



# Regional Travel Options 2019-2022 Grant Application Handbook

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*[zoomgrants.com/zgf/Metro/2019-2022 RTO Grants](https://zoomgrants.com/zgf/Metro/2019-2022_RTO_Grants)*

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## METRO REGIONAL TRAVEL OPTIONS PROGRAM

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The Regional Travel Options (RTO) program carries out regional transportation demand management (TDM) strategies to increase the use of travel options, reduce pollution, and improve mobility. Travel options include anything besides driving alone – carpooling, vanpooling, riding transit, bicycling, walking, and telecommuting. Metro makes grants through the RTO program to support partners' work to educate, encourage, and provide information to people to increase their use of these options. RTO grant projects must advance the region's goals, objectives, and priorities for transportation and land use. Specific guidance and direction for the RTO program related to these desired outcomes can be found in the following documents available from the Metro website.

### 2018 RTO Strategy

The [2018 RTO Strategy](#) was developed in partnership with local governments, non-profits, and other program stakeholders, and adopted by the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council. The plan guides the RTO program and identifies four program goals.

Goal 1: Increase access to, and use of, travel options to reduce vehicle miles traveled, provide cleaner air and water, improve health and safety, and ensure people have choices for traveling around the region.

Goal 2: Reach existing and new participants more effectively by expanding the RTO program and working with new partners.

Goal 3: Encourage families to walk and bicycle to school safely by implementing a regional Safe Routes to School (SRTS) program.

Goal 4: Measure, evaluate, and communicate the RTO program's impacts to continually improve the program.

### Metro's Strategic Plan to Advance Racial Equity, Diversity, and Inclusion

Guided by input from many regional partners and informed by research, Metro [has identified racial equity](#) as the approach to ensure that all people who live, work and recreate in the Portland region have the opportunity to share in and help define a thriving, livable and prosperous place.

### 2018 Regional Transportation Plan

The Regional Transportation Plan (RTP) is a blueprint to guide investments for all forms of travel – motor vehicle, transit, bicycle and walking – and the movement of goods and freight throughout the Portland metropolitan region. Metro Council is scheduled to adopt the [2018 RTP](#) at the end of 2018. The updated RTP features a number of Regional Strategies aimed at providing further guidance and direction for investment in a multi-modal system, including the 2018 RTO Strategy.

## **Metro's Climate Smart Strategy**

The [Climate Smart Strategy](#) is a set of policies, strategies and near-term actions to guide how the region moves forward to integrate reducing greenhouse gas emissions with ongoing efforts to create the future we want for our region.

## **Regional SRTS Framework**

SRTS is a national effort to encourage students and families to walk and bicycle to school, improving transportation safety through targeted infrastructure improvements and enforcement, walking and biking safety education, and encouragement programs. In June 2016, the Metro Council and JPACT approved \$1.5 million of [regional flexible funds](#) to be spent on SRTS initiatives. The information in the [Regional SRTS Framework](#) is the first step in helping Metro develop regional policies and strategies for establishing and supporting SRTS initiatives across the region.

## **2013-16 RTO Evaluation**

This evaluation measured the benefits and outcomes of RTO investments, producing reports on the topics of Commute Options, Active & Healthy Travel Options, Traveler Information & Travel Options Services, and Neighborhood and Community Travel Options.

## **2017 RTO Travel & Awareness Survey**

The RTO Travel and Awareness Survey is a key measurement tool and is conducted every few years to provide insight into current regional trends in transportation choices, examine willingness of drivers to start using sustainable travel modes and focus RTO program efforts that will work for people and maximize return on investment.

The evaluation and survey reports are available from [oregonmetro.gov/travel-options-research](https://oregonmetro.gov/travel-options-research)

**Applicants should be familiar with these documents to ensure the proposed project or program is aligned with Metro's regional goals and the objectives of the RTO program.**

## **MINIMUM GRANT REQUIREMENTS**

An estimated total of \$6.6 million in Federal Transit Administration (FTA) funding is available from the RTO program to support projects carried out by regional partners from July 2019 through June 2022. Because funding comes from federal sources, there are certain requirements that applicants must meet to be eligible to receive funding. Government agencies, colleges, universities, public school districts or schools (K-8), and non-profit organizations are eligible to apply for an RTO grant. All applicants must also have or obtain a DUNS number, free from [fedgov.dnb.com/webform/index.jsp](https://fedgov.dnb.com/webform/index.jsp).

Private, for-profit organizations are not eligible to directly receive FTA funding.

RTO funds will pay up to 89.73% of project or program costs. Cash match (non-federal/non-Metro) or in-kind local match (donated product or volunteer time) is required. The match must provide a minimum of 10.27% of the project or program costs. Funds from other Metro grants or federal sources cannot be applied towards the minimum match requirement.

*For application purposes, the minimum required 10.27% match is calculated by dividing the grant amount requested by 89.73% and then subtracting the grant amount requested. For example: \$250,000 grant amount requested / .8973 = \$278,614 - \$250,000 = \$28,614 minimum required match funds.*

An exception to this requirement is that Sponsorship and Marketing recipients are not required to provide match. **RTO covers the match for Sponsorships and Marketing grants only.**

During the grant cycle, grantees must:

- Deliver projects or programs within the agreed-upon scope, timeline, and budget
- Provide a minimum match of 10.27% of the total project amount
- Submit progress reports each quarter using consistent reporting methods and a separate final report that summarizes the grant activity and results

## **Exclusions**

Regional Travel Options grant funds may not be used for any of the following:

- Projects or programs held outside the Metro boundary
- Materials or costs not tied to the proposed project or program
- Costs that may be incurred in preparing this or other grant applications
- General organizational support, annual appeals, or fundraisers
- Direct grants or loans that primarily benefit specific individuals or businesses
- Meals, alcohol, or coffee meetings
- Infrastructure projects that build bicycle, pedestrian or transit infrastructure such as sidewalks, crosswalks, bicycle lanes, signals, warning signage, transit stop enhancements, etc.
- The purchase of bicycles, scooters, etc. for either use in a shared system, or as prizes/awards (*the single exception to this is the purchase of bicycles for use as training tools for SRTS programs*)
- Any attempt to directly influence legislation or public policy, participate or intervene in any political campaign on behalf of or in opposition to any candidate for public office, induce or encourage violations of law or public policy or improper private benefit to occur
- Activities or events held on property whose owner discriminates against individuals or groups because of race, color creed, national origin, sex, age or disability, in violation of Title VI of the Civil Rights Act, as amended; 42 U.S.C. Section 2000d; Section 303 of the Age



Discrimination Act of 1975, as amended; 42 U.S.C. Section 6102; Section 202 of the Americans With Disabilities Act of 1990; 42 U.S.C. Section 12132

Further criteria for each funding category are described in the next section. For more information or individual assistance with the minimum grant requirements, contact RTO staff (see the Contact Information section).

## GRANT CATEGORIES

The RTO grant program has seen a number of changes in this cycle, aimed at increasing partnerships and collaboration, providing flexibility, achieving greater performance, and establishing a new regional SRTS program. Specifically, all RTO projects and programs must:

- Increase access to, and use of, travel options (biking, walking, public transit, telecommuting, carpool, and/or vanpool)
- Occur within the [Portland Metropolitan Planning Area](#)
- Align with the 2018 RTO Strategy and the 2018 Regional Transportation Plan
- Advance Metro's regional goals

Applications for RTO funding will be through the grant categories below. A table outlining funding availability and due dates by grant category can be found in the Important Dates section.

