

**NJTPA  
LOCAL CMAQ MOBILITY INITIATIVES  
PROGRAM GUIDANCE**

*Application guidelines can also be found at:*  
<http://www.njtpa.org/Project/Mobility/CMAQ/CMAQMobility.aspx>  
January 2012



## **PROGRAM PURPOSE**

The NJTPA is soliciting applications for funding Local Congestion Mitigation and Air Quality (CMAQ) Mobility Initiatives. The purpose of this competitive program is to enable the development of financially sustainable and innovative services that improve air quality and provide increased opportunities for the general public to connect to major transit routes, and to provide last mile connections to major destinations.

## **PROGRAM REQUIREMENTS**

### **Eligible Activities**

The NJTPA Local CMAQ Mobility Initiatives Program represents a subset of activities eligible under federal CMAQ guidelines. These activities should be focused on supporting the operations of new or expanded shared ride services that reduce congestion, improve air quality, encourage and increase transit use, and seek to optimize the performance of local and regional transportation networks, improve personal mobility, and reduce congestion and air pollution.

All proposals must link to needs identified in the Regional Transportation Plan (RTP) for northern New Jersey, *Plan 2035*. The RTP can be found online at this program's website: "<http://www.njtpa.org/Project/Mobility/CMAQ/CMAQMobility.aspx>".

This program will provide operational support for up to three years for new or expanded shuttle or shared ride services. This program also supports the adoption of emerging best practices and innovations in services that lower costs, improve customer satisfaction, utilize alternative energy sources, ensure financial sustainability and reduce air pollution. Projects eligible for operational funding include but are not limited to:

- Shuttle Services
- Vehicle Sharing
- Station Car Services

Innovations in shared ride services and personal mobility are encouraged under this guidance, and considered in the selection criteria. These include but are not limited to the implementation or deployment of:

- Low carbon fuel vehicles
- Vehicle noise reduction
- Vehicle idle reduction
- Cost reduction and efficiency strategies, such as those that reduce insurance costs
- Other innovations that increase ridership, passenger information and satisfaction, and reduce air pollution

### **Americans with Disabilities Act (ADA) Requirements**

Transit services, including but not limited to shuttles, are required to comply with the Americans with Disabilities Act. These requirements include the utilization of wheelchair

lift equipped, accessible vehicles and services offering either deviated fixed route or shadow paratransit service.

### **Eligibility Requirements**

Transportation Management Associations (TMAs), municipalities, and Subregional (the thirteen counties and the cities of Newark and Jersey City) transportation system operators in the NJTPA region are eligible to apply.

All applications must include a letter of subregional support, from the NJTPA Regional Transportation Advisory Committee (RTAC) member in the appropriate subregion(s). A list of RTAC members is included on pages 9 - 14 of this document.

Matching funds are required for this program. Applicants must provide 25% in matching funds per year. Matching funds must come from local sources other than federal transportation funds or New Jersey Transit operating funds. A letter of commitment from the provider of the matching funds is required.

### **SELECTION CRITERIA**

Proposals will be reviewed and scored by a technical review committee consisting of NJTPA Central Staff and New Jersey Transit using the following criteria:

- **Demonstration of need** **15 Points**
  - Problem identification linked to needs, strategies, and related projects in *Plan 2035*
  - Proposal addresses an NJTPA Strategy Refinement Area for Ridesharing and Transit Support (see p.5 of this guidance).
  - Proposal complements a planned transit or roadway capacity increase.
  - Proposal serves a need identified in an NJTPA, New Jersey Transit, New Jersey Department of Transportation, Port Authority of New York and New Jersey, or other related agency sponsored study.
  - Proposal serves another need not included in the above designated areas, but is well documented in the application.
  
- **Potential for Success** **35 Points**
  - Proposal address a transportation demand and projected ridership is well reasoned and strong.
  - Proposal seeks to offset significant single occupancy vehicle trips.
  - Regional impacts of the proposed service.
  - Ability to provide a useful and usable connection to transit.
  - Three year marketing plan to attract and retain ridership.
  - Potential for financial sustainability of the project after three years.
  - Three year service sustainability plan to attract and retain private or local public financial support.
  
- **Operations** **35 Points**
  - Accuracy and clarity of budget.

- Support for, and integration with, the existing public transit network.
- ADA Compliance Plan
- Ability to implement the service in a timely manner.
- Quantifiable benefits for congestion mitigation and improved air quality.
- Staffing capabilities.
- Successful record of implementing shared ride services.

- **Innovation**

**15 Points**

- Utilization of low carbon fuel sources.
- Implementation of enhanced customer satisfaction measures.
- Increased service attractiveness.
- Implementation of cost reduction tactics.
- Implementation of other innovations that increase ridership, passenger information and satisfaction, and reduce air pollution.
- Other innovations that advance the goals of the program.

