

2022 ACR/TDM Call for Projects

Stakeholder and Applicant Workshop

April 12, 2022



SAN MATEO COUNTY

**Transportation
Authority**

AGENDA

1. Program Overview
2. Program Categories
3. Available Funding
4. Application Process and Materials
5. Evaluation Criteria
6. Key Program Guidelines
7. Schedule
8. Contacts & Links



PROGRAM OVERVIEW

	Measure A	Measure W
History	Half-cent sales tax running from 2009-2033	Half-cent sales tax running from 2019-2038
Funding	1% of Measure A funds	1% of Measure W funds
Funding Distribution Requirements per Expenditure/ Strategic Plan	Plan-based: ACR/TDM Plan	Competitive: Guidelines set by ACR/TDM Plan
Additional funding restrictions	<ul style="list-style-type: none"> • 80% of ACR/TDM money must go towards "efficient use of the transportation network through ride sharing, flexible work hours and other commute alternatives" • 20% for planning and design of ITS systems for improved highway/transit capacity 	<ul style="list-style-type: none"> • Projects must have a nexus with highways; funds for this program come from the Countywide Highway Congestion Relief set-aside



PROGRAM OVERVIEW

ACR/TDM Plan (Adopted January 2022)

- Guide ACR/TDM project initiation and selection for:
 - Plan-based Measure A
 - Funding competitive Measure W

Key Highlights:

- Created consolidated ACR/TDM definition and program goals
- Established evaluation criteria and weightings
- Identified eligible plans, programs, and projects that can be funded
- Formulated guidelines for Call for Projects



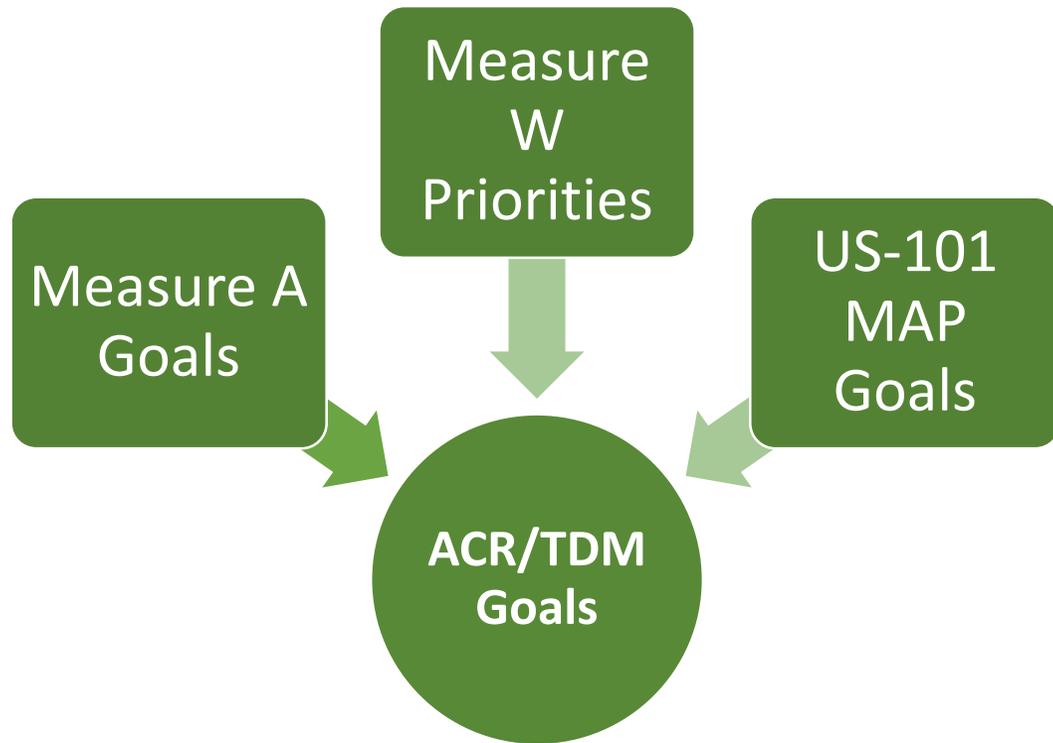
PROGRAM OVERVIEW

ACR/TDM Definition:

