



Triangle J Council of Governments

## FY20 REQUEST FOR PROPOSALS

### For Triangle Transportation Demand Management Projects & Programs

The Triangle J Council of Governments (TJCOG) is requesting grant applications for Transportation Demand Management (TDM) projects and programs for FY20. Initial applications are due to Triangle J Council of Governments by **5:00 p.m. EST on January 15, 2019.**

***For any questions regarding this RFP, please contact Andrea Eilers at [aeilers@tjcog.org](mailto:aeilers@tjcog.org) or 919-558-2705.***

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### BACKGROUND

TDM programs under the Triangle TDM Program promote alternatives to the single-occupant vehicle for personal commuter transportation with the goal of reduced transportation congestion, expanded mobility options, improved air quality, and more efficient use of scarce resources. Transportation alternatives include carpooling, vanpooling, telecommuting, transit, bicycling, 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) are providing funding for TDM programs to implement the Triangle Regional 7-Year Long-Range TDM Plan (<http://www.tjcog.org/triangle-transportation-demand-management-program.aspx>), as revised and to support the efforts of NCDOT-PTD to address concerns over VOCs, NO<sub>x</sub>, and ground-level ozone pollution from motor vehicles and increasing trips and vehicle miles traveled (VMT). The original 7-Year Plan had a goal of reducing growth in regional commuter VMT by 25% over 7 years.

There are several policy drivers for this work:

- CAMPO and DCHC-MPO have included TDM in their joint 2040 Metropolitan Transportation Plans ([Attachment B](#))
- NCDOT provides an overview of the TDM programs it funds in their “Transportation Demand Management (TDM) program overview” document ([Attachment C](#))
- NCDOT also has a Statewide Transportation Demand Management (TDM) Strategic Plan, [available here online](#) (If prompted, say OK to access document.)
- In FY14, Triangle J Council of Governments partnered with DCHC-MPO, CAMPO, NCDOT-PTD, TDM Service Providers, and other stakeholders to update and revise the 7-Year TDM Plan. The results of the 7-Year Plan Revision can be found in [Attachment A](#) and must be the basis for applications for FY19 grants.

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### SOLICITATION OF PROPOSALS

Through this guidance, the Triangle J Council of Governments invites government agencies, incorporated regional agencies, public or private nonprofits, businesses, and individuals that are

interested in providing local or regional TDM services to submit proposals for the Transportation Demand Management Grant Program.

The project criteria and selection process are outlined on the following pages. Interested parties who previously submitted a Letter of Interest should submit applications by **5:00 pm EST on January 15, 2019**. Please contact Andrea Eilers at (919) 558-2705 or [aeilers@tjcog.org](mailto:aeilers@tjcog.org) if you need further guidance or have questions pertaining to procedures. Information on how to submit an application can be found on p. 5 of this document.

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## ELIGIBLE APPLICANTS, COSTS AND ACTIVITIES

### ELIGIBLE APPLICANTS

Organizations may apply to the Triangle TDM Program to fund projects that reduce commute vehicle miles traveled (VMT) in the Triangle's National Ambient Air Quality Standards maintenance counties (Durham, Franklin, Granville, Johnston, Orange, and Wake). Projects in Baldwin, Williams, New Hope, and Center townships of Chatham County are also eligible to apply for funding. Applicants may apply for funding as Core Programs, Special Projects, or both.

### Hotspots

The 7-Year Triangle TDM Plan developed in 2007 used designated "work clusters" (hotspots) for purposes of prioritizing investments in TDM activities based on 1) areas of high work- commute trip density and 2) areas with the best opportunities for TDM services. A map identifying the hotspots can be found [here](#).

The Triangle region has grown significantly since the initial analysis of hotspots for the original 7-Year Plan. The Triangle TDM program has updated the process to identify hotspots.

**Attachment D: Prioritizing Geographic Areas of the Triangle for Provision of TDM Services** provides detailed information on the hotspots that are priority funding areas for FY20.

It is recognized that employers that are not located in a hotspot may be interested in TDM services. Applicants may include a task to respond to unsolicited requests from these employers. However, funding will be prioritized according to **Attachment D**.

