



FY 2025 Massachusetts Transportation Management Association (TMA) Grant Program Guidance Document

Prepared by MassDOT Office of Transportation Planning and Rail and Transit Division

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Program Description and Goals

This grant opportunity provides funding to established Transportation Management Associations (TMAs) in Massachusetts to support a variety of activities, including the operation of new and/or existing bus, shuttle, and transit services and marketing activities to promote transit and non-single occupancy vehicle (non-SOV) travel, among others.

MassDOT seeks to award roughly \$3,000,000 of State funds as part of the first round of funding for the Massachusetts TMA Grant Program.

The goals of the Massachusetts TMA Grant Program are to:

- Reduce single occupancy vehicle (SOV) trips
- Reduce greenhouse gas (GHG) emissions
- Facilitate mode shift
- Increase transit ridership
- Increase walking and bicycling trips
- Improve access to jobs and other critical destinations, especially for those who currently lack adequate access, older adults, and people with disabilities

The means through which these goals will be achieved may include a variety of transportation demand management (TDM) strategies, such as sustainable travel pilot projects and micromobility services; service planning; and marketing and outreach activities such as commuter incentive programs and on-site commuter education, among others. More details on eligible project types can be found below.

Enacting Legislation

The Massachusetts Transportation Bond Bill passed on June 21, 2022 included a total of \$25 million in funding for grants to transportation management associations (TMAs) for “the marketing and promotion of existing and new park-and-ride and existing and new carpooling and van pooling alternatives; (ii) the operation and coordination of bus and shuttle services between existing transportation facilities, major employment centers and commercial and retail centers; and (iii) the underwriting of active marketing and outreach programs to support such services.”

This funding will be awarded to Massachusetts’ fifteen (15) eligible TMAs using a competitive process that is anticipated to be on an annual basis. If new TMAs form in future years, they will be considered eligible under this program as well.

Eligibility

Eligible Applicants

Eligible applicants for this program include the 15 existing TMAs in Massachusetts, which serve over 1,000 businesses, medical facilities, higher learning institutions, and property developers in 53 municipalities. If new TMAs form in future years, they will be considered eligible under this program as well.

In addition, this program encourages applicants to work collaboratively to build partnerships and lasting improvements to public transit including but not limited to formalizing relationships, convening partner agencies, planning and coordinating service, and leveraging resources with partner agencies. Examples of potential partners include community stakeholders, such as employers, healthcare providers, community organizations, and chambers of commerce to help ensure effective implementation of TDM measures. This program also encourages applicants to engage with the Massachusetts Department of Transportation (MassDOT), the appropriate Metropolitan Planning Organization (MPO), municipalities, and other organizations working to enhance community transportation.

Eligible Project Types

Through this program, MassDOT will fund projects that include, but are not limited to, the following categories and subcategories.

1. **New or Expanded Service:**
 - a. New or expanded bus or shuttle service
 - b. Micromobility services
 - c. Other
2. **Vehicle Procurement:** Grants for capital costs to purchase fleet vehicles. It is important to note that these procurements must be made by the applicant and not by MassDOT.
3. **Commuter Services and Marketing Activities:** Programmatic and administrative projects to encourage mode shift:
 - a. Commuter benefit plan design and consultation
 - b. Development of parking cash out programs
 - c. Development and administration of commuter surveys
 - d. Emergency ride home programs
 - e. Marketing of transportation alternatives
 - f. On-site commuter education
 - g. Bicycle tune-up events
 - h. Commuter incentive programs
 - i. Transit pass administration
 - j. Other TDM strategies that are consistent with the program's goals

Eligible and Ineligible Expenses

- Operating and capital expenses are eligible in each category.
- Incentives and giveaways are not eligible expenses.

- Any vehicles purchased must be electric, hybrid, or use an alternative fuel source such as hydrogen or CNG.

Application Process

Application Timeline

Applications are due Friday, July 12, 2024.

How to Apply

1. Prepare your answers to the questions listed below in the “Application Questions” section
2. Go to www.mass.gov/how-to/apply-for-a-transportation-management-association-grant and download the budget Excel sheet
3. Fill out the budget Excel sheet
4. At least one letter of support is required. If you would like to submit multiple letters of support, please combine them into one PDF package.
5. If you would like to submit optional additional attachments, please combine them into one PDF package.
6. When you have finalized your answers to the questions and have the budget finalized, go to www.mass.gov/how-to/apply-for-a-transportation-management-association-grant and fