

Travel Demand Management (TDM)

Prioritizing Criteria and Measures

September 18, 2019

Definition: Travel demand management (TDM) provides residents/commuters of the Twin Cities Metro Area with greater choices and options regarding how to travel in and throughout the region. Projects should reduce the congestion and emissions during the peak period. Similar to past Regional Solicitations, base-level TDM funding for the Transportation Management Organizations (TMOs) and Metro Transit will be not part of the competitive process.

Examples of TDM Projects:

- Bikesharing
- Carsharing
- Telework strategies
- Carpooling
- Parking management
- Managed lane components

Scoring:

Criteria and Measures	Points	% of Total Points
1. Role in the Regional Transportation System and Economy	200	18%
Measure A - Ability to capitalize on existing regional transportation facilities and resources	200	
2. Usage	100	9%
Measure A – Users	100	
3. Equity and Housing Performance	150	14%
Measure A – Benefits and outreach to disadvantaged populations	100	
Measure B – Housing Performance Score/ affordable housing connection	50	
4. Congestion Reduction/Air Quality	300	27%
Measure A - Congested roadways in project area	150	
Measure B - VMT reduced	150	
5. Innovation	200	18%
Measure A - Project innovations and geographic expansion	200	
6. Risk Assessment	50	5%
Measure A - Technical capacity of applicant's organization	25	
Measure B - Continuation of project after initial federal funds are expended	25	
7. Cost Effectiveness	100	9%
Measure A – Cost effectiveness (total points awarded/total project cost)	100	
Total	1,100	

1. Role in the Regional Transportation System and Economy (200 Points)

This criterion measures the existing regional transportation resources that can be capitalized on as part of this project.

- A. MEASURE: Identify the existing regional transportation facilities and resources on which the project will capitalize (transit stations, key roadways, bikeways, etc.).

RESPONSE: (Limit 2,800 characters; approximately 400 words):

SCORING GUIDANCE (200 Points)

The applicant will receive points based on the quality of the response. Projects that effectively use existing organization and regional infrastructure and manage congestion and use on key facilities will receive the most points. The applicant with the top score will receive full points. Remaining projects will receive a share of the full points.

2. Usage (100 Points)

This criterion quantifies the project’s impact by estimating the number of direct users of the TDM by identifying the strength of its connection to target groups.

- A. MEASURE: Calculate and provide the number of average weekday users of the project. 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. Also, provide a description of the people/groups that will receive either direct or indirect benefits from the project.

Benefits may include:

- Access to jobs
- Reduced congestion
- Reverse commute assistance
- Ability to live car-free
- Overcoming barriers to non-traditional commuting (e.g., shift times not adhering to transit schedules; long transit trips due to transfers/timing)
- Major employers or employment areas
- Reduced transportation costs through subsidizing/incentivizing alternative modes

RESPONSE:

- Average Weekday Users:_____

RESPONSE: (Limit 2,800 characters; approximately 400 words):

SCORING GUIDANCE (100 Points)

The applicant will receive points based on the quality of the response and the number of average weekday users. The project that most effectively defines a targeted population and the ability to reach that population, along with the most effective benefits will receive the full points. Remaining projects will receive a share of the full points.

Applicants that provide an unclear or unreasonable methodology will receive 0 points.

3. Equity and Housing Performance (150 Points)

This criterion addresses the Council’s role in advancing equity by examining how a project directly provides benefits to, or impacts (positive and negative) low-income populations, people of color, people with disabilities, youth and the elderly. The criterion evaluates whether the applicant engaged these populations to identify transportation needs and potential solutions and how the project will address these identified needs. The criterion also evaluates a community’s overall efforts to implement affordable housing and how the project improves multimodal access to affordable housing residents.

A. **MEASURE:** Socio-Economic Equity

- 1. **Sub-measure:** Equity Population Engagement (0 to 40 points): A successful project is one that is the result of active engagement of low-income populations, people of color, persons with disabilities, youth and the elderly. Engagement should occur prior to and during a project’s development, with the intent to provide direct benefits to, or solve, an expressed transportation issue, while also limiting and mitigating any negative impacts. Describe and map the location of any low-income populations, people of color, disabled populations, youth or the elderly within a ½ mile of the proposed project. Describe how these specific populations were engaged and provided outreach to, whether through community planning efforts, project needs identification, or during the project development process. Describe what engagement methods and tools were used and how the input is reflected in the projects’ purpose and need and design. Elements of quality engagement include: outreach and engagement to specific communities and populations that are likely to be directly impacted by the project; techniques to reach out to populations traditionally not involved in community engagement related to transportation projects; feedback from these populations identifying potential positive and negative elements of the proposed project through engagement, study recommendations, or plans that provide feedback from populations that may be impacted by the proposed project. If relevant, describe how NEPA or Title VI regulations will guide engagement activities.

