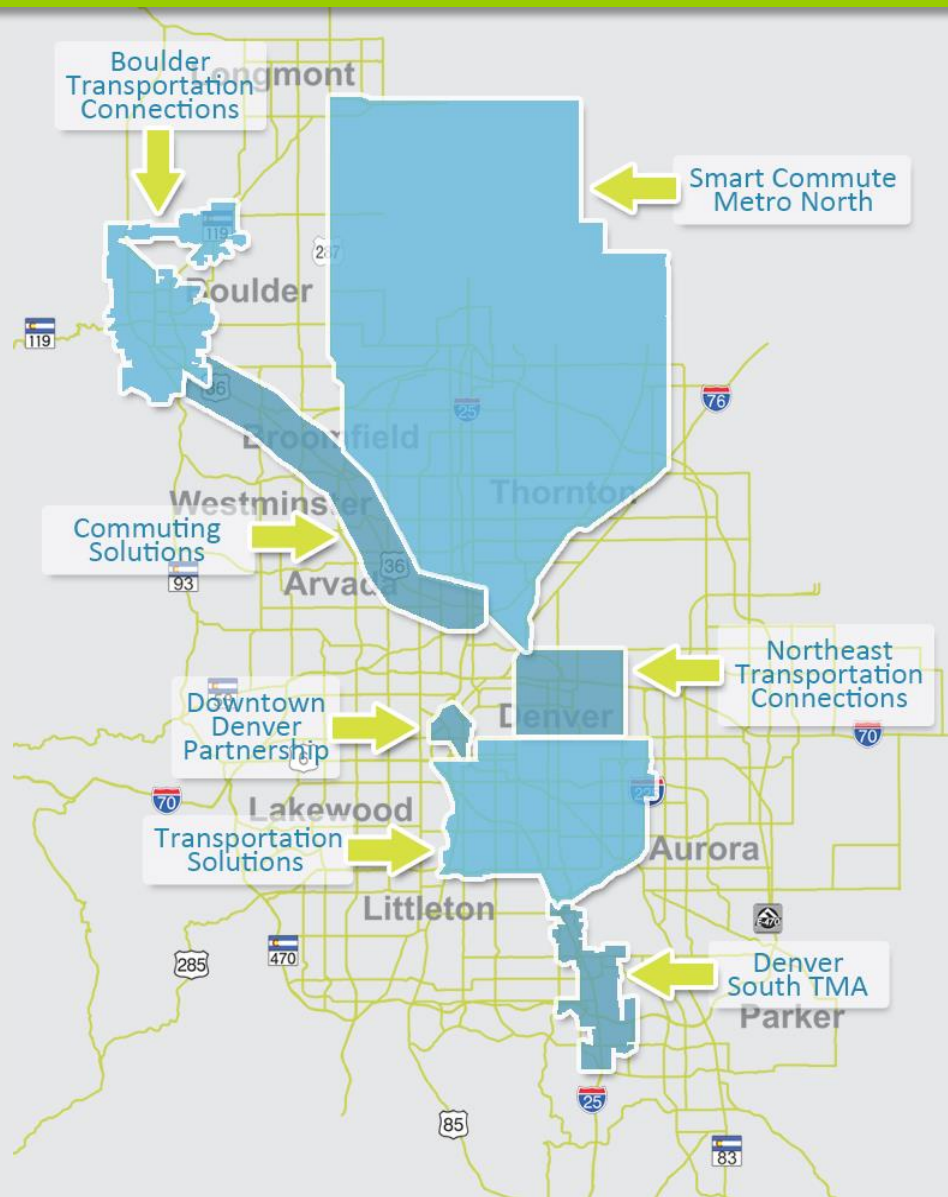


# Way to Go: A DRCOG partnership

- Way to Go is a partnership between the **Denver Regional Council of Governments** and seven metro area **transportation management associations**.
- Funded **primarily** through federal **Congestion Mitigation Air Quality** dollars\*
- Goals: **Reduce traffic congestion** and **improve air quality**



