

## Innovative Transit Service Models Competitive Grant Program Criteria

### 1. Project Screening Criteria

- 2016 Measure B eligible;
- Eligible projects are transportation services or models that provide first and last-mile connections to public transit. Planning or feasibility studies are not eligible.
- Project must score at least 75 points;
- Project delivery schedule must be included;
- The project service may be targeted and limited to specific demographics (e.g. school children, seniors, people with disabilities, etc.) to the extent not prohibited by applicable law.
- The project must be implemented within one (1) year of the grant award;
- The project service must not duplicate<sup>1</sup> existing VTA or another transit provider or city's services;
- Minimum Amount: \$250,000 per call for projects. Call for projects will occur every two years.
- Maximum Amount: 50% of the total available funds per call for projects per cycle. Currently available funds for the first cycle (FY18 – FY21) will be \$6 million in total.

### 2. Scoring Matrix

Criteria	Max Points	%
1. Innovative service/business model	20	18%
2. First/last mile connections	20	18%
3. Serves vulnerable/transit-dependent population	20	18%
4. Affordable service	10	9%
5. Serves underserved market	10	9%
6. Project readiness	5	5%
7. Non-2016 Measure B Contribution	10	9%
8. Cost-effectiveness	15	14%
<b>TOTAL</b>	<b>110</b>	<b>100%</b>

<sup>1</sup> Funding an existing service isn't considered duplication.

**Criterion #1 - Innovative Service/Business Model (Max. 20 points)**

**Does the project present an innovative aspect in its project delivery?**

- (a) Points awarded if the project provides a qualitative and/or quantitative description about any innovation of the following, including but not limited to:
  - Unique partnership and funding arrangements;
  - Flexible models of transit service delivery;
  - Technical capabilities, such as:
    - integrated payment systems,
    - incentives for traveler choices,
    - mobile applications,
    - on-demand software, and/or
    - real-time transit data;
  - Innovative data sharing arrangements and/or data collection methods, such as
    - open data platform,
    - crowdsourcing information and/or incentive-based participation in data collection.
  - Innovative community outreach strategies.
- (b) Point Distribution:
  - A project can achieve a maximum of 20 points. The Project Sponsor will be required to identify two (2) most innovative aspects of its project and describe how it is innovative.
  - Innovation (up to 10 points each) will be judged on the following:
    - Originality – How new is it to the Santa Clara County? New projects are those where there was no similar service available in the County within the past three years; projects that will result in significantly expanded service may be considered new.
    - Market-readiness – What are the expected utilities of new service models, systems and/or technologies?
    - Transferability – How likely is it to be extended into other areas?
    - Conservation of Resources – How much time or money does it save, in comparison to existing conditions?
  - Any other innovations that are not mentioned above can be considered and awarded points at the Scoring Committee’s discretion, however, the points are capped at a maximum of 20 points.

Aspect of Innovation	Points
Unique partnership and funding arrangements	Each innovation aspect can be awarded up to 10 points; this criterion can receive up to 20 points
Flexible models of transit service delivery	
Innovative technical capabilities	
Innovative data sharing arrangements or data collection methods	
Innovative community outreach strategies	

**Criterion #2 - First/Last Mile Connections to Frequent Transit (Max. 20 points)**

**Does the transit service provide first/last mile connections to frequent transit routes?**

- (a) Points awarded if the transit service provides a more direct multi-modal connection, increases the average travel speed or improves an existing first/last mile connection between frequent transit stations/stops, major residential areas, employment areas, or major activity centers.
- (b) Point Distribution:
  - The project can receive a maximum of 20 points, based on the potential ridership captured by the first/last mile catchment area:
    - The first/last mile catchment area is the area of ½ mile actual walking distance or 1 ½ mile actual biking distance to the proposed service’s pick-up/drop-off points, depending on the mode to be served by the proposed service. For example, if the project clearly indicates that its transportation can accommodate bicycles, the catchment area will be a 1 ½ mile actual biking distance buffer to the pick-up/drop-off points.
    - Points are not additive. Projects will be scored within the “HIGH,” “MEDIUM,” or “LOW” point range based on its highest category destination;
    - Example: If the project scores in the HIGH category for all three elements, 20 points can be received. If the project scores one HIGH category only, 15 points can be achieved.

Points	# of residents within the first/last mile catchment area	# of jobs within the first/last mile catchment area	# of transit lines that proposed service connects to
<b>High 15 - 20</b>	≥ 3,000	≥ 2,000	Connects to more than 2 routes in the frequent transit or regional rail network
<b>Medium 8 – 14</b>	1,001-2,999	501 – 1,999	Connects to 2 routes in the frequent transit or regional rail network
<b>Low 1 - 7</b>	≤ 1,000	≤ 500	Connects to 1 Frequent transit route or regional rail service

- (c) Notes:
  - First/last mile problem definition: An individual may use different modes of transport to complete a trip; they may walk, drive, ride a bicycle, take a train, or in many cases, they combine a number of modes. “Public transportation agencies typically provide bus and rail services that may frame the core of such trips, but users must complete the first and last portion on their own; they must first walk, drive or roll themselves to the nearest station. This is referred to as the first and last mile of the user’s trip, or first/last mile for short, even though actual distances vary by users.”
    - Refer to LA Metro’s First Last Mile Strategic Plan: [https://media.metro.net/docs/First\\_Last\\_Mile\\_Strategic\\_Plan.pdf](https://media.metro.net/docs/First_Last_Mile_Strategic_Plan.pdf)
  - Transit is defined as: ‘Transportation by a conveyance that provides regular and continuing general or special transportation to the public, but does not include school bus, charter, or sightseeing transportation.’