(Limit 1,400 characters; approximately 200 words):

- 2. **Sub-measure:** Equity Population Benefits and Impacts (0 to 60 points): A successful project is one that has been designed to provide direct benefits to low-income populations, people of color, persons with disabilities, youth and the elderly. All projects must mitigate potential negative benefits as required under federal law. Projects that are designed to provide benefits go beyond the mitigation requirement to proactively provide transportation benefits and solve transportation issues experienced by Equity populations.

- a. (0 to 60 points) Describe the project's benefits to low-income populations, people of color, children, people with disabilities, and the elderly. Benefits could relate to pedestrian and bicycle safety improvements; public health benefits; direct access improvements for residents or improved access to destinations such as jobs, school, health care or other; travel time improvements; gap closures; new transportation services or modal options, leveraging of other beneficial projects and investments; and/or community connection and cohesion improvements. Note that this is not an exhaustive list.

(Limit 2,800 characters; approximately 400 words):

- b. (-10 to 0 points) Describe any negative impacts to low-income populations, people of color, children, people with disabilities, and the elderly created by the project, along with measures that will be taken to mitigate them. Negative impacts that are not adequately mitigated can result in a reduction in points.

(Limit 2,800 characters; approximately 400 words):

Below is a list of negative impacts. Note that this is not an exhaustive list.

- Increased difficulty in street crossing caused by increased roadway width, increased traffic speed, wider turning radii, or other elements that negatively impact pedestrian access.
 - Increased noise.
 - Decreased pedestrian access through sidewalk removal / narrowing, placement of barriers along the walking path, increase in auto-oriented curb cuts, etc.
 - Project elements that are detrimental to location-based air quality by increasing stop/start activity at intersections, creating vehicle idling areas, directing an increased number of vehicles to a particular point, etc.
 - Increased speed and/or "cut-through" traffic.
 - Removed or diminished safe bicycle access.
 - Inclusion of some other barrier to access to jobs and other destinations.
 - Displacement of residents and businesses.
 - Mitigation of temporary construction/implementation impacts such as dust; noise; reduced access for travelers and to businesses; disruption of utilities; and eliminated street crossings.
 - Other
3. **Sub-measure: Bonus Points (0 to 25 points)** Those projects that score at least 80% of the maximum total points available through measures A and B will be awarded bonus points based on the geographic location of the project. These points will be assigned as follows, based on the highest-scoring geography the project contacts:
- a. 25 points to projects within an Area of Concentrated Poverty with 50% or more people of color
 - b. 20 points to projects within an Area of Concentrated Poverty

- c. 15 points to projects within census tracts with the percent of population in poverty or population of color above the regional average percent
- d. 10 points for all other areas

Upload the “Socio-Economic Conditions” map used for this measure.

RESPONSE (Select one, based on the “Socio-Economic Conditions” map):

- Project is located in an Area of Concentrated Poverty where 50% or more of residents are people of color (ACP50):
- Project is located in an Area of Concentrated Poverty:
- Project’s census tracts are above the regional average for population in poverty or population of color:
- Project located in a 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:

SCORING GUIDANCE (100 Points)

Each application will be qualitatively scored based on the available points for each measure and will receive the number of points awarded. If the applicant receives at least 80% of the available points, i.e., 40 points for the Roadway applications, the project will receive Bonus points as described under Measure C. If an applicant qualifies for Bonus points it will result in a Socio-Economic Equity score of more than the total points available.

- B. **MEASURE:** Projects will be scored based on two housing measures: 1. the 2019 Housing Performance Score for the city or township in which the project is located (40 points) and 2. the project’s connection to affordable housing (10 points) as described below.

Part 1 (40 points): Housing Performance Score

A city or township’s housing performance score is calculated annually by the Metropolitan Council using data from four categories: new affordable or mixed-income housing completed in the last ten years; preservation projects completed in the last seven years and/or substantial rehabilitation projects completed in the last three years; housing program participation and production, and housing policies and ordinances; and characteristics of the existing housing stock. Data for the housing performance scores are updated each year by the Council, and the city or township is provided with an opportunity to review and revise the information

Council staff will use the most current housing score for each city or township. If the project is located in more than one jurisdiction, the points will be awarded based on a weighted average using the percent of population 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), the project will not be disadvantaged by this measure and the project’s total score will be adjusted during scoring to remove this scoring measure.