### ELIGIBLE COSTS

Eligible cost items are listed in the attached budget form, **Attachment I**. Detailed definitions of each item are contained in the Uniform Public Transportation Accounting System (UPTAS) document <https://connect.ncdot.gov/business/Transit/Documents/UPTAS%202016.pdf> (If prompted, click OK to access document.)

**Ineligible costs** include but are not limited to:

- Food (with the exception of 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 by the Conference and Memberships Policy ([Attachment E](#)), 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.

The Triangle TDM Program recognizes that there are other valuable and innovative transportation programs that do not fall under the eligible activities described below and encourages applicants to investigate other ways to fund such programs.

### ELIGIBLE ACTIVITIES

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 is from July 1, 2019 – June 30, 2020. Only work done during the contract period will be eligible for reimbursement under the grant. The Triangle TDM grant program will fund a maximum of one local Core Program grant application per organization or local government.

The following reimbursement schedule applies:

Program Type	Reimbursement	Grant Applicant Match*
Regional Core	80%	20%
Local Core	50%**	50%**
Special 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 should be under the direction of core local or regional applicants. Applicants are welcome to apply for consultant funding and will be required to follow their own organization’s competitive solicitation guidelines as applicable.

### Core Programs

Core Programs (including Regional and Local programs) are intended to be ongoing, multi-year efforts that implement the revised 7-Year Plan and provide a complete suite of applicable TDM services (see [Attachment A](#)) to the hotspots covered by the applicant and promote all TDM modes and services that would be helpful to people commuting to the hotspots served.

The Plan contains five categories of recommended Activities, called Performance Areas: Planning (1), Program Administration (2), Services & Operations (3), Marketing & Branding (4), and Outreach (5). Applicants for grant funding should focus proposed work on Strategies and Activities listed under Performance Areas 3, 4, and 5 with Activities as numbered in 7-Year Plan Revision and Update ([Attachment A](#)), not the original 7-Year Plan. Service Providers should only include Activities where they are designated the Lead Service Provider or that the Lead

Service Provider has 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 FY20 workplans to broad community or institutional goals and any specific TDM goals their own organization may have.
  - If the community or institution has laid out big-picture goals that are related to TDM or that TDM could help implement (e.g., active living, walkability, carbon reduction, parking demand reduction, etc.), the applicant is strongly encouraged to summarize and reference these goals in the proposal narrative (see [Attachment L](#)).
  - If the community or institution has articulated goals specific to its TDM program, please summarize and reference these goals in the proposal narrative (see [Attachment L](#)).
- Applicants are encouraged to include “Other” Activities in their FY20 workplans to develop or update/refine goals specific to the community or institution’s TDM program with stakeholder participation. Applicants are encouraged to consider MPO and DOT goals in these discussions (see [Attachments B](#) and [C](#)).
- Local Core Programs must describe how specific regional services (e.g., call center, Emergency Ride Home, ShareTheRideNC, regional transit, vanpools, etc.) will be promoted locally.
- Conversely, Regional Core Program applications should describe how the Regional Service Provider will assist and coordinate with local programs.
- Service Providers will only receive funding in FY20 grant period for ShareTheRideNC (STRNC) ridematching platforms. Cost associated with maintaining ridematching platforms other than STRNC are not eligible for reimbursement under the Triangle TDM Program.
- Core Program applicants are encouraged to budget time in each annual workplan to evaluate some services in order to identify potential improvements and to help quantify the impacts of those services. 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 us not double-count users in our evaluations of program impacts)

### Special Projects

Special Projects are projects that may be funded on a pilot basis to assist or determine the effectiveness of other innovative activities in reaching Triangle TDM Program goals. Special Projects may involve specific hotspots or smaller geographic areas, but the benefits of the project should be transferable to other hotspots or the entire region. The proposal should

include specific deliverables that will demonstrate this transferability, for example, recommendations on best practices, lessons learned from piloting a new strategy, templates that can be customized, etc.

Past Special Projects have included:

- Creating a bicycle/pedestrian map for a hotspot
- Piloting a telework toolkit
- Transit circulator marketing & outreach

Applicants may apply for funding as a Core Program, a Special Project, or both types of grants. If any Core Program applicant wishes to apply for Special Project funding, that applicant should submit separate applications for the Core Program and each Special Project(s).