### Core Partners

*Three-year grants for long-standing partners with fully developed RTO programs.*

Core Partners are defined as organizations that have a long-standing history of delivering travel options programs, been prior recipients of multiple RTO funding awards, and maintained an organizational commitment to continuing travel options work. Core Partners are at a level 4 or 5 on the RTO Strategy's Travel Options Capability Index and **have been previously selected for the initial 2019-2022 grant cycle by an assessment conducted by RTO staff**. Any organizations who wish to be considered for Core Partner funding in future cycles are **encouraged to apply for Emerging Partner funding first**. To be eligible for funding, Core Partners are, at a minimum, required to:

- Work with Metro staff to develop a three-year work plan, performance measures, goals, and budget for RTO funds
- Use Metro and RTO data to help inform work plan objectives and tasks
- Thoughtfully consider and incorporate equity into the program
- Report on program progress and outcomes consistently and on a quarterly basis
- Submit a final grant report that summarizes results, goals or milestones reached, and lessons learned

Funding: Estimated \$4,050,000 available. Individual Core Partner grant awards have been previously discussed and agreed upon by Metro and partners, detailed in the table below.

| Core Partner                     | Three-Year Grant Funds |
|----------------------------------|------------------------|
| TriMet                           | \$1,200,000            |
| City of Portland                 | \$900,000              |
| City of Wilsonville SMART        | \$300,000              |
| Westside Transportation Alliance | \$300,000              |
| Ride Connection                  | \$300,000              |
| Clackamas Community College      | \$150,000              |
| Portland Community College       | \$150,000              |
| The Street Trust                 | \$150,000              |
| Oregon Walks                     | \$150,000              |
| Community Cycling Center         | \$150,000              |
| Go Lloyd                         | \$150,000              |
| Explore Washington Park          | \$150,000              |
| TOTAL                            | \$4,050,000            |

Core Partners must still complete a grant application in order to receive funding. The Core Partner application process opens January 1st, 2019. Complete applications are due by **March 31st, 2019**. Grants begin July 1st, 2019 and end June 30th, 2022.

### Emerging Partners

*Grants for partners wishing to expand their travel options work towards the Core Partner level.*

Emerging Partners are defined as organizations that have conducted travel options work in a limited capacity previously and wish to expand their efforts into full-time, ongoing work. This funding is intended to **encourage and assist** partners with advancing towards Core Partner status. It is assumed that upon successful completion of the grant, Emerging Partners will be considered for Core Partner funding in the next grant cycle. Applicants seeking Emerging Partners funding **should be at a level 2 or 3 on the RTO Strategy's Travel Options Capability Index** (Attachment D) and are asked to self-assess their capability in the grant application. **Proposed projects in this category should demonstrate how the organization intends to move up to level 4 on the Capability Index.** Eligible activities in this funding category are:

- Planning – developing a detailed local Travel Options plan, adding a detailed travel options section to a local plan, or completing a planning document that defines and establishes a local commitment to conducting travel options work and builds upon planning guidance found in a transportation system plan or similar
- Staffing and materials – hiring or adding staff capacity and materials needed to carry out travel options work on a local level, and staff development activities such as attending statewide conferences or professional training, or other opportunities to improve staff knowledge
- Community outreach – work to identify community needs, develop relationships with local governments, and create strategic community outreach projects

Funding: \$15,000 – \$150,000 maximum. Estimated \$450,000 available.

The Emerging Partner application process opens January 1st, 2019. Emerging Partner grant applications will be reviewed and scored starting April 1st, 2019. **If funds remain after awarding grants to successful applicants who have applied by March 31, 2019, completed applications will continue to be accepted and evaluated, in the order received until funds run out or until March 31st, 2020, whichever comes first.** Emerging Partner grants are awarded in a 2-3 year grant agreement, beginning as early as July 1st, 2019 and must end by June 30th, 2022. Grant start and expiry dates will be determined by Metro and grantee in the grant agreement.

## Marketing

*Funds to develop and produce marketing campaigns, materials, or initiatives to support community outreach.*

Metro will provide funding and staffing support to assist partners in project managing the development, design, and production of marketing campaigns and/or materials. Selected partners will have access to Metro's on-call marketing, graphic design, production, and translation vendors to create materials needed for the purpose of community outreach efforts and will work closely with Metro to develop outreach targets, messaging, and strategy. Some examples of how this funding can be utilized by partners include:

- Outreach materials – creating materials targeted towards underserved groups, such as non-English speakers
- Program expansion – testing new approaches, messages or creating materials to expand an existing program, such as community outreach at local events or a suite of online content
- Community-specific campaigns – such as an awareness campaign about new infrastructure or transit options, or creating workplace travel options messaging and materials to encourage more transit and active transportation commuting
- Translation and interpretation services – for use in a culturally-specific outreach program

Funding: Up to \$50,000\* maximum. Estimated \$240,000 available.

\*Awards are in the form of payments to Metro's contracted vendors in exchange for services provided for the grantee. Metro will handle payment of vendors on the grantee's behalf. No match is required for Marketing grants. Marketing applicants will submit a proposed scope of work and budget on the initial project or program idea, to be refined and finalized in collaboration with Metro and the contractor. Selected Marketing partners will enter into a partnership agreement with Metro rather than a grant agreement.

The Marketing application process opens January 1st, 2019. **Once a Letter of Interest has been submitted for a Marketing grant, RTO staff will be in touch to discuss the proposed project or program.** Projects begin as early as July 1st, 2019 and must end by June 30th, 2022. Marketing grant applications are competitive and will be accepted, reviewed, and scored on an annual schedule.

1st Round: Accepting applications **until March 31st, 2019** for projects starting Jul 1st, 2019 – Jun 30th, 2020. Up to \$80,000 available.

2nd Round: Accepting applications **until March 31st, 2020** for projects starting Jul 1st, 2020 – Jun 30th, 2021. Additional \$80,000 available.

3rd Round: Accepting applications **until March 31st, 2021** for projects starting Jul 1st, 2021 or later and ending by June 30th, 2022. Additional \$80,000 available.

### **Sponsorships**

*Small grants under \$3,500 intended to help with event production expenses or small items to support outreach efforts.*

Eligible activities in this funding category are:

- Maps, educational materials, or supplies for outreach
- Transportation safety tools such as lights, helmets, or bike locks
- Supportive infrastructure for the purpose of enhancing active transportation travel, such as wayfinding signage, bike fix-it stations, or bike parking
- TDM program incentives or challenge prizes (excludes vehicle incentives such as bikes or scooters)
- Educational events aimed at training others to become better-versed in teaching others about the benefits of using travel options
- Travel options outreach at a local community festival, parade, or a similar public event
- Hosting a travel options-focused event such as an open-streets day, bike rodeo, or transit training

For projects over \$3,500, consider applying for an Infrastructure & Innovation grant. Consulting or freelance services are no longer eligible activities for a sponsorship. If you need funds for consulting or freelance services to promote travel options, consider applying for a Marketing grant.

Funding: Up to \$3,500 maximum. Estimated \$163,500 available.

\$53,000 available from July 1st, 2019 – June 30th, 2020. Approximately half of the funds available awarded Jul 1st – Dec 31st, 2019 and remaining awarded Jan 1st – Jun 30th, 2020.

\$54,500 available from July 1st, 2020 – June 30th, 2021. Approximately half of the funds available awarded Jul 1st – Dec 31st, 2020 and remaining awarded Jan 1st – Jun 30th, 2021.