RESPONSE: (NOTE: The below bullets vary slightly by funding category)

- City/Township: _____
- Total project cost: _____

- Population within each City/Township: _____
- Percent of population within City/Township: _____

Part 2 (10 points): Affordable Housing Access

This measure is a qualitative scoring measure. Describe and map any affordable housing developments—planned, under construction or existing, within ½ mile of the proposed project. The applicant should note the development stage, number of units, number of bedrooms per unit, and level of affordability using 2019 affordability limits. Also note whether the affordability is guaranteed through funding restrictions (i.e. LIHTC, 4d) or is unsubsidized, if housing choice vouchers are/will be accepted, and if there is a fair housing marketing plan required or in place.

Describe how the proposed project will improve or impact access for residents of the affordable housing locations within ½ mile of the project. This should include a description of improved access by all modes, automobiles, transit, bicycle and pedestrian access. Since residents of affordable housing are more likely not to own a private vehicle, higher points will be provided to roadway projects that include other multimodal access improvements.

RESPONSE:

(Limit 2,100 characters; approximately 300 words):

SCORING GUIDANCE (50 Points)

Part 1 (40 points): The applicant with the highest 2019 Housing Performance Score will receive the full points. Remaining projects will receive a proportionate share of the full points. For example, if the application being scored had a Housing Performance Score of 55 and the top project had a Housing Performance Score of 90, this applicant would receive $(55/90) \times 40$ points or 24 points.

Projects will use the city Housing Performance Score based on the project location. If a project is located in more than one jurisdiction, the points will be awarded based on a weighted average of the city or township scores for the project location based on the length of the project in each jurisdiction. For stand-alone roadway (intersection, bridge, underpass, and interchange) projects, a one-mile radius-buffer will be drawn around the project. If the radius-buffer enters more than one jurisdiction, the points will be awarded based on the proportionate population of the Census blocks in each jurisdiction that are all or partially located in the area within the one-mile radius-buffer.

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), the project’s total score will be adjusted as a result. If this is the case, the hold-harmless method will be used: the total points possible in the application will be 960 instead of 1,000. The total points awarded through the rest of the application (900 as a hypothetical example) will be divided by 960, then multiplied by 1,000. Therefore, a project scoring 900 out of 960, will equate to 938 points on a 1,000-point scale. If a portion of the project is located in a city with an affordable housing allocation and the other portion is located in a township with no affordable housing allocation, then a combination of the Housing Performance Score (or weighted average) and the hold-harmless method should be used. This will result in a total score that will be somewhere between 960 and 1,000; then the score will need to be adjusted to fit a 1,000-point scale. NOTE: Any community without a Housing Performance Score in 2018 will be awarded the better of its new score in 2020 and the above method. NOTE: in these cases, the raw points from Part 2 will be included in the 960-point total.

Part 2 (10 points): The project that best provides meaningful improvements to access to the affordable housing units will receive the full 10 points. Multiple projects may receive the highest possible score of 10 points based on this assessment. Remaining projects will receive a share of the full points at the scorer's discretion.

Final Score (50 points): The scores in Parts 1 and 2 will be totaled. If no application gets 50 points, the highest-scoring project will be awarded 50 points, with other projects adjusted proportionately.

Note: Metropolitan Council staff will score this measure.

4. Congestion Reduction/Air Quality (300 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, NOx, CO₂e, PM_{2.5}, 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. (150 Points)

RESPONSE: (Limit 2,800 characters; approximately 400 words):

SCORING GUIDANCE (150 Points)

The applicant with best response will receive the full points. Remaining projects will receive a share of the full points at the scorer's discretion.

- The project is located in an area of traffic congestion served by one or more principal arterials or A-minor arterials: Up to 50 Points, plus
- The project will reduce congestion and/or SOV trips in the project area: Up to 100 Points

- B. **MEASURE:** The applicant must show that the project will reduce CO, NOx, CO₂e, PM_{2.5}, 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. Applicants must describe their methodology for determining the number of one-way trips reduced. (200 Points)

NOTE: A "trip" is defined as the journey from origin to destination. Round trip travel is considered two trips. Using multiple modes or multiple transit routes between an origin and destination does not constitute multiple trips.

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

(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

- $CO\ reduced = VMT\ reduced * 2.39$

- NOX reduced = VMT reduced * 0.16
- CO2e reduced = VMT reduced * 366.60
- PM2.5 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): _____

RESPONSE: (Limit 2,800 characters; approximately 400 words):

SCORING GUIDANCE (150 Points)

The applicant with the greatest reduction in emissions will receive the full points. Remaining projects will receive a proportional share of the full points. For example, if the top project reduced 5 kg and the application being scored reduced 4 kg, this applicant would receive $(4/5) * 150$ points or 120 points.

