

Opportunities for Sustainable TMA Funding

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OPPORTUNITIES FOR SUSTAINABLE TMA FUNDING

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Introduction

Sustainable Transportation Management Association (TMA) funding is an issue most TMAs face throughout their existence. New as well as established TMAs are eventually faced with the challenge of developing and implementing an effective and dependable funding plan in order to achieve long-term sustainability. Today, many TMAs rely heavily on public, government controlled funds, such as the federally funded Congestion Mitigation Air Quality (CMAQ) program or local city or county sources, to fund their organization. Yet, public funds alone cannot support a TMAs programs and activities. Successful and sustainable TMAs acknowledge this and closely merge the need for diversified revenue sources with broader elements of the organization's purpose and activities.

Traditionally, sustainable TMAs integrate three elements to achieve financial security:

1) Diversified Revenue Base:

A mature and healthy TMA has four balanced sources of revenues:

- ⇒ Membership dues
- ⇒ Public grants or public funding of some sort
- ⇒ Fee-for-service
- ⇒ Assessments (Business Improvement Districts, common area agreements, etc.).

The need to continually identify and incorporate strategic funding planning exists throughout the life of a TMA. To maintain quality service delivery, it is imperative in today's economic environment that TMAs have a variety of funding sources. If one funding source dissipates, additional funding sources must be

available to keep the TMA solvent and sustainable. If one funding source has prescriptive requirements, another should provide more flexibility in program options, leading to more diverse program offerings. Lastly, TMAs should pursue varied funding options from businesses and policy makers to continue their dialogue in sustainable long-term economic growth through transportation solutions throughout the state.

A typical TMA has approximately 40 business members and an operating budget of \$150,000-\$200,000. A 2003 survey of TMAs around the country found that program budgets comprised of the following revenue sources:

- Membership dues (56%)
- Federal Grants (48%)
- Local grants (28%)
- State grants (27%)
- In-Kind donations (25%)
- Service contracts (19%)
- Fee for services (16%)
- Developer contributions (9%)
- Business Improvement Districts (7%)

Source: Center for Urban Transportation Research; "2003 Transportation Management Association (TMA) Survey," April 2004.

2) Asset to Community:

Successful TMAs develop and implement programs and services that are both needed and valued in a community. As the TMA becomes an asset to the community, stakeholders are more likely to fund TMA efforts. There is increasing community awareness of TMAs and the important role they play in transportation planning. TMAs are the conduit between local businesses/communities and city, regional, and state agencies, voicing concerns about access and mobility issues for their respective areas. TMAs have a history around the world of being the impetus for improved transit service, increased use of

alternative transportation, bicycle and pedestrian education, and infrastructure improvements. The 2003 TMA survey results show the diverse and critical types of alternative transportation programs and services offered by TMAs throughout North America:

- Marketing and Education
 - Marketing materials (88%)
 - Promotional events and fairs (83%)
- Regional/Local Advocacy
 - Represent member needs to decision makers (74%)
 - Promote TDM-friendly site design (37%)
- Direct Member Services
 - Rideshare matching (86%)
 - Guaranteed Ride Home (78%)
 - Vanpool programs (66%)
 - Tax benefit program assistance (64%)
 - Bicycle programs (56%)
 - Direct rideshare incentives (54%)
 - Subsidized transit passes (53%)
 - Telecommuting assistance (53%)
 - Shuttles/local transit (52%)
 - Parking management (25%)
 - Carshare programs (25%)

Source: Center for Urban Transportation Research; “**2003 Transportation Management Association (TMA) Survey,**” April 2004.

3) Time and Resources:

Sustainable TMAs realize an understanding of the relationship between developing valued programs and services and achieving a diversified revenue base. Staff time and organizational resources are carefully charted out and

aligned closely with goals and objectives that lead to the larger goal of sustainability. As a TMA becomes more valued within the community, the community in turn provides more funding and support for the continued growth and development of the TMA. TMA's that recognize the need to provide staff time and resources to understand the community they are working within, continually evaluate and refresh their products and services and become the local expert on transportation issues and resources are more likely to achieve sustainability. Doing these things takes the staff time and resources.

