

Request for Grant Applications

for

Transportation Demand Management Innovations Grant Program

Application Deadline:

July 27, 2018 at 5:00 p.m.

REQUEST FOR GRANT APPLICATIONS FOR TRANSPORTATION DEMAND MANAGEMENT INNOVATIONS GRANT PROGRAM

I. INTRODUCTION

The Sacramento Area Council of Governments (SACOG) is soliciting applications for the Transportation Demand Management (TDM) Innovations Grant Program. This Request for Grant Applications (RGA) describes the eligibility requirements for the program, the project schedule, the grant application evaluation process, and the minimum information that must be included in the application.

II. PROGRAM PURPOSE & OVERVIEW

The purpose of SACOG's Transportation Demand Management (TDM) program is to encourage people to drive alone less often by developing and implementing TDM programs, policies, services and/or information that promote bicycling, walking, riding transit, carpooling, vanpooling, and/or teleworking. The TDM Innovations Grants are intended to provide funding for testing new ideas and/or expanding into new markets, populations, and geographies with regards to TDM program goals. If a proposed project is an expansion of a previous project, the applicant must therefore demonstrate how the proposal is distinctly different (e.g., targeted geographic area, population, etc.).

A total of \$750,000 in funding is available beginning June 25, 2018 through the TDM Innovations Grant program. SACOG will award Innovations Grants of no less than \$25,000 per project and no more than \$150,000 per project in support of small non-infrastructure programs, events, or projects to reduce single occupancy vehicle trips and miles by encouraging biking, walking, riding transit, carpooling, vanpooling and teleworking as options for reducing car trips. Projects that focus on testing a new strategy or tactic for changing travel behavior will be prioritized.

III. ELIGIBLE APPLICANTS

SACOG will serve as the direct recipient of Congestion Mitigation and Air Quality (CMAQ) funds and develop and oversee the contracts for the applicants that are awarded funding. Project applicants must be able to sign an agreement with SACOG in order to receive funding.

For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but the lead applicant must be one of the entities listed below. Partnerships are strongly encouraged. SACOG serves as the steward of these federal funds. Applicants will be responsible for subcontracts with project partners.

Eligible applicants include:

- Local governments and special districts
- Nonprofit organizations (e.g. Transportation Management Organizations, community-based organizations business improvement districts, main street associations, neighborhood associations, chambers of commerce, etc.)

- Community colleges, colleges, and universities
- K-12 public education institutions

IV. ELIGIBLE PROGRAMS/PROJECTS

The proposed scope of work should adhere to the federal [CMAQ Interim Program Guidance under MAP-21 \(2013\)](#), however, applicants are encouraged to think outside the box and bring their most innovative ideas. If the budget items proposed are not allowable under CMAQ Guidance, SACOG may seek to identify other funding streams that could be exchanged with CMAQ funds to allow for these expenditures.

V. ELIGIBILITY CRITERIA

Applicants that fail to meet the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

1. Applicants must be located in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties and be one of the eligible grantee types listed in Section III of this RGA.
2. A local match of at least 11.47% of the total project cost is required (SACOG's federal TDM Grant allows a reimbursement of 88.53% of the total cost of the project). The local match may be cash or an approved in-kind match contribution (thoroughly documented staff time or other CMAQ eligible expenses). If a sponsor wants to overmatch the project above the required 11.47%, they may do so on their own, but will not receive additional points.
3. Only one grant application may be submitted per project.
4. The project, program, event, or activity must be held within 2 years of an agreement being signed, and support the regional TDM program to reduce vehicle miles and trips.
5. The application must include a detailed project budget and a clear description of how this Innovations Grant funding will be used.
6. Applications must be for programs/activities/projects within any of the six-county Sacramento region (El Dorado, Placer, Sacramento, Sutter, Yolo and/or Yuba counties).
7. The application must demonstrate a connection between the proposed activities and the grant program's goal to reduce single occupancy (SOV) trips and miles.
8. The applications must include a clear plan for measuring outcomes (trip/miles reductions and any other outcomes) in order to receive funding.
9. The project activities must illustrate their reach to the entire project area and describe the effort that will be made to reach low-income, disabled, and minority communities within the project area. If the project area is a school, describe how you plan to reach all students at the school(s).

