



Climate Initiatives Parking Management and TDM Grant Program

Background/Goals and Objectives

The Climate Initiatives Parking Management and Transportation Demand Management (TDM) Grant Program provides \$6 million to support parking management strategies with additional opportunities to fund first / last-mile transportation strategies in areas currently underserved by other alternatives. This program is designed to assist jurisdictions with initial implementation of parking management and other TDM strategies.

The Climate Initiatives Parking Management and TDM Grant Program is part of the Metropolitan Transportation Commission's (MTC's) Climate Program, a critical component of the region's long-range Regional Transportation Plan/Sustainable Communities Strategy, Plan Bay Area. The Climate Program invests \$226 million over the course of Plan Bay Area in innovative strategies that aim to reduce transportation-related emissions.

Cycle 1 of the Climate Program included a \$31 million Innovative Grant Program in 2010 which funded and tested 17 high-impact, innovative transportation projects with the greatest potential to reduce greenhouse gas (GHG) emissions. Outcomes from these projects will guide future Climate Program decisions and investment to expand the most successful strategies.

The Climate Initiatives Innovative Grant Program made one grant award to a parking management project, the goBerkeley project in the City of Berkeley. The goBerkeley project led to more efficient use of limited parking resources and the reduction of congestion and GHG emissions. A number of other jurisdictions had been interested in exploring parking management approaches in their communities during the Cycle 1 solicitation, but in most cases there was no commitment for implementation. This project solicitation is anticipating that there is now greater readiness to fund parking management in the Bay Area, given that jurisdictions have had more time to develop parking management approaches and work within their communities to achieve consensus. The targeted projects of this program are high-impact parking management strategies. Depending on the demand for parking management projects, there may be remaining resources to fund other transportation demand strategies that support park and ride lots and last-mile trip making.

Eligible Projects

Parking Management and TDM projects support the program goals identified in Plan Bay Area. A total of \$6 million will fund the following project categories, with priority generally being given to projects in the highest tiers.

TIER 1: PARKING MANAGEMENT STRATEGIES

Implementation of parking management strategies to reduce traffic and GHG emissions in congested areas, including encouraging travelers to use modes other than driving alone or to reduce excess driving. See “Parking Management Strategies” handout for example projects.

TIER 2: PARK AND RIDE LOTS

New locations, expansion of existing park and ride lot facilities, and shared parking targeting ridesharing services to support HOV lane usage and/or access to alternative transportation modes (including transit service, express bus service, and express lanes).

TIER 3: OTHER TDM STRATEGIES

A suite of complementary strategies that address transportation needs not currently met by transit operators (highest consideration within this category will be given to programs that address first/last mile connections in areas currently underserved by other alternatives).

Eligibility

The grant and match can pay for direct project costs, including staff and project management. Planning studies and maintaining existing parking management infrastructure / TDM strategies are ineligible due to CMAQ fund source limitations. Also this program will not consider funding requests for bicycle sharing or car sharing as these project categories are already addressed through other MTC grant programs. Technical studies; mobile and web based apps; and outreach programs may be funded only as a supporting sub-components of a larger eligible project.

Grant Funding / Match

- Total Grant Funding Available: \$6 million
- Grant Amount Limits: \$500,000 to \$2,000,000*
- Minimum Local Match Required: 15 percent
- Obligation of funds by January 31, 2017

**The evaluation Committee may consider a grant request outside of the grant amount limits but not less than \$250,000 for an extraordinary project that demonstrates innovation or high impacts.*

The source for these competitive grants is federal Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds. All projects must meet CMAQ eligibility and requirements. Following grant awards, project sponsors must apply to Caltrans Local Assistance and comply with federal-aid requirements before incurring any project costs eligible for reimbursement. More information on CMAQ requirements can be found here:

http://www.fhwa.dot.gov/environment/air_quality/cmaq/policy_and_guidance/2013_guidance/index.cfm

Eligible Applicants

Public agencies (with agreements in place with Caltrans to receive federal-aid funding) are eligible applicants. While all public agencies are eligible to apply, projects located within a Priority Development Area (PDA) will receive additional consideration¹. Interested businesses, non-profit 501(c)(3) organizations, and community organizations may also apply if they partner with a public agency that is

¹ A map of PDA’s can be found here: <http://gis.abag.ca.gov/website/PDAShowcase/#nogo2>

willing to sponsor the project. In such cases, if a grant is awarded, the public agency will be the grant recipient and can subcontract with the business/organization to implement the project. The public agency is responsible for carrying out all requirements and obligations associated with the use of federal funds. The public agency is also accountable for implementing and delivering the project. Successful grant recipients will work with Caltrans to meet federal-aid requirements in order to receive federal funds for the project.

