

Recommended Mode Shift Awards

Attachment B

| Applicant | Project Title and Description | Average Review Panel Score (out of 100) | Requested Funds | Recommended Funding Award | Contingent Recommendations |
|---|--|--|-----------------|---------------------------|---|
| Sacramento Area Bicycle Advocates (SABA) | E-bike Experience, Education and Encouragement Pilot: This pilot project will help people experience the difference an electric bike (e-bike) can make in their life. SABA will partner with the Sacramento City Unified School District and web platform developer Love To Ride to implement a bike encouragement campaign that features e-bike demos, educational events and resources, and social rides in targeted neighborhoods near bike infrastructure. The campaign will target disadvantaged communities including residents living in historically disinvested communities as well as seniors who may not be able to drive but could potentially ride tricycle versions of e-bikes to get around. | 81 | \$181,000 | \$181,000 | The Evaluation Panel encourages SABA to coordinate with the City of Elk Grove to identify potential efficiencies and resource sharing opportunities in aligning their projects. |
| 50 Corridor Transportation Management Association (TMA) | Individualized Marketing Pilot for Mode Shift and Accessibility in Rosemont and Rancho Cordova: The 50 Corridor TMA will use individualized marketing to engage Rancho Cordova and Rosemont residents in a travel behavior change program. The program will encourage residents to use alternate modes based on their personally identified goals, such as reducing the carbon footprint of their transportation, saving money, or being more active. Information about transportation demand management strategies will be strategically distributed to program participants and include bicycling support services, rideshare matching, e-bike lending/rebates, transit options, and pay-per-mile auto insurance. Using the tenets of behavior change, the program will help participants set a goal and identify trips they can most easily convert to the sustainable mode of their choice. | 79 | \$250,000 | \$250,000 | No additional comments or recommendations. |
| Asian Community Center of Sacramento Valley (ACC) | Single-Occupant and Vehicle Miles Travel Reduction: ACC Rides will pilot a coordinated vanpool service for seniors to visit key destinations and services such as grocery stores, cafes, social activities, and appointments. The service can help reduce individual car trips, as the vehicles can pick up and drop off multiple riders from and to the same or nearby locations. The service will cover the southern portion of Sacramento County, and the program targets low-income seniors with disabilities, English as their second language, and people of color. | 74 | \$248,000 | \$248,000 | The recommendation of award is contingent upon ACC reporting on the rides provided that serve multiple passengers with one trip to measure the vehicle miles travelled (VMT) impacts of the project. |
| Paratransit, Inc. | Mobility Center: Paratransit will create a Mobility Center where information about all modes of transportation throughout the region can be collected and distributed in one place. The Center will disseminate accurate and up to date information via a call center, website, in-person information center, and mobile application to provide residents with knowledge of and assistance with navigating all available public transportation options and modes. | 73 | \$243,000 | \$243,000 | No additional comments or recommendations. |
| City of Elk Grove | E-Ride - Electric Bike and Scooter Lending Library: The City of Elk Grove will pilot a program that allows residents to check out an electric bike or scooter for free for up to two weeks. The lending library will target people who usually depend on their car to make short commute or errand trips, with a focus on engaging people with low incomes, people of color, seniors, and people with disabilities. The lending library will include e-bikes, e-cargo bikes, and e-scooters, as well as an e-trike and/or adaptive bicycle for seniors and people with disabilities. | 71 | \$250,000 | \$250,000 | The Evaluation Panel encourages the City of Elk Grove to coordinate with SABA to identify potential efficiencies and resource sharing opportunities in aligning their projects. |
| Midtown Sacramento PBID Corporation (Midtown Association) | Midtown Sacramento Wayfinding Mode Shift Program: The Midtown Association will install wayfinding throughout the neighborhood that encourages visitors and residents to bike, scooter, or walk around the area; this proposal would complement the wayfinding installation by implementing an educational campaign, bike/ped/scooter counts, and creating a digital presence for the project to encourage more active modes trips. Art wayfinding structures will be installed (separate from this project) at thirteen active destinations. Destinations will have QR codes linked to an online platform that educates and gamifies non-car transit. Each of these locations are passed by 3,000-17,000 vehicles per day. Midtown Association will also implement a communications strategy using owned, paid, and earned media tactics that complement the physical infrastructure on the street. | 71 | \$32,000 | \$32,000 | No additional comments or recommendations. |
| City of Marysville | 14th Street Traffic Calming Multi-Modal Pilot: The pilot project will install temporary traffic calming improvements along 14th Street, a residential area in Marysville which experiences regular cut-through vehicle traffic. The temporary improvements could reduce travel speeds and encourage the use of transportation modes such as transit, walking, and bicycling by making it safer and easier for pedestrians to get across busy intersections. | 63 | \$168,000 | \$168,000 | The recommendation of award is contingent upon the City of Marysville reporting biking and walking counts along with the scoped traffic counts. |
| South Natomas Transportation Management Association | Mode Shift Subsidy: The grant would provide a subsidy for employees working in the South Natomas area, targeted towards increasing teleworking and/or making commute trips using low-emission vehicles. | 53 | \$54,000 | \$0 | The project is not recommended for funding. The Evaluation Panel did not see strong potential for the proposed project implementation to create new VMT reductions or creating new mobility options. |
| City of Isleton | The River Delta Express: The City of Isleton would provide an express public transportation service from the Isleton Park and Ride lot to the Sacramento Regional Transit Cosumnes River College Light Rail Station. The route would serve Isleton residents that need to travel to the Sacramento area for work, school, shopping, medical appointments, and recreation. | 50 | \$250,000 | \$0 | The project is not recommended for funding. The Evaluation Panel identified it as having high potential to serve the community but needed more information about the how the project could be implemented and used. The Panel recommends that the City of Isleton coordinate with SACOG to identify and pursue planning funds to establish an implementation plan, quantify need for the service, and solidify community support. |