10. The project should demonstrate creativity and appeal to a broad audience - particularly audiences that might not have experience using the various modes of transportation.

VI. REPORTING REQUIREMENTS

Upon the project's completion, the grant recipient will provide SACOG with a final report that summarizes the project, to include:

- A.** A summary of results of the project that clearly articulate the estimated vehicle trips and miles reduced due to the project. Final reimbursements are contingent upon receiving final project results.
- B.** All promotional materials developed for the event or project must include the SACOG logo and SACOG-provided TDM campaign logos, and must be approved by SACOG prior to publication and distribution. The logos should be kept to scale if resized, and otherwise remain unmodified. Any press releases, flyers, newsletters, and other media/marketing materials used to promote the event or activity must be reviewed by Adrienne Moretz (amoretz@SACOG.org) prior to printing. Please allow two business days for review. Social Media posts can highlight funding from @SACOG, @MayisBikeMonth,- contact SACOG staff for current hashtags and coordinate social media information.

Projects must be completed no later than 2 years after the grant agreement execution. Final reports are due one month after the Innovations Grant project, program, or event's completion.

VII. PAYMENT OF GRANT FUNDS

All work performed under the grant agreement will be on a reimbursement basis. Work done prior to the date of a fully executed grant agreement will not be funded. Funds will not be disbursed until a grant agreement has been approved and fully executed by SACOG and the grant recipient. To receive reimbursement, each selected grantee must submit a completed evaluation, itemized invoice, and copies of all receipts. SACOG will provide a sample to all selected grantees.

VIII. APPLICATION SUBMITTAL INSTRUCTIONS

- A.** The application shall not exceed word limits set in the online application.
- B.** The responses to application questions shall address the evaluation criteria and how the proposed program/project achieves the TDM program objectives.
- C.** The complete application shall be submitted to SACOG July 25, 2018 by 5 p.m. Pacific Standard Time (PST).
- D.** All questions relating to this request for applications may be directed to:

Adrienne Moretz
Sacramento Area Council of Governments
1415 L Street, Suite 300

Sacramento, CA 95814
Email: amoretz@sacog.org
Phone: (916) 319-5189

IX. EVALUATION AND SELECTION PROCESS

Applications submitted after 5 p.m. PST on July 27, 2018 will not be considered. A grant review committee of SACOG staff will evaluate all information submitted in the application package. Each applicant should demonstrate how effectively its application meets the evaluation criteria and program goals.

A Project Review Panel will assist with evaluating, scoring, and recommending projects for award. Participants may include representatives of:

- SACOG Teams: Transportation and Land Use Planning; Communications and Marketing; Project Delivery; Active Transportation; and Transit
- Caltrans
- FHWA
- CalEPA
- An Air District, University, Transit District, Public Works Department, Planning Department, and/or Transportation Management Association/Organization that does not submit an application.
- Technology and/or innovation fields
- Other neutral TDM subject matter experts

Each member of the Panel will review the applications and assign points based on funding program criteria and information contained in the project application forms. The Panel will convene to discuss the applications and reach consensus on the final criteria points and total score for each project. The Panel will recommend a list of projects to be funded by the TDM Innovations Grant. Partial awards may be recommended and/or negotiated with applicants as part of developing the recommendation list. The list will be taken to SACOG staff and subsequently to the SACOG Transportation Committee, for a recommendation to the SACOG Board of Directors; the Board will have final approval of the awards. SACOG staff will take into consideration such factors as geographic diversity and equitable distribution of funds.