Putting it All Together

A variety of traditional and creative local, regional and national funding sources exist for Colorado TMAs. In order to assist local TMAs in achieving sustainability, this document presents a range of funding sources including:

- Traditional Colorado TMA funding streams
- Local, State and National Funding Opportunities
- Case Studies: Creative and Sustainable Funding in Action

Traditional Colorado TMA Funding Streams

The following represents traditional funding options, both public and private, for Colorado TMAs which can be applied to a variety of TMA-type projects.

CMAQ Funding

The primary purpose of the current federal CMAQ program is to fund projects and programs that reduce transportation-related emissions in air quality non-attainment and maintenance areas, such as the Metro Denver Region, Fort Collins area and Colorado Springs. Eligible CMAQ projects should demonstrate a likely contribution to the attainment of national ambient air quality standards. TMA's generally work with area Metropolitan Planning Organization's (MPOs), or

local jurisdictions (City or County governments) to determine appropriate projects.

Currently CMAQ funds are used to fund a variety of projects aimed at reducing congestion and improving air quality. CMAQ funds can be used to support Transportation Control Measures (TCM) identified by the State Department of Transportation or regional MPOs, such as alternative mode incentive programs, improved transit, bicycle and pedestrian programs and rideshare projects. Funds have been used to purchase vans and buses, to subsidize bus operations and to develop and implement rideshare programs. Under limited circumstances, CMAQ funds may be used to support the operating costs of public transportation for up to three years.

In addition to TCMs, CMAQ funds can be utilized for traffic flow improvement projects, transportation activities identified in approved State plans as well as extreme low temperature cold start programs. **Attachment A** features the CMAQ Eligibility Matrix which outlines a variety of CMAQ eligible projects. The federal matching share for CMAQ funds for most projects is 80 percent. The remaining 20 percent of the project budget is supplied by the local jurisdiction or applicant. Up to 100 percent federal share can be used for some activities including traffic control signalization and ridesharing projects. Eligible applicants can include private and non-profit entities, if part of public and private partnership agreements with public agencies.

The pending reauthorization of the Transportation Equity Act for the 21st Century (TEA-21), which outlines CMAQ funding levels and eligibility requirements, may modify (or even end) the CMAQ program. Reauthorization of TEA-21 is anticipated in early 2005 (as of printing in December 2004).

City and County Government

As TMAs often mitigate congestion in key activity centers, facilitate public involvement and assist local jurisdictions in meeting overall transportation goals, local jurisdictions often set aside funds to support TMAs. Some cities, such as the City of Aspen, set aside parking revenues to help fund transportation alternatives. Other jurisdictions, such as the City and County of Denver support TMAs by providing start up funds or special project funds to support innovative transportation alternatives such as a local circulator. Furthermore, some city and county governments are implementing new alternative mode friendly development requirements to assist in mitigating the traffic impacts of future developments. These funds can provide additional revenues for TMAs. Although not mandated by development requirements, the Stapleton Area TMA in Denver forged a strong partnership with Forest City, the developer overseeing the entire redevelopment of Stapleton. Forest City has provided funding and in-kind support to the TMA for both specific projects and services that benefit new residents, employers and employees.

Foundation Funding

Foundation funding, though rare, is at times available for TMAs to fund specific projects and programs. National and local foundation funding is often offered through a competitive grant process. Developing a grant that meets a specific need, is tied to the foundations mission and reflects strong community partnerships is often beneficial for a TMA. The TMA can either take the lead in responding to foundation opportunities or work with area partners on a joint application. As an example, the land-use, transportation and health link is currently becoming more and more evident in our communities. Foundation funding for active living, sustainable transportation and improved health may open many doors for future TMA funding opportunities. Yet, TMA's must take

into consideration that foundation funding is frequently extremely competitive, with numerous organizations competing for limited funds.

