

FY22 REQUEST FOR PROPOSALS

Triangle Transportation Demand Management Program

SOLICITATION OF PROPOSALS

Triangle J Council of Governments (TJCOG) is requesting applications for FY22 Triangle Transportation Demand Management (TDM) grant programs. Applications are due to Triangle J Council of Governments by **5:00 p.m. EST on March 12, 2021**. Please contact Shuchi Gupta at (919) 558-2715 or sgupta@tjco.org for any questions or assistance regarding this RFP. Information on how to apply is provided beginning from page #5 of this document.

BACKGROUND

TDM programs under the Triangle TDM Program promote alternatives to the single-occupant vehicles with the goal of reducing traffic congestion, expanding available mobility choices for Triangle residents, improving air quality and promoting efficient use of scarce fossil fuel reserves. Transportation alternatives include carpooling, vanpooling, telecommuting, transit, biking, walking, flexible work hours, compressed workweeks, and parking policies and pricing structures.

The North Carolina Department of Transportation – Public Transportation Division (NCDOT-PTD), the Capital Area Metropolitan Planning Organization (CAMPO), and the Durham-Chapel Hill-Carrboro MPO (DCHC-MPO) provide funding for TDM programs to implement the [Triangle Region 7-Year Long-Range TDM Plan](#), as and when revised, and to support the efforts of NCDOT-PTD to address concerns over VOCs, NOx, and ground-level ozone pollution from motor vehicles and increasing trips and vehicle miles traveled (VMT). This 7-Year Long Range TDM Plan developed in 2006-07 had a goal of reducing growth in commuter VMT in the Triangle region by 25% over the next 7 years. TJCOG partnered with stakeholders in FY2020 to revise the Plan. Unfortunately, this had to be put on hold around March 2020 due to COVID impacts. The Update process is anticipated to be resumed in spring of 2021.

The key policy drivers for the Triangle TDM work are as follows:

- [Statewide TDM Strategic Plan](#), NCDOT (If prompted, say OK to access document.)
- Joint [2045 Metropolitan Transportation Plan](#) by CAMPO and DCHC-MPO. Please refer to pages 60-62 for the TDM section.
- The Activities under 7-Year Plan as updated in FY14 are listed in [Attachment A](#) and are the basis for FY21 RFPs.

ELIGIBLE APPLICANTS AND PROJECTS

ELIGIBLE APPLICANTS

Any organization can apply to the Triangle TDM Program to fund projects to reduce vehicle miles traveled (VMT) in the any of the six National Ambient Air Quality Standards maintenance counties in the Triangle region: Durham, Franklin, Granville, Johnston, Orange, and Wake.

Grant proposals for VMT reduction in Baldwin, Williams, New Hope, and Center townships of Chatham County are also eligible to be considered for funding but do not fall under the priority geographical areas ([Attachment B](#)) of the Program.

An applicant may submit a grant proposal under Core program, Innovative project or both categories. If the applicant wishes to apply for both, separate completed applications will be needed under each category. Further, an applicant may apply as a Local Service Provider (activities cover the jurisdictional boundaries of applicant organization only) or a Regional Service Provider (activities are across jurisdictional boundaries and involve collaboration with multiple Local Service Providers).

Hotspots

Under the Triangle TDM Program, hotspots are geographical areas in the Triangle region with a work-commute trip density higher than 3000 trips per square mile. The 7-Year Long Range TDM Plan of 2007 called them work clusters and developed a list of the same. Since, the region grew significantly after 2007, this list was updated in FY14 based on the 2013 modeling data from [ITRE \(Institute for Transportation Research and Education\)](#). [Attachment C1](#) maps the 61 hotspots from this update process.

Hotspots are one of the two key criteria considered to prioritize grant funding. Essentially, speaking the two criteria considered in the evaluation of grant proposals are if the proposed VMT reduction project proposal 1) falls in one or more hotspot area and 2) the proposal area is an area with the best opportunities for TDM services. Please see [Attachment B](#) for additional details.

Under the Triangle TDM Program, applicants typically work with the staff, students or faculty of their organization or local employers, within their hotspots. This RFP recognizes that there might be instances when an employer outside the applicant's hotspot requests TDM services. In anticipation of such requests and to accommodate them, an applicant may include a task to respond to unsolicited requests from such employers in its grant application. However, please note that the overall funding of all applicants under the Program will still be prioritized per [Attachment B](#).

ELIGIBLE PROJECTS

The sections below describe activities and projects eligible for funding under the Triangle TDM Program. Projects should be scalable as funding levels may change. The contract period will be from July 1, 2021 – June 30, 2022. Only work done during the contract period will be eligible for reimbursement under the grant. **The grant allows funding of only one "local Core" program application from a local organization or a local government.**

The following reimbursement schedule applies to all applications:

Program Type	Grant Reimbursement	Grant Applicant Match Required*
Regional Core	80%	20%
Local Core	50%**	50%**
Innovative Project	50%**	50%**

*Note: Local match must come from non-federal funds. In-kind match is **ineligible** as match Core and Special Projects.