## **PROPOSAL CONTENTS**

### **1. Demonstration of need**

- 1.1. Summarize the need this service will address. Include a map and description of the service area, including the route if applicable. Include maps and descriptions of the area including pertinent information such as transit facilities, employment centers, congestion hotspots, and other geographical information.
- 1.2. Does this project address the goals in *Plan 2035*? Cite specific examples with page numbers.
- 1.3. Does this application address needs identified in the NJTPA Strategy Refinement Areas for Ridesharing and Transit Support listed on page 5? Describe how.
- 1.4. Does this application address needs identified in an NJTPA or New Jersey Transit, New Jersey Department of Transportation, Port Authority of New York and New Jersey, or other related agency sponsored study? Describe how.<sup>1</sup>
- 1.5. Does this proposal complement a planned transit or roadway capacity improvement? Describe how.
- 1.6. Does this project address mobility needs not included in the above criteria? If so, describe the mobility need to be served in detail.

### **2. Potential for Success**

- 2.1. Describe the existing transportation demand and projected ridership, and the sources and methods used to make that determination.
- 2.2. Describe the typical trip replaced by the proposed service.
- 2.3. Describe the regional impacts of the services provided.
- 2.4. Describe the potential for this service to provide a useful and usable connection to transit.
- 2.5. Describe the three year marketing plan proposed to attract and retain riders.
- 2.6. Describe the plan to attract and retain private and local public financial support for the purpose of extending the service past the three year CMAQ funding limit.

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<sup>1</sup> Recent regional and subregional studies are available on the project website.

### **3. Operations**

- 3.1. Describe the proposed service: routes, scheduling, hours of service, vehicle(s) to be used, and anticipated fares (if any).
- 3.2. Describe the plan to implement services in a timely manner after funds are made available.
- 3.3. Describe the ADA Compliance Plan to offer either a deviated fixed route or shadow paratransit service.
- 3.4. Demonstrate air quality benefits using the EPA's formula for emissions reduction. Include information about how the formula inputs were determined. See page 11 for a completed example.
- 3.5. List all appropriate staff, their relevant experience, and their role in the proposed project.
- 3.6. Provide a listing and summary of transportation programs operated that demonstrate successful implementation and operations of services.

### **4. Budget**

- 4.1. Provide a detailed budget, including the 25% local match (See page 8 for an example spreadsheet).
- 4.2. Include direct and indirect costs, cost per hour of service, and per rider.
- 4.3. Provide a detailed explanation of the process used to estimate these costs.

### **5. Innovation**

- 5.1. Describe any planned innovations this proposal will implement, including any expected costs and gains. For example, using alternative fuels is expected to cost \$ $x$ /gallon, for  $y$  gallons per year, and save  $z$  units of criteria air pollution. A list of suggested innovation strategies is included in the program guidance.

### **6. Local Support**

- 6.1. Include copies of letters of Subregional support for TMA proposals.
- 6.2. Include copies of letters of Subregional support for municipal proposals.
- 6.3. Include copies of letters of commitment from the provider(s) of the matching funds for all proposals.
- 6.4. Include letters of support from local businesses and government. (optional)

## **GUIDANCE DOCUMENTS**

### ***Plan 2035***

The NJTPA's Regional Transportation Plan, *Plan 2035*, is the guiding document for transportation investment policy for the northern New Jersey region. The complete document and appendices can be found at <http://njtpa.org/Plan/LRP2035/>.

### ***NJTPA's Strategy Refinement Areas for Ridesharing and Transit Support***

The Strategy Refinement study for shared ride services identified several specific corridors that would benefit from shuttle services linking to commuter rail service. The following stations have been identified as having a need for improved access:

- Northeast Corridor Rail Line
  - New Brunswick\*
  - Edison
  - Metuchen
  - Metropark
  
- Morris & Essex Rail Line
  - Chatham
  - Madison\*
  - Convent Station\*
  - Morristown
  - Morris Plains
  - Denville
  - Dover
  - Mount Arlington
  
- Raritan Valley Line
  - Whitehouse Station
  - North Branch
  - Raritan
  - Somerville
  - Bridgewater
  - Bound Brook

*\*Shuttles have been initiated at these stations; however, there may still be additional need for mobility improvement.*

General information on Strategy Refinement process can be found as appendix C to *Plan 2035*.

## **HOW TO APPLY**

Applications are due to NJTPA at **4PM on February 24th, 2012**. Two hardcopies as well as electronic copies of the written application and both spreadsheets, provided as original text and spreadsheet documents, as well as final PDFs of each must be submitted. Eligibility requirements are listed on page 1 of this Program Guidance document.

The electronic versions of the air quality and financial spreadsheets are available on the web at: "<http://www.njtpa.org/Project/Mobility/CMAQ/CMAQMobility.aspx>".

A Technical Review Committee consisting of staff from NJTPA and NJ Transit will review all proposals based on the criteria listed on page 2. Recommendations from the Technical Review Committee will be presented to the Planning and Economic Development Committee (PEDC) for their endorsement and then to the NJTPA Board of Trustees for Approval.