Foundation Funding Example: AT&T Foundation

AT&T considers environmental, health, and safety matters to be central business issues. This is reflected in many of the projects it supports through direct grants. The AT&T Foundation has supported the International Telework Association (ITAC) as well as the Downtown Denver TMO's Telework Colorado Initiative.

Resource: <http://www.att.com/foundation/programs/community.html>

Local, State and Federal Opportunities

Local Opportunities:

Membership Dues

The most accepted way to fund TMA programs is through membership dues. The dues are usually calculated, based on the number of employees. For example, an employer with 100 employees may be assessed a \$500 annual fee, while an employer with 1,000 employees may be assessed a \$1500 annual fee. According to an Association for Commuter Transportation (ACT) national survey, membership dues typically account for an average of one third of a TMA's revenue. TMAs that rely primarily on membership dues often represent vibrant public and private partnership organizations. At the same time, these TMAs are dependent on recruiting and retaining members, a process that can be very time-consuming. The following outlines various membership dues alternatives used around the country.

Common methods used in the dues structure are “graduated fees” “specific fees by types of member” or a combination of the two. A small number of TMAs determine the amount of revenue needed to cover expenses and then divide that amount among current and projected members.

Graduated fees are commonly assessed by amount per unit, range of size or flat fee plus amount per unit. For example:

- Amount per unit: \$5.00 per employee, per square foot of building space, or per parking space. Note that there is no cap on this funding option.
- Range of size: \$500 for companies with 1-100 employees; \$1,000 for 100-199 employees, etc; or \$5,000 per 100,000 square feet.
- Flat fee plus amount per unit: \$500 plus \$5 per employee.

Specific fee by type of member is a structure based on a general membership category (e.g., employers, developers/property owners, local governments, non-profit groups, business associations, etc.). This is an important distinction because TMAs offer different services and benefits to different kinds of groups. For example, local governments can act as both employers who benefit from the TMA's services and as critical associates in public and private partnerships. Therefore, local governments often do not fit easily into a strict “amount per employee” fee structure. Local governments may be better suited to paying a flat fee dues rate, if they are voting members. If local governments do not vote, then most often they are not required to pay dues.

Fee for Service

Some TMAs generate income from fee-for-service initiatives, which can be an important source of private funding. Colorado TMAs can use this arrangement to fund services that go above and beyond general membership services. Examples

of services could include: conducting worksite employee surveys, developing customized trip-reduction plans, implementing a comprehensive telework program, and developing a parking management plan. The TMA could also offer some or all of these services to non-members at higher fees. A fee-for-service program typically involves a menu of services offered by the TMA, along with a list of fees or range of fees for these services. TMAs generally provide these services through staff resources or through a contractual arrangement with private consultants.

As an example, the Dulles Area Transportation Association (DATA) in the Washington, DC, area receives 25 percent of their funding from several contracts providing services to public agencies and private companies. Services include holding seminars on transportation issues in the area and managing the Commuter Choice Campaign for Loudon County, VA.

In-Kind Contributions

Many TMAs receive in-kind contributions from members or supporting agencies. These include office space, furniture, equipment, etc. Local governments often provide Transportation Demand Management (TDM) or transit planning expertise as in-kind contributions.

A creative way to use in-kind contributions could include getting a Board member to give their time and their Transportation Coordinator's (TC) time to host a rideshare events in conjunction with an employee appreciation event at their worksite. The Board Member and TC are spreading the message without the TMA staff being there. Additionally, if there are any giveaways, advertisements or brochures for the event, a TMA logo can be placed on all employee promotional materials. Conversely, arrangements could be made with a local printer to discount printed items if they are listed as a sponsor.