*Alternative Congestion Relief (ACR) and Transportation Demand Management (TDM) are strategies that encourage the use of **sustainable transportation options** and **enhance mobility**. ACR/TDM initiatives work toward **ensuring that people's trips are safe, reliable, and convenient while discouraging driving, managing congestion, and reducing vehicle miles traveled (VMT)**.*



PROGRAM OVERVIEW



1. Provide Congestion relief
2. Increase Sustainable Transportation Options
3. Promote Sustainability & Health
4. Encourage Economic Development Opportunities
5. Invest Funding Equitably

PROGRAM CATEGORIES

	Funding Category	Definition
1.	Intelligent Transportation Systems (ITS)	Provides funds for the planning and design of ITS systems for improved highway/transit capacity
2.	Commute.org Operations (Direct Allocation)	Continue to fund Commute.org's operations and shuttle administration programs.
3.	Countywide TDM Monitoring Program (Direct Allocation)	Create a Countywide TDM Monitoring Program through Commute.org to assist with monitoring of C/CAG's TDM requirements for developers.
4.	ACR/TDM Planning Funds	Provides funding for developing TDM plans and policies at the local jurisdiction level.
5.	TDM Competitive Funds	Set aside to be distributed on a competitive basis for TDM projects and programs



PROGRAM CATEGORIES

Measure A Funding Breakdown	Measure W Funding Categories
Intelligent Transportation Systems (20%)	Not Applicable to Measure W
Commute.org Operations (60%)	Not Applicable to Measure W
Countywide TDM Monitoring Program (10%)	Not Applicable to Measure W
Not Applicable to Measure A	ACR/TDM Planning (10%)
TDM Competitive Project Funds (10%)	TDM Competitive Project Funds (90%)



PROGRAM CATEGORY

1. Intelligent Transportation System (ITS)

Competitive funds for the **planning and design*** of ITS systems for improved highway/transit capacity.

**Funding will be needed for implementation and construction*

Example projects or programs:

