



Request for Grant Applications

Application Deadline:
November 18, 2022, at 4:00 p.m.

Request for Grant Applications for the Mode Shift Program

I. Introduction

The Sacramento Area Council of Governments (SACOG) is soliciting applications for the Mode Shift grant program. This request for grant applications 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 Mode Shift program is to invest in, test, and expand new and existing programs that reduce car trips, provide new mobility solutions, and make options like biking, walking, taking transit, and sharing rides the easy choice for all types of trips. SACOG will award Mode Shift grants in support of small non-infrastructure programs, events, quick-build projects, tactical urbanism, 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.

- **Total funding available:** \$1,500,000
- **Grant minimum/maximum request:** \$25,000/\$250,000
- **Required match:** no match is required for this request for grant applications

III. Calendar

Milestone	Anticipated Date
Request for grant applications announced	September 19, 2022
Application deadline	November 18, 2022
Grant application review	November 21 – December 16, 2022
Staff funding recommendations posted on SACOG Website	January 6, 2023
Board considers staff funding recommendation	January 19, 2023 (<i>anticipated date based on board meeting schedule</i>)
Approval of grant agreements*	January 19, 2023, to March 6, 2023
Agreement negotiation and execution*	March 7 – April 7, 2023
Project Launch	April 7, 2023
Final report due date	One month after project activities are completed

*The listed dates represent maximum expected timelines.

IV. Eligible Applicants

SACOG serves as the direct recipient of Congestion Mitigation and Air Quality (CMAQ) funds. In this role, SACOG develops and oversees the contracts for the project applicants that are awarded funding. Project applicants must be able to sign an agreement with SACOG to receive funding.

Applicants must be located in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties. 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

For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but the lead applicant must be one of the listed eligible applicants. Applicants will be responsible for subcontracts with project partners.

V. 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.

Examples of eligible programs or projects include (but are not limited to):

- Demonstration projects / temporary infrastructure installation such as crosswalks and buffered bike lanes around a destination (e.g., a school, shopping center, or job center, to encourage people to use an active mode of transportation to travel)
 - Quick-build installation may include minor construction activities; projects would be built with durable, low to moderate cost materials, anticipated to last from one year to five years. Quick-build projects have moderate design flexibility to anticipate some adjustments that may occur.
 - Demonstration projects provide a short-term opportunity to “test” ideas in the roadway using temporary materials like chalk, haybales, plants, washable paint, cones, tape, and plastic barricades, anticipated to last weeks at the most.
 - When possible, demonstration projects should be linked with public information / education programs to enable more people to experience the temporary infrastructure.
- Transportation subsidy / incentive programs for employees, residents, or students (e.g., carpool,

vanpool, transit, bike, or other subsidy programs)

- Programs may seek to reach employees who do not work during “traditional commute hours” (8am-5pm) such as those in the retail and service industries.
- Residential-based programs may work with a developer or property owner to offer information (e.g., custom trip-planning) and/or incentives for using non-drive alone modes of transportation.
- Programs that focus on partnering with school districts to promote safe biking and walking trips may also work in combination with quick-build projects.
- Programs and events promoting and providing training to use non-drive-along travel options, such as biking, walking, transit, shared mobility, micromobility, vanpooling, etc.
 - Programs may target locations other than job centers, such as senior housing and/or affordable housing locations.
 - Programs may also educate about available low-income incentive programs.
- Parking pricing programs to test the impacts of changing parking prices to influence travel behavior change.
- Travel planning apps, improvements to traveler information websites, integration of multi-modal trip planning, and other technology-based mobility solutions that make use of existing resources/brands.
- Pilot programs to test ideas or services for creating or supporting mode shift, or diminishing the need for personal auto use, such as micro transit, Universal Basic Mobility programs, car share, first-mile/last-mile mobility programs, etc.
 - Pilot programs must include clearly defined metrics of success to determine if they would be considered for continued implementation by the project sponsor.

The above list of eligible projects and programs is non-exhaustive; project sponsors may discuss additional projects/programs with SACOG staff to determine eligibility.

VI. Screening Criteria

Applicants that fail to demonstrate how their project meets the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

1. 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).
2. Only one grant application may be submitted per project.
3. The project, program, event, or activity must be planned and implemented within two years of an agreement being signed and support the regional Transportation Demand Management program to reduce vehicle miles and trips. Projects with quick-build infrastructure component must be installed within the two-year window but may remain in place beyond this time period.

The application must demonstrate a connection between the proposed activities and the grant

program's goal to reduce single occupancy (SOV) trips and miles.