Performance-Based Contracts with Partner Agencies

In an effort to increase funding revenue for TMA transit pass sales and TMA rideshare promotions and education, TMAs can enter into performance-based contractual agreements with transit or rideshare agencies. Under a performance-based contract a TMA would receive payment for increasing participation in either the transit or rideshare agency's programs.

Oftentimes, TMAs broker transit and rideshare services from the local transit and rideshare agencies to area employees. For example, a TMA that increases participation in a bus pass program by enrolling three new employers and 100 new employees would then receive an agreed-upon payment from the transit agency. Additionally, through bulk purchases or funding opportunities, TMAs offer discounted or subsidized transit passes to employees. Also, TMAs can broker rideshare promotional campaigns and activities. Brokering these types of promotional campaigns and activities allows a TMA to increase employee knowledge of and participation in rideshare programs and employer recognition of the TMA.

City Business Improvement Districts (CBID)

A City Business Improvement District (CBID) provides the opportunity for businesses to implement tailored TDM strategies, as provided either by the district directly or contracted to the City (such as GO Boulder). CBID's are eligible in Colorado under the Colorado State Statuette 31-25-Part 12. The statute defines the intent of CBID's as to provide supplemental services to businesses within the created district (typically a downtown or central business district, although any defined area may work). Many of these services mirror

those normally provided by local governments and chambers of commerce, focusing on economic development and transportation management services may be included.

A CBID is created by city approval of both a petition from a majority (over 50 percent) of eligible taxpayers in the proposed district as well as a plan of services or improvements to be provided. Eligible properties are defined as those that pay business or occupational taxes. The plan of services/petition must include:

- The name of the proposed district, which must include the words "business improvement district"
- Description of boundaries and service area
- Description of services and/or improvements
- A formal request for the organization of the district and three persons to represent the petitioners
- Bond or cash deposit to cover formation expenses

The tax charged within a CBID can be a millage rate or a surcharge on business and occupational taxes. Administration of the CBID can be provided by the local government, an appointed board or an elected board. CIBID services can be provided by the local government or contracted out by that government.

In Colorado, a CBID is one of the most feasible options for funding TDM programs, especially when these programs are supported by the local government. Nationally, approximately 7 percent of TMAs receive funding from CBIDs.

Special Tax Districts

Colorado State Statutes 30-20 Part 5 and Part 6

Probably the most common form of tax-based financing is the special tax district. Special tax districts are often created to provide a direct benefit to the property owners that will be included within the district and tend to focus on specific public infrastructure improvements. For example, property owners can agree to pay an additional tax that in turn is used to purchase and install a streetlight in their location.

There are two types of special tax districts or improvement districts that are available in Colorado: State Statute 30-20-Part 5-County Public Improvement District Act and State Statute 30-20-Part 6-Local Improvement Districts-Counties.

General/Public Improvement Districts (GIDs and PIDs) GIDs are formed by the local municipality and PIDs are formed by the county. The government entity makes up an “ex officio” Board of Directors for the improvement district. Each municipality generally defines the specific improvements in local statutes, but a wide variety of improvements are eligible. A petition must be signed by 30 percent or two hundred electors of the district, whichever is less.

Special/Local Improvement Districts (SIDs and LIDs) SIDs are formed and governed by the local municipality and LIDs are formed and governed by the county. Improvement costs are assessed upon the property benefited by the improvements. Each municipality generally defines the specific improvements in local statutes. Often there is one specific improvement or sets of improvements desired. If 50 percent of the property owners protest to the creation of a district, then the governmental agency cannot proceed.

Developer Fees

Agreements can be made between developers and TMAs to provide income for TMAs. In such a partnership, the TMA could broker transportation services for

the area and in return for these services, the developers set up funding guidelines that allow TMAs to receive revenue based on new or existing tenants and number of employees.

Parking Revenues

Implementing a modest fee for parking could generate a large pool of funding for TMAs. Cooperation from city officials and businesses is vital to make this program successful.