Applicants that do not provide methodology will receive 0 points. If a methodology is provided, then points should only be deducted if the estimation methodology is not sound.

5. Innovation (200 Points)

This prioritizing criterion measures how well the project introduces new concepts to the region or expands to a new geographic 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 or expands the geographic area of an existing project. (200 Points)

RESPONSE (Limit 2,800 characters; approximately 400 words):

SCORING GUIDANCE (200 Points)

The applicant will receive the full points shown for each of the innovation categories based on the quality of the response. The applicant with the top score will receive full points. Remaining projects will receive a proportional share of the full points.

- Project introduces a new policy, program, or creative strategy (Up to 200 Points),
- Project replicates another project done in another region or applies research from another organization (Up to 125 Points),
- Project expands the geographic scope of an existing successful project, serves or engages a new group of people, or significantly enhances an existing program (Up to 75 Points)

A project that duplicates efforts already occurring within the same geography can be subjected to a reduced score, at the scorer's discretion, if the scorer feels it is redundant and therefore not good stewardship of public funds.

6. Risk Assessment (50 Points)

This criterion measures technical capacity of the applicant and their long-term strategy to sustain their proposed projects beyond the initial funding period.

- A. **MEASURE:** Describe the technical capacity of the applicant’s organization and what makes them well suited to deliver the project. (25 Points)

RESPONSE: (Limit 1,400 characters; approximately 200 words):

SCORING GUIDANCE (25 Points)

The applicant will receive a maximum of the points listed below, based on the quality of their response (200 words or less). Highest scoring projects will be led by agencies with staff expertise in TDM, experience in the field, and adequate resources to deliver the project in a timely manner. The applicant with the top score will receive full points. Remaining projects will receive a proportional share of the full points. For example, if the top project had 15 points and the application being scored had 10, this applicant would receive $(10/15)*25$ points or 17 points.

- Organization has experience implementing similar projects: Up to 10 Points, plus
- Organization has adequate resources to implement the project in a timely manner: Up to 15 Points

- B. **MEASURE:** Describe if the project will continue after the initial federal funds are expended. Identify potential future sources of funding, if needed, to continue the project. (25 Points)

RESPONSE: (Check one):

- Project funding sources are identified and secured to continue the project past the initial funding period, and/or carry on the project to a future phase: (25 Points)
- Applicant has identified potential funding sources that could support the project beyond the initial funding period: (15 Points)
- Applicant has not identified funding sources to carry the project beyond the initial funding period: (0 Points)

RESPONSE: (Limit 2,800 characters; approximately 400 words):

SCORING GUIDANCE (25 Points)

The applicant will receive a maximum of the points shown below based on the quality of their response. Applicants that receive the highest scores will have a financial plan in place to continue the project after the initial funding period. The applicant with the top score will receive full points. Remaining projects will receive a proportional share of the full points. For example, if the top project had 15 and the application being scored had 0, this applicant would receive $(0/15)*25$ points or 0 points.

7. Cost Effectiveness (100 Points)

This criterion will assess the project’s cost effectiveness based on the total TAB-eligible project cost (not including noise walls) and total points awarded in the previous 6 criteria.

A. **MEASURE:** This measure will calculate the cost effectiveness of the project. Metropolitan Council staff will divide the number of points awarded in the previous criteria by the TAB-eligible project cost (not including noise walls).

- Cost effectiveness = total number of points awarded in previous criteria/total TAB-eligible project cost/

RESPONSE: (This measure will be calculated after the scores for the other measures are tabulated by the Scoring Committee):

- Total Project Cost (entered in Project Cost Form): _____ (automatically calculated)
- Points Awarded in Previous Criteria: ____ (entered by Metropolitan Council staff)

SCORING GUIDANCE (100 Points)

The applicant with the most points (i.e., the benefits) per dollar will receive the full points for the measure. Remaining projects will receive a proportional share of the full points. For example, if the top project received .0005 points per dollar and the application being scored received .00025 points per dollar, this applicant would receive $(.00025/.0005)*100$ points or 50 points.

The scorer for this measure will also complete a reasonableness check of the total project cost that is used for this measure. The scorer may follow up with the applicant to clarify any questions. Up to 50 percent of points awarded for this measure can be deducted if the scorer does not believe that the cost estimate is reasonable.

TOTAL: 1,100 POINTS