

2025 Cycle 3 Transportation Demand Management (TDM) Program Call for Projects

Where can obtain information about the Call for Projects (CFP)?

All materials include the ACR/TDM CFP guidelines are available online at:

<https://www.smcta.com/whats-happening/call-projects>

Whom can I contact if I have any questions about the application?

Please contact Sue-Ellen Atkinson at atkinsons@samtrans.com if you have questions while completing the application form. This will save time and follow-up efforts with applicants for the Evaluation Committee.

What is the application due date?

Complete applications are due electronically on August 1, 2025 by 4:00 PM (PST). Late submissions will not be accepted.

How do I schedule an optional pre-submittal meeting and receive an application upload link?

Please fill out the [Notice of Intent to Submit Survey](#) for each individual proposed application. The pre-submittal meetings are required if you wish to use the equity-based reduced match requirement or would like to request TA Technical Assistance staff and consultant support to implement a project. The survey will allow you to request a 30-minute meeting and will be your opportunity to review project/program/plan eligibility and location, confirm matching eligibility (standard or equity-based), and provide the information necessary to receive Dropbox upload link to folder specifically for your project information. The survey must be filled out by July 1st to request the optional pre-submittal meeting or by July 31st to receive a Dropbox upload link. After that date, please email Sue-Ellen Atkinson directly.

What attachments are required to be submitted along with the application?

Please the TDM CFP Guidelines document for a full description of each attachment below:

- A. Cover Letter
- B. Governing Board Resolution
- C. Letters of Support/Community Engagement Documentation
- D. Cost Estimates
- E. Photos and Other Documentation (if applicable)

Definitions:

- Project: A “project” refers to any eligible plan, infrastructure, or programmatic request.
- Scope: The specific phase or elements for which Measure A & W funds are being requested in this application/cycle. The project scope may be a subset of the overall project.
- Sponsor: The applicant for Measure A & W funds (see the guidelines for more details).
- Implementing Agency: Any third party that may be implementing, constructing, and operating a project on a Sponsor Agency’s behalf.

Application User Notes:

- Limit responses to the available text boxes. Any text not shown will not be counted.
- To add a new paragraph in the text boxes, please use “Shift + Enter.”
- To copy and paste into a form field, use “Ctrl + V” (right clicking with the mouse will not work).

GENERAL INFORMATION

Project Title:

Project Type:

- ☐ Plan (e.g. TDM Plan, Climate Action Plan, Municipal code update, etc.)
- ☐ Program (e.g. subsidies, educational promotion, etc.)
- ☐ Project (e.g. pedestrian/bike crossing, network gap closure, wayfinding, charging stations, etc.)

Project Scale: Please identify the geographic extent of the project:

- ☐ Countywide (such as projects conducted for multiple jurisdictions)
- ☐ City-wide (such as for projects that are not tied to a specific location for a jurisdiction)
- ☐ Area-wide (such as a neighborhood or district)
- ☐ Singular site/Spot treatment (such as a targeted development or an infrastructure project)

Project Location: Please describe the geographic extent of the project in two to three sentences.

Project Scope: Please describe the project elements and intended benefits in one succinct paragraph.

Sponsor Agency:

Sponsor Agency Address:

Primary Sponsor Contact Name:

Primary Sponsor Contact Title:

Primary Sponsor Contact E-mail:

Primary Sponsor Contact Phone:

Will your project be implemented by another entity or agency? ☐Yes ☐No

If you selected yes above, please fill out the Implementing Agency information below.

Implementing Agency:

Implementing Agency Address:

Implementing Agency Contact Name:

Implementing Agency Contact Title:

Implementing Agency Contact E-mail:

Implementing Agency Contact Phone:

Please describe the Implementing Agency's roles and responsibilities:

Project Schedule:

For infrastructure projects, please include any applicable PLAN, PA/ED, and PS&E periods and the expected construction period. For programmatic and planning projects, please list the expected period of performance in PLAN.