Please note that it may take up to 18 months after the NJTPA Board of Trustees approval for the federal grant application and final approval process to be completed. It is expected that services will commence within 6 months of receipt of the contract. Delayed commencement of service beyond this timeframe may result in the reallocation of resources or other actions.

Applications should be addressed to:

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## **ADMINISTRATION OF THE PROGRAM**

Funding for the selected projects is a reimbursement program. If a project is selected the sponsor will be required to submit regular reports to New Jersey Transit and the NJTPA.

### Projected Annual Emissions Reduction Spreadsheet

This spreadsheet is available for download at <http://www.njtpa.org/cmaaguidance>

Instructions: Fill in the blank fields next to SOV's removed and Average Trip Avoided to calculate emissions and VMT reductions.

	<i>Unit</i>	<b>Pollutant</b>	<b>Emissions Rate/mile</b>	<b>Emissions Unit</b>	<b>Total Annual Pollution Reduction</b>	<b>Unit</b>
<b>SOV's Removed</b>	100	Hydrocarbons	2.8	grams	1,480	lbs
<b>Average Trip Avoided</b>	10 miles	CO	20.9	grams	11,048	lbs
<b>Work Year (days)</b>	240 days	Oxides of Nitrogen	1.39	grams	735	lbs
<b>Total Yearly Miles Avoided</b>	240,000 miles	CO2	0.916	lbs	219,840	lbs
		Gasoline	0.0465	gals	11,160	gals

These calculations are based upon the formula states for Average Annual Emissions for Passenger Cars based on the EPA website at <http://www.epa.gov/otaq/consumer/f00013.htm>



**For Use with Federally Funded Programs  
Monthly Expenditure Report and Reimbursement Request**

**Check (✓) appropriate grant program pertaining to this reimbursement form.  
Note: Each grant program funding source must have its own reimbursement form.**

**GRANT PROGRAM:** JARC \* \_\_\_\_\_ CMAQ \_\_\_\_\_ 5307 \_\_\_\_\_ New Freedom: \_\_\_\_\_ Community Shuttle: \_\_\_\_\_

\*Indicate Round number for JARC - Round # \_\_\_\_\_

Shuttle or Program Name: \_\_\_\_\_  
Example: Downtown Shuttle

Service Start Date: \_\_\_\_\_  
Agreement: From: mm/dd/yyyy To: mm/dd/yyyy

Invoice Number: \_\_\_\_\_  
(See Instructions to insert invoice number)

Expenses: From: mm/dd/yyyy To: mm/dd/yyyy

Purchase Order (PO) #: \_\_\_\_\_

**REIMBURSEMENT PAYABLE TO:** Name of Grantee/Subrecipient - Make sure your info is same as on the PO  
(Type name of Grantee and Address) Address

Invoice Submission Date: \_\_\_\_\_ Town, State, Zip

*I certify that this invoice is correct and that the described services have been furnished or rendered, and that no bonus has been given or received on account of said invoice.*

Signature of Authorized Certifying Official (Required): \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

OPERATING/ADMINISTRATIVE BUDGET LINE ITEMS	PROJECT BUDGET	AMOUNT OF CURRENT REIMB. REQUESTED	TOTAL REIMB. TO DATE
Salaries & Fringe Benefits ( <b>Operating</b> ) (drivers, mechanics, and dispatchers, etc.)			
Salaries & Fringe Benefits ( <b>Admin</b> ) (project director, secretary, bookkeeper, etc.)			
<b>Standard Overhead</b> (Indirect Costs as indicated in an approved Cost Allocation Plan including office insur. if applicable) ( <b>Admin</b> )			
Third Party Contract Services (i.e. audit, legal, leased vehicles, drug & alcohol testing, etc.)			
Office Supplies ( <b>Admin</b> )			
Insurance premiums or payments to a self-insurance reserve ( <b>Operating</b> )			
Marketing Expenses ( <b>Admin</b> )			
Maintenance and repairs (include towing, vehicle registration costs)			
Materials consumed (oil, fuel, etc.)			
Tele-data communications (telephone, cell, GPS, radio communications, computer software)			
Training / Travel			
Other Miscellaneous Expenses (include uniforms, webinars, etc. if applicable). Please List and identify as Admin. or Operating			
<b>Total Operating/Program Expenses</b>			
(-Fares, Donations)			
(-Local Funds, Matching Funds)			
<b>Total Reimbursement Request</b>		<b>\$0.00</b>	

NJ TRANSIT USE ONLY			
Reimbursement Source	AMOUNT	P.O. #	PROJECT #
Approved Reimbursement Amount			

Approved for Payment: \_\_\_\_\_  
NJ TRANSIT Rep.

Date: \_\_\_\_\_

## Regional Technical Advisory Committee Contact Information

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