\$56,000 available from July 1st, 2021 – June 30th, 2022. Approximately half of the funds available awarded Jul 1st – Dec 31st, 2021 and remaining awarded Jan 1st – Jun 30th, 2022.

The Sponsorship application process opens January 1st, 2019. Applications can be submitted at any time. Sponsorship applications **will be scored starting July 1st, 2019 and in the order received until all funds for the first half of the fiscal year are awarded.** In the second half of the fiscal

year, starting January 1<sup>st</sup>, the remaining balance of funds (approximately half) will be released for award. No match is required for Sponsorships.

### **Infrastructure & Innovation**

*Grants for installing supportive infrastructure needed to help people use active transportation modes, and grants to test how new techniques or emerging technologies can improve equitable, shared, and active transportation options.*

Projects should encourage or assist people with using non-single occupancy vehicle modes. Innovative projects should focus on the widespread deployment of new and helpful technologies rather than the development of new technologies. Eligible activities in this funding category are including, but not limited to, the following:

- Supportive infrastructure projects that improve the user experience or remove barriers related to travel options use, such as bicycle parking, repair or water refill stations, sharrows, or various types of wayfinding
- New approaches that help people make first/last-leg connections to transit, encourage more efficient employee commute management, support community-centered shared mobility projects, or provide new ways for people to share rides or new alternatives to driving
- Innovative approaches to reaching communities of color, low-income households, and other historically-marginalized communities with travel options marketing and information
- Public demonstration projects or events, such as Better Block or Open Streets

Funding: \$3,500 – \$200,000 maximum. Estimated \$1,050,000 available.

Approximately \$350,000 available each fiscal year, starting July 1st, 2019, 2020, and 2021.

Applications for Infrastructure & Innovation funds open January 1st, 2019. Complete applications are due annually **by March 31st, 2019, 2020, and 2021**. Grant agreements will typically be **one year, with for the option to submit subsequent applications for additional funding to conduct a second phase once a successful project or program has been completed**. Grants begin as early as July 1st, 2019 and must end by June 30th, 2022.

*\*This funding opportunity is separate from Metro's Partnerships and Innovative Learning Opportunities in Transportation (PILOT) program run by Eliot Rose. If you are interested in the PILOT funding opportunity, you can visit [the PILOT webpage for more information](#).*

### **Safe Routes to School**

*Grants to support existing and new efforts in the region's schools aimed at educating children to walk, bike or roll safely to school.*

RTO SRTS funds are available as three-year grants and are prioritized to support travel options work in [Title 1 schools](#) or schools with high impact scores identified in the [Regional SRTS Framework](#). Applications should indicate if these schools are included in the proposed project or program. Eligible activities in this funding category are:

- Direct funding to school districts, jurisdictions or non-profit partners which supports community-based activities that connect youth to education and encouragement opportunities related to school travel
- Staff time and resources needed to conduct education and encouragement activities
- Innovative or early-stage concepts such as new technologies, new partners, or project ideas with a high potential equity impact technologies for shifting school commute modes

Funding: Estimated \$900,000 available. Minimum and maximum grant award amount is not yet determined, pending further outreach with regional SRTS partners and ODOT to determine how best to coordinate and leverage all available sources of funding.

The Safe Routes to School application process opens January 1st, 2019. Complete applications are due by **March 31st, 2019**. Grants begin July 1st, 2019 and end June 30th, 2022.

### **Special Region-Wide Projects**

This funding category is reserved in ZoomGrants for investments administered through the RTO program. Unless directed otherwise, no applications are accepted through this category.

## **ZOOMGRANTS ONLINE APPLICATION**

The application for all RTO grants is available via the online platform ZoomGrants. All applications must be submitted using ZoomGrants. If applicants wish to apply for more than one funding category, an additional application must be submitted for each category. Applicants may submit as many applications to any category they wish. If an applicant is awarded grant funds, grantees will use ZoomGrants throughout the grant cycle to submit reports and invoices and receive grant communications. To get started, follow the links below:

- Create or update an existing [ZoomGrants account](#)
- Preview or [start the application](#)
- Submit a Letter of Interest to open the full application

The Letter of Interest is a new application feature, now included based on partner feedback during the RTO Strategy update process. The purpose of the Letter of Interest is for applicants to provide an initial overview of the proposed project or program, ask questions, and receive RTO staff feedback before submitting a full application. Once submitted by the applicant, RTO staff will review the Letter of Interest to confirm initial eligibility, ensure the applicant is placed into the appropriate grant funding category, as well as answer any questions or provide comments. RTO staff can not advocate for any applicants during scoring but will provide any needed assistance to help create strong grant applications during the application process. All applicants must complete the Letter of Interest. Letters of Interest may take up to 15 business days to be reviewed, answered, and approved. Once the applicant's Letter of Interest has been approved, the rest of the grant application will open for completion. **Applicants are encouraged to consider this timeline when planning for an application deadline.**

*To apply for more than one RTO grant, log-in into ZoomGrants, click Open Programs and click Apply Again. Click Help at the top of the ZoomGrants application page for troubleshooting.*

Applicants are highly encouraged to visit ZoomGrants University before creating their application to get an overview of ZoomGrants. RTO recommends reviewing the [Applicant FAQ](#) page and the [How-To Guide for Applicants](#) slides. Applicants should be thoughtful about the set-up of their application owners, additional contacts, and collaborators. **Applicants are required to be diligent about maintaining the ZoomGrants grant application throughout the grant cycle and submitting quarterly reports and invoices on time.** Many agencies use ZoomGrants and applicants can use their accounts to apply for grants from any agency. Therefore, **Metro staff cannot reset passwords or maintain accounts on behalf of an organization or individual.**

Use this handbook as a reference while filling out the application. If you have technical questions regarding the ZoomGrants system, try [troubleshooting through ZoomGrants University](#), [submit a ticket](#), or contact the ZoomGrants Help Desk at [Questions@ZoomGrants.com](mailto:Questions@ZoomGrants.com) or toll-free 1-866-323-5404 (M – F 8am – 5pm Mountain Time). If you have questions for RTO staff about application content or requirements, see the Contact Information section in this handbook or click Contact Admin in the Help section of ZoomGrants.

## IMPORTANT DATES

*Review the deadlines for applications carefully. Letters of Interest must be approved in order to submit a complete application by the deadline. Late applications will not be accepted. The fiscal year (FY) runs July 1<sup>st</sup> to June 30<sup>th</sup>. Funding amounts are subject to change.*

