

Request for Grant Applications

for

Transportation Demand Management Mini-Grant Program

Application Deadline:

Phase 1:

Ongoing from July 16, 2018 to December 31, 2018 at 5:00 p.m.

Phase 2:

Ongoing from January 16 to June 30, 2019 at 5:00 p.m.

Apply electronically at:

[SACOG.org/post/tdm-mini-grant-program](https://www.sacog.org/post/tdm-mini-grant-program)

**Applications will be accepted and funded on an ongoing basis for
each phase until funds are expended.**

REQUEST FOR GRANT APPLICATIONS FOR TRANSPORTATION DEMAND MANAGEMENT MINI-GRANT PROGRAM

I. INTRODUCTION

The Sacramento Area Council of Governments (SACOG) is soliciting applications for the Transportation Demand Management (TDM) Mini-Grant Program. This Request for Grant Applications (RGA) 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 Transportation Demand Management (TDM) program is to encourage people to drive alone less often by developing and implementing TDM programs, policies, services and/or information that promote bicycling, walking, riding transit, carpooling, vanpooling, and/or teleworking. The TDM Mini-Grants are intended to provide a nimble funding source for innovative programs, events, and/or projects that encourage travel behavior change.

A total of \$130,000 in funding is available beginning July 16, 2018 to June 30, 2019 through the TDM mini-grant program in two phases (\$60,000 for each phase) with applications considered on a rolling basis until all funds for that phase have been awarded. SACOG will award mini-grants of up to \$10,000 per project in support of small non-infrastructure programs, events, 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. Projects that focus on testing a new strategy or tactic for changing travel behavior will be prioritized.

III. ELIGIBLE APPLICANTS

SACOG will serve as the direct recipient of Congestion Mitigation and Air Quality (CMAQ) funds and develop and oversee the contracts for the applicants that are awarded funding. Project applicants must be able to sign an agreement with SACOG in order to receive funding.

For-profit companies (e.g., contractors, suppliers, or consultants) may be partners in an application, but the lead applicant must be one of the entities listed below. Partnerships are strongly encouraged. SACOG serves as the steward of these federal funds. Applicants will be responsible for subcontracts with project partners.

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

IV. 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.

V. ELIGIBILITY CRITERIA

Applicants that fail to meet the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

1. Applicants must be located in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties and be one of the eligible grantee types listed in Section III of this RGA.
2. Only one grant application may be submitted per project. Applications that were not awarded in phase one may be resubmitted in phase two.
3. The project, program, event, or activity must be held within 12 months after the end of the grant phase from which the project was awarded, and support the regional TDM program to reduce vehicle miles and trips.
4. The application must include a detailed project budget and a clear description of how this mini-grant funding will be used.
5. The application must demonstrate a connection between the proposed activities and the grant program's goal to reduce single occupancy (SOV) trips and miles. A plan for measuring outcomes (trip/miles reductions and any other outcomes) must be included in the proposal.
6. The project activities must illustrate their reach to the entire project area and describe the effort that will be made to reach low-income, disabled, and minority communities within the project area. If the project area is a school, describe how you plan to reach all students at the school(s).
7. The project should demonstrate creativity and appeal to a broad audience - particularly audiences that might not have experience using the various modes of transportation.

VI. REPORTING REQUIREMENTS

Upon the project's completion, the grant recipient will provide SACOG with a final report that summarizes the project, to include:

- A. A one- to five-page description of the project's activities, challenges, successes, and participation rates. It should not exceed 5 pages.
- B. At least 5 digital photos that represent each of the activities of the funded project.

Upon notification of award, grant recipients will be provided with a SACOG 'Photo Release' form to be completed by all featured photo subjects.

- C.** All promotional materials developed for the event or project must include the SACOG logo and SACOG-provided TDM campaign logos, and must be approved by SACOG prior to publication and distribution. The 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 Adrienne Moretz (amoretz@SACOG.org) prior to printing. Please allow two business days for review. Social Media posts can highlight funding from @SACOG, @MayisBikeMonth,- contact SACOG staff for current hashtags and coordinate social media information.

Projects must be completed no later than 12 months after the end date of the phase in which the mini-grant was awarded. Final reports are due one month after the mini-grant project, program, or event's completion.

