



Transportation Committee

Meeting Date: February 2, 2023

Agenda Item No. 8

Approve Mode Shift Funding Awards

Action

Prepared by: Victoria Cacciatore

Attachments: Yes

Approved by: Kristina Svensk

Referring Committee: Not Applicable

1. Issue:

Staff convened a multidisciplinary Evaluation Panel to develop a funding recommendation for the \$1.5 million Mode Shift grant program. The purpose of the Mode Shift program is to test and expand new and existing programs and projects to reduce car trips, provide new mobility solutions, and support a stronger role for transportation equity in transportation options.

2. Recommendation:

That the Transportation Committee recommend that the board approve the Mode Shift funding recommendations and authorize the Executive Director to negotiate and execute agreements with the project sponsors of the recommended projects.

3. Background/Analysis:

Transportation demand management (TDM) is a set of strategies aimed at maximizing traveler choices. While traditional TDM programs have focused on replacing commute trips with non-driving modes, TDM can broadly be defined as providing travelers with effective choices to improve travel reliability. TDM is one example of a cost-effective strategy to address transportation problems such as congestion, road and parking facility costs, crash costs, and air pollution stemming from vehicle emissions.

Under the umbrella of the Innovative Mobility Program, SACOG applies TDM strategies to achieve policy outcomes of advancing equity in underserved communities, reducing vehicle miles traveled and greenhouse gas emissions, and managing roadway congestion. While SACOG provides regional services and programs that support shifting people away from single-occupancy vehicle trips—such as Sacramento Region 511 to provide phone- and web-accessible traveler information for all modes—competitive grant programs for member agencies and planning partners serve an important role in identifying and addressing residents' needs while supporting of these policy outcomes. The most recent TDM-focused competitive grant program is Mode Shift; the board approved grant program guidelines and authorized a call for applications on September 15, 2022.

Per the board-approved guidelines, the purpose of the 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. The grant program is envisioned to support the execution 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.

4. Discussion/Analysis:

Mode Shift applications were due November 30, 2022. Cities, transportation providers, transportation management agencies, and non-profits submitted nine proposals to create or extend trip reduction services and programs, requesting \$1,676,000. Staff convened a multidisciplinary Evaluation Panel of internal staff and external partners with relevant expertise to score submitted proposals according to the criteria included in the board-approved guidelines (Attachment A).

The nine-member Evaluation Panel discussed the submitted proposals in January and developed a funding recommendation of \$1,372,000 for seven projects with demonstrated potential to create or support transportation mode shifts and reduce vehicle miles traveled (Attachment B). The funding recommendation includes two project-specific contingencies to refine performance monitoring approaches to document potential mode shifts (e.g., increases in biking or walking, multi-passenger transit trips, etc.). The funding recommendation also includes the recommendation that two proposals with similar scopes coordinate on the implementation to identify potential economies of scale.

The two proposals not recommended for funding did not identify clear connections with reducing vehicle miles traveled; further planning and coordination with staff is recommended to identify potential paths forward. Staff recommends that the remaining funds (\$128,000) be set aside for future transportation demand management funding rounds.

Attachments

- A. Mode Shift Evaluation Criteria
- B. Recommended Mode Shift Awards

5. Fiscal Impact/Grant Information:

There is no fiscal impact to the agency. The grant program funding for the Mode Shift program is identified through the Innovative Mobility Framework. Staff hours to implement the funding program are included in the approved Overall Work Program.