



TRAVEL OPTIONS PROGRAM

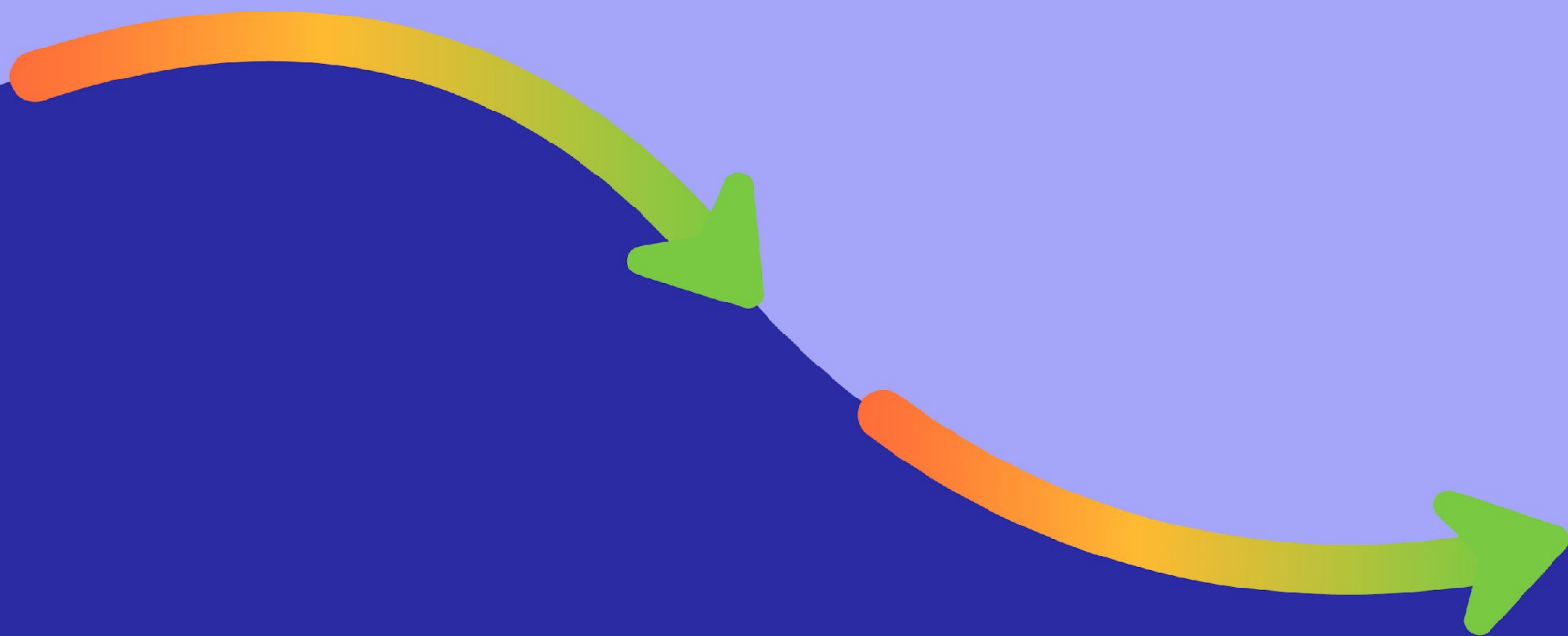
TOP Expression of Interest (EOI) Information Session | July 25, 2023





Agenda

- Introductions
 - Meet the DVRPC TOP team
 - In the chat - name, affiliation, why you are here today
- Facts About TOP
- Summary of Previous TOP Rounds
- Applying for a TOP Grant
- Q&A Session



Facts about TOP



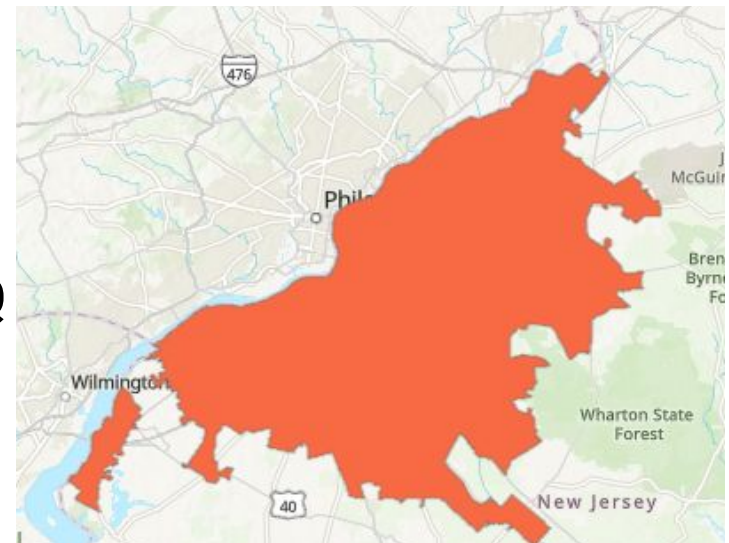
- **TOP funds** creative projects that aim to **reduce the number of single occupancy vehicles on the region's roadways.**
- TOP funds **planning and implementation projects** that support the goals, outcomes, and strategies established in [The Regional TDM Plan](#).
 - 4 Goals: Climate Action and Air Quality Improvement, Equity, Reliability, Freedom of Choice
- Each project must address a **TDM issue and solution**, with some type of **measurable results.**

What are the funding sources?