**Example: \$100 grant reimbursement, \$100 local partner match

Note that under the Triangle TDM Grant Program, consulting services are eligible for funding only if done under the direction and supervision of a core local or regional applicant organization. Applicants are thus welcome to apply for consultant funding and will be required to follow their own organization's competitive solicitation guidelines as applicable.

New section

Two of the Program funders i.e., DCHC MPO and CAMPO have selected [TDM as one of their seven top policy priorities](#) in 2020 and have stated that both the MPOs intend to "include equity concerns in TDM funding decisions and program monitoring." Keeping this in mind, beginning FY22, the Triangle TDM Program will consider equity in all its grant funding decisions. [Attachment C2](#) has several maps overlaying Triangle TDM hotspots on 200 census block groups in the Triangle region depicting three key indicators of inequities. The indicators are:

- **Race/Ethnicity:** the degree to which a neighborhood is home to people who are Black, Indigenous or People of Color (BIPOC)
- **Income:** the degree to which a neighborhood is home to people who have annual incomes 150% of the poverty level
- **Vehicle:** the degree to which households in the neighborhood report having no vehicles available

These indicators have been developed by TJCOG as a part of its another ongoing study (Commuter Rail Transportation) in collaboration with both the MPOs and GoTriangle. The maps clearly show which hotspots have neighborhoods with one or more of these three indicators having been triggered. Based on this information, applicants should answer question 2.1 in [Attachment D](#).

Core Programs

Core Programs (for both Local and Regional Service Providers) are intended to be ongoing, multi-year efforts that implement the revised FY14 7-Year Plan and provide a complete suite of applicable TDM services in the hotspots covered by the applicant, thereby encouraging Triangle residents to make alternative transportation choices.

The Triangle TDM Plan contains five categories of recommended Activities, called Performance Areas: (1) Planning, (2) Program Administration, (3) Services & Operations, (4) Marketing & Branding and (5) Outreach. Grant applicants should focus their applications on Strategies and Activities listed under Performance Areas 3, 4, and 5 in accordance with [Attachment A](#). Service Providers should include only those Activities where they will be the designated Lead Service Provider or the ones they have initiated. Other Activities not listed in the 7-Year Plan Revision and Update, e.g. Regional meetings with TDM peers (GoPartner) meetings and professional development, may be included with the designation "Other."

- Core Program applicants are encouraged to link their FY22 workplans to any kind of TDM goals their own organization may have. If their community or organization has laid out big-picture goals related to TDM or that TDM could help implement (e.g., active

living, walkability, carbon reduction, climate change, net zero, parking demand reduction, etc.), or has TDM specific goals, the applicants are strongly encouraged to summarize and reference these in their proposal narrative ([Attachment D](#)).

- Applicants are encouraged to include “Other” Activities in their FY21 workplans to develop or update/refine goals specific to their community or organization’s TDM program with stakeholder participation. Applicants are encouraged to consider [MPO](#) (pages 60-62) and [NCDOT](#) goals in these discussions.
- Local Core Programs must describe how they intend to locally promote regional services such as ShareTheRideNC (STRNC), emergency ride home, regional transit, vanpools, etc.
- Conversely, Regional Core Program applicants should describe how as a Regional Service Provider they will assist and coordinate with local Core Programs.
- All Local Core applicants will receive funding only for STRNC ride matching platform. Any cost associated with maintaining a ride matching platform other than STRNC will not be eligible for reimbursement under this grant Program.
- Applicants are encouraged to budget time in each annual workplan to quantify and evaluate impacts of some of their key services to identify opportunities of potential improvements. Evaluations may consist of user surveys, analyses of data from other surveys (e.g., hotspot commuter surveys, the American Community Survey), focus groups, anecdotal evidence, etc. Maintaining a list of participants and their email addresses is usually advised. Information gathered should include:
 - Current travel profiles (modes, distances, etc.)
 - Travel changes since receiving the service(s)
 - Modes used before receiving the service(s)
 - Other TDM services used in addition to the surveyed service (this helps avoid double-counting users in program impact evaluation)

Innovative Projects

Innovative Projects are projects that shall be funded on a pilot basis to assist or determine the effectiveness of a novel strategy/technique to achieve the goals of the Triangle TDM Program. The Program encourages applicants to apply for this funding. The TDM field, like many other fields, is undergoing a rapid change today especially due to the extensive integration of technology and mobile apps in everyday lives of people, besides several other factors. An Innovative Project is expected to assess a potentially new technology or a technology/non-technology-based strategy to promote alternative transportation modes, experiment with a unique (to the TDM field or to applicant organization) outreach and education strategy or have a novel partnership approach with traditional/nontraditional TDM stakeholders. The Project may cover one or more specific hotspots or even smaller geographic areas within the scope stated in [Attachment B](#). The proposed deliverables should preferably be replicable in other hotspots or geographic areas. The grant application should clearly specify the deliverables demonstrating project replicability. Some examples of such deliverables are best practices recommendations, lessons learnt, customizable templates etc.