Parking meter fees can also assist with parking management problems. Many studies have found that inexpensive, widely available parking is an important determinants in mode choice.

STATE OPPORTUNITIES:

Colorado Heritage Planning Grant

The Colorado Heritage Planning Grant rewards communities using planning to manage growth. The projects funded address many of the impacts of growth, including, but not limited to traffic congestion, loss of open space, and a lack of affordable housing.

Resource: <http://www.dola.state.co.us/SmartGrowth/CHPG.htm>

Resource: <http://www.byways.org/>

State Trails Program

The State Trails Grants Program funds projects involving design, planning or construction of trails. State Trails Grants are a partnership between Colorado State Parks, Great Outdoors Colorado, the Colorado Off-Highway Recreation

fund, the Recreational Trails Program, and the Land and Water Conservation Fund.

Resource: <http://parks.state.co.us/default.asp>

Federal OPPORTUNITIES:

Motor Vehicle Congestion Relief

As the U.S. Congress debates the reauthorization of the TEA-21, the Senate and House of Representatives each have separate versions of proposed new legislation. In the House draft, there is a new funding program called Motor Vehicle Congestion Relief. While the reauthorization process is still quite uncertain (as of December 2004), and the fate of this particular funding program even more uncertain, this remains a funding source to keep a close eye on.

Elements of the proposed program include:

- Requires every state with an urbanized area of 200,000 individuals or greater to obligate funds apportioned to them for congestion relief activities. The portion of a state's apportionments for a fiscal year to be obligated is determined by multiplying the total amounts apportioned to a state under the NHS, CMAQ, STP & Interstate Maintenance programs by 10 percent by the percentage of a states population residing in urbanized areas of the state with an urbanized area population of over 200,000.
- There are three categories for projects: Under One (40%), Under Three (35%), Open-Ended (25%)
 - Under One is defined as a project completed within one year after the date of commencement of onsite improvements, has a total projected cost of \$1,000,000 and will improve the condition in the applicable area and is an element of the congestion management system, but excludes demand management.

- Under Three is defined as a project that will be completed within three years and will improve conditions in the applicable area and is an element of the congestion management system, but excludes demand management.
- Open-ended projects include all projects eligible by Under One and Under Three as well as demand management and capital costs for transit projects.
- Congestion Relief activities are any activity, project, or program that has as its primary purpose, activities and projects whose purpose is to relieve congestion. Including, creation of additional capacity, construction of additional lanes, improvements to interchanges, improved access to major terminals, construction of parallel roads, construction of truck only lanes and major arterial improvements, transportation system-wide operational improvements such as incident management, traffic monitoring and surveillance, and traveler information, but excludes demand relief projects such as telecommuting, ridesharing, alternative work hour programs, and value pricing.
- A state may transfer funds from the under one category to the under three category if the state certifies that there are no possible under one activities that can be funded, up to 10% can be transferred.

Although these elements would both secure existing and add new resources for potential TMA utilization, the passage of all of these elements within reauthorization is uncertain as of December 2004.

NOTE: Proponents of demand management activities have discussed the specific exclusion of demand management activities from the Under One and Under Three categories with House members, and there considerable uncertainty regarding the eventual fate of this specific exclusion.

Transportation and Community and System Preservation (TCSP) Funds

Transportation and Community and System Preservation (TCSP) funding opportunities are available through the Federal Highway Administration (FHWA). These funds are available to local governments, state, MPOs and tribal governments to plan and implement a variety of transportation strategies that improve the efficiency of the transportation system; reduce environmental impacts of transportation; ensure efficient access to jobs; and examine development patterns to encourage these goals. The TCSP program is administered by the FHWA with local programs/projects often administered by the local FHWA Division. In practice, however, TCSP funds are most often designated at the Congressional level. TMAs interested in learning more about TCSP should consult the Colorado FHWA division.