| Grant Category<br>Type<br>\$ | Core Partner<br>Designated<br>\$4,050,000 | Emerging Partner<br>Competitive<br>\$450,000   | Marketing<br>Competitive Annual<br>\$240,000                     | Sponsorship<br>On-Demand<br>\$163,500   | Infrastructure/Innovation<br>Competitive Annual<br>\$1,050,000    | SRTS<br>Competitive<br>\$900,000 |  |
|------------------------------|---|--|--|---|---|----------------------------------|--|
| January 1, 2019              | OPEN and accepting applications           | OPEN and accepting applications  | OPEN and accepting applications                                  | OPEN and accepting applications   | OPEN and accepting applications                                   | OPEN and accepting applications  |  |
| March 31, 2019               | DUE 11:59pm                               |  | DUE 11:59pm for FY 19/20   |   | DUE 11:59pm for FY 19/20  | DUE 11:59pm                      |  |
| April 1, 2019                | CLOSED 12:01am                            | SCORE, AWARD starting April 1 until closed or all funds awarded<br>\$450,000 available | SCORE, AWARD funds available for FY 19/20<br>\$80,000 available  | SCORE, AWARD funds available in order received starting July 1 until closed<br>\$26,500 available | SCORE, AWARD funds available for FY 19/20<br>\$350,000 available  | CLOSED 12:01am                   |  |
| April-June 2019              | SCORE, AWARD all funds                    |  |  |   |   | SCORE, AWARD all funds           |  |
| July 1, 2019                 |   |  |  |   |   |                                  |  |
| January 1, 2020              |   |  |  |   |   | +\$26,500 available              |  |
| March 31, 2020               | DUE 11:59pm                               |  | DUE 11:59pm for FY 20/21   |   | DUE 11:59pm for FY 20/21  |                                  |  |
| April 1, 2020                | CLOSED 12:01am                            |  | SCORE, AWARD funds available for FY 20/21<br>+\$80,000 available |   | SCORE, AWARD funds available for FY 20/21<br>+\$350,000 available |                                  |  |
| April-June 2020              |   |  |  |   |   |                                  |  |
| July 1, 2020                 |   |  |  |   |   | +\$27,250 available              |  |
| January 1, 2021              |   |  |  |   | +\$27,250 available   |                                  |  |
| March 31, 2021               |   |  | DUE 11:59pm for FY 21/22   |   | DUE 11:59pm for FY 21/22  |                                  |  |
| April 1, 2021                |   |  | CLOSED 12:01am   |   | CLOSED 12:01am  |                                  |  |
| April-June 2021              |   |  | SCORE, AWARD funds available for FY 21/22<br>+\$80,000 available |   | SCORE, AWARD funds available for FY 21/22<br>+\$350,000 available |                                  |  |
| July 1, 2021                 |   |  |  |   | +\$28,000 available   |                                  |  |
| January 1, 2022              |   |  |  | +\$28,000 available<br>CLOSED when all funds in final round awarded                               |   |                                  |  |
| June 30, 2022                | All grant activity is complete            |  |  |   |   |                                  |  |
| July 31, 2022                | FINAL REPORTS AND INVOICES DUE            |  |  |   |   |                                  |  |



## APPLICATION TIPS

### Capability Index

The grant application requests that all applicants conduct a self-assessment of their organization's capability using the RTO Strategy's Travel Options Capability Index (Attachment D). **Capability is included only in the Emerging Partner application score. Capability for all other applicants is used as solely informational for all other grant categories for the purpose of tracking RTO's performance over time.** For this reason, all applicants should complete this self-assessment, even Core Partners.

To conduct a self-assessment, read through the index and assign a general number of 1-5 that captures the capability of the organization based on the criteria provided. The assessment should be supported in the rest of the application.

### Research and Data

Strong grant applications generally include supportive by research, qualitative storytelling, and/or quantitative data. There are numerous free resources online to access travel options research and data. Applicants are not required to use these resources; however, if an applicant is unsure where to start, the following resources may be useful depending on the project or program.

[data.gov/](https://data.gov/)

[rlisdiscovery.oregonmetro.gov/](https://rlisdiscovery.oregonmetro.gov/)

[census.gov/data/data-tools.html](https://census.gov/data/data-tools.html)

[scholar.google.com/](https://scholar.google.com/)

[huduser.gov/portal/home.html](https://huduser.gov/portal/home.html)

[gis-pdx.opendata.arcgis.com/](https://gis-pdx.opendata.arcgis.com/)

[pdx.edu/ibpi/](https://pdx.edu/ibpi/)

[datausa.io/](https://datausa.io/)

[oregonmetro.gov/regional-snapshots](https://oregonmetro.gov/regional-snapshots)

[census.gov/library.html](https://census.gov/library.html)

[apta.com/resources/Pages/Default.aspx](https://apta.com/resources/Pages/Default.aspx)

[civiccapps.org/](https://civiccapps.org/)

[enterprisecommunity.org/opportunity360/measure](https://enterprisecommunity.org/opportunity360/measure)

[ao.umn.edu/](https://ao.umn.edu/)

In addition to these suggested sources, user-provided data is also welcomed. Applicants may also reach out to RTO staff for advice and support at any time.

### Planning for Measurement and Evaluation

Applicants should have **a plan for measurement at the outset** of the program and collect relevant data and evidence of activity throughout the grant cycle, while also taking into consideration staff capacity and skills. Organizations should **select measurement indicators from the Multiple Account Evaluation (MAE) Framework (Attachment C) that are the best fit for the program and not attempt to include measures in the application or scope that the organization's staff cannot realistically complete or that are not relevant to the project or programs goals.**

Applicants are expected to describe the methodology for data collection, measurement, and reporting and grantees will be expected to complete these items as laid out in the scope of work, partnership requirements, and grant agreement. Because of this, applicants are encouraged to be

thoughtful about how they detail the plan for measurement in the application. The MAE is used as a **menu of options** rather than a strict list of required reporting.

All data collected is used not only for federal compliance, but also to **promote RTO partners, produce reports that highlight grantee programs, and reinforce the effectiveness of providing travel options** programs in the region. Descriptions of previously funded programs and their results can be found in the [RTO 2013-2016 Evaluation reports](#) and [on the Metro website](#).

## GRANT APPLICATION CHECKLIST

- ☐ Complete Program Summary tab
- ☐ Submit Letter of Interest via Letter of Interest tab
  - Attach proof of non-profit status
  - Once the Letter of Interest has been approved by RTO staff, the remainder of the application will open for editing and submission
  - Letter of Interest meeting (optional) – After submission, RTO staff or the applicant may request a meeting to discuss the project or program before submitting a full application, RTO staff will be in touch with Marketing applicants to discuss the Letter of Interest in further detail
- ☐ Complete Application Questions tab
- ☐ Complete Budget tab
  - Complete the Budget table
  - Complete the Budget Narrative
    - Marketing applicants should follow the guidance given by RTO staff during the Letter of Interest meeting
- ☐ Complete Scope of Work & Grant Requirements tab
  - Complete the Scope of Work table
  - Review the Partnership Requirements and initial each requirement. See the section Summary of Post-Funding Requirements for more information on Partnership Requirements
  - Review the Federal Certifications and initial
- ☐ Upload additional attachments or links in the Additional Documents tab
  - Budget Excel file of your budget **using the template provided**
  - Scope of Work Word or PDF file **using the template provided**
  - Completed W-9 PDF file, signed by hand or with a certified PDF signature, **using the form provided**

- Project or Program Map identifying the areas the project or program will serve. Use an online map such as [Google MyMap](#), the template provided, or upload your own
  - Letters of Partnership if the project or program has confirmed partners, detailing the roles and responsibilities of the participating partners. Letters from agencies that support the project or program (financially or otherwise) may also be attached
  - Indirect Cost Rate Agreement (if applicable)
  - Most recent Audited Financial Statements (if applicable)
  - Most recent Single (A-133) Audit (if applicable)
  - Additional (optional, but encouraged) supporting information such as maps, photos, documents, or other information that support the grant application
- ☐ Review the grant application thoroughly and make edits where necessary
- ☐ Click the Submit Button! A confirmation email will follow a successful submission

