

## Pilot Trip Reduction Program – Frequently Asked Questions

### Application

#### 1. What does new and innovative mean?

This solicitation was developed to find out-of-the-box alternatives to fixed-route shuttles/service. New projects include those where no similar service was available in the Bay Area within the past three years. However, if a similar service exists or existed, then significantly expanded service may be considered new. The Air District will not be funding previously-funded projects (i.e., Ford Go Bikes, EZ Mile shared autonomous vehicles) through this Program; these projects may seek funding through the [TFCA County Program Manager Fund](#).

#### 2. Can private entities apply?

Private entities cannot apply, but they can partner with a public entity, for example, a local transit agency. A list of private entities that are looking to partner with public agencies can be found on the [Pilot Trip Reduction website](#).

#### 3. Why do I need to contact the local transit agency?

A letter from the transit agency is required stating that the transit agency agrees to allow the applicant to provide the proposed service, the proposed service doesn't conflict with existing service, and proposed service is not a viable option for the transit agency to provide.

#### 4. How would we show a project will “be cost-effective at reducing surplus emissions”?

The Applicant will provide supporting documentation on how trips will be reduced and the number of trips that will be reduced such as the number of employees per workplace and number of residents in service area, and percentage of those that would use the service. Air District staff will use this information to determine whether the project is cost-effective.

If you submit your application early, Air District staff will let you know whether your project is cost-effective. The formula for calculating cost-effectiveness (\$/weighted ton) is based on the ratio of TFCA funds awarded divided by the sum of surplus emissions reduced of reactive organic gases (ROG), nitrogen oxides (NOx), and weighted PM10 (particulate matter 10 microns in diameter and smaller) over a project's term (1-2 years).

#### 5. Can you provide an example of a Letter of Interest?

The Letter of Interest will read as a letter to the Air District addressing the **10 questions** required as outlined in the [Application Guidance](#) (see Appendix C: Application Submittal Instructions). It will be limited to four pages responding to general information, readiness, experience, cost and effectiveness, and risks and uncertainties questions. The required attachments (i.e., line-item budget, timeline, letters of support, map, letter from transit agency) will be submitted along with the Letter of Interest, and will not count against the four-page limit.

### Community Air Risk Evaluation (CARE) Areas and Priority Development Areas (PDAs)

#### 6. Does the proposed project need to be in a CARE area *and* a PDA?

No, the project does not have to be in both areas, but it does have to be located in or primarily serve residents in one of them.

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**7. Can you clarify what it means to “be located or primarily service residents in ... PDA”? Would the project qualify by serving the PDA by getting people to/from it?**

A project needs to be primarily located in the CARE area and/or PDA, or primarily serve residents in these areas. If either the origin or destination is in a CARE and/or PDA area, then the project would meet this criterion.

**8. Has the Air District updated their CARE area or PDAs?**

All maps are up to date. A combined [map of both areas can be viewed here](#).

### Readiness

**9. There is a requirement for the technology of a proposed project to be a readiness level 8. What are examples of projects that had a tech component at tech readiness level 8?**

The Technology Readiness Level (TRL) needs to be at level 8 or higher at the time of application. Level 8 means that the technology has been proven to work in its final form and under expected conditions (i.e., has been demonstrated in an operational environment). Air District staff will review the application to make sure that the technology is at a stage where the service can commence within 12 months of contract execution. Applicants are encouraged to show how this service commencement deadline can be met.

**10. At what point does the tech need to be demonstrated (before the initial letter submission or at a later stage in the judging process)?**

The technology will need to be at TRL 8 or higher (i.e., demonstrated, but not yet readily available) at the time of letter of interest submittal.

### Bikeshare

**11. Are bikeshare projects eligible?**

Bikeshare projects can be eligible if the proposed project is new and innovative (see response to **Question 1**), for example, dock-less bikes. The Air District will not be funding previously-funded projects (i.e., Ford Go Bikes, EZ Mile shared autonomous vehicles) through this Program. These projects may seek funding through the [TFCA County Program Manager Fund](#).

**12. Are all dock-less bikeshare systems the same or are there certain program models/attributes that are preferable?**

The Air District does not have any specific models/attribute preferences for a dock-less bikeshare system.

**13. Can FY 2018-19 TFCA County Program Manager Funds be used to fund dock-less bike share?**

TFCA County Program Manager Funds can be used to fund a dock-less bikeshare system if the project meets the Board-adopted policies.

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### Stand-alone incentives

- 14. The guidelines state “stand-alone incentive projects” are not eligible. What is considered a stand-alone incentive and does this include transit incentives (specifically, incentivizing transit ridership or other carpooling/ridesharing through discounted fares)?**

Stand-alone incentive projects are those that provide only a static financial incentive throughout the entire project term. Stand-alone incentives, such as transit incentives, may be eligible if the publicly funded portion of the subsidy is declining throughout the project term. All other requirements must be met. The project must determine if it can be successfully expanded at low or no cost to public agencies. In this transit incentive example, the user subsidy may decline or may be at the same discount (if the publicly subsidized portion was substituted with private funds).

Projects that provide a direct or indirect financial transit or rideshare subsidy *exclusively* to employees of the project sponsor are *ineligible*.

- 15. Can you confirm whether a transit incentive program, such as an affordable student transit pass program, could be eligible? If so, under what conditions?**

An affordable student transit pass program might be eligible if it meets the criteria above (see response to **Question 14**) and all other requirements. Note that the Air District is looking for new and innovative projects (see response to **Question 1**).

### Transportation Network Companies

- 16. To reduce the drive-alone rate, we are looking at pilot projects with Lyft/Chariot to make the last-mile connection for staff to transit hubs. Could this grant be used to subsidize services that are not fixed route in the traditional bus sense of the word?**

If all general requirements are met and the service is considered new and innovative, this project might be eligible.

- 17. If these services are promoted to staff and not the general public, would the project be disqualified?**

Yes, the project would be ineligible as the requirement is that the service must be available to all members of the public. Also, projects that provide a direct or indirect financial transit or rideshare subsidy *exclusively* to employees of the project sponsor are not eligible.

### Shuttle

- 18. If Chariot was used to open a public route sponsored by an employer to a transit hub, would the project qualify?**

If all other general requirements are met, this project might be eligible.

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- 19. The proposed project would be targeted at getting residents to/from a Caltrain station and aimed at residents located in hilly areas or where there is no transit service. The shuttle service would be provided where residents would hail a ride on six passenger electric vehicles. Would this project be eligible?**

This project can be eligible if service is not provided on a fixed-route (see response to **Question 1**).