# Partners throughout the region





# We promote commute choice

## Carpooling







# We promote commute choice

## Vanpool



**waytogo**  
Program of DRCOG



# We promote commute choice

## Transit



**waytogo**  
Program of DRCOG





# We promote commute choice

## Biking



**waytogo**  
Program of DRCOG



# We promote commute choice

## Walking







# We promote commute choice

## Teleworking





# We promote commute choice

## SchoolPool







# Educate, encourage and create change

Advertising campaigns

Employer outreach

Community outreach

Events and outreach campaigns

- Bike to Work Day
- Way to Go-Tober

Trip planning and tracking platform: MyWaytoGo

Guaranteed Ride Home program

Integration of Way to Go with regional projects and partner initiatives



# Regional Brand





# Working with Way to Go

- We want to **help ensure success of your project, build awareness of the regional brand**, and commute choice in general, and meet our goals
- Goals: **Reduce traffic congestion and improve air quality**
  - Reduce percent of single-occupant vehicle (SOV) trips from 75 percent to 65 percent by 2040
  - Reduce vehicle miles traveled (VMT) per capita by 10 percent by 2040
  - Decrease surface-transportation-related GHG 60%



# Working with Way to Go

- Prior to application, meet with Way to Go
  - Schedule a phone call or in-person meeting with Steve and/or Celeste
  - [cstragand@drcog.org](mailto:cstragand@drcog.org) or [serickson@drcog.org](mailto:serickson@drcog.org)
  - Come with some ideas in mind, and we're happy to suggest options
- We want to **add value to your project**, to make it successful
- If we do this well, we'll make life better in our region





# Working with Way to Go

- Required - Way to Go logo displayed on website, with link to [waytogo.org](http://waytogo.org)
- List of options included in packet – suggest 3 additional
  - Co-branding – website and collateral materials
  - Events – collaborating with Way to Go team
  - Social Media
  - **Any creative ideas not listed**
    - **Use of MyWayToGo platform**
    - **Employer or community outreach**



## Section C: Project Benefits

- Questions 17–19 describe the benefits of your project:

### **17. Trip and VMT Reduction Potential**

- Pre-project: demonstrate your project's potential to reduce SOV trips and VMT



## Section C: Project Benefits | Trip and VMT Reduction Potential

- Provide project attributes:
  - People (residents/employees/employers)
  - Percent of residents driving alone to work
  - Average trip distance of those driving alone
  - Duration program will be active
  - Duration facility will be available
  - Other pertinent information



## Section C: Project Benefits | Trip and VMT Reduction Potential

- Difficult to predict quantitative benefits of proposed TDM projects.
- All applicants provide project attributes that will lead to calculation of trips/SOV reductions
- All applicants are **required to calculate VMT reduction**
  - Note: DRCOG has a **calculation workbook** that will assist you in your calculations. Not all formulas are one-size-fits-all. You can use a different formula/methodology (please include explanation!). Only account for new users.



## Section C: Project Benefits

- Questions 18–19 describe the benefits of your project:
  18. Has your organization been **awarded funds in recent DRCOG TDM Pool cycles**? (FY 2014–2015, FY 2016-2017) What were the **results**?
  19. Related to Question #6, describe the procedures for how you plan to calculate and compile actual **post-project results**?
    - 5-10% of budget to evaluate projects
    - Must submit actual results
    - At a minimum, project awardees must conduct a survey, capturing pre- and post-travel habits of project participants to determine results, this is **required**



## Section C: Project Benefits | Survey

- Should capture the following (minimum):
  - **Number of people** participating in the program/project
  - Percent of **people who switch from SOV to alternate mode** as result of the program
  - Average **one-way distance** travelled
  - Number of **days**



## Section D: Risk Assessment

- Confirm you have completed and attached the **CDOT Risk Assessment Form**.
- Some questions from the CDOT Risk Assessment Form:
  - Have you ever had an **external audit**?
  - Were there **findings**?
  - Have you ever **returned lapsed funds**?
  - Has your agency had key personnel **turnover**?



## Section E: Project Funding and Budget

- Show your project funding request and budget.
  - Minimum \$80,000
  - Maximum \$300,000
  - 1.5% Project Oversight and Implementation Fee for Non-Infrastructure Projects
  - Show required 17.21% local match
    - How will you make this? Cash? In-kind? Both?
    - **In-kind:** “Goods or services which are necessary, allowable, eligible, and reasonable to carry out the scope of the federally assisted project or program.” Must be provided by a third party (an entity other than the grantee, subgrantee, or project sponsor).