## SCORING

Applications are scored according to the schedules laid out in the Grant Categories section, also viewable in the Important Dates table. The review process may include follow-up communication or requests for refinement of the application, project, or program. The scoring committees for each grant category will be comprised of Metro staff and other regional partners with experience in the particular area of focus. The scoring criteria are outlined in the table below.

| Questions                                 | Recommendations  | Points    |
|---|--|-----------|
| <b>Letter of Interest</b>                 | Applications with an approved Letter of Interest start out with five points.   | 5         |
| <b>Current Conditions and Improvement</b> | Strong applications will have a solid description of the current conditions based on data and research, and a clear rationale for the desired improvements.  | 10        |
| <b>Travel Options Strategy</b>            | Strong applications will have a well-selected strategy that addresses the current conditions and needs based on reliable data and research.  | 10        |
| <b>Audience</b>                           | Strong applications will identify the audience and communities served, supported with demographic data.<br>*Projects or programs that focus on the needs of people of color, low-income residents, seniors, youth, people with disabilities, Title 1 schools, and/or schools with high SRTS impact scores will receive x2 weighting for this question. | 10<br>*x2 |
| <b>Building on the Grant</b>              | Strong applications will outline previous travel options experience, if applicable, and will consider the continuation or expansion of the project or program or travel options  | 10        |

|  |  |           |
|--|--|-----------|
|  | work once the RTO grant ends.  |           |
| <b>Benefits</b>                                    | Strong applications will detail the resulting benefits of the program to the local community, as well as those that align with regional goals.   | 10        |
| <b>Partnerships</b>                                | Strong applications will include partnerships with organizations that add capabilities and capacity to strengthen the project's outcomes and reach.  | 10        |
| <b>Data Collection</b>                             | Strong applications will show costs, efforts and logistics to collect relevant data, including meeting data standards or applying methods to support project work and evaluation.                                | 5         |
| <b>Final Report</b>                                | Strong applications will describe the methodology and costs for completing a final report that summarizes the grant activity and benefits from the project or program.   | 5         |
| <b>Goals</b>                                       | Strong applications will identify specific, measurable, attainable, realistic, timely goals for the project or program.  | 5         |
| <b>Project Management, Staff Capacity</b>          | Strong applications will have a balanced consideration for how staff is equipped to deliver a successful grant.  | 5         |
| <b>Core Partner, Marketing, Sponsorships, SRTS</b> |  | <b>85</b> |
| <b>Infrastructure/Innovation Only</b>              | Strong applications will demonstrate how the proposed project facilitates the increased use of travel options, by providing small infrastructure, outreach to new audiences, or using new methods or technology. | 5         |
| <b>Emerging Partner Only</b>                       | Emerging Partner applications should demonstrate a minimum capability score of 2 or 3 in order to qualify for an Emerging Partner grant and include a thoughtful description of the self-assessment.             | 5         |
| <b>Emerging Partner, Infrastructure/Innovation</b> |  | <b>90</b> |

Metro [has identified racial equity](#) as the approach to ensure that all people who live, work, and recreate in the Portland region have the opportunity to share in and help define a thriving, livable, and prosperous place. Additionally, [RTO Strategy](#) Goal 2 prescribes allocation of resources that prioritizes projects or programs that serve people of color, low-income residents, seniors, youth, people with disabilities, Title 1 schools, and/or schools with high impact scores (as identified in the [Regional SRTS Framework](#)). Therefore, applications for projects or programs that serve these communities will receive an additional x2 weighting for the audience question in the scoring process. Those applicants who receive this weighting may go over the highest possible points.

Strong applications may also contain letters of support, evidence of work previously conducted, photos, maps, or any other documents or links that provide further insight into the answers provided.

Metro reserves the right to award grantees an amount of funding other than the amount requested in the application if warranted in the opinion of the evaluation committee.

## **BRIEF SUMMARY OF GRANT CYCLE REQUIREMENTS**

Grantees are required to maintain their grant in a variety of ways throughout the project or program cycle. Once project or programs are selected for award, grant recipients will have numerous opportunities to learn more about award requirements that will occur during the grant cycle.

The following is a brief summary of the grant cycle requirements, but grantees should refer to their grant agreements for final requirements of the project or program.

### **Grant Agreement and Partnership Requirements**

Grantees will enter into a contractual agreement with Metro that specifies legal and contractual obligations. Once the contract is signed by all parties, funds become available for reimbursement.

All grantees, including all project or program team members, engage in a partnership with Metro, RTO staff and other RTO program partners. Partnership multiplies the benefits of an RTO grant by applying current strategies and brands while incorporating lessons learned. The purpose of partnership requirements is to set up partners for success in their grant projects. These requirements help partners produce solid evidence of the efficient and effective use of their regional funds. RTO is available to support partners by providing tools and guidance to achieve a successful grant project starting at project planning and even after the grant cycle is completed. Grantees must consider the Partnership Requirements during the planning, measurement, and reporting of their grants and include steps during these processes to complete the requirements where appropriate. Partners are responsible for communicating these requirements to appropriate staff members. Partnership requirements apply to anything included in the grant agreement or made possible by the grant agreement. Exceptions to the requirements can be requested by emailing RTO staff and if agreeable, may be granted with confirmation provided in writing by RTO staff.

### **Invoicing**

Due to federal funding requirements, there is no advance payment of grant funds, including Sponsorships. Grantees will be reimbursed for grant eligible expenses 30 days after submitting a complete and allowable invoice. All costs requested for reimbursement must be allocable, allowable, reasonable, and in line with the scope of work to be reimbursed. Invoice supporting documentation must provide sufficient detail for an external third party to determine that the costs are appropriate. Funds for payment may be held for reporting or reduced for disallowable expenses.

Grantees are required to follow [federal procurement standards](#) for all purchases above \$3,500 and for third-party contracting as explained in [FTA's Third Party Contracting Guidance 4220.1F](#). Applicants should consider these procurement requirements while planning and budgeting for the project or program.

**Invoicing via ZoomGrants is required for all grantees**, with the exception of Marketing grantees. **Core Partner, Emerging Partner, Infrastructure/Innovation, Sponsorships and Safe Routes to School** grantees will fill out the online invoice in ZoomGrants and attach relevant financial documents supporting the invoice every quarter of their grant agreement. **Marketing** grantees will **not** complete the online invoice in ZoomGrants. Instead, the subcontractor or a Metro project manager will be given invoicing permission in the application by the grantee to enter invoices. Grantees will be able to view the invoices submitted by the subcontractor at any time in ZoomGrants.

### Indirect Costs

Federal Supercircular 2 CFR 200 contains guidance that allows recipients of federal funds through a prime recipient such as Metro, to recuperate indirect costs. As a result, contingent upon approval by Metro, subrecipients may elect not to recuperate indirect costs, elect to use a flat 10% de minimis rate as noted within 2 CFR 200.414, or request to negotiate an indirect cost rate with Metro. If the organization chooses to negotiate an indirect cost rate, see the Indirect Cost Negotiation Reference Guide in the ZoomGrants Library.

### Reporting and Evaluation

**Reporting via ZoomGrants is required for all grantees.** Grantees will fill out the online report in ZoomGrants and attach relevant activity documents supporting the report every quarter of their grant agreement. Marketing grantees may wish to coordinate reporting with the provided contractor in order to submit all appropriate supporting documentation on the progress of the project or program.

Grantees are also required to submit a final report summarizing the entire grant activity upon grant expiry. Invoices or funds may be held for payment until quarterly reports are accurate and complete or a final report is submitted.

