

**Transportation Advisory Board**  
of the Metropolitan Council of the Twin Cities

---

**ACTION TRANSMITTAL No. 2015-24**

**DATE:** May 7, 2015  
**TO:** Transportation Advisory Board  
**FROM:** Technical Advisory Committee  
**PREPARED BY:** Katie White, Senior Planner (651-602-1716)  
**SUBJECT:** 2015 TDM Solicitation  
**REQUESTED ACTION:** Metropolitan Transportation Services requests authorization to release a 2015 TDM Solicitation for \$1.8 million in CMAQ funds.  
**RECOMMENDED MOTION:** Recommend that TAB authorize a 2015 TDM solicitation for \$1.8 million in CMAQ funds.

**BACKGROUND AND PURPOSE OF ACTION:** In the 2009 Regional Solicitation, TAB set-aside \$7 million in CMAQ funds for TDM activities in FFY 2013-2014. The funding was meant to support both the baseline TDM activities of the TMOs and Metro Transit, and also to fund new innovative TDM activities at the rate of \$600,000 per year. TAB now has 2015, 2016, and 2017 funding for innovative TDM projects available, for a total of \$1.8 million. Under the current schedule, 2018 and 2019 funds will be available in spring 2017 for the next innovative TDM solicitation.

The criteria scoring innovative TDM solicitation were adopted through TAB action in September 2014 as part of the adoption of the current Regional Solicitation criteria. In 2013 the first solicitation for innovative TDM projects was released and seven projects were funded on October 1, 2014. Spending for these projects is currently underway.

**RELATIONSHIP TO REGIONAL POLICY:** Transportation demand management (TDM) policies and activities are supported under Strategy C4 in the *2040 Transportation Policy Plan*.

**STAFF ANALYSIS:** Staff recommends releasing a 2015 TDM solicitation for \$1.8 million.

**COMMITTEE COMMENTS AND ACTION:** At its April 16, 2015, meeting, the Funding and Programming Committee unanimously recommended authorization of the 2015 TDM solicitation. At its May 6, 2016, meeting, TAC recommended release of the 2015 TDM solicitation.

---

**ROUTING**

<b>TO</b>	<b>ACTION REQUESTED</b>	<b>DATE COMPLETED</b>
TAC Funding & Programming Committee	Review & Recommend	April 16, 2015
Technical Advisory Committee	Review & Recommend	May 6, 2015
Transportation Advisory Board	Review & Recommend	
Transportation Committee	Review & Recommend	
Metropolitan Council	Review & Release	

# Travel Demand Management (TDM) – Prioritizing Criteria and Measures

---

September 26, 2014

Each qualified project will be scored under common category criteria within its modal sub-category. The common criteria include: role in the regional transportation system and economy; usage; equity; congestion reduction/air quality; innovation; and risk assessment. The use of these common criteria will allow projects to be scored relatively equal across the modal sub-categories while also addressing the particular attributes of the project type. Please answer the following questions:

**1. Role in the Regional Transportation System and Economy (100 Points; 10 Percent of Total Points)** - This criterion measures the regional significance of the project, including the project’s connections to or within Job Concentrations, Manufacturing/Distribution Locations and Educational Institutions as defined in ThriveMSP 2040. This criterion also measures the existing regional transportation resources that can be capitalized on as part this project.

- A. **MEASURE:** Reference the “Regional Economy” map generated at the beginning of the application process. Identify the project’s connections to the Job Concentrations, Manufacturing/ Distribution Locations and Educational Institutions as defined in ThriveMSP 2040, and depicted in the “Regional Economy” map. If the project does not provide a connection to a Job Concentration, Manufacturing/Distribution Location, or Educational Institution, but provides a connection to a local activity center, reference the adopted county or city plan identifying this area. (50 Points)

Upload the “Regional Economy” map used for this measure.

**RESPONSE (Select all that apply, based on the “Regional Economy” map):**

- Direct connection to or within a Job Concentration:  (50 Points)
- Direct connection to or within an Educational Institution:  (40 Points)
- Direct connection to or within a Manufacturing/Distribution Location:  (40 Points)
- Project provides a direct connection to or within an existing local activity center identified in an adopted county or city plan:  (30 Points)

**RESPONSE (City or county plan reference; 100 words or less):**

- B. **MEASURE:** Identify the existing regional transportation facilities and resources on which the project will capitalize (transit stations, bikeways, etc.). (50 Points)

**RESPONSE (200 words or less):**

**2. Usage (100 Points; 10 Percent of Total Points)** – This criterion quantifies the project’s impact by estimating the number of direct users of the TDM project to help determine the overall cost effectiveness per user.

A. MEASURE: Calculate and provide the total annual users of the project in order to calculate the cost effectiveness of the project per user. A direct project user is someone who will participate in the TDM program or project, and not one who receives an indirect benefit from the project. For example, if the project involves teleworking, a user would be the individual that is teleworking, not the roadway users that benefit from reduced congestion. Applicants must describe their methodology for determining the number of project users. (100 Points)

- Cost Effectiveness = Total project cost / total annual users

RESPONSE (Cost Effectiveness will be automatically calculated):

- Total Project Cost (entered in Estimate of Project Cost Form)
- Annual Users: \_\_\_\_\_

RESPONSE (200 words or less):

### 3. Equity and Housing Performance (150 Points; 15 Percent of Total Points)

-- This criterion addresses the project's positive and negative impacts to low-income populations, people of color, children, people with disabilities, and the elderly. The criterion also evaluates a community's efforts to promote affordable housing.