PROJECT SCHEDULE

Indicate the anticipated beginning and end date for each phase of the project.

- If a phase is not applicable for this application, write “N/A”.
- If the PS&E phase is currently underway at the time the application is submitted, indicate the percent complete to date: 35%, 65%, or 90%.

Phase	Month and Year	
	Phase Start	Phase End
Pre-Project Planning (PLAN)	<input type="text"/>	<input type="text"/>
Project Approval (PA) & Environmental Document (ED)	<input type="text"/>	<input type="text"/>
<div> <input type="text"/> % </div> <div> Current Percent Complete </div> <div> Plans, Specifications & Estimates (PS&E) </div>	<input type="text"/>	<input type="text"/>
ROW Acquisition and Utilities Coordination	<input type="text"/>	<input type="text"/>
Construction and Procurement	<input type="text"/>	<input type="text"/>

ACR/TDM ELIGIBILITY

Program Classification: Please select one or more of the following classifications below to help determine which TDM funding sub-categories the proposed project may be eligible under.

- ☐ Network Efficiency – projects and programs that are intelligent transportation systems (ITS) and transit related
- ☐ Congestion and Demand Relief – projects, plans, and programs that are intended to encourage behavior shifts
- ☐ Sustainable Transportation Modes – projects and programs that are bicycle and pedestrian related (separate from projects that qualify under the Bicycle and Pedestrian Program).

Pre-submittal meeting with TA staff: Meeting occurred on (MM/DD/YYYY)

Highway Nexus: Please indicate how your project may reduce congestion or vehicle miles traveled (VMT) on the highway system, including any specific highways the project may affect. To be eligible for Measure W competitive funding, your project type must be listed in Attachment A of the ACR/TDM Guidelines under the Measure W column. If your project type is not listed under that column, please also provide an alternative source and explanation that supports consideration as a highway congestion relief or VMT reduction strategy.

Funding Leverage

Match Requirement: Please select minimum match amount needed and percent match provided. Note that equity match must be pre-approved in consultation with TA staff during the pre-submittal meeting.

- ☐ Standard Match (minimum of 10% required)
- ☐ Reduced Equity Match (minimum 5% required)

Project Cost:

TDM Funding Request	\$	
Matching Funds Provided	\$	
Unfunded Amount	\$	
Total Project Cost	\$	

Match sources: Please identify sources for match funds and percentage of the total request.

Type of Match	Amount	Percentage of ACR/TDM Request
Local (General Fund, etc.)	\$	%
Private (Developer Fees or Business donation)	\$	%
Other	\$	%
Total	\$	%

Projects will receive additional points for providing matching funds beyond the minimum percentage required as well as for having private sector contribution.

Funding or Implementation Concerns: Discuss any potential funding shortfalls or implementation risks associated with the project. If you show any unfunded amount in the Project Cost table, please list how the project will be fully funded within one year of an award.

NEED

The Need section will assess how the proposed project aligns with the five goals of the TDM Program. Please note that the equity goal has been included in its own section later in the application. Each goal includes a qualitative response to be filled in by the applicant and a quantitative score that will be filled in the TA based on the project type and location. Please limit responses to approximately two to three paragraphs maximum.

Goal 1: Provide Congestion Relief

Qualitative: Please explain how your project provides congestion relief or reduces VMT.

Quantitative (TA to fill in): Vehicles Miles Traveled (VMT) Density Score

- Raw Calculation:

- Percentile Score:

Goal 2: Increase Sustainable Transportation Options

Qualitative: Please explain how your project will create incentives for people taking transit, bicycling, walking, carpooling, and/or using other shared-ride options over solo driving trips?

Quantitative (TA to fill in): Active Trip Potential & Proximity to High Quality Transit Composite Score

- Raw Calculation:
- Percentile Score:

Goal 3: Promote Sustainability & Health

Qualitative: Please explain how your project will enhance health or safety.