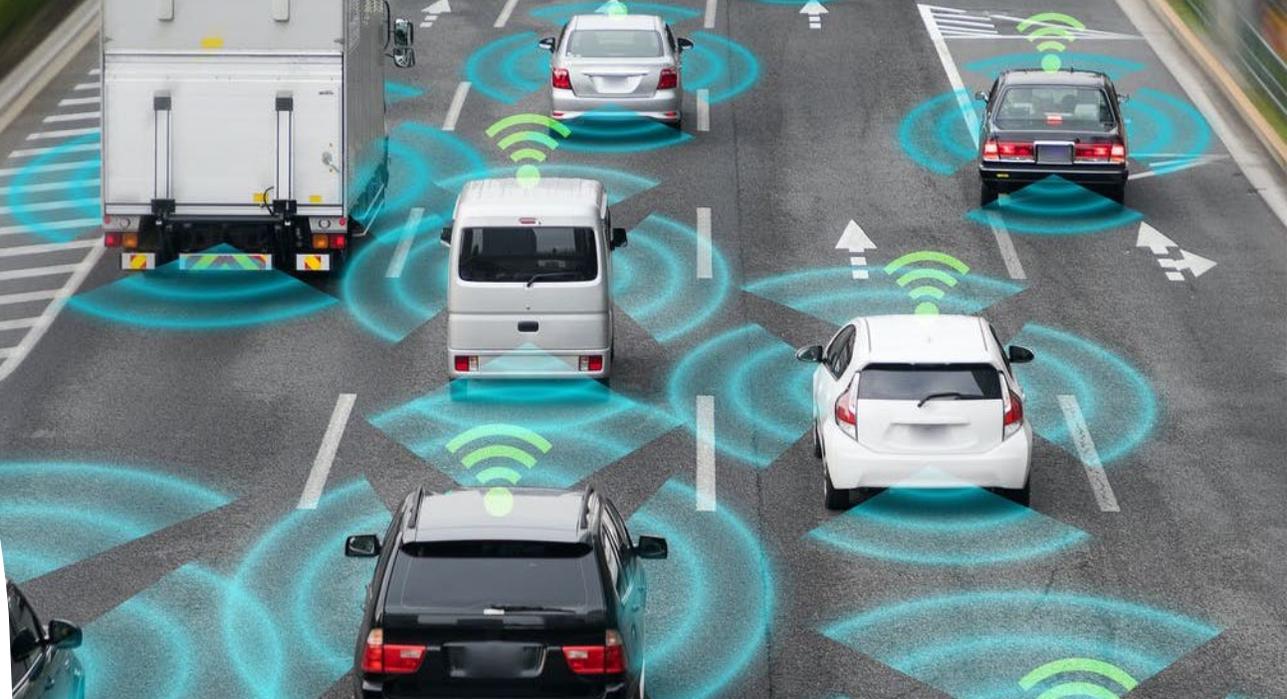
Mobility Hub and Smart Corridor Plans

Data Purchasing

Real Time Information Plans

Dynamic Parking Signs Plans

AV and Shared AV (pilot programs)



PROGRAM CATEGORY

2. Commute.org Operations

Provides funds directly to Commute.org to support on-going annual operations and programs. Commute.org provides a work plan that is approved by the TA for eligible activities.



PROGRAM CATEGORY

3. Countywide TDM Monitoring Program

Provides funds directly for the development of and on-going operations for a Countywide TDM Monitoring Program through Commute.org to assist with monitoring of C/CAG's TDM requirements for developers.



PROGRAM CATEGORY

4. ACR/TDM Planning Funds

Competitive funds for developing TDM plans and policies at the local jurisdiction level. Additional plans that support the development of projects that are eligible for the ACR/TDM competitive projects category are also eligible.

Example projects or programs:

TDM Plans

TMA Feasibility Studies

City TDM Requirements (ordinances)

Bike Parking Plans

Wayfinding Plans



PROGRAM CATEGORY

5. TDM Competitive Funds

Competitive funding for TDM projects and programs.

Example projects or programs:

E-bike purchase or subsidies

Bike Parking

Safe Routes to School Spot Treatments

Transit Passes

Wayfinding

Bike & Pedestrian Spot Treatments



AVAILABLE FUNDING

Total Available Funding by Measure

Measure	Available Cycle 1 (FY 23/24) Funding
Measure A	\$3,328,000
Measure W	\$2,758,000
Total	\$6,086,000

Direct Allocations by Category

Category	Available Cycle 1 (FY 23/24) Funding
Commute.org Operations	\$1,156,800
Countywide TDM Monitoring Program	\$192,800
Total	\$1,349,600