## CONTACT INFORMATION

Optional information sessions regarding the grant application process will be held in 2019 and periodically thereafter based on demand.

For more information or individual assistance with the grant application, please visit [the RTO website](#) or contact RTO at [rto@oregonmetro.gov](mailto:rto@oregonmetro.gov) or 503-797-1757.

### RTO Staff

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## **ATTACHMENT A: SAMPLE SCOPE OF WORK**

*A Word document of this sample scope of work is available in ZoomGrants under the Additional Documents tab.*

### **WALKING MAP AND WAYFINDING SYSTEM**

#### **Project Description**

This project will develop and implement an integrated Walking Map & Wayfinding System for Downtown. It will include a walking map as well as directional/information signage for access to/from and within Downtown. The Wayfinding signage will include three general types of signs:

- An informational kiosk, located either at the Transit Center or another central location within Downtown
- Trail signage within Downtown
- Standard directional signage at key intersections/decision points

The Walking Map will include a broad downtown map (approximately ½ mile radius from Transit Center) corresponding to the Wayfinding System area, as well as a Main Street inset map.

The Map/Wayfinding system area will be generally centered on the Transit Center and will encompass a roughly half-mile radius from the center. It will include key origins and destinations such as residential neighborhoods, Senior Centers, Transit Center, City library, City Hall, post office, schools, and pharmacy. Others may be included based on references such as the State of the Centers report from Metro. A strategy for picking origins/destinations will be discussed by the working group; taking into consideration life-stage (young, family-age, post-family) and trip type (commute vs. discretionary).

#### **Project Goals/Expected Outcomes**

The specific targeted outcomes of this project include:

- Increase walking trips to downtown by educating nearby residents, employees, and transit users about the numerous services within a walking distance in downtown, while showcasing walking as an easy way to go
- Reduce vehicle trips and parking demand downtown by encouraging people who currently drive downtown to choose walking instead
- Foster a “Park Once” environment downtown by highlighting the ease and convenience of walking among multiple destinations within downtown.
- Integrate the Transit Center with downtown by informing transit passengers about services and activities available in downtown within a short walking distance



- Increase pedestrian and bicycle use of trails for nearby residents and other trail users by installing signage to improve and clarify connections to available destinations

These are proposed to be achieved by overcoming current pedestrian barriers into and out of downtown; highlighting the numerous services within downtown to encourage multi-purpose trips downtown within an easily walkable area; and, enhancing the ease of using the trail within Downtown.

### **Overcoming Pedestrian Barriers to Downtown Access**

A recent assessment conducted as part of the TriMet Pedestrian Network Analysis revealed that walking conditions are generally adequate within downtown. However, getting into and out of downtown can be challenging. The Walking Map/Wayfinding System is intended to clarify options for walking trips into and out of downtown to access downtown services as well as regional transit connections.

### **Within Downtown**

Once a pedestrian gets downtown, walking conditions are generally adequate. The Walking Map/Wayfinding System will aim to create a “park once” environment. The Walking Map will emphasize the short walking distance between downtown services, thereby encouraging combined trip purposes for downtown visitors, without having to move a car.

### **Enhance Trail Connections**

Trails provide off-street natural area connections to downtown from residential neighborhoods; however, there is currently no signing to point out the direction or distances of possible destinations. The proposed WayFinding System includes signage for the trail within downtown to enhance this valuable resource.

### **Evaluation Plan**

The Walking Map and Wayfinding System will be evaluated using a combination of surveys and pedestrian counts to be conducted before and after the implementation of the project. Both elements of the evaluation will be taken to reflect “typical” conditions. The evaluations will track perceptions of pedestrian conditions and activity levels in downtown and will provide a baseline for on-going performance evaluation of downtown walking conditions.

### **Project Staff**

The primary project team members are summarized below. To ensure cost effectiveness of the proposal, the team includes an intern or temporary planner to assist the project manager throughout the project.

For key project team members, the table shows the % of time that they will work on this project. To reflect the varying activities over the course of the project, this is indicated as a range or at the level during the individual’s primary involvement. In addition to the primary project staff, the project manager will enlist the support of other staff members who have relevant expertise, experience, or responsibilities. The total hours that these individuals will dedicate to the project are marginal. However, their expertise will inform various phases of the project. In addition to the City staff identified above, a portion of the signage production and map printing will be contracted out. Selection will be subject to pricing and product delivery options.

| Staff Name | Title | Project Role      | Experience (yrs) | % of Time |
|------------|-------|-------------------|------------------|-----------|
| Name       | Title | Project Manager   | 10               | 50%       |
| Name       | Title | Project Assistant | 4                | 25%       |

## Project Tasks

### Task 1: Establish Project Charter, including Working Group

Project leader will develop a Project Charter to identify project participants, including city staff, other local participants, and other agency participants including Metro. Staff will conduct direct outreach to stakeholders and current community volunteers to establish the Working Group, as well as other stakeholder input. Outreach for these purposes is expected to include:

- Downtown Stakeholders
- Central City Advisory Committee
- Transportation Advisory Committees
- Pedestrian/Bicycle Subcommittee
- TriMet
- Pedestrian Coalitions

There will be one kick-off meeting to explain the project; identify priorities; and review the timeline and schedule.

## Deliverables

1. Project Charter, including list of project staff, community members, and other agency participants;
2. Project schedule and preliminary Working Group schedule

### Task 2: Pedestrian Perceptions Survey and Pedestrian Counts – “Before” Conditions

Develop a survey instrument and distribute through the city’s website, with broad-based publicity including the city newsletter, neighborhood networks, related community advisory and volunteer committees and city staff. The survey will be supplemented with field pedestrian counts in order to establish a baseline for pedestrian activity (using methods consistent with other pedestrian data collection efforts, if possible). In addition to using the survey to establish a “before” condition of user perceptions of pedestrian conditions, the survey responses will help staff identify issues and concerns among respondents to inform the map and signage development as well as future needs.

## Deliverables

3. Survey instrument (“Before” conditions), with input from RTO staff
4. Completed survey forms (distributed and promoted broadly, including announcement in the monthly newsletter, with target minimum 100 completed)
5. Conduct pedestrian counts

### Task 3: Pedestrian System Data Collection

Data collection for the Walking Map and Wayfinding System will include use of the City's GIS mapping system, fieldwork, and informal interviews. It will also build on work completed for the TriMet Pedestrian Network Analysis. This task will include one working group meeting. Other examples of signs and walking maps will be discussed at this meeting to get early ideas of options and group preferences.

### **Deliverables**

6. Working Group Meeting
7. Determination of map area; Key origins and destinations; Formal and informal pedestrian paths/routes

### **Task 4: Create Draft & Final Walking Map and Wayfinding System**

This task will be the bulk of the effort and budget for the project. The City's graphics art and GIS mapping capabilities will be used to create maps and signage concepts. Up to three working group meetings are expected. Additional feedback opportunities may include the City's website and City advisory boards and committees. Also, a design process for the trail signs will include review of City and regional trail signs to allow for consistency and clarity of style. Project marketing materials (web and print) will include the Drive Less/Save More logotype.

### **Deliverables**

8. Draft & Final Citywide and Main Street Walking Map
9. Draft & Final signage styles
10. Draft & Final Signage system plan (needs/locations)

### **Task 5: Production & Installation**

Much of the sign production will be handled by City staff. It is expected that the Informational Kiosk may be more complex and would be contracted out. The signs will be installed by City staff.