For more information: <http://www.fhwa.dot.gov/tcsp/>

Colorado FHWA Division: <http://www.fhwa.dot.gov/codiv/> 720-063-3000

Job Access Reverse Commute

This Federal fund program supports projects dedicated to transporting low-income persons to jobs and employment-related activities, as well as projects that help the general public better access suburban employment opportunities. This program was created under Section 3037 of TEA-21 and is sponsored by the DOT and FTA. Funded services may include new or expanded transportation programs, shuttles, vanpools, new bus routes, and guaranteed ride home programs. Reverse commute programs must include transportation to and from

“suburban” employment areas. Access-to-jobs grant money may be used for the following:

- Financing projects and operating costs of equipment.
- Promoting the use of transit by workers with non-traditional work schedules.
- Promoting the use of vouchers for recipients.
- Promoting the use of employer-provided transportation.
- Subsidizing reverse commuting.
- Subsidizing the purchase or lease for a non-profit agency for vehicles or services.

Transportation Enhancements

Transportation Enhancements (TE), a federally funded and state administered program, encourages all levels of government and the private sector to apply for funding to improve sidewalks, bike lanes, and the conversion of abandoned railroad corridors into trails. Communities may also use the program to revitalize local and regional economies by restoring eligible historic buildings, renovating streetscapes, or providing transportation museums and visitor centers. Many communities also use the program to acquire, restore and preserve scenic or historic sites.

Distribution of the transportation funds are made by each region. The regional transportation director works with the local entity to determine specific project selection and funding levels. For additional information contact the Enhancement Program Coordinator, CDOT Design Branch at 303-757-9709.

Surface Transportation Program (STP)

Surface Transportation Program (STP) funds are federal funds typically used for roadway construction and administered by the Colorado Department of Transportation. Beginning under ISTEA, and now with TEA-21, STP funds may be used for any capital project, including transit. This use of STP funds for anything other than highways was infrequent at the beginning of ISTEA in the early 1990s, but has been steadily increasing. Eligible projects include safety projects involving bicycles, pedestrians and rail crossings, as well as urban design and safety improvements. Yet again, the release of STP funds for these TMA type activities is rare.

National Highway System (NHS)

National Highway System (NHS) funds are used for major population centers, intermodal transportation facilities, international border crossings, and major destinations. Typically, it is comprised of all interstate routes, selected urban and principal rural arterials, defense highways, and major highway connectors carrying up to 76 percent of commercial truck traffic and 44 percent of all vehicle traffic.

NHS funding may also be used for operation costs of Transportation Management Systems. Carpool/vanpool and park and ride projects are also eligible for this funding.

National Scenic By-Ways Program

The National Scenic Byways (NSB) Program was established under the Intermodal Surface Transportation Efficiency Act of 1991, and reauthorized in 1998 under TEA 21. Under the program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational, and scenic qualities. There are 96 such designated byways in 39 states. The Federal Highway Administration promotes the collection as America's Byways.

National Scenic By-Way discretionary funds are available to undertake eligible projects along highways designated as Scenic By-Ways. All applications must be completed on-line and submitted in hard-copy to the State Department of Transportation then forwarded to FHWA Division Office.

Environmental Protection Agency's (EPA's) Environmental Education Grants

The Grant Program sponsored by EPA's Office of Environmental Education supports environmental education projects that enhance the public's awareness, knowledge, and skills to make informed decisions that affect environmental quality. These Education Grants can be utilized for projects/programs that provide environmental educational opportunities aimed at improving air quality, reducing toxic substances and promoting other environmental issues. Since 1992, EPA has received between \$2 and \$3 million in grant funding per year and has awarded over 2,500 grants.

