

## **4.2 Transportation Demand Management (TDM) Operating Assistance**

### **4.2.1 Description**

This program supports the operating costs of existing or new local and regional Transportation Demand Management (TDM) Programs. The primary goal of these programs is to help decrease highway congestion and improve air quality by facilitating commuter mobility in high occupancy transportation modes.

### **4.2.2 Eligible Recipients**

Eligible grant recipients include TDM or Commuter Assistance Programs sponsored by:

- Local and State Government
- Transportation District Commissions
- Public Service Corporations
- Planning District Commissions
- Transportation Management Associations

Private corporations may participate in projects through contractual arrangements with eligible recipients.

### **4.2.3 Eligible Expenses**

It is not possible to list every eligible or ineligible expense. It is incumbent upon the grantee to check with their DRPT Project Manager to determine if an expense is eligible prior to incurring that expense.

Eligible expenses include the following:

- Operating of TDM programs and services
- Ridematching services
- Marketing and promotion of TDM and travel options to residents, commuters, employers and employees (marketing should be balanced between transit, carpooling and vanpooling)
- Marketing materials, advertisement placement, social media advertising and promotion, web advertising and printing
- Guaranteed/Emergency Ride Home program operations and promotion
- Vanpool assistance programs
- Employer Outreach and incentive programs
- Telework assistance programs
- Incentive programs for trying high occupancy commute options
- Developing and operating of new TDM programs where needed
- Fostering regional cooperation in the provision of ride matching or vanpool services and public transportation promotional and educational campaigns
- Developing and implementing public/private partnerships for TDM
- Salaries, wages and fringe of TDM program staff
- Evaluating the effectiveness and efficiency of the TDM services program
- Training relevant to TDM or the operation of TDM programs
- Indirect costs – these costs can only be included if the indirect cost plans have been pre-approved by DRPT. If applicants do not have a pre-approved plan and

wish to submit one to DRPT, it should be done as soon as possible. DRPT may not be able to pre-approve a plan that is submitted during the application period (December 1 – February 1).

- Office supplies
- TDM website maintenance and updates
- TDM association dues

Small capital expenses may be eligible on a case-by-case basis. Applicants must include any capital expense on a separate budget/expense category in their application and must include a detailed explanation of the expense and need for the expense in their Annual Work Plan.

**Expenses that are not eligible:**

- Development, printing and distribution of transit schedules (these expenses should be covered by transit operations)
- Expenses not directly attributed to the operation of the TDM program
- Purchase or operation of vehicles
- Transit or transportation facilities
- Transit fare discounts or buy downs

#### **4.2.4 Match Ratio and Limits of Funding**

TDM applications are typically funded at the maximum state ratio of 80 percent of eligible expenses. Funding for TDM Operating Assistance comes from the Special Projects fund, which includes funding for DRPT's Transportation Management Project Assistance, Demonstration Assistance, Technical Assistance and Intern programs.

#### **4.2.5 Application Evaluation Process**

DRPT evaluates the TDM applications by validating the expenses and revenue sources submitted on the application, determining the eligibility of listed expenses based upon the criteria noted above in 4.6.3, requesting additional data or clarification from applicants if necessary, and reviewing data submitted by the application for the previous year and any audited financial statements.

Once the data is reviewed and validated, DRPT reviews applications using the following criteria:

- Program Scope – approach to implementing the annual work program
- Program Readiness – ability to initiate and substantially complete the work program within the fiscal year the funds are being applied for
- Technical Capacity – identification of program management team and ability to execute the program
- Program Budget – ability to execute the scope within the proposed program budget
- Program Schedule – ability to execute the scope within the program schedule

- Monitoring and Evaluation Plan – approach to measuring performance and evaluating the results of the program
- Detailed description of TDM program, expenses and need from the Annual Work Plan that must be submitted with the application
- Relationship of application scope and Annual Work Plan to TDM Plan
- Cost effectiveness – achieving the maximum benefits

Upon completion of the evaluation process, DRPT includes the recommended applications and allocation in the Draft Six Year Improvement Program. The CTB approves the release of the draft program to the public for comment and following receipt of public comments, the CTB approves the final Six Year Improvement Program.

#### **4.2.6 Application Procedure**

Applications for all State Aid Grant Programs are made online on DRPT's On-Line Grant Application system (OLGA) at: <https://olga.drpt.virginia.gov>. Applicants should use all applicable budget/expense categories in the OLGA application and avoid using the "Other" category. An Annual Work Plan must be submitted with the grant application. The TDM program elements of the Annual Work Plan must tie directly to the applicant's TDM Plan and provide a detail of how the funding will be spent.

Required data include:

- Contact information (including Program Manager)
- Program scope
- Program budget
- Program schedule
- Monitoring and evaluation plan
- Annual Work Plan

The application process for the TDM Operating Assistance Program is summarized in the State Aid Grant Program Calendar in Section 3.

In order to ensure that local matching funds will be available for all applications recommended by DRPT for funding, a resolution from the governing board or certification from the Chief Executive Officer of the entity applying for funding must be submitted to DRPT in May prior to the development of the Final Six Year Improvement Program. DRPT will provide future guidance on the form of the certification.