### **Deliverables**

11. Final sign installation: at least 1 information kiosk; 2-4 trail signs; and 10 to 20 general direction/distance pedestrian signs; or equivalent combination of on- and off-street wayfinding tools

### **Task 6: Map Distribution**

The final map prototype will be developed by City graphics arts staff. Printing will be contracted out to a local commercial printer (following federal and other guidelines included in or referred to in this IGA). The map will be distributed through local housing organizations, community centers, downtown businesses, civic organizations, City buildings, and other downtown locations. The City will ask for RTO staff input on distribution plans. The map will be posted on the City's website and will be announced in newsletters.

### **Deliverables**

12. Completed Walking Map –Posted on the City's website and approximately 2,000 copies
13. Distribution plan

## Task 7: Modify Survey Instrument and Administer – “After” Conditions

The “Before” survey will serve as the base of the “After” survey in order to allow for capture changes in perceptions. Some modifications might be warranted based on lessons from the project process or due to changing conditions in the field; the survey will also assess awareness of this map/signage project. Pedestrian counts will also be conducted. These will be scheduled to avoid construction, but also to match the time of year of the baseline counts.

### Deliverables

14. Survey instrument, modified as needed, with input from RTO staff
15. Distribute survey forms (distributed and promoted in the manner consistent with the “before” survey)
16. “After” pedestrian counts

## Task 8: Evaluation and Final Report

A final report will summarize the findings of the Before and After surveys, the process for public input and engagement, the final outcomes, and lessons learned.

### Deliverables

17. Final report

### Project Schedule

The majority of the project will be completed within eleven (11) months, by MM/DD/YY, with the “After” survey and final report being completed within approximately eighteen (18) months, by MM/DD/YY. The estimated timeline per task is summarized below.

| Task | Task Title | Schedule |
|------|------------|----------|
| 1    |            |          |
| 2    |            |          |
| 3    |            |          |
| 4    |            |          |
| 5    |            |          |
| 6    |            |          |
| 7    |            |          |
| 8    |            |          |













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## ATTACHMENT B: BUDGET TEMPLATE

An Excel budget template is available in ZoomGrants under the Additional Documents tab.

| Proposed Budget   |                            |       |   |        |        |        |        |        |        |        |        |         |  |
|---|----------------------------|-------|---|--------|--------|--------|--------|--------|--------|--------|--------|---------|--|
| Expense Category  | Detail                     | Total | Task 1  | Task 2 | Task 3 | Task 4 | Task 5 | Task 6 | Task 7 | Task 8 | Task 9 | Task 10 |  |
| Personnel   |                            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Fringe Benefits   |                            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Travel  |                            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Materials and Supplies  |                            |       |   |        |        |        |        |        |        |        |        |         |  |
|   | Expense 1                  | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Expense 2                  | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Expense 3                  | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Expense 4                  | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Contracted Services   |                            |       |   |        |        |        |        |        |        |        |        |         |  |
|   | Contractor 1               | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Contractor 2               | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Contractor 3               | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Contractor 4               | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Equipment   |                            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Subcontracts  |                            |       |   |        |        |        |        |        |        |        |        |         |  |
|   | Subcontractor 1            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Subcontractor 2            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Subcontractor 3            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
|   | Subcontractor 4            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Other - Please Provide Detail   |                            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Additional Categories   |                            | \$ -  |   |        |        |        |        |        |        |        |        |         |  |
| Total Costs   |                            | \$ -  | \$ -  | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -    |  |
| <b>Indirect Costs &amp; Net Grant Amount</b>  |                            |       | <b>Local Matching Funds</b>   |        |        |        |        |        |        |        |        |         |  |
| Indirect Cost Base (MTDC =<br>Total Costs - Subcontract<br>Costs (>25K per contract) -<br>Equipment - Rental Costs) \$ -<br>Negotiated Indirect Cost Rate 0%<br>Indirect Costs \$ - |                            |       | Total Match<br>Required (Total<br>Costs X Match %) 10.27% \$ -<br>What type of Match are you<br>using? Cash<br>Match<br>Options In-kind<br>Staff Time Paid from Non-Grant Sources<br>Cash |        |        |        |        |        |        |        |        |         |  |
| Total Costs \$ -  |                            |       | Net Requested Grant \$ -  |        |        |        |        |        |        |        |        |         |  |
| <b>Sources of Matching Funds</b>  |                            |       |   |        |        |        |        |        |        |        |        |         |  |
| Source of Funding   | Type of Funding            | Notes |   |        |        |        |        |        |        |        |        | Amount  |  |
| Your organization   | Other - Describe in Notes. |       |   |        |        |        |        |        |        |        |        | \$ -    |  |
| Partner Organization 1  |                            |       |   |        |        |        |        |        |        |        |        | \$ -    |  |
| Partner Organization 2  |                            |       |   |        |        |        |        |        |        |        |        | \$ -    |  |
| Partner Organization 3  |                            |       |   |        |        |        |        |        |        |        |        | \$ -    |  |
| Partner Organization 4  |                            |       |   |        |        |        |        |        |        |        |        | \$ -    |  |
| Partner Organization 5  |                            |       |   |        |        |        |        |        |        |        |        | \$ -    |  |
| Total Match   |                            |       |   |        |        |        |        |        |        |        |        | \$ -    |  |

## ATTACHMENT C: MULTIPLE ACCOUNT EVALUATION FRAMEWORK

| Data Collected  |                        | Indicator   | Description  | Result   | 2018 RTO Strategy Performance Baseline   | 2018 RTO Strategy Performance Target   |
|---|------------------------|---|--|--|--|--|
| ENVIRONMENT measures the enhancement and protection of the region’s natural environment and progress towards reducing climate change.   |                        |   |  |  |  |  |
|    | Auto trips reduced     | Emissions reductions  | Reductions in pollutants that cause climate change and local environmental issues.   | Tons or pounds of emissions reduced  | --   | --   |
|    | Auto trips reduced     | Annual gas savings  | Reduction in non-renewable resources used.   | Gallons and dollars saved  | --   | --   |
| EQUITY and HEALTH measures the distribution and accessibility of equitable, affordable, and healthy travel options for people of color, low-income residents, seniors, youth, and people with disabilities. |                        |   |  |  |  |  |
|    | Auto trips reduced     | Combined transportation and housing savings                           | Savings from trips that are not drive alone, combined with known or average housing costs.   | Dollars saved per household served   | --   | --   |
|    | Demographics           | Travel options improvements for historically marginalized communities | Increasing access to travel options for people of color, seniors, youth, people with disabilities, low-income residents, and/or Title 1 schools. | Before and after for communities served, testimonials and/or descriptions                  | Identified barriers* and Percentage of investments focused on meeting equity goals* (Goal 2) | 3-5 barriers identified and reduced or removed<br>Percentage increase over previous grant cycle* |
|   | Geographic description |   |  |  |  |  |
|    | Active trips           | Health improvements   | Improvements to health from biking, walking or using transit.  | Percentage or number of active trips   | --   | --   |
| ECONOMY measures improvements to the local economy from reduced congestion and parking demand, which impact accessibility to goods, services, and jobs.   |                        |   |  |  |  |  |
|    | Active trips           | Improving access to jobs by travel options                            | Improving access to travel options with the purpose of, or resulting in, connecting people to jobs.  | Before and after comparison for communities served and/or description of improvements made | --   | --   |
|    | Demographics           |   |  |  |  |  |
|    | Geographic description |   |  |  |  |  |
|    | Auto trips reduced     | Decreasing parking demand   | Savings from reduced parking costs.  | Dollars saved  | --   | --   |
| EFFICIENCY measures how projects and programs leverage available resources, work with partners, and support regional policy by providing high quality, successful programs and services.                    |                        |   |  |  |  |  |
|    | Auto trips reduced     | Vehicle miles reduced   | Reducing vehicle miles traveled annually.  | Number of vehicle miles reduced  | 47 million miles reduced per year (Goal 1)   | Increase over previous grant cycle*  |
|    | Auto trips reduced     | Increasing non-drive alone mode share                                 | Improving the share of non-drive-alone modes, for commute trips (including ECO and SRTS programs) and non-commute trips.                         | Percentage or number of non-drive-alone trips  | 33.7% Non-SOV commute rate and SRTS Non-SOV rate* (Goal 1 and 3)                             | 40% Non-SOV commute rate and SRTS Non-SOV rate*  |