Resource: <http://www.epa.gov/enviroed/grants.html>

Case Studies: Creative and Sustainable Funding in Action

REVENUE FROM PARKING CHARGES

North Bethesda Transportation Management District Montgomery County, Maryland

North Bethesda Transportation Management District (TMD) located in Montgomery County, Maryland, serves 1,200 employers with 80,000 employees in the suburban Washington, DC area. When deciding how to fund the TMD, the formation team identified public parking charges—parking meter payments, parking violation fines, and monthly permits for public parking lots—as the best sources of revenue to support the program.

To finance the TMD, the county installed more than 800 new parking meters in areas of the county that had previously enjoyed free parking. To maximize the income for the program while not being an unfair burden to those who park in the county, the team needed to determine exactly where the parking meters should be installed and how much they should charge. They analyzed a number of factors, including the composition of business in the area (retail vs. office space) and the prevailing parking rates in nearby private garages to determine an effective placement strategy and rate schedule.

As preparations were made to install the new parking meters, the county conducted a major public outreach campaign to educate businesses and individuals about the new parking plan, its rates, and the TMD program that the meters' revenues funded. The outreach campaign included:

- Community and business forums
- Flyers and information packets
- Information in the local register

- Articles and advertisements in local newspapers
- A hotline to answer questions and address concerns

Visit the North Bethesda Transportation Center's website to learn more about their projects, programs and contact information <http://www.nbtc.org>.

Resource: EPA Best Workplaces for Commuters Teleseminar. *Innovative Funding Sources for Transportation Demand Management and Best Workplaces for CommutersSM*. June 8, 2004.

DEVELOPER FUNDING

Warner Center TMO

Los Angeles, CA

Located in suburban Los Angeles' San Fernando Valley, the Warner Center is the third largest urban center in Los Angeles, after the downtown area and Century City. The Warner Center area is described as a mixed use development where people can live, work and play.

In the late 1980s, the City of Los Angeles and the primary developer of Warner Center agreed that the growing community would need an effective TDM plan. When the developer first paid for use of the land, it included an additional five million dollar contribution to a trust fund to be used for the creation and support of a transit management organization (TMO). Now, for every commuter that a new developer's office space will attract, the developer must pay \$3,500 into the trust fund. Every year, the TMO receives \$85,000 from the trust fund to spend on transportation improvements (they also receive separate funds specifically for public transit).

The fund itself covers many transportation improvements, such as:

- Widened roads
- Additional traffic lights

- Added freeway lanes
- Public transit improvements

Resource: EPA Best Workplaces for Commuters Teleseminar. *Innovative Funding Sources for Transportation Demand Management and Best Workplaces for CommutersSM*. June 8, 2004.

FEE FOR SERVICE

Ride-On TMA

San Luis Obispo County

Ride-On operates a lunchtime shuttle that is free to parties of two or more. Seats are reserved 24 hours in advance. The shuttle is funded by sponsors, mainly restaurants along the shuttle route. Additionally, Ride-On offers several services for a small fee such as a medical shuttle, a senior shuttle, safe ride home and an airport shuttle. For more information, visit: <http://www.ride-on.org/>

PROPERTY OWNER REVENUE SHARING

Irvine Spectrum Transportation Management Association Irvine, CA

Spectrumotion is an Association funded by the property owners in Irvine Spectrum, a residential and commercial area of Irvine. Due to this funding structure, it is not necessary for the TMA to charge commuters or employers for individual services. Services provided include: public transportation pass sales and subsidies, vanpool formation assistance and subsidies, new hire orientation information, etc. For additional information, visit: <http://www.72share.com/index.html>.