VII. 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.

VIII. APPLICATION SUBMITTAL INSTRUCTIONS

- A.** The application shall be limited to no more than five pages, inclusive of required forms.
- B.** The application shall address the evaluation criteria and how the proposed program/project achieves the TDM program objectives.
- C.** The complete application shall be submitted to SACOG between July 16, 2018 and December 31, 2018 by 5 p.m. Pacific Standard Time (PST) for the first phase and between January 15, 2019 and June 30, 2019 by 5 p.m. for the second phase, online at <https://www.sacog.org/post/tdm-mini-grant-program>. Confirm available funding before completing an application.
- D.** All questions relating to this request for applications may be directed to:

Adrienne Moretz
Sacramento Area Council of Governments
1415 L Street, Suite 300
Sacramento, CA 95814
Email: amoretz@sacog.org
Phone: (916) 319-5189

IX. EVALUATION AND SELECTION PROCESS

Applications submitted after 5 p.m. PST on each phase's end date (December 31, 2018 and June 30, 2019) 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. Eligible applications receiving between 75 and 100 points will be considered for funding. Projects in this range will receive funding in the order of submission and their respective rankings until all funding has been allocated.

Eligible applications will be scored on the following criteria:

Evaluation Factor	Max Pts
<p>Innovative and Uniqueness of Project: Applicant will score higher if they provide a clear and concise description of the project that shows how they are testing something new or different that has not been done before in this region or testing something in a new geography/market population in a different part of the region (the project could have been done in other regions or in a different area of the same region and still be considered innovative/unique).</p> <p>Applicant could also score higher on this criterion if the project is targeting a new geographic area, market population/demographics, project type (i.e., uses a new methodology, is more targeted to an underserved area or demographic, etc.).</p>	25
<p>Potential of Project to Reduce Motor Vehicle Trips and Miles: Based on evidence and research presented in the application, applicants will score higher if the project is more likely to reduce car trips and miles.</p>	25
<p>Performance Measurement: Higher points awarded for describing: -Plan for measuring car trip/mile reductions resulting from project or future iterations of the project -Clear plan 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). -Plans to modify program/project if it is not performing as applicant intended.</p>	20
<p>Target Market/Audience: Describe potential users to be reached directly through this project in the specific project area. Could be specific employees, residents, students or other groups, but this number would be inclusive of people that would be contacted via some form of communication by the applicant.</p>	20
<p>Budget & Project Cost/Participant: Description of the project costs and why they are necessary for a successful project. Total project cost divided by number of estimated participants or number of people that will be reached by the project.</p>	10

TOTAL AVAILABLE POINTS

100

SACOG staff will take into consideration such factors as geographic diversity and equitable distribution of funds.

X. GRANT PROGRAM TIMELINE

Key dates for the grant process include:

Grant Process	Phase 1	Phase 2
Start date for applications	July 16, 2018	January 15, 2019
End date for applications	December 31, 2018	June 30, 2019
Grant application review	July 16, 2018 to January 15, 2019	January 15 to July 15, 2019
First grant awards and	July 31, 2018	February 1, 2019
Approval of grant	July 31, 2018 to January 15, 2019	February 1 to July 15, 2019
Project start date	Between July 31, 2018 and June 15, 2019	Between February 1 to July 15, 2019
Project completion date	By/before December, 2019	By/before July 31, 2020
Final report due date	Four weeks after activities are completed	Four weeks after activities are completed

XI. SPECIAL CONDITIONS

A. Reservations

This RGA does not commit SACOG to award a mini-grant, defray any costs incurred in the preparation of an application pursuant to this RGA, or to procure or contract for work. SACOG may decline to fund applications without providing the reason(s) underlying the declination. 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 RGA 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 RGA. If SACOG revises and/or cancels the RGA 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. This offer will be made to each organization on the ranked list until all funds have been exhausted.

E. Additional Information

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

F. Grant Agreement

The selected grant recipients will be required to sign the "TDM Mini-Grant Program Agreement," and to provide the insurance certificates and all other required documentation prior to the contract execution. Successful applicants who are offered a mini-grant award will be given no more than 45 days to execute the agreement for the TDM Mini-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.

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's

XII. 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 5 photos provided as a deliverable by applicants.