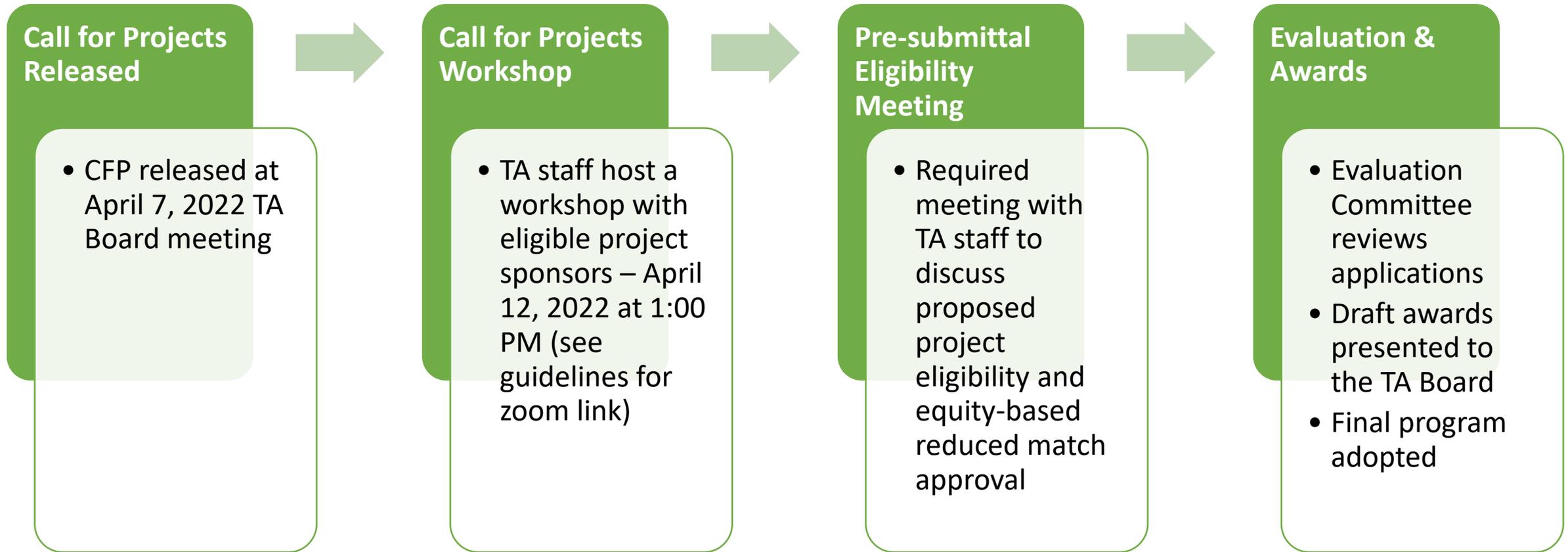
AVAILABLE FUNDING

Competitive Funding by Category

Category	Available Cycle 1 (FY 23/24) Funding
ITS Planning & Design	\$885,600
TDM Planning	\$775,800
TDM Competitive Projects	\$3,075,000
<i>Small/Coastal Jurisdictions (30%)</i>	\$922,500
<i>Mid/Large Jurisdictions (70%)</i>	\$2,152,500
Total	\$4,736,400



APPLICATION PROCESS



Pre-submittal Meetings: April 13 to May 6, 2022

Email gilsterp@samtrans.com to request a meeting.



APPLICATION MATERIALS

Materials Needed will be posted to the TA CFP Webpage:

- 1. Fillable Application**
- 2. Program Guidelines**
- 3. Evaluation Scoring Rubric**
- 4. Sample Governing Board Resolution**
- 5. Sample Funding Agreement**
- 6. Workshop PowerPoint and Recording**



APPLICATION SUBMISSION

Submitted Materials should include the following due by May 27, 2022 at 4:00 PM:

- 1. Application**
- 2. Attachment A: Cover Letter with non-supplantation statement**
- 3. Attachment B: Governing Board Resolutions**
- 4. Attachment C: Letters of Support**
- 5. Attachment D: Cost Estimates**
- 6. Attachment E: Photos & Other Documentation (if applicable)**



EVALUATION CRITERIA WEIGHTING

Criteria	Definition	Criteria Weight
Need	Addresses how well the project addresses the goals of the ACR/TDM program	40%
Effectiveness	Addresses how the project will show success and plans to track them	25%
Equity	Addresses how the project will contribute to advancing equitable outcomes	25%
Readiness	Addresses how ready the project/program is ready to begin study or implementation	5%
Funding Leverage	Addresses if the necessary funding has been allocated or identified	5%
Total		100%



EVALUATION STRUCTURE

The “Need” section of the application will include two parts:

1. Qualitative narratives provided by applicant

- Applicant provides a description of the conditions to the best of their abilities as it relates to each of the ACR/TDM Plan goals

2. Quantitative proxy metrics calculated in online tool by SMCTA

- Based on the project location, proxy metrics will be used to highlight the potential impact of implementing a project SMCTA will input your project area to assess quantitative scores. Applicants will provide their project location and boundaries during the required meeting with SMCTA staff.



CRITERIA - NEED

How well the project addresses the goals of the ACR/TDM program

Goal	Qualitative Narrative Question - 70%	Potential Quantitative Proxy Metrics – 30% (Scored in quartiles)	Source
Provide Congestion relief	Please explain how your project or plan provides congestion relief or reduces VMT	Vehicles Miles Traveled: Calculate total VMT density of all census blocks a project boundary impacts	C/CAG VMT Tool Model Data (2020)
Increase Sustainable Transportation Options	Please explain how your project or plan will create incentives for transit, bicycle, pedestrian, carpooling, and other shared-ride options over driving alone?	Active Trip Potential: Calculate the number of trips occurring less than 3 miles that could be converted to walk or bike trips Proximity to High Quality Transit: Calculate proximity to high quality planned ReImagine SamTrans routes	MTC Travel Demand Model (2020 -2017 SCS Run) ReImagine SamTrans (2022)