Attachment A: CMAQ Eligibility Table

Category	General guidance	Components	Restrictions	Funding notes ¹
Transportation Activities in Approved SIP or Maintenance Plan	Any approved project	Highest priority for CMAQ funding	Must contribute to the specific emission reductions approved	
Transportation Control Measure (TCM)	All eligible TCMs EXCEPT removal of pre-1980 vehicles	Alternative modes incentive programs; Improved transit ; Carpool lanes, ridematching, and parking facilities; Employer programs and flextime ; Trip reduction ordinances ; Traffic flow programs; peak-period vehicle reduction ; bicycle/pedestrian programs and facilities; Reducing cold start and idling ;	Most TCMs will have been recorded as being eligible under the adopted the Statewide Implementation Plan.	
Extreme Low Temperature Cold Start Programs	Reduce emissions from extreme cold-start conditions	Retrofitting vehicles ; Installing electrical outlets and equipment in garages	Only eligible if adopted as TCM.	
Public-Private Partnerships	Cooperative implementation between public and private/non-profit sectors.	Activities that meet local match requirements: ownership or operation of program/project; construction or project management; cost-sharing between parties	Detailed, written agreement must be in place prior to application for CMAQ funds; partners should emerge from an open selection process; may not fund obligations imposed on private-sector	Local match should be greater than 20%; projects must be included in SIP or RTP
Alternative Fuel Vehicles	Purchase of publicly-owned, alternative fuel vehicles	Demonstration that the proposed vehicle will reduce pollutants causing the air quality violation; onsite fueling stations	Must be consistent with SIP strategies and/or maintenance plans	Need not be included in SIP

¹ Funding eligibility is 3-years, unless otherwise noted.

Category	General guidance	Components	Restrictions	Funding notes ¹
Traffic Flow Improvements	Congestion Management System projects, traffic signalization, ITS, traveler information, and traffic management programs.	Multi-modal traveler information; traffic signal control; freeway, transit, incident management; toll / fare payment systems; intermodal freight	ITS projects must be consistent with the National ITS Architecture; operations must show air quality benefit	
Transit Projects	Transit investments that yield an <u>increase</u> in transit ridership that has an air quality benefit	New or enhanced facilities; expansion of vehicle fleet; new transit services; fare subsidies during severe air-quality periods	Reconstruction, rehabilitation, maintenance, and general services are not eligible	
Bicycle and Pedestrian Facilities and Programs	Bicycle and pedestrian programs designed to shift trips from vehicles	New bicycle and pedestrian facilities; bicycle safety; public education programs		
Travel Demand Management (TDM)	TDM programs that extend and enhance multiple modes of travel.	Market research; TDM planning and implementation costs; Traffic calming; operating assistance for TDM programs; marketing and education	Restrictions on use of traffic calming under CMAQ.	
Outreach and Rideshare Activities	Complementary marketing and ongoing services for TDM programs	Public education and marketing; employer assistance; commuter stores; ridematching; rideshare programs; vanpool expansion; TMA establishment		3-year eligibility for vanpools & TMAs; indefinite for outreach
Telework / Telecommuting	Establishment of telecommuting programs.	Planning, technical analysis, training, coordination, and marketing of telework	Telework centers, computer, and office equipment are ineligible expenses	
Fare and Subsidy Programs	Fare / fee subsidies for alternative modes	Bus fare reduction during polluted times; vanpool subsidies; flat-fare taxi programs; financial incentives for TDM alternatives; parking management; commuter-choice programs		
Planning & Project Development	Project development for projects that reduce emissions	Planning, environmental studies, and project development	Project must reduce emissions and be included in RTP/TIP; general planning and monitoring is not eligible	

Category	General guidance	Components	Restrictions	Funding notes ¹
Inspection and Maintenance	Construction and start-up expenses for inspection and maintenance stations	Construction of new facilities; start-up activities; mechanic training; portable programs for inspection	Must constitute new or additional services and serve to reduce emissions	
Experimental Pilot Programs	Projects that may not meet precise eligibility criteria, but show promise towards reducing air emissions.	Magnetic Levitation projects; VMT or fuel consumption reduction projects; innovative financing	Before -and-after studies are required to determine impacts (measured in VMT or trips reduced and in emissions reduced); may not exceed 25% of state yearly CMAQ apportionment	