Eligible applications will be scored on the following criteria:

Evaluation Criteria	Max Pts
<p>Innovative and Uniqueness of Project: Applicant will score higher if they provide a clear and concise description of the project that shows how they are testing something new or different that has not been done before in this region or testing something in a new geography/market population in a different part of the region (the project could have been done in other regions or in a different area of the same region and still be considered innovative/unique).</p> <p>Applicant could also score higher on this criterion if the project is targeting a new geographic area, market population/demographics, project type (i.e., uses a new methodology, is more targeted to an underserved area or demographic, etc.).</p>	40
<p>Potential of Project to Reduce Motor Vehicle Trips and Miles: Based on evidence and research presented in the application, applicants will score higher if the project is more likely to reduce car trips and miles.</p>	15
<p>Performance Measurement: Higher points awarded for describing: -Plan for measuring car trip/mile reductions resulting from project or future iterations of the project -Clear plan for data collection, measurement, and analysis (e.g. cost savings compared to current service, influence of program on travel behavior, co-benefits related to public health or equity). -Plans to modify program/project if it is not performing as applicant intended.</p>	25
<p>Target Market/Audience: Describe potential users to be reached directly through this project in the specific project area. Could be specific employees, residents, students or other groups, but this number would be inclusive of people that would be contacted via some form of communication by the applicant.</p>	15
<p>Budget & Project Cost/Participant: Description of the project costs and why they are necessary for a successful project. Total project cost divided by number of estimated participants or number of people that will be reached by the project.</p>	5

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X. GRANT PROGRAM TIMELINE

Key dates for the grant process include:

Grant Process	Phase 1
Start date for applications	June 25, 2018
Application deadline	August 3, 2018
Grant application review	August 6, 2018 to August 17, 2018
Transportation Committee considers staff recommendation	September 6, 2018
Board considers Transportation Committee Recommendation	September 20, 2018
Approval of grant agreements	July 31, 2018 to January 15, 2019
Agreement negotiation and execution	Between September 20 and October 15, 2018
Project Launch	October 15
Final report due date	One month after activities are completed

XI. SPECIAL CONDITIONS

A. Reservations

This RGA does not commit SACOG to award an Innovations Grant, defray any costs incurred in the preparation of an application pursuant to this RGA, or to procure or contract for work. SACOG may decline to fund applications without providing the reason(s) underlying the declination. Failure to award a grant agreement to the applicants with the lowest project costs will not result in a cause of action against SACOG.

B. Public Records

All applications submitted in response to this RGA become the property of SACOG and are considered public record. As such, applications may be subject to public review.

C. Right to Cancel

SACOG reserves the right to cancel or revise, for any or no reason, in part or in its entirety,

this RGA. If SACOG revises and/or cancels the RGA prior to the deadline for applications, applicants will be notified by email.

D. Contingency List

In the event all funds are allocated and then an organization cancels or decides not to use the funds allotted, SACOG may choose to offer those available funds to the organization with the next highest score that did not receive full funding. This offer will be made to each organization on the ranked list until all funds have been exhausted.

E. Additional Information

SACOG reserves the right to request additional information and/or clarification from any or all applicants to this RGA, but is under no obligation to do so.

F. Grant Agreement

The selected grant recipients will be required to sign the "TDM Innovations Grant Program Agreement," and to provide the insurance certificates and all other required documentation prior to the contract execution. Successful applicants who are offered a Innovations Grant award will be given no more than 45 days to execute the agreement for the TDM Innovations Grant Program. Applicants failing to execute the agreement within 45 days shall forfeit their award and SACOG may award the funding to another applicant at its discretion.

SACOG intends to hold grantees accountable to the project schedules they have proposed to ensure fairness in the competitive process and encourage grantees to implement their projects quickly so that the public can benefit from the project as soon as possible.

SACOG will not be held accountable for any harm caused during and/or from projects or events funded by SACOG.

G. Insurance Requirements

Applicants will be required to provide proof of insurance. The required insurance certificates (or proof of self-insurance for public entities) must comply with all requirements shown in the Grant Agreement and must be provided prior to contract execution.

Minimum Policy Limits Required

Commercial General Liability (per occurrence)	\$100,000
Commercial General Liability (aggregate)	\$100,000
Workers' Compensation Employer's Liability	As required by the State of California's

XII. OWNERSHIP OF WORK PRODUCT

All documents and other information developed or received by the selected applicants shall be the

property of SACOG. Grantee shall provide SACOG with all original work products arising from the Agreement. This provision is meant to include SACOG ownership of the 5 photos provided as a deliverable by applicants.