- Surface Transportation Block Grant (STBGP) funds for most of the region (PA and NJ)
- NJ Congestion Management and Air Quality (CMAQ) funds outside the Philadelphia Urbanized Area
- No local match requirement

What is the total available funding?

- PA: at least \$723,000
- NJ: at least \$84,400 + \$100,000 CMAQ
- Minimum project cost: \$75,000
- Maximum project cost: \$250,000



Source: NJGIN Open Data

Eligible Applicants

- Transportation management associations (TMAs)
- Nonprofits
- Government organizations/agencies
- School districts or schools
- Transit agencies

What are we looking for?

- Innovative TDM strategies
- Projects that can spend funds within the 2-year timeline
- Collaboration and coordination across and between agencies, counties, and states in the DVRPC region
- Projects that produce outcomes that can be measured both qualitatively and quantitatively
- **Projects designed to address at least one of the four core goals of the Plan and fit into one of the 5 established focus areas**

- 1. Workforce Job Access (non-SOV)**
- 2. Education and Outreach**
- 3. Quick-Build or Temporary Infrastructure**
- 4. Concept Development for a New or Existing Transportation Service**
- 5. Operational Solutions**

1. Workforce Job Access (non-SOV)

Goal: To solve an existing job access issue or challenge (akin to the former Job Access/Reverse Commute [JARC] program).

Elements we are looking for in an application under this focus area:

- Focuses on disadvantaged populations
- Includes potential partners; consideration of local partners (non-traditional such as housing and community organizations) who can bring in feedback and participation, as well as funds, are valuable
- Includes site specific information (business/warehouse park, corridor) for the access gap proposed to be addressed

2. Education and Outreach

Goal: To encourage a partner(s) in the service area to develop and advance new approaches, policies, and plans such as Complete Streets, TDM, and Vision Zero; or to educate the public or other private stakeholders about travel options.

Elements we are looking for in an application under this focus area:

- Relates to a proposed or new project or program
- Is a new marketing approach or strategy
- Explores how to reach new populations and audiences

3. Quick-Build or Temporary Infrastructure

Goal: To plan, coordinate, and build temporary infrastructure to illustrate and/or test a solution to a TDM problem or issue.

Elements we are looking for in an application under this focus area:

- Includes an explanation of the change this will make for the community
- Documents how implementation and materials will be paid for with sources outside the grant (municipality, nonprofit, county, TMA, etc.); this needs to include a cost estimate and a signed letter of agreement
- Includes general location and outlines plans to determine exact locations
- Explores how to reach new populations and audiences

4. Concept Development for a New or Existing Transportation Service

Goal: To plan, coordinate, and implement a change to a mobility service that solves a TDM problem or issue.

Elements we are looking for in an application under this focus area:

- Planning for a new multi-modal service or construction project for which implementation will be funded with other dollars that have been secured
- Developing new solutions or policies to accommodate bikes on transit or other rider needs
- Developing new solutions for carpool or bikeshare

5. Operational Solutions

Goal: To implement non-construction operational solutions and strategies that solve a TDM problem or issue. This could include software or hardware solutions to improve transit or mobility service operations.

Elements we are looking for in an application under this focus area:

- States how the proposed operational solution will support SOV alternatives
- Includes general project location and/or outlines plans to determine exact locations
- Includes concept and strategy development for implementing operational solutions to address TDM challenges

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Summary of Previous TOP Rounds



Pilot Round

4 projects - ended June 2022



- Collingswood Station Demonstration Project
- Light Rail to Trails: Connecting the RiverLine and Circuit Trails
- Automated Vehicle Shuttle in South Philadelphia
- Philadelphia Safe and Sustainable Return to Work



Bicycle fix-it station design and in-person at RiverLine Stations via Tri-State Campaign TOP grant

Are you ready to try Indego bikes?

Join today and get your first 30-days of unlimited 1-hour rides for just \$5!

Pennsylvania ACCESS cardholder can start for just \$2.50

Get in gear for Cycle September!

Spend less and ride more this month by entering promo code INDELOVE21 when signing up for a monthly pass.

Offer expires 9/30/2021. Additional usage fees may apply.

Visit rideindegogo.com or download the app to get started.

Indego

MULTIMODAL TRANSPORTATION PROJECT

REDUCE YOUR CARBON FOOTPRINT.
BE A SUSTAINABLE COMMUTER.