## Section E: Project Funding and Budget

- In-Kind
  - “Goods or services which are **necessary, allowable, eligible,** and **reasonable** to carry out the scope of the federally assisted project or program.”
  - Must be provided by a third party (an entity other than the grantee, subgrantee, or project sponsor).
  - In-kind approval is part of contracting process and must be approved by both CDOT and FHWA before the contract is in place.
  - If one item is rejected, the whole request will be rejected.
  - *Examples: media time, printing services, legal work, photography, copywriting, etc.*



# Section F: Budget Details

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

| <b>A. Salaries</b><br>List each position, hourly rate, and total anticipated hours (over a 2-year period).   |                              |           |                  |
|--|------------------------------|-----------|------------------|
| Position   | Hrly. Rate                   | # of Hrs. | Total Amt.       |
| Community Engagement Manager<br>-oversight of program, staff, communications   | \$30                         | 1040      | \$31,200         |
| Education and Outreach Coordinator<br>-manage education materials and volunteers   | \$25                         | 2080      | \$52,000         |
| Planning and Policy Manager<br>-manage planning/policy related education   | \$30                         | 2600      | \$78,000         |
| Bi-lingual Education Specialist<br>-provide bi-lingual education and resources   | \$25                         | 520       | \$13,000         |
| Volunteers   | \$23.07<br>(Ind Sector Rate) | 700       | \$16,149         |
|  |                              |           | <b>\$190,349</b> |
| <b>B. Media</b><br>1) Media includes newspaper, radio, magazines, social media, web banners, and print ads for:<br>a. Education classes, clinics, and community rides<br>b. (targeting people commuting to work)<br>c. (targeting all trips under 3 miles)   |                              |           | <b>\$10,000</b>  |
| <b>B. Outreach Events and Education</b><br>1) Youth/Family Education (\$4,000)<br>a. Includes classroom space and materials for classroom and education for children, youth and families<br>2) Adult Education (\$5,000)<br>a. Includes classroom space and materials for classroom and education for business people, the aging community, and motorists<br>3) Neighborhood Education (\$5,000)<br>a. Includes classroom space and materials for bike counts, technical workshops, group rides, etc |                              |           | <b>\$14,000</b>  |



## Section G: Timeline

- Provide a general timeline indicating the months applicable to each task.
  - Copy the tasks from Question 6
  - Place an “X” in the applicable month(s) for each task.
  - Think about this in terms of the timeframe from when you get the contract, not from today.



Questions?

*Take a quick break!*



# PROJECT SELECTION PROCESS





# Project Review Panel

- DRCOG will establish a Project Review Panel (**non-applicants**). Participants may include:
  - DRCOG Divisions (Transportation Planning and Operations, Communications and Marketing, Regional Planning and Development)
  - CDOT
  - EPA Region 8
  - Colorado Air Pollution Control Division
  - FHWA
  - RTD (if not submitting an application)
  - RAQC (if not submitting an application)
  - Transportation Management Association/Organization (if not submitting an application)
  - Other neutral TDM subject matter experts



# Project Review Panel

- Each member of the panel will review the applications and score based on the approved evaluation criteria.
- The panel will convene to discuss the applications and reach consensus on the final criteria points/total project scores.
- The panel will recommend a list of projects to be funded, this **recommendation will go to the DRCOG TAC and Board.**



## Evaluation Criteria | Project Review Panel (65 pts.)

- Level of Innovation and Uniqueness
- Project Readiness
- Timing/Synergy of Project
- Motor Vehicle Trip and VMT Reduction Potential
- Transit Service Relationship
- Funding Effectiveness Potential
- Other Factors





## Evaluation Criteria | DRCOG Staff (35 pts.)

- User Base
- Environmental Justice Area
- Congestion Level in Project Area
- Serves DRCOG Designated Urban Centers
- Jurisdiction's TIP Metro Vision Points
- Financial Partners
- Local Match