Some of the Innovative Projects (used to be called “Special Projects”) funded in past under the Program are:

- Transit incentives for Habitat for Humanity households
- Create a bicycle/pedestrian map for a hotspot

- Pilot a telework toolkit
- Transit circulator marketing & outreach

Please contact Shuchi Gupta at (919) 558-2715 or sgupta@tjicog.org if you would like any further information on past Special Projects.

ELIGIBLE COSTS

Eligible cost items under the program are listed in the Budget Application Template ([Attachment E](#)). Detailed definitions of each item are contained in the Uniform Public Transportation Accounting System (UPTAS) document <https://connect.ncdot.gov/business/Transit/Documents/UPTAS.pdf> (If prompted, click OK to access document.)

Ineligible costs include but are not limited to:

- Food (except for branded food items used as a promotional item)
- Unbranded promotional items, including event decorations (e.g., balloons)
- Incentives/prizes (unless prior approval has been obtained from the Oversight Committee)
- Entertainment (e.g., musical bands, DJs)
- Capital expenses (e.g., vehicle or vehicle parts acquisition, bicycles or bicycle racks, bus or vanpool passes for regular customers, etc. In special circumstances, bus, or vanpool passes may be used for new employees for a limited amount of time)
- Building costs (e.g., furniture, equipment, technology, land, construction costs, facility acquisition and improvements)
- Sales tax
- Operating costs, such as vehicle maintenance
- Computer hardware and software (e.g., laptops)

As stated in the Conference and Memberships Policy ([Attachment F](#)), conference attendance costs are capped at \$2,700 per person for registration fees, travel, hotels, and meal per diems. Membership costs (for associations and organizations) are capped at \$650 per person funded on the grant.

Guidelines on Eligible Personnel Budget Costs (New Section)

The Program has new guidelines regarding which personnel costs are eligible for funding under the grant beginning FY22. Given the increasing competitiveness for grant funds, the guidelines will ensure consistency and fairness across applicants for the same. Please ensure your budget complies with these guidelines.

1. TDM Coordinators can be budgeted up to **100% Full Time Equivalent (FTE)**
2. Finance specialist: **Up to 2% FTE** (only if you have budgeted in the past years)
3. Admin Specialist: **Up to 5% FTE** (only if you have budgeted in the past years)
4. Supervisory role: **Up to 10% FTE** (only 1 position is eligible and that too if you have budgeted in the past)
5. CEO/President/Dean levels are NOT permitted.

SUBMITTAL REQUIREMENTS

Applicants may apply for funding under either of the categories- Core Program, Innovative Project, or both. If a Core Program applicant wishes to apply for Innovative Project funding too, they need to submit separate completed applications for each.

Please format your application following the outline below. The elements listed under each item are **REQUIRED** for an application to be considered for funding. Please submit files in the formats specified for both the initial and revised submittals.

1. Transportation Demand Management Program Grant Cover Sheet (PDF document)

- A “FY22 Transportation Demand Management Program Grant Cover Sheet” with authorized representative’s signature (see [Attachment G](#) for the template). The cover sheet should serve as the first page of your application. A signed copy must be submitted to TJCOG by the grant application due date, either electronically or as a hard copy.

2. Proposal Narrative: Project Introduction and Detailed Workplan (Microsoft Word document)

- Use the template provided ([Attachment D](#)) to outline your program, projects, and top tasks.

3. Workplan Timetable (Microsoft Word document)

- Use the template provided ([Attachment H](#)) to show when major workplan components will be taking place and completed during FY22.

4. Budget (Microsoft Excel document)

- Please use the attached Excel Budget Application Template ([Attachment E](#)) to enter budget information. The budget must break out grant funds requested vs. any other sources of nonfederal monies (both from the applicant and any other partners) to be used as match. Costs must be categorized according to the federal UPTAS Code document <https://connect.ncdot.gov/business/Transit/Documents/UPTAS.pdf> (If prompted, click OK to access file.)
- Please specify the percentage of time budgeted for staff as part of the grant. Billable hours tied to this allocation of funding may only be used for TDM outreach as outlined in an approved Work Plan.

