

Mode Shift Evaluation Criteria <i>(approved September 15, 2022, by the SACOG Board of Directors)</i>	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 project or program.</p>	20
<p>Performance measurement</p> <p>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:</p> <p>Plans for measuring car trip/mile reductions resulting from the project or future iterations of the project.</p> <p>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).</p> <p>Decision points to modify program/project if it is not performing as applicant intended.</p>	15
<p>Budget & project cost/participant</p> <p>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.</p> <p>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.</p>	5
Total	100