|   |                         |                         |  |  |  |  |
|---|-------------------------|-------------------------|--|--|--|--|
|    | Auto trips reduced      | Cost effectiveness      | Tracking cost of program or project and/or number of staff per capita compared to the measurable results achieved. | Average cost per vehicle mile reduced or participant or impression | Number of Travel Options Staff per capita*<br>Number of SRTS Coordinators per capita* (Goal 2 and 3) | Increase over previous grant cycle*                                      |
|    | Participants            |                         |  |  |  |  |
|    | Impressions             |                         |  |  |  |  |
|    | Partnership description | Leveraging resources    | Leveraging investments, increasing collaboration, and aligning program or projects with other regional partners.   | List of partners, and/or overall project or program cost           | 17 2017-2019 grantees<br>Number of partners* (Goal 2)  | Number of grantees*<br>Number of partners*                               |
| ENGAGEMENT measures the level of engagement provided to the local community, including enabling residents to receive information about travel options and gathering feedback from community members.  |                         |                         |  |  |  |  |
|    | Participants            | Participation           | People actively engaged in an RTO-funded program, service, or activity.  | Number of participants   | 250,000 commuters<br>SRTS participants* (Goal 2 and 3)   | Increase over previous grant cycle*                                      |
|    | Impressions             | Awareness               | People exposed to messages or information about a program, service, or activity.                                   | Number of impressions  | Awareness of RTO and SRTS programs* (Goal 2 and 3)   | Increase over previous grant cycle*                                      |
| Additional RTO Strategy performance measures and targets provide an incremental approach to track progress towards regional goals in addition to the indicators above. * indicates baseline or performance target to be collected in the upcoming program evaluation. |                         |                         |  |  |  |  |
|   | Capability scores       | Partner capability      | Building RTO partner capability through grants and support   | Average capability score   | Baseline established in 2019-2022 cycle  | Increase over baseline*  |
|    | SRTS programs           | SRTS expansion          | Jurisdictions or school districts (not individual schools) with a formalized SRTS program                          | Number of formalized SRTS programs                                 | 8 formalized SRTS programs (Goal 3)  | All districts have access to coordinator (may not be housed at district) |
|    | Grant reporting         | Performance measurement | Measure one or more indicators per project in context of project goals and funding                                 | Percentage of grantees reporting on MAE indicators                 | 70% of grantees collect measurable data that addresses goals   | 100% of grantees collect measurable data that addresses goals            |



## ATTACHMENT D: RTO STRATEGY TRAVEL OPTIONS CAPABILITY INDEX

|                          | <b>1 – Unaware<br/>Few or no RTO<br/>activities</b>  | <b>2 – Exploratory<br/>Occasional, ad-hoc RTO<br/>activities</b>  | <b>3 – Defined<br/>Basic level of<br/>RTO activities</b>  | <b>4 – Adoptive<br/>Advanced level of<br/>RTO activities</b>  | <b>5 – Optimized<br/>High level of RTO<br/>activities</b>   |
|--------------------------|--|---|---|---|---|
| Maturity level           | Partner has no awareness or understanding of RTO or has no plans to begin local program. Efforts to reduce auto trips are not a part of business model | Local program is in exploratory stage. Partner is aware of RTO, sees value in program engagement, but has not yet committed to ongoing efforts. Is interested in or may have participated in RTO events primarily led by others | Initial level of program development & implementation. Partner has made ongoing commitment to conducting one or two RTO program activities annually | Further level of program development & implementation. Partner has partially operationalized RTO activities. Has dedicated staff responsible for conducting multiple ongoing RTO program activities | Fully developed and mature program. Partner has fully operationalized RTO activities. Has dedicated manager + staff supporting an array of RTO program activities |
| Staffing level           | <b>0.00 FTE</b><br><br>No staff time dedicated to RTO activities   | <b>0.10-0.25 FTE</b><br><br>RTO activities are one of several duties performed by staff (in-house or contracted)  | <b>0.25-0.50 FTE</b><br>RTO activities comprise a significant portion of a staff person's time; is considered an important function of organization | <b>0.50-3.00 FTE</b><br>RTO activities comprise most or all of one or more staff person's time; is considered a core function of organization   | <b>3.00 + FTE</b><br>RTO activities comprise all of multiple staff person's duties, including; has dedicated organizational unit and manager                      |
| Local funding            | No local or regional funding   | Minimal level of local funding, required to pay staff and provide marketing and support event(s) or project   | Local funds provide match for RTO funds (~\$50K/yr), or RTO activities are 100% locally funded  | Local funds provide match for RTO funds (\$50-100K/yr)  | Local funds provide match for RTO funds (>\$100K/yr), plus additional local funding dedicated to program activities   |
| Partnerships             | No agency or NGO partners  | Collaboration with partners is informal and predominantly ad hoc  | Staff collaborate with key partners focused on transportation issues  | Staff collaborate with a variety of partners, including non-transportation-focused NGOs   | Multiple agency & NGO partnerships  |
| Goals & objectives       | None   | Activities are informal, reactive, and not integrated into planning policy  | Official policy supports TO work but lacks specific details on implementation   | Policies support TO work with specific goals and actions  | Specific, documented strategic direction, aligned with local TSP, regional & state plans  |
| Evaluation & measurement | None   | Minimal data collected, mainly qualitative  | Qualitative & some quantitative data collected on most activities   | Qualitative & quantitative data collected on all activities   | Qualitative & quantitative data collected, analyzed and evaluated for all program activities  |

|                          | <b>1 – Unaware<br/>Few or no RTO<br/>activities</b> | <b>2 – Exploratory<br/>Occasional, ad-hoc RTO<br/>activities</b>            | <b>3 – Defined<br/>Basic level of<br/>RTO activities</b>                            | <b>4 – Adoptive<br/>Advanced level of<br/>RTO activities</b>  | <b>5 – Optimized<br/>High level of RTO<br/>activities</b>  |
|--------------------------|---|---|---|---|--|
| RTO<br>partner<br>status | None  | May apply for<br>sponsorship, attend<br>CMG or other events<br>occasionally | RTO funding<br>recipient applies<br>for competitive<br>funding on<br>periodic basis | Core RTO partner<br>has agreed to<br>performance<br>metrics and other<br>conditions in<br>exchange for<br>dedicated funding | Core RTO partner<br>has agreed to<br>performance<br>metrics and other<br>conditions in<br>exchange for<br>dedicated funding.<br>Amount may be<br>greater than Level 4<br>due to greater<br>potential for ROI |

