

Travel Demand Management (TDM)

Prioritizing Criteria and Measures

May 8, 2023

Purpose: To fund lower-cost, innovative TDM projects that reduce emissions and vehicle miles traveled (VMT) in congested corridors.

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
1. Role in the Regional Transportation System and Economy	200	17%
Measure A - Ability to capitalize on existing regional transportation facilities and resources	200	
2. Usage	100	8%
Measure A – Users	100	
3. Equity and Affordable Housing	150	13%
Measure A – Engagement	45	
Measure B – Equity population benefits and impacts	60	
Measure C – Affordable housing access	45	
4. Congestion Reduction/Air Quality	400	33%
Measure A - Congested roadways in project area	150	
Measure B - VMT reduced	250	
5. Innovation	200	17%
Measure A - Project innovations and geographic expansion	200	
6. Risk Assessment	50	4%
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	8%
Measure A – Cost effectiveness (total points awarded/total project cost)	100	
Total	1,200	

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 Affordable Housing (150 Points)

This criterion addresses the [Council's role in advancing equity](#) by examining how a project directly benefits or impacts (positively and negatively) Black, Indigenous, and People of Color (BIPOC) populations, low-income populations, people with disabilities, youth, older adults, and residents of affordable housing. 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.

A. **MEASURE:** Engagement (0 to 45 points). This measure is a qualitative scoring measure.

A successful project is the result of active engagement of Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults, and residents in affordable housing. Engagement should occur prior to and during project development, with the intent to provide direct benefits or solve an expressed transportation issue, while also limiting and mitigating any negative impacts.

- i. Describe any Black, Indigenous, and People of Color populations, low-income populations, disabled populations, youth, or older adults within a ½ mile of the proposed project. Describe how these populations relate to regional context. Location of affordable housing will be addressed in Measure C.
- ii. Describe how Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults, and residents in affordable housing were engaged, whether through community planning efforts, project needs identification, or during the project development process.
- iii. Describe the progression of engagement activities in this project. A full response should answer these questions:
 1. What engagement methods and tools were used?
 2. How did you engage specific communities and populations likely to be directly impacted by the project?
 3. What techniques did you use to reach populations traditionally not involved in community engagement related to transportation projects?
 4. How were the project's purpose and need identified?
 5. How was the community engaged as the project was developed and designed?
 6. How did you provide multiple opportunities for of Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults, and residents in affordable housing to engage at different points of project development?

7. How did engagement influence the project plans or recommendations? How did you share back findings with community and re-engage to assess responsiveness of these changes?
8. If applicable, how will NEPA or Title VI regulations will guide engagement activities?

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

SCORING GUIDANCE (0 to 45 points)

Each application will be qualitatively scored based on the available points and will receive the number of points awarded.

- B. **MEASURE:** Equity Population Benefits and Impacts (0 to 60 points). This measure is a qualitative scoring measure.

Successful projects are designed to provide direct benefits to Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults. 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. Benefits to residents of affordable housing are addressed in Measure C.

Describe the project's benefits to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults. 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.

This is not an exhaustive list. A full response will support the benefits claimed, identify benefits specific to Equity populations residing or engaged in activities near the project area, identify benefits addressing a transportation issue affecting Equity populations specifically identified through engagement, and substantiate benefits with data.

Acknowledge and describe any negative project impacts to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults. Describe measures to mitigate these impacts. Unidentified or unmitigated negative impacts may result in a reduction in points.

Below is a list of potential negative impacts. This is not an exhaustive list.

- Decreased pedestrian access through sidewalk removal / narrowing, placement of barriers along the walking path, increase in auto-oriented curb cuts, 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.

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

SCORING GUIDANCE (0 to 60 points)

Each application will be qualitatively scored based on the available points and will receive the number of points awarded.

- C. **MEASURE:** Affordable Housing Access (0 to 45 points). This measure is a qualitative scoring measure.

Describe any affordable housing developments—existing, under construction, or planned—within ½ mile of the proposed project. The applicant should note the number of existing subsidized units, which will be provided on the Socio-Economic Conditions map. Applicants can also describe other types of affordable housing (e.g., naturally-occurring affordable housing, manufactured housing) and under construction or planned affordable housing that is within a half mile of the project. If applicable, the applicant can provide self-generated PDF maps to support these additions. Applicants are encouraged to provide a self-generated PDF map describing how a project connects affordable housing residents to destinations (e.g., childcare, grocery stores, schools, places of worship).

Describe the project’s benefits to current and future affordable housing residents within ½ mile of the project. Benefits must relate to affordable housing residents. Examples may include:

- specific direct access improvements for residents
- improved access to destinations such as jobs, school, health care or other;
- new transportation services or modal options;
- and/or community connection and cohesion improvements.

This is not an exhaustive list. A full response will support the benefits claimed, identify benefits specific to residents of affordable housing, identify benefits addressing a transportation issue affecting residents of affordable housing specifically identified through engagement, and substantiate benefits with data.

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

SCORING GUIDANCE (45 points)

The project that best provides meaningful improvements to access to affordable housing units will receive the full 45 points. Multiple projects may receive the highest possible score of 45 points based on this assessment. Remaining projects will receive a share of the full points at the scorer's discretion.

- D. **BONUS POINTS (0 TO 25 POINTS ABOVE THE TOTAL CRITERION POINTS):** Those projects that score at least 80% of the maximum total points available through Measures A, B, and C 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:
- 25 points to projects within an Area of Concentrated Poverty
 - 15 points to projects within census tracts with the percent of population in poverty or population of color above the regional average percent
 - 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: ☐
- Project's census tracts are above the regional average for population in poverty or population of color (Regional Environmental Justice Area): ☐
- Project located in a census tract that is below the regional average for population in poverty or populations of color (Regional Environmental Justice Area): ☐

SCORING GUIDANCE (0 to 25 Points)

If the applicant receives at least 80% of the available points in Measures A, B, and C (e.g., 120 points for Travel Demand Management applications) the project will receive Bonus points as described. If an applicant qualifies for Bonus points it may result in an Equity and Affordable Housing score of more than the total points available.

4. Congestion Reduction/Air Quality (400 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, NO_x, CO₂e, PM_{2.5}, and/or VOC due to the reduction in VMT. Calculate and provide the number daily 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 daily 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.

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

(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

- $\text{CO reduced} = \text{VMT reduced} * 2.39$
- $\text{NOX reduced} = \text{VMT reduced} * 0.16$
- $\text{CO}_2\text{e reduced} = \text{VMT reduced} * 366.60$
- $\text{PM}_{2.5} \text{ reduced} = \text{VMT reduced} * 0.005$
- $\text{VOCs reduced} = \text{VMT reduced} * 0.03$

RESPONSE: (Emissions reduction will be automatically calculated):

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

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

SCORING GUIDANCE (250 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 $(4/5) * 250$ points or 200 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 $(10/15) \times 25$ 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 $(0/15) \times 25$ 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 $(.00025/.0005) \times 100$ 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: 1,200 POINTS