# SCHEDULE/TIMELINE



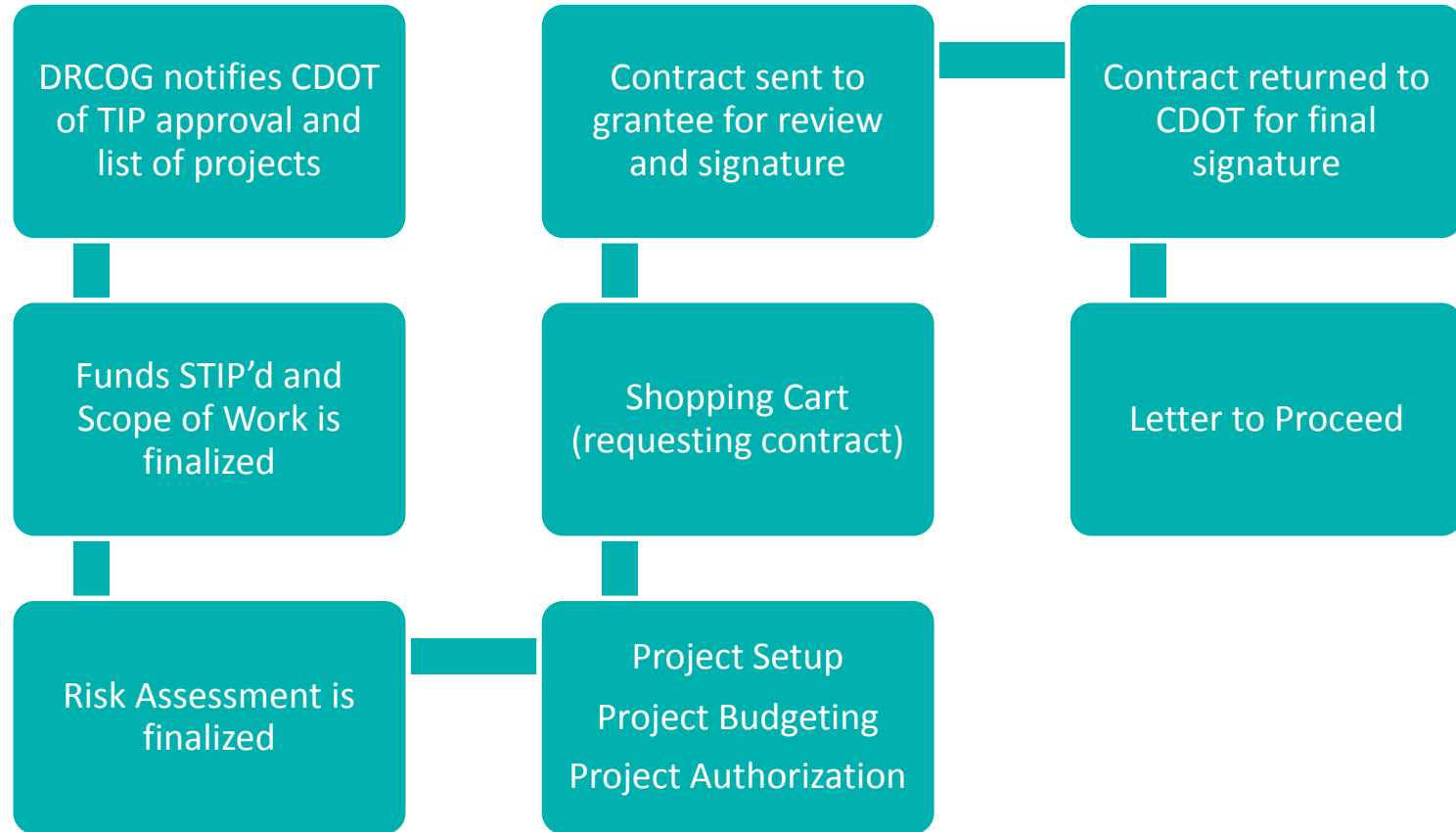
# Key Dates

- November 6: Call for Projects
- November 16: Application Workshop
- **December 1: Last Day for Eligibility Questions**
- **December 15: Applications Due**
- January 2018: Project Review Panel Convenes
- \*\*\*project timeline to be updated based on number of applications received. Check website:
- <https://drcog.org/regional-transportation-demand-management-set-aside>

# CONTRACT PROCESS



# Post-Project Selection Process





# Scoping and Budgeting – provide specifics

- Your application will become part of your scope of work!
- Think through all of the costs, give enough detail so we understand it, but not so much that it locks you in.
- List salaries by position, not person.



# Milestones for Projects

- Project Selection
- Project Setup
- Budgeting
- Funding Authorization from FHWA
- Contract Development
- Grantee Review and Signature
- Grantor Signature
- **Notice to Proceed**

# REPORTING





# Reporting

- **Status reports** with each reimbursement request.
- **Year-end evaluation report** with current evaluation.
- **End of project report** with final evaluation (**must be submitted before final payment is made**)



# Reporting

- For final evaluation a survey must be completed and **VMT reduced must be calculated/reported.**
- The final report is due at the end of the contract and **required** before final payment is made.

# REIMBURSEMENTS



# Reimbursements

- Submit a reimbursement request with appropriate documentation:
  - Copies of all subcontractor invoices
  - Copies of all expense receipts
  - Copies of checks/general ledger referencing all paid expenses
  - Signed timesheets identifying days/hours of each employee and rate of pay
  - In-kind match expenditure ledger and drawdown page
  - Progress report





# Questions/Comments

**Emily Lindsey**

Transportation Planner

[elindsey@drcog.org](mailto:elindsey@drcog.org)

Visit the TDM Set-Aside page for updates/details:

<https://drcog.org/regional-transportation-demand-management-set-aside>



THANK YOU!