CRITERIA - NEED

Goal	Qualitative Narrative Question - 70%	Potential Quantitative Proxy Metrics – 30% (Scored in quartiles)	Source
Promote Sustainability & Health	Please explain how your project or plan will enhance health or safety	Pollution Burden and Cardiovascular Disease: Calculate the average Pollution Burden and Cardiovascular Disease Percentile scores of all census blocks a project boundary impacts	CalEnviroScreen 4.0
Encourage Economic Development Opportunities	Please explain how your project or plan improve access to employment, job centers, business districts or retail opportunities	Priority Development Areas: Calculate the proportion a project boundary overlapping with MTC PDAs	MTC Priority Development Areas
Invest Funding Equitably	Please explain how your project or plan would address the needs of historically underserved populations	Equity Priority Areas: Calculate the proportion a project boundary overlaps with SamTrans EPAs	ReImagine SamTrans (2022)

CRITERIA - EFFECTIVENESS

How the project will show success and plans to track them

- Describe how the program/project will be monitored over time
- Describe how the program/project will measure success (metrics, etc.)
- Describe how the program/project may be sustained beyond the two-year funding cycle?

The applicant will identify the proposed monitoring strategy for each project/program as there is a wide variation of eligible project types to this category



CRITERIA - EQUITY

Approaches	Consideration
Progressive with respect to income	Assess if the strategy increases transportation affordability and makes lower-income households better or worse off.
Benefits transportation disadvantaged	Assess if a strategy makes people who are transportation disadvantaged better off by increasing their travel options or providing financial savings.
Improves basic access	Assess if a strategy favors more important transport (emergency response, commuting, essential shopping) over less important transport.

Source: Litman, Todd. "Evaluating Transportation Equity." Victoria Transportation Policy Institute



CRITERIA - EQUITY

Evaluation Type	Evaluation Method
Location-based	Project is located in either MTC Equity Priority Communities (region-wide assessment) and/or SamTrans Equity Priority Areas (countywide assessment)
User-based	Narrative description of how the project provides benefits for low-income, users, people with disabilities, older adults, non-traditional shift workers, or other vulnerable populations.
Mode-based	Narrative description of how well the project creates incentives for or encourages use taking transit, riding a bicycle, walking, carpooling, or using other first-/last-mile options over driving alone.



KEY PROGRAM GUIDELINES

Program Guideline	Recommendations
Matching Funds	<p>Standard Match: Require a minimum match of 10% for project/program applications in all sub-categories.</p> <p>Equity-based Match: Require a reduced minimum match of 5% for project/program applications based primarily in MTC Equity Priority Communities and Re-Imagine SamTrans Transportation Equity Zones.</p>
General Guidelines – Maximum project cost	<p>For the planning and policy funding sub-category, requests for funding are capped at a maximum of \$100,000.</p> <p>For the ITS and competitive funding sub-categories, requests for funding are capped at a maximum of \$200,000.</p>
General Guidelines - # of applications	<p>Jurisdictions are limited to sponsoring and submitting up to 3 applications per Call for Projects cycle.</p>
Timely use of funds	<p>Projects or programs must complete a funding agreement and begin work within one-year of an award and expend all funds within two-years of the executed funding agreement date.</p>



SCHEDULE

Call for Projects Issued after TA Board Meeting	April 7, 2022
Call for Projects Workshop: Virtual via Zoom (will be recorded)	April 12, 2022 at 1:00 PM
Pre-Submittal Mandatory Meetings	April 18 to May 6, 2022
Project Applications due	May 27, 2022
Evaluation Period	June 2022
Informational item to TA Board on Draft Program of Projects	July 2022
TA Board approves proposed Program of Projects	August 2022



CONTACTS & LINKS

- **General Application Questions:**

- Patrick Gilster, Manager of Programming & Monitoring: gilsterp@samtrans.com
- Jennifer Williams, Analyst: williamsj@samtrans.com

- **ACR/TDM Call for Projects Materials:**

[https://www.smcta.com/Projects/Call for Projects.html](https://www.smcta.com/Projects/Call%20for%20Projects.html)