Application and Evaluation Process

The Parking Management and TDM Grant Program will follow a two-step application and evaluation process that will be overseen by an evaluation committee of staff from MTC and the Bay Area Air Quality Management District (BAAQMD), and other evaluators as appropriate.

Step One: All interested applications must submit a Letter of Interest, including the following components (3-page limit):

- **Applicant Information:** Identify the project title, name of applicant, project manager, contact information, and any project partners.
- **Project Description:** Describe the proposed project, including purpose and need of the project (attach a map of the project area and/or photos if appropriate—will not count towards the 3-page limit).
- **Project Type:** Identify how the project falls within one of the eligible activities (parking management strategy, park and ride lot, or TDM program).
- **Project Impacts:** Explain how the project will measurably reduce greenhouse gas emissions and yield co-benefits in reducing criteria pollutant emissions.
- **Project Readiness:** Describe project readiness, including any supporting studies and/or related activities.
- **Local Support:** Identify local support for the proposed project thus far, and include a letter of support from the City Manager's office and/or transit agency general manager (will not count towards the 3-page limit).
- **Funding:** Identify a total budget for the project, the amount of grant funding requested, and local match. If parking revenue is expected to be generated from the project, address how the funds will be used.
- **Data Collection and Evaluation:** Identify data collection efforts and how the project will be evaluated to measure performance.

Step Two: The evaluation committee will review all Letters of Interest and contact applicants, as needed, for additional information, clarification, and/or modification. The evaluation committee will then identify a small number of projects that show the most promise and invite these applicants to submit a more formal proposal for further evaluation. The more formal proposal will include: Applicant Information, Expanded Project Description, Scope of Work and Budget, Schedule, Maps, and Photos (if appropriate).

The evaluation committee will qualitatively evaluate proposals using a high, medium, and low rating against the following evaluation criteria:

- Potential for GHG and Criteria Pollutant Reductions (such as through reduced vehicles miles traveled, mode shift, etc.)
- Quality of Proposal
- Readiness and Local Support

- Local Match Percentage of Total Project Cost
- Capability of the Project Partners to Implement the Project
- Support of a Priority Development Area (PDA)

All Letters of Interest and Proposals (if invited to submit a proposal) must be submitted via email (preferred) or postal mail to the MTC Project Manager as follows:

Stefanie Hom, Project Manager
 Metropolitan Transportation Commission
 101 Eighth Street, Oakland, CA 94607
 RE: Application for Parking Management and TDM Grant Program
shom@mtc.ca.gov

Timeline

Activity	Date
MTC Issues Call for Projects	June 1, 2015
Workshops for potential applicants	June 11, 2015, 1:30 to 3:30 pm Joseph P. Bort MetroCenter, Oakland June 12, 2015, 1:00 to 3:00 pm SamTrans, San Carlos
Deadline for Letters of Interest to MTC	July 17, 2015 at 4 pm
Evaluation Committee completes review of Letters of Interest, and invites select applicants to submit detailed proposals	August 28, 2015
Deadline for selected applicants to submit proposals to MTC for further evaluation	October 2, 2015 at 4 pm
Evaluation Committee completes review of proposals and recommends grant awards	early November TBD, 2015
MTC's Programming and Allocations Committee (PAC) Reviews and Recommends Grant Awards for Commission Approval (<i>selected applicants should have an approved Resolution of Support by this time</i>)	December 9, 2015 (<i>tentative</i>)
Final Commission Approval of Grant Awards	December 16, 2015 (<i>tentative</i>)
MTC amends Transportation Improvement Program (TIP) to approve federal funding to projects	December 2015/January 2016 (<i>tentative</i>)
Obligation Deadline	Obligation deadline is January 31, 2017 in FY 2016-17. Obligation in FY 2015-16 is possible depending on sponsor's project schedule and regional fund availability. MTC staff will discuss further with grantees. After TIP inclusion, the sponsor should work with Caltrans to meet federal requirements (i.e. NEPA, DBE, procurement issues).

Regional Workshops

MTC will host two workshops to provide prospective applicants with an overview of the Parking Management and TDM Grant Program.

Thursday, June 11, 2015
1:30 to 3:30 pm
Joseph P. Bort MetroCenter
Room 171 (1st floor)
101 8th Street
Oakland, CA 94607

Friday, June 12, 2015
1:00 to 3:00 pm
SamTrans
Veranda Room (4th floor)
1250 San Carlos Avenue
San Carlos, CA 94070

Contact Information

For questions about grant application requirements or to discuss potential project ideas in advance of submitting a Letter of Interest, please contact **Stefanie Hom**, Project Manager, at 510.817.5756 or at shom@mtc.ca.gov.

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