5. Appendices

- Please attach an official letter (example: [Attachment I](#)) from the signatory authority from your organization authorizing the required cost match for the TDM program (see section on **Eligible Activities, page #4**). A signed copy must be received by TJCOG by the RFP due date (5 pm EST on March 12, 2021), either as a PDF file or by hard copy, for the grant application to be considered for funding. Note that this letter may require approval from your governing body or Board so please plan accordingly.
- Please attach your organization’s logo; this is requested by the program funders and will not be used without grantee notification.

- If an applicant proposes to hire a contractor for a specified task, the applicant must submit a scope of services ([Attachment J](#)) for each contractor as an Appendix to the Submittal. This is needed for items budgeted in line item G199 Other-Professional Services.

HOW TO SUBMIT PROPOSALS

Preferred: Submit each section as a separate attachment (in its specific file format as stated in previous section of Submittal Requirements) to Shuchi Gupta via e-mail sgupta@tjcoq.org by 5:00 pm EST March 12, 2021.

If it is not possible to submit an electronic copy of sections requiring signatures, hard copies may be delivered by 5:00 pm EST March 12, 2021 via United States Postal Mail, FedEx, UPS, or courier at the address below:

Shuchi Gupta
Triangle J Council of Governments
4307 Emperor Blvd, Ste. 110
Durham, NC 27703

GRANT APPLICATION EVALUATION CRITERIA

Reducing vehicle miles traveled (VMT) and associated air pollutants are the primary goals of the Triangle TDM Program, along with enhancing quality of life and economic vitality. TDM activities also provide individuals with travel alternatives, change community perceptions of alternative transportation modes, and build support for such modes.

Applications will be evaluated based on the following criteria:

- Potential for reducing VMT
- Potential to increase participation in local and regional TDM services
- Potential to enhance quality of life of participants (details of how this metric will be measured to be determined)
- Potential to integrate equity (details of how this metric will be measured to be determined)
- Potential to foster area economic vitality (details of how this metric will be measured to be determined)
- Degree to which the projects complement and support other regional programs
- Alignment with the revised 7-Year Triangle TDM Plan
- Alignment with the priorities of the Triangle TDM Program (see Background section, page #1 of RFP)
- Performance of programs that have received TDM funding in previous years
- Amount of leveraged funds/cost match provided by applicant
- Potential for public education and outreach
- Diversity of alternative modes promoted
- Demonstrated ability of applicant to produce measurable results
- Geographic diversity of projects
- Transferability of the project to other areas where applicable
- Degree to which the project fits the capabilities and strengths of the applicant

REPORTING REQUIREMENTS

INVOICES

Each grantee shall submit a completed invoice quarterly, no later than 30 days past the end of the quarter. (Quarters are July 1 to September 30, 2021; October 1 to December 31, 2021; January 1 to March 31, 2022; and April 1 to June 30, 2022.)

A detailed record of expenses, include staff time expended and other direct and indirect expenses as applicable, must be maintained by the applicant and furnished to Triangle TDM Program grant administrators with each reimbursement request.

QUARTERLY REPORTS

The Triangle TDM Program requires consistent tracking and reporting of participation metrics and program activities to facilitate program evaluation and document program successes. A template and detailed guidance for Quarterly Reports will be provided for each grantee. Continued funding is conditional upon proper and timely completion and submittal of Quarterly Reports and other quarterly documentation along with the quarterly invoice. [Attachment K](#) provides an example of the quarterly reporting template.

ANNUAL IMPACT REPORT

Grantees will be contacted after the close of the fiscal year and asked to provide and verify additional data and language for the Program's FY22 Annual Impact Report.

FY22 TDM GRANT APPLICATION SCHEDULE

Due Date	Action
February 12, 2021	FY22 RFP released
March 12, 2021; 5:00 pm EST	Completed Applications due
Week of April 19, 2021	Applicants selected in Round 1 notified and provided feedback for necessary revisions and submission of revised application
Week of May 03, 2021; 5:00 pm EST	Round 2 revised applications due (These must be in the same file format as specified above for initial applications).
May 31, 2021	Notice of awards

FY 22 RFP ATTACHMENTS

A. [7-Year Plan Revised Table of Activities](#)

B. [Prioritizing Geographic Areas of the Triangle for Provision of TDM Services](#)

C1. [FY22 Map of Hotspots](#)

C2. [FY22 Equity Indicators Overlay on TDM Hotspots](#)

- D. [FY22 Proposal Narrative](#)
- E. [FY22 Budget Application Template](#)
- F. [FY22 Conferences & Membership Policy Guidelines](#)
- G. [FY22 Grant Application Cover Sheet Template](#)
- H. [FY22 Workplan Timetable Template](#)
- I. [Cost-Match Commitment Letter Sample](#)
- J. [FY22 Scope of Contractor Services Template](#)
- K. [FY22 Quarterly Reporting Template](#)
- L. [Triangle TDM Program Roles and Responsibilities](#)