Biking (Healthy & Zero Emission)

- "Indego Bike Share System"
 - \$5 for the 1st month if sign up in September, 2021

Carpooling (Saving & Company & Comfort)

- Carpool For Free Parking Program
 - first 4 months of free parking in Chinatown for new carpools
 - fill out the [sign up form](https://bit.ly/2TaW2lI) to participate (<https://bit.ly/2TaW2lI>)

Public Transit (Fuel Efficiency & Less Air Pollution)

Take SEPTA bus or subway to work and reduce CO2 emission.

Philadelphia Safe and Sustainable Return to Work marketing information created by Clean Air Council

Round 1

15 projects - ends June 2024



- Tri-State Transportation Campaign helped promote NJ Safe Passing Law with bus back ads on NJ TRANSIT
- Mural Arts Philadelphia launched its Getting to Green project, a groundbreaking multi-disciplinary public art project.



Safe Passing Law advertising campaign on NJT buses via Tri-State Campaign TOP grant



Getting to Green mural created by Mural Arts for advertising the project

What does success look like for a TOP grant?



- Collingswood project coordination turned into a construction project that is pending implemented
- First automated shuttle in Navy Yard has been tested and will go into service this Fall (we think!)
- Concepts from The Eastern DelCo Bikeway project are being implemented due to partnerships from 4 municipalities to plan (TCDI), market (TOP), and implement (TOP)



Cross County Connection TMA Outreach and Education Project



Conceptual rendering of a proposed facility from the Eastern DelCo Bikeway Prioritization Study

- Eligibility
 - No match required
 - No construction projects
- Developed a TDM Program Strategy
- Maximum project cost
- Project evaluation
- TOP database
- Focus areas to create more specific focus up front, spending less time on eligibility later
- Application
 - Longer application period
 - EOI
 - Project Evaluation Criteria
 - DVRPC meetings to create partnerships and help develop scopes



Cross County Connection TMA Outreach and Education Project

Applying for a TOP Grant



1. Submit a TOP EOI Proposal



The Travel Options Program (TOP): Expression of Interest

Imagine a region of connected communities, where residents and workers don't need cars and have the freedom to choose from multiple reliable, affordable, safe, and well-connected transportation options. How do we make that vision into a reality? Work with us to develop it!

We are seeking new and innovative ideas that will reduce the number of single occupancy vehicles – people driving alone to work, school, or errands – on the region's roadways. Project ideas must respond to the goals, outcomes, and strategies established in A New Route to Better Travel for All: The Regional TDM Plan, available at <https://www.dvrpc.org/TDM>.

The Plan identifies goals that address improving air quality, equity, reliability, affordability, and freedom to choose travel options. Applicants are required to estimate how many vehicle trips they will reduce if the project is implemented.

If your idea is selected, your organization will be asked to submit a more detailed proposal for a project budget that should be at a minimum of \$50,000 and cannot exceed \$500,000. The successful project will be funded through the federal Congestion Management Air Quality (CMAQ) program.

This form is due no later than Friday, January 22nd at 5:00 p.m. If your idea is selected, you will be asked to submit a longer proposal with more details, including a timeline and a budget. The full proposal will be due by March 19, 2021 at 5:00 p.m.

- Attend this webinar
- Read TOP Application Guidelines
- Complete an online EOI form by **September 15, 2023 at 5PM**
- Be available to speak with us between 10/20/23 - 11/10/23

2. Submit a Full TOP Application (Invitation Only)

- Selected EOI proposals will be invited to complete a full TOP application by **November 10, 2023**.
- Full TOP applications will be due by **January 8, 2024**.
- Mandatory application materials:
 1. TOP application cover sheet
 2. A narrative description of the project consistent with the **Project Evaluation Criteria section**
 3. A project extent map
 4. Supporting materials (plan references or studies, letters of support)
 5. Budget proposal form

Where will more information be available?



You can find all the following information on the TOP website

- <https://www.dvrpc.org/top>
- Regional TDM Plan
- Link to online EOI form
- TOP Application Guidelines
- Eligibility resources
- Details about previously awarded projects

We will continue to update the TOP website with information

- Video of this webinar and the slides
- Frequently Asked Questions

TOP Application Process Dates and Deadlines



TOP Timeline	
July 5, 2023	EOI application opens
July 20, 2023 & July 25, 2023	EOI information sessions (attending <u>one</u> is mandatory)
September 15, 2023	EOI deadline
November 10, 2023	Invitation to selected project applicants to complete full TOP application
January 8, 2024	Full TOP application deadline
April - May 2024	Notification of award
July 1, 2024 - June 30, 2026*	Grant period

*If awarded funds, project sponsors are required to submit evaluations and other project deliverables at the midpoint and endpoint of the grant period.

Q&A Session



What are your questions for us?

Please use the Q & A function in zoom to ask questions

If the volume of questions does not allow us to get to your question during this session, we will post and answer it with all others from this webinar on the TOP webpage (www.dvrpc.org/top).

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THANK YOU!

