1. Page 3 references an annual program survey distributed to Employer Transportation Coordinators (ETCs) by ARC. What questions that will be included in the program survey?

The questions are the same or similar to previous iterations of the survey distributed in 2018-19. Please see attached ETC Survey Questionnaire for questions asked in the 2018 ETC Survey.

2. On page 3, the labor hours eligible for reimbursement do not include working on policies and ordinances that support TDM measures within the TMA despite Task 5 mentioning that activity. Is the time spent working on the adoption of policies and ordinances that support TDM measures within the TMA an eligible expense?

Item 12 in the list of Labor Hours Eligible for Reimbursement on page 3 refers to labor hours in support of local TDM ordinances as adopted in TMA territories. A maximum of billable hours for support of local TDM ordinances as adopted in TMA territories will be established during the contracting stage.

3. On page 5, the RFP references measuring “the number of people on a TMA-specific electronic mailing list.” For 2020-2021, will this be a mandatory measure? Can the measure by applied to an organizational electronic mailing list that features TMA content in its newsletters?

Yes, each TMA must report on all measures relevant to their activities as reflected in the awareness measures on page 5. If the TMA does not have a TMA-specific electronic mailing list, then they would not report on this measure. TMA content featured in other organizational mailing lists can be captured through other awareness measures, which can be discussed during contracting.

4. How and how frequently will the required measurements in the awareness section of the RFP (page 5) be reported?

Monthly.

5. On page 5, the RFP references measuring the number of partners and commuters participating in the GDO ride-matching database. If a partner elects to use a third-party ridematching database, can the participating commuters be included in participation measurement?

The participation measure on page 5 captures participation in 1) the regional and local modal promotions and 2) the GCO regional incentives program. For the GCO regional incentives program, only data from the GCO ridematching database will be used. For
regional modal promotions, ARC will coordinate with all TMAs to capture outcomes. For local modal promotions covered under the TMA contract with ARC, third-party ridematching data may be used if ARC determines it is applicable.

6. Under Task 1, all partners will be categorized into a four-tiered membership system. Will these tiers be available in the regional TDM CRM at the beginning of the contract period?

Yes, the four-tiered membership system will be available in the TDM CRM at the beginning of the contract period as a manually selected dropdown field.

7. Under Task 2, outreach services to employees and others traveling to and within the geography of the described TMA area are listed. However, later in the paragraph, it states that proposed activities must reduce SOV at employer and property manager sites. Is outreach to others travelling to and within the geography of the TMA, such as students and hotel visitors, an allowable expense?

Task 2 is primarily focused on commuters and employees in the TMA territory; however, there may be other groups that the TMA may target in order to reduce SOV travel in their territory. Any proposed activities aimed at these other groups must clearly describe how they would reduce SOV travel in the TMA territory. If an innovative TDM outreach strategy from Task 5, as approved by ARC, involves outreach to students and hotel visitors, then it would be allowable under that task.

8. On page 11, the RFP states that all employer surveys conducted at the intermediate and advanced employer sites should achieve, at minimum, a response rate that meets statistical significance at a 90% confidence level. If an employer meets all other intermediate or advanced commitment level requirements but does not achieve a survey to the 90% confidence interval, how is the employer classified?

Completion of the survey is not a criterion for any of the membership levels since the TMA is responsible for the survey and not the employer. Failing to achieve a statistically significant survey may impact TMA outcomes, but does not directly affect employer classification.

9. Exhibit B does not include a line item for Task 5: Innovative TDM Outreach Tracking. Can you share an updated Exhibit B to allow for that line item?

See updated budget spreadsheet for 2020-2021.

10. Should reports need to be pulled from the new regional ridematching system to meet required measures, will training be provided to staff?

Yes.
11. **Task 3:** Based on criteria for employers to be level 3 and 4 members, this requirement significantly increases the number of surveys XX will have to reach. Is there a reason for surveying ALL 3 and 4 and not a percentage, or not surveying a percentage from each member level to see growth from tier to tier? Please give more detailed description of the requirement as it is over 100% increase from 2018-2019 and will require a much greater amount of staff time and labor.

This was determined to be a sufficient amount of time to capture at least one survey at each Tier 3 and 4 member site given that it is no longer a one-year contractual obligation. Previously, in the 2018-2019 contract period, TMAs were required to survey 20% of employer partners each year. For the 2020-2021 contract period, TMAs are required to survey each Tier 3 and 4 members only once within the two-year contract cycle.

a. If a level 3 or 4 member does not reach the goal of statistical significance, how will the employer then be classified?

Please see Question 8.

b. If an employer moves from member level 2 to member level 3 within the contract period, are they then required to take the survey? Or is it based only on partners designated from Jan 1, 2020?

No, the TMA would not be required to survey that member. It is based only on members designated from the beginning of the contract period. The movement within the membership system will be captured through the influence measures on page 5.

c. Not all partners that may be classified as tier 3 or 4 actively communicate with XXX, this will greatly hinder ability to reach statistical significance with certain employers (participants in Company XX/Company YY).