VII. Project Scoring

Eligible applications will be scored on the following criteria:

Evaluation Criteria	Max Points
<p>Potential to Reduce Motor Vehicle Trips and Miles</p> <p>Existing projects/programs - Project sponsors requesting funds to continue or expand an existing mode shift program will provide evidence and examples of the project's past success in creating mode shift, reducing vehicle trips, and/or reducing vehicle miles.</p> <p>New projects/programs – project sponsors requesting funds to launch a new program will provide evidence or research to demonstrate how likely the project is to reduce car trips and miles.</p>	40
<p>Project identification for target market/audience</p> <p>Project sponsors will identify how the project/program responds to local needs shared by key implementation partners, intended audiences of the project/program (e.g. targeted employees, residents, students, or other groups), and describe the engagement (e.g. pop-up events at nearby key destinations, interviews with community-based organizations or community leaders, public meetings or workshops, digital and printed surveys, information in local community news outlets or radio show, etc.) that helped identify these needs.</p> <p>Alternatively (or in addition to community and partner input), project sponsors can describe the travel analysis for the project area that was used to identify the project/program.</p> <p>The description will include all people that would be contacted through the implementation of the project/program.</p>	20
<p>Furthering equitable transportation</p> <p>Project sponsors will describe how the project/program would directly reach and/or engage low-income, disabled, and/or communities of color in the project area to address the community's transportation needs. Project sponsors should include a description (e.g. census data, local or regional plan analysis, health impacts, environmental justice impacts, etc.) of how the community was identified as an underserved community.</p> <p>Project sponsors will also describe how they (and any project partners co-implementing the project) would commit to equity in their execution of the</p>	20

project or program.	
Performance measurement Project sponsors will describe the proposed plan for evaluating the performance of the project/program in the project/program scope, as appropriate for the scale and scope of the project. Performance measurement plans may include: <ul style="list-style-type: none"> Plans for measuring car trip/mile reductions resulting from the project or future iterations of the project. Approaches 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). Decision points to modify program/project if it is not performing as applicant intended. 	15
Budget & project cost/participant Project sponsor will describe of the project costs and why they are necessary for the project/program to succeed in achieving the envisioned outcomes and performance metrics. The project cost/participant is described as the total project cost divided by number of estimated participants or number of people that will be reached by the project.	5
Total	100

VIII. 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.

IX. Application Submittal Instructions

The complete application shall be submitted by Friday, November 18, 2022, 4 p.m. Pacific Standard Time (PST). All questions relating to this request for applications may be directed to: Victoria Cacciatore (vcacciatore@sacog.org, 916.340.6214)

- 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 Mode Shift program objectives.
- C. Incomplete applications will not be considered for funding. Applications must include:

- A clear plan for measuring outcomes for trip reductions, miles reductions, and/or any other outcomes specific to the proposed project.
- A project budget that details how the grant funding would be used.
- If applicable, letters from project/program partners responsible for co-implementing the project describing their roles and responsibilities.

X. Evaluation Process

Applications submitted after 4 p.m. PST on Friday, November 18, 2022, 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;
- California Department of Transportation (Caltrans);
- Federal Highway Administration (FHWA);
- California Environmental Protection Agency (CalEPA);
- An Air District, University, Transit District, Public Works Department, Planning Department, Transportation Authority, and/or Transportation Management Association/Organization that does not submit an application to the Mode Shift Program;
- Technology and/or innovation fields; and
- Other neutral mode shift and mobility 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 Mode Shift program. 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.

XI. Project Execution Requirements

All promotional materials developed for an event or project must be approved by SACOG prior to publication and distribution. Any use of SACOG 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 Nicole Zhi Ling Porter (nzporter@sacog.org) prior to printing. Please allow three business days for SACOG staff to review materials.

Projects must be completed no later than two years after the grant agreement execution. Final reports are due one month after the Mode Shift project, program, or event's completion. Upon the project's completion, the grant recipient will provide SACOG with a final report that summarizes the project. The report will include a summary of results of the project that clearly articulate the estimated vehicle trips and miles reduced as a result of the project.

Final reimbursements are contingent upon receiving final project results.

XII. Special Conditions

A. Reservations

This request for grant applications does not commit SACOG to award a Mode Shift grant, defray any costs incurred in the preparation of an application pursuant to this request for grant applications, or to procure or contract for work. 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 request for grant applications 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 request for grant applications. If SACOG revises and/or cancels the request 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, i.e., the next project on the Mode Shift program contingency list. This offer will be made to each organization on the ranked list until all funds have been exhausted. If identified, SACOG would release a Mode Shift program contingency list at the same time as the Mode Shift program staff funding recommendation. A Mode Shift program contingency list would remain in effect until six months after the board approval of the Mode Shift program funding recommendations.

E. Additional Information

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

F. Grant Agreement

The selected grant recipients will be required to sign the "Mode Shift Program Agreement," and to provide the insurance certificates and all other required documentation prior to the contract execution. Successful applicants who are offered a Mode Shift award will be given no more than 45

days past SACOG board approval of the award to execute the agreement for the Mode Shift 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.

F. 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

XIII. 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 five photos provided as a deliverable by applicants.