- A. **MEASURE:** Reference the "Socio-Econ" map generated at the beginning of the application process. Identify the project's location from the list below, as depicted on the "Housing Equity" map. Describe the project's positive benefits, and negative impacts, and mitigation for low-income populations; people of color; children, people with disabilities, and the elderly. A project's service must stop in one of the eligible areas to qualify as a direct connection. In addition, a direct connection is one that does not require a transfer. Geographic proximity alone is not sufficient to receive the full points listed below. In order to receive the maximum points, the response should address the benefits, impacts, and mitigation for the populations listed above. (80 Points)

Upload the "Socio-Econ" map used for this measure.

RESPONSE (Select one, based on the "Socio-Econ" map):

- Project located in Racially Concentrated Area of Poverty:  (0 to 80 Points)
- Project located in Concentrated Area of Poverty:  (0 to 64 Points)
- Project's census tracts are above the regional average for population in poverty or population of color:  (0 to 48 Points)
- Project located in census tract that is below the regional average for population in poverty or populations of color, or includes children, people with disabilities, or the elderly:  (0 to 32 Points)

RESPONSE (200 words or less):

- B. **MEASURE:** Metropolitan Council staff will award points to the project based on the 2014 Housing Performance Score for the city or township in which the project is located. The score includes consideration of affordability and diversification, local initiatives to facilitate affordable workforce housing development or preservation, and density of residential development. If the project is in more than one jurisdiction, the points will be awarded based on a weighted average using the length of the project in each jurisdiction. If a project is located in a city or township with no allocation of affordable housing need (either there is no forecasted household growth or the area does not have land to support sewered development), then the project will not be disadvantaged by this measure and the project's total score will be adjusted as a result. (105 Points)

RESPONSE (Affordable Housing Score completed by Metropolitan Council staff):

- City/Township: \_\_\_\_\_
- Length of Segment within City/Township:

#### 4. Congestion Reduction/Air Quality (400 Points; 40 Percent of Total Points)

– This criterion measures the project’s ability to reduce congestion during the peak period in an area or corridor. This criterion also measures the impact that the project’s implementation will have on air quality as measured by reductions in CO, NO<sub>x</sub>, CO<sub>2e</sub>, PM<sub>2.5</sub>, and VOC emissions.

- A. **MEASURE:** Describe the congested roadways in the geographic area of the project and how this project will address or alleviate those issues by reducing congestion and/or single occupancy vehicle (SOV) trips. (200 Points)

RESPONSE: (200 words or less):

- A. **MEASURE:** The applicant must show that the project will reduce CO, NO<sub>x</sub>, CO<sub>2e</sub>, PM<sub>2.5</sub>, and/or VOC due to the reduction in VMT. Calculate and provide the number of one-way commute trips reduced and the average commute trip length to calculate VMT reduction. The emissions factors will be automatically applied to the VMT reduction to calculate the total reduced emissions. (200 Points)

- $VMT\ reduced = \text{Number of one-way commute trips reduced} * 12.1$

(12.1 is the regional average commute trip length in miles as determined by the 2011 Travel Behavior Inventory, conducted by Metropolitan Transportation Services. You may use a number other than 12.1 if you know the commute length of your targeted market area).

##### **Emissions Factors**

- $CO\ reduced = VMT\ reduced * 2.39$
- $NO_x\ reduced = VMT\ reduced * 0.16$
- $CO_{2e}\ reduced = VMT\ reduced * 366.60$
- $PM_{2.5}\ reduced = VMT\ reduced * 0.005$
- $VOCs\ reduced = VMT\ reduced * 0.03$

RESPONSE (Emissions reduction will be automatically calculated):

- Number of One-Way Commute Trips Reduced: \_\_\_\_\_
- Average Commute Trip Length (Default 12.1): \_\_\_\_\_

**5. Innovation (200 Points; 20 Percent of Total Points)** – This prioritizing criterion measures how well the project introduces new concepts to the region. Innovative TDM projects may involve the deployment of new creative strategies for the region, expand the geographic scope of a project to a new geographic area, serve populations that were previously unserved, or incorporate enhancements to an existing program.

A. MEASURE: Describe how the project is innovative. (100 Points)

RESPONSE (200 words or less):

B. MEASURE: Describe how the project is new to a particular geographic area or population. (100 Points)

RESPONSE (200 words or less):

## **TDM Solicitation Schedule**

April 16, 2015 – solicitation to Funding & Programming

May 6, 2015 – solicitation to TAC

May 20, 2015 – solicitation to TAB

June 8, 2015 – solicitation to Transportation Committee

June 24, 2015 – solicitation to Council

July 2015 – outreach to TMOs and TDM organizations, online system sign up, online system training

August 1, 2015 – solicitation released

September 11, 2015 – responses due

October 15, 2015 – scoring done

November 15, 2015 – appeals done

January 21, 2016 – projects to Funding & Programming

February 3, 2016 – projects to TAC

February 17, 2016 – projects to TAB

March 14, 2016 – projects to TC

March 30, 2016 – projects to Council

May 2016 – application to FTA due

October 1, 2016 – project draw downs can begin