The membership system is intended to capture the level of engagement between the TMA and employers and property managers. If an employer does not actively communicate with the TMA, then the membership system may not be the best method to capture that relationship. Please refer to the criteria for membership levels on page 8 of the RFP and note that some form of engagement with the TMA or the regional program is a base-level requirement to be a member regardless of tier.

12. **Task 1:** How will new tiered member levels be tracked in the current CRM system? Will new tiers be added or will this be tracked manually?

The four-tiered membership system will be available in the TDM CRM at the beginning of the contract period as a manually selected dropdown field. Changes in tier levels will be tracked through monthly snapshot reports.
13. Page 8, #4: How will an employer be categorized if the level 4 criteria is met by the building they’re located in, but not actually provided/paid for by the employer?

The TMA may use their discretion for these situations; however, the purpose of the Advanced Member Level (Tier 4) is to capture members who have put “skin in the game” by directly investing in TDM strategies. For example, if an employee cited TDM amenities as a reason for moving to a new location, then that would be considered an investment.

14. Page 8, #4: Will ARC be subject to allow additional level 4 criteria if an employer is doing something different but equally as effective?

Additional Tier 4 criteria are open to discussion and would be available for all TMAs, if approved.

15. Task 2: States provide outreach to employees “and others travelling to and within the geography” of the area but only states that we will be measured through employer and property manager sites. How will outreach to “others” be measured?

Task 2 is primarily focused on commuters and employees in the TMA territory; however, there may be other groups that the TMA may target in order to reduce SOV travel in their territory. Any proposed activities aimed at these other groups must clearly describe how they would reduce SOV travel in the TMA territory.

16. Background & Program Description

- (page 3) When will program surveys of ETCs be conducted? What questions will be included in this survey? When did the 2018/2019 ETC survey take place and when will the results be shared with the TMAs?

Date for the 2020-2021 ETC survey has yet to be determined. The 2018/2019 ETC Survey took place first quarter 2019 and the results will be shared with contractors in fourth quarter 2019. Please see the attached 2018-2019 ETC Survey Questions.

17. Labors Hours Eligible for Reimbursement

- (page 4, #10) The partner levels and subsequent survey requirements will increase XX’s survey requirements significantly, but the criteria used has little indication of how engaged the partner is with XX or how responsive they may be to a survey. Can we have more background regarding the reasoning for only surveying level 3 and 4 partners, and why TMAs are required to survey every partner at this level? Would it not make sense to survey partners across the partner levels if we are looking to show the impact of TDM programs? Without surveying across tiers, what are we using as to benchmark?
ARC is not discouraging TMAs from surveying Tier 1 and 2 members. ARC is, however, requiring surveys from Tier 3 and 4 members because these members have moved through the membership system and can clearly demonstrate the relationship between TDM strategies and clean commute percentage. Surveys at these levels will be used to demonstrate the impact of the program, as these percentages will be compared to regional and local averages.

The membership system is intended to capture the level of engagement between the TMA and employers and property managers. If an employer does not actively communicate with the TMA, then the membership system may not be the best method to capture that relationship. Please refer to the criteria for membership levels on page 8 of the RFP and note that some form of engagement with the TMA or the regional program is a base-level requirement to be a member regardless of tier.

18. Task 1: Education and Outreach to Employers and Property Managers

- (page 7) Will partners be categorized by Jan 1, 2020? If not what is the estimated completion date of this conversion?

  Yes.

- (page 8, #3b) What if an employer is working with a third party service such as Waze Carpool or Scoop?

  Yes, provided the employer is financially invested in incentivizing clean commuting.

- (page 8, #4) There are other programs/incentives that a company could offer that would be equally as effective (if not more effective) as those listed. Could ARC reserve the right to consider others as needed?

  Please see response to Question 14.

19. Task 3: Clean Commute Tracking & Reporting

- (page 10) Is the survey requirement based on partner levels at the start of 2020/2021 contract or at the time of surveying?

  Yes, the survey requirement is based on membership level as of the start of the contract.

- (page 10) The criteria used for partner tiers are not necessarily indicators of how engaged they are in our programs, so the survey requirement regarding level 3 and 4
partners is concerning. Can you share the rationale for requiring surveys from all partners at level 3 and 4 vs asking for a percentage?

See response to Question 17.

20. **Exhibit B: Budget**

   - Tasks to not match with those listed in RFP (ex. Task 6 not included).

   The updated spreadsheet has been added.

21. The existing membership criteria is only a snapshot of the activities that an employer or property manager can do. Is this list exhaustive? If not, did you want us to suggest other types of activities in our proposal (particularly for properties)?

   Please see response to Question 14.

22. **Approximately when will the TDM CRM system be updated to reflect the employer/property manager membership levels, and qualifying activities?**

   Membership levels will be available as a manual dropdown field. Automation will most likely be added once the new CRM system comes online.

23. **Is there a quantitative goal for shifting members to different membership levels? Is there a goal for adding new members (at any level)?**

   No, there is no specific quantitative goal but influence will be measured by the movement of partners through the membership system, as stated on page 8.