- FTA: <https://www.transit.dot.gov/about/regional-offices/region-9/there-fta-dictionary>
- Frequent transit route as defined by VTA:
  - 15 minute or better frequency from 6:30a to 6:30p, M through F
- Major residential area is quantified by the number of residents
- Major employment area is quantified by the number of jobs

**Criterion #3 - Serves vulnerable/transit-dependent population (Max. 20 points)**

**Does the project ensure equal access for individuals with disabilities, low incomes, and/or dependent on transit?**

- (a) Points awarded if the project serves individuals who are dependent on transit, have disabilities, low incomes in its geographic area.
- (b) Points distribution:
- The project can receive a maximum of 20 points
  - The project sponsor must identify and quantify the groups of vulnerable/transit-dependent populations within the catchment area of the project service, articulate the benefits to these population and provide descriptive justification to serve their needs.
- (c) Notes:
- Vulnerable/transit-dependent population includes:
    - Individuals with disabilities;
    - Individuals with low-income;
    - Individuals with no personal vehicles; and
    - Youth as defined for VTA's fare structure.

**Criterion #4 - Affordable Service (Max. 10 points)**

**Is the project service affordable to vulnerable/transit-dependent customers?**

- (a) Points awarded if the project benefits individuals who depend on transit such as youth, have disabilities, and/or low incomes. The Project Sponsor will need to clarify the project’s proposed fare structure.
- (b) Points distribution:
  - The project can receive a maximum of 10 points; the number of points will be scaled based on the fare cost per trip to vulnerable/transit-dependent customers, as follows:

Points		Fare Cost per Trip for Vulnerable/Transit-dependent Customers
High	10 points	≤ \$1
Medium	5-9 points	\$1.01 - \$4
Low	1-4 points	More than \$4

**Criterion #5 - Serves Underserved Market (Max. 10 points)**

**Does the project serve an underserved market?**

- (a) An underserved market is a geographic area that currently has infrequent or no frequent transit service. Points awarded if:  
 The project provides new or supplementary transit service to an underserved market;  
 OR  
 The project targets new markets currently not served such as specific commute patterns and/or early morning/late night service.
- (b) Point distribution:
  - 10 points if either option is achieved.
- (c) Notes:
  - The project must include ridership projections for new transit services.

### Criterion #6 - Project Readiness (Max. 5 points)

#### How close is the project to be delivered?

(a) Points awarded if:

- The application includes a timeline of project implementation detailing all significant milestones and the roles of responsible project partners (if any). The timeline should include elements such as when the project will start, when it will be fully operational, and the length of time for anticipated data collection activities;
- The project will be implemented within one (1) year of the grant award;

(b) Point Distribution:

- The project can receive a maximum of 5 points.

Points	Description
<b>High</b> 5 points	<ul style="list-style-type: none"> <li>• The project has completed a feasibility/planning study or similar analysis to provide the basis for project implementation; and</li> <li>• The project has secured vehicles, equipment, and/or labor services required</li> </ul>
<b>Medium</b> 3 points	<ul style="list-style-type: none"> <li>• The project has completed a feasibility/planning study or similar analysis to provide the basis for project implementation; and</li> <li>• The project may be in progress of securing vehicles, equipment, and/or labor services required</li> </ul>
<b>Low</b> 1 point	<ul style="list-style-type: none"> <li>• The project may be in progress of completing a feasibility study or similar analysis to provide the basis for project implementation; and</li> <li>• The project has not secured vehicles, equipment, and/or labor services required</li> </ul>

**Criterion #7 - Non-2016 Measure B Contribution (Max. 10 points)****How much non-2016 Measure B contribution is the project sponsor providing?**

(a) Points awarded if:

- The project sponsor pledges/provides more than the required 10% non-2016 Measure B contribution

(b) Point Distribution:

- The project can receive a maximum of 10 points.
  - 10 points: Provides  $\geq 20\%$  non-2016 Measure B contribution;
  - 2 points for every additional 1% non-2016 Measure B contribution beyond the minimum 10% requirement (i.e. 4 points for 12%);
  - 0 point: Provides the minimum 10% non-2016 Measure B contribution.

(c) Notes:

- If the project sponsor states that they will provide a higher percentage of matching funds, they will be required to provide the matching percentage.
- If project costs increase and are anticipated to be over budget, 2016 Measure B funds will not be increased. The project sponsor is responsible for cost overruns.
- If the project is anticipated to be delivered under budget, 2016 Measure B funds will be reduced in proportion to the project sponsor's contribution.

**Criterion 8 - Cost-Effectiveness (Max. 15 points)****What is the total cost per passenger trip in relation to the subsidy provided?**

(a) Points awarded if:

- The project demonstrates the cost estimate per trip in relation to the subsidy provided;
- The project provides some quantitative forecast or existing observations to the number of users; and
- The project presents the ridership projections with a quantifiable and defensible methodology.

(b) Point Distribution: Maximum 15 points;

- The cost-effectiveness will be judged on the average cost per passenger trip for this service:
  - High: 15 points
  - Medium: 8-14 points
  - Low: 1-7 points