Quantitative (TA to fill in): Pollution Burden and Cardiovascular Disease Composite Score

- Raw Calculation:

- Percentile Score:

Goal 4: Encourage Economic Development Opportunities

Qualitative: Please explain how your project improves access to employment, job centers, business districts, or retail opportunities.

Quantitative (TA to fill in): Priority Development Areas (PDA) Score

• Raw Calculation:

• Percentile Score:

EFFECTIVENESS

Effectiveness will address how the project will demonstrate success and track that over time. Recognizing the wide variation of eligible project types, applicants will give a proposal depending on the strategy/project applied.

How do you propose to evaluate the success of the project? What outcomes does the project aim to achieve? What metrics do you propose to deploy to track the project's objectives that could include Vehicle Miles Traveled reductions or Greenhouse Gas reductions? Please propose metrics that can be tracked (e.g. number of transit passes distributed in equity communities, construction of the scope of work within schedule, etc.).

Is this project identified in a local, countywide or regional planning document? If so, please describe below and include if project is listed in a TDM plan and/or is listed as a high priority.

Describe how the project will provide a level of benefit in line with the amount of funding requested (i.e. "Bang for the buck"). High-cost projects should discuss safety and mobility benefits that cannot be accomplished by less expensive solutions or life cycle cost savings due to reduced maintenance/operations costs

EQUITY

Equity can be complicated first by how to define it as well as who is included and who is not. Transportation equity for this application is measured two ways: location-based and user-based equity. Location-based estimates focus on populations, benefits and costs by geography, typically using concentration approach at the census tract level. The TA grants analysis tool will auto-calculate the location-based score and will be filled in by TA staff. A user-based approach starts with the recognition that not everyone can use the system the same way. Target groups using this type of analysis may include older adults and people with disabilities or low-income households (who may or may not live in an area of high concentration of low-income households).

Location-based: Quantitative Score (TA to Fill In)

What percent of your project's geographic extent falls within SamTrans Equity Indicators tract compared with all other submitted projects? The SamTrans Equity Zone applies to tracts with the lowest two quartiles of the Transit Equity Index. Projects will also list if they affect MTC Equity Priority Communities (EPC).

- MTC Equity Priority Community – Yes ☐ No ☐
- Raw Calculation:
- Percentile Score:

User-based: Equity can cover a spectrum of needs and evaluated several ways. Three equity framings are provided below. Please describe how the project considers equity under at least one user-based framings below. Bonus points may be given for consider more than framing.

1. ***Progressive with respect to income*** - This reflects whether a strategy increases Transportation Affordability and makes lower-income households better or worse off.
2. ***Benefits transportation disadvantaged*** - This reflects whether a strategy makes people who are transportation disadvantaged (which could include among other low-income households, people with disabilities, older adults, non-traditional shift workers, or other vulnerable populations) better off by increasing their travel options or providing financial savings.
3. ***Improves Basic Access*** - This reflects whether a strategy favors more important transport (emergency response, commuting, and essential shopping) over less important transport.
4. Other

Are there potential negative impacts of the project for historically marginalized communities? If so, do you plan for any mitigations of these impacts?

Please describe the community support and any prior community engagement that has occurred in support of this project. Identify the types of groups included in the process. For planning projects, please describe the types of engagements proposed to be included and any targeted groups or community-based organizations that may be included.

BONUS POINTS

1. TDM Plans

The TA is looking to promote the creation and adoption of TDM-related plans that help provide a guidance on efforts local agencies could be leading. To encourage the development of these, the TA is offering five (5) bonus points for agencies that either propose a TDM plan. If the project sponsor already has a TDM plan in place, the bonus will be provided to the project. Please describe the types of elements included in the TDM Plan and provide a link.

2. Commute.org San Mateo County TDM Workshop Participation

The TA will award three (3) bonus points to applicants who attended or had a representative attend Commute.org's February 25, 2025 San Mateo County TDM Workshop.

Did the applicant attend the TDM Workshop?

☐ Yes

☐ No