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## SUBMITTAL REQUIREMENTS

Please format your application following the outline below. The elements listed under each item are **REQUIRED**. 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 current “FY20 Transportation Demand Management Program Grant Cover Sheet” with authorized representative’s signature (see [Attachment F](#) 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 by hard copy.

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

- Use the template provided ([Attachment L](#)) 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 FY20.

### 4. Budget (Microsoft Excel document)

- Please use the attached Excel workbook budget template ([Attachment I](#)) to enter budget information. Be sure to fill out all sheets in the workbook template except for the “Approved Admin Budget” worksheet. 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 <https://connect.ncdot.gov/business/Transit/Documents/UPTAS%202016.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 J](#)) from the signatory authority from the organization authorizing the required cost match for the TDM program (see [Eligible Applicants, Costs, and Activities](#)). A signed copy must be received by TJCOG by the grant application due date, either as a PDF file or by hard copy. Note that this letter may require approval from your governing body or Board; please plan accordingly.
- Please attach your organization's logo; these are 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 M](#)) for each contractor as an Appendix to the Submittal. This is needed for items budgeted in line item G199 Other-Professional Services.

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## HOW TO SUBMIT PROPOSALS

**Preferred: Send each section as individual attachments (in the file formats specified for each item) by e-mail to: [aeilers@tjco.org](mailto:aeilers@tjco.org) by 5:00 pm EST January 15, 2018.**

If it is not possible to submit an electronic copy of sections requiring signatures, hard copies may be delivered to Andrea Eilers, Triangle J Council of Governments, by 5:00 pm EST January 15, 2019 via United States Postal Mail, FedEx, UPS, or courier:

Andrea Eilers  
Triangle J Council of Governments  
4307 Emperor Blvd, Ste. 110  
Durham, NC 27703

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## GRANT APPLICATION EVALUATION CRITERIA

Reducing commuter vehicle miles traveled (VMT) and associated air pollutants is the primary purpose 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 commuter 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 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 Plan
- Alignment with the priorities of the Triangle TDM Program (see [Background](#), above)
- 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

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## REPORTING REQUIREMENTS

### INVOICES

Each grantee shall email an invoice to TJCOG quarterly, no later than 30 days past the end of the quarter. (Quarters are July 1 to September 30, 2019; October 1 to December 31, 2019; January 1 to March 31, 2020; and April 1 to June 30, 2020.)

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 with the quarterly invoice. **Attachment K** provides an example 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 TDM Program FY20 Annual Impact Report.

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## FY20 TDM GRANT APPLICATION SCHEDULE (SUBJECT TO CHANGE)

November 30, 2018 – TDM Oversight Committee approves FY20 RFP for release

December 12, 2018 – FY20 RFP released to those who submitted Letters of Interest

January 15, 2019, 5:00 pm EST – Initial applications due

Week of February 11, 2019 – Round One of Oversight Committee application review. New applicant presentations.

March 1, 2019 – Comments to applicants continuing on to Round Two Review and notification to applicants unsuccessful from Round One Review

March 15, 2019, 5:00 pm EST – Revised applications due (please submit revised applications in the same file formats as specified above for initial applications)

Week of March 25, 2019 – Round Two of Oversight Committee application review

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## RFP ATTACHEMENTS

- A. *7-Year Plan Revised Table of Activities*
- B. *TDM section excerpt from CAMPO and DCHC-MPO joint 2040 Metropolitan Transportation Plans*
- C. *NC DOT “Transportation Demand Management (TDM) program overview” document*
- D. *Prioritizing Geographic Areas of the Triangle for Provision of TDM Services*
- E. *Policies for Budgeting & Reimbursement of Conference & Membership Costs*
- F. *Grant application cover sheet template*
- G. *Triangle TDM Program Roles and Responsibilities*
- H. *FY20 Workplan Timetable template*
- I. *FY20 Budget proposal template*
- J. *Cost match commitment letter example*
- K. *Example Quarterly Reporting template*
- L. *FY20 Proposal Narrative*
- M. *Scope of Work template needed for items budgeted in line item G199 Other-Professional Services*
- N. *Map of Triangle Work Cluster TAZs (updated October 2018)*