

North Carolina Department of Transportation

FY 2024 Transportation Demand Management Application Overview and Guidance

February 15, 2023



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TDM APPLICATION OVERVIEW AND GUIDANCE



— Program Background

Transportation Demand Management (TDM) programs promote the use of all transportation options available, rather than defaulting to single occupant vehicle use. Included among these travel options are carpooling, vanpooling, teleworking, transit, bicycle, flexible work hours, compressed work weeks, and parking policies/pricing structures. The NCDOT Integrated Mobility Division (IMD) funds TDM programs to support the provisions of the Ambient Air Quality Improvement Act of 1999, Senate Bill 953, which addressed concerns over ground level ozone pollution from motor vehicles and the need to deal with increasing vehicle miles traveled (VMT) and NOx emissions. The bill established a goal of reducing the growth of commuter vehicle miles traveled (VMT) in the state by 25% from 2000 until 2009 and that goal was achieved. NCDOT continues to make strides in TDM to achieve even more.

— Who Can Apply?

Public organizations responsible for promotion of TDM activities, which may include providing services such as carpool/vanpool matching and vehicles for use in vanpooling may apply.

Urban and Rural areas in the state interested in a TDM program (but are not currently receiving state TDM funds) should contact Nick Morrison, Transportation Planner, at (919) 707-2608 or via e-mail at nemorrison@ncdot.gov to discuss planning requirements for establishing a TDM program.

— Timeline & Required Documents

Completed FY 2024 TDM applications must be submitted through the [Enterprise Business System](#) (EBS) no later than Friday, March 17th, 2023.

All required documents must be completed and uploaded to the “FY 2024 Application” in EBS.

The Application Checklist can be found as a part of this application package and may be downloaded from [IMD's website](#).

The document type is listed under Urban Grants. The completed checklist should be uploaded along with other attachments in EBS.

Naming Convention

Please name each individual file by the naming convention OrganizationName.FY.DocType (for example; NameofTDMProgram.FY2024.PublicHearingNotice). After all the required documents are completed and scanned, they may uploaded to the application. **Please do not zip these files together.**

Note: Do not submit the application without all of the required documents attached. Use the Application Checklist as a guide. Applicants will receive a confirmation when NCDOT receives the application.



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— Eligible Expenses

This program funds up to **50% percent** of the total expenses associated with TDM programs. Eligible expenses include salaries, fringe benefits, office supplies, marketing, planning (see below for more guidance), and other program related items. The list of eligible administrative items is included in the TDM application form in EBS. Detailed definitions for each item are in the [Uniform Public Transportation Accounting System](#) document. This program does not fund capital expenses such as vehicles or vehicle parts, building costs, or operating costs like vehicle maintenance. This program also **does not provide funding for prizes or incentives** and does not provide **funding for food for events/meetings/etc.** (with the exception of personal per diem charges during travel, as stated in the [NCDOT Travel Policy](#)).

Funding Requests

All TDM applicants are required to utilize the Uniform Public Transportation Accounting System (UPTAS) for budgeting and reporting. The administrative funding allocated to an organization can be budgeted at the discretion of the organization, utilizing eligible UPTAS cost categories (Object Codes) except for G452 vehicle insurance, G372 promotional items, and G395 Training [employee development].

— Funding Details

Funding for this program is contingent on NCDOT-IMD receiving funds allocated towards this program. Funding allocated to TDM programs each year cannot roll over to the next year and any unspent funds will be de-obligated at the end of the cycle by NCDOT-IMD. As such, subrecipients should only request funding they can justify as necessary funding for the 2024 Fiscal Year. This justification should be made clear in the TDM Project Funding Justification Form. There is no set budget in the FY24 TDM cycle; however, there is an expectation that programs overall will not exceed previous years' funding and will only request an amount they are confident they will be able to obligate and draw down in a consistent manner.

Cost Allocation/Indirect Cost Plan

If the application includes indirect overhead costs in the funding request, a Cost Allocation Plan/Indirect Cost Plan (CAP) must be submitted and approved by the governing board along with a signed and notarized CAP to NCDOT with the administrative grant application. Documentation to support the indirect cost rate must be submitted to IMD with the application or no later than the application deadline.

Necessary documentation includes:

- Signed Certification page from the Cost Allocation Plan (CAP);
- Page(s) from the CAP showing indirect costs allocated to the Transportation Department, page(s) from the transit system's financial report showing total salaries & fringes paid to the entire Transportation Department staff; and
- An official statement verifying the Cognizant Agency.

An allowable indirect rate will be approved by IMD. The applicant may request less funding in the indirect cost line item than which is allowed as the maximum amount. Indirect costs



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rates from the Department of the Interior will be approved with proper documentation. Administrative budget lines related to using indirect cost rates must be developed sufficient to cover only those administrative costs directly attributable to the execution of the TDM grant.

— Program Goal & Plan

The goal of the statewide TDM Program is to continue the average annual percentage reduction in the growth of commuter VMT achieved between 2000 and 2019. All applicants shall operate in a manner consistent with NCDOT goals to make our transportation network safer, make our transportation network move people and goods more efficiently, and make our infrastructure last longer. To achieve the statewide goals, **each grant applicant shall submit an Annual TDM Workplan of programmatic goals and objectives the organization plans to achieve in the fiscal year (the Annual TDM Workplan template is provided with this grant's application documents).**

The Annual TDM Workplan should include:

- The travel options program structure, detailing the scale of the TDM programs and services that will be offered to travelers in the defined geographic area;
- Details on any additional organizations that will support TDM program implementation across the service area in the roles and responsibilities chart; and
- An outline of the activities planned for the fiscal year (derived from the local TDM plan), identifying project-level goals, resources needed, measurable metrics to collect, and the associated timeline.

— Travel Options Program Structure

Each applicant should provide a framework for how they will work to reduce VMT and achieve greater mobility for all travelers. All applicants should have the same framework in place for their travel options programs, however the scale will vary based on size and reach.

- **Travel Options Coordinator(s)** – The organizational chart showing the anticipated personnel to support the TDM programming, their role using the program structure as a guide, and estimated percentage of time spent on TDM programming. The local Coordinator is also responsible for building awareness and interest in TDM strategies in planning documents, regulations, and construction projects. This role will also report program effectiveness to IMD. This section should also highlight any additional subrecipients who may receive IMD funding for TDM programming.
- **Education of Travel Options (Marketing)** – Each applicant should describe their plan for educating travelers. This plan should outline the following key areas:
 1. Identification of Audiences (employers and commuters at a minimum)
 2. Development of Key Messages (aligned with each audience segment)
 3. Delivery Channels (examples could include emails, newsletters, events, and display materials, among others)



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4. Feedback Measures (how efforts will be evaluated and continuously aligned to audience(s) and their needs)
- **Recruitment of Travelers into Non-SOV Modes (Outreach)** – The goal of all TDM efforts across the state should be rooted in creating behavior change to reduce VMT. Applicants should detail the tactics to be used for recruitment activities, which could include (but are not limited to) community events, vanpool formation meetings, hosting worksite-based events, or conducting modal promotions like Try Transit or Carpool Challenges.
 - **Tools for Employers and Commuters (Programs)** – Each Travel Options program should have tools in place to support employer and commuter outreach activities. Describe the tools that will be used for education, recruitment, and general outreach. Applicants must actively promote the rideshare matching website www.ShareTheRideNC.org and describe how they will incorporate the ridematching tool into promotional events and campaigns.
 - **Pilot Programs** – While Travel Options programs should be focusing on employers and commuters, applicants may identify a new audience to target or want to test a new promotional campaign. Innovation and/or pilot program plans should address the opportunity, the approach, identified program goal(s) and objectives, and the associated data metrics that will be provided to NCDOT for evaluation purposes.
 - **Transportation Innovations** – Each regional program should be in coordination with local municipalities and planning organizations to anticipate these emerging transportation solutions and identify ways to support their existence. Applicants should address the coordinating agencies, opportunities for collaboration, and any additional program metrics associated with new transportation programs.

— Scorecard

All existing TDM programs and potential applicants must commit to performance metrics and continue to update a Scorecard to receive TDM funds. These Scorecards encourage consistent data collection across all applicants, set baselines, and allow IMD to strategically plan for future program development and track growth. Applicants are committed to data collection in each category and may add additional metrics to be reported quarterly. Outcomes reported in the Scorecard will be used to gauge the effectiveness of TDM programs across the state. TDM programs will continue to work on developing their Scorecards through quarterly NCDOT training sessions and upcoming performance planning initiatives.

Every application must include a Scorecard spreadsheet as a template for activities in the TDM program and aligned with the Travel Options Program structure. While every program metric may not apply to every applicant's Travel Options program, the application Scorecard should void out any metrics they will not be able to collect or measure.



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— Special Funding for TDM Plan Development

For applicants who currently do not have a TDM program in place, funds for the development of a TDM Plan are available. A TDM Plan is a document intended to assist agencies as they prepare to develop a fully-scaled TDM program and direct an agency's efforts to align with the established to establish TDM goals in the Plan. TDM Plans should outline specific strategies for expanding mobility choices, changing travel behavior, reducing single occupancy vehicle miles traveled, and describing the intended outcomes of a successful TDM program within their organization.

Typical TDM Plans should include the following items:

- Community Conditions
 - Develop a regional conditions report, illustrating the need for an organized TDM program and identify TDM hotspots
- Planning Framework
 - Discuss the TDM program workplan, establish coordination protocols among stakeholders and specific engagement strategies for reaching those stakeholders, and establish a steering committee
- Program Foundations
 - Define the vision and goals in coordination with partners and stakeholders
- Program Development
 - Finalize the TDM program management structure, establish performance metrics/targets/success criteria, and long-term plan for coordination, funding, and program delivery
 - Use the Travel Options Program Structure to guide the program development
- Program Adoption & Implementation
 - Transition steering committee to a more permanent TDM Advisory Committee, finalize the TDM Plan, develop workplan to support program implementation of marketing, outreach, and programs

Applicants requesting the funds for TDM Plan development will not be required to submit an Annual TDM Workplan, Scorecard, TDM Plan, or Cost Allocation Plan/Indirect Cost Plan unless staff time is applied.

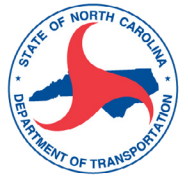
— Invoicing & Progress Reports

Invoices should be submitted on at least a quarterly basis. Invoices must include all applicable back-up documentation needed, a Progress Report of activities conducted by the TDM program(s), the updated Scorecard, the DBE Reporting form and the NCDOT Cover Sheet (attached within the application package). All approved Travel Options Programs must complete a narrative Progress Report and corresponding Scorecard to submit with their invoices on at least a quarterly basis.

The Progress Report and Scorecard will be used initially for baseline activity and to gauge the



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effectiveness of the TDM program. The quarterly invoices will be due no later than 30 days past the end of the quarter. The quarter time periods are July to September, October to December, January to March and April to June. The final invoice is due no later than 90 days past the end of the funding year.

— Other Requirements

Signed TDM Resolution

As part of the TDM Application, a resolution by the entity responsible for ensuring the 50% local match is programmed and available for the TDM activities and stated on the Local Share Certification. The signed resolution and Local Share Certification must be provided prior to grant approval.

UEI Number Verification

All applicants must provide proof of a verified and active UEI number. A copy of the verification must be uploaded with the grant application.

Funding Request Justification

Each applicant must complete a Funding Request Justification form. Applicants should use this form to provide a brief description of their project, outline the benefits of the proposed program, and discuss the impacts resulting should their program not be funded.

— Procurement and Third-party Contracting

Procurement and third-party contracting activities are primarily the responsibility of the subrecipient. Subrecipients should follow established local procedures and applicable state or federal standards in accordance with the North Carolina Consolidated Procurement Code (as amended). The procurement and contract standards set forth under N.C. G. S. 143 Article 8 shall apply to the procurement of all goods and services the subrecipient will purchase under the project contract.

— Program Auditing

The Integrated Mobility Division is responsible for providing program monitoring and oversight to ensure State funds are used for the intended purpose. This is accomplished through various onsite program monitoring and evaluation tools including but not limited to: site visits, compliance reviews, and financial reviews.

— Missed Deadlines & Incomplete Applications

Incomplete applications will be returned for correction. Only complete applications will be reviewed and moved through the review process for approval. Applicants are strongly encouraged to refer to the Application Checklist to assure the completeness of the application. For questions, please contact Nick Morrison at (919) 707-2608 or via e-mail at nemorrison@ncdot.gov for additional information and assistance. **Applications are due on or before Friday, March 17th, 2023.** EBS will close on Friday, March 17th, 2023, and applications will not be accepted after this date. Do not mail applications to NCDOT.



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— Timeline

Date	Task/Event
February 15th, 2023	TDM application package posted to NCDOT website and sent to all TDM programs
March 17th, 2023	Deadline for FY 2024 TDM applications and budget to be submitted in EBS
April/May 2023	FY 2024 TDM Projects will be presented to the NC Board of Transportation
July 1st, 2023	Beginning of state fiscal year and Period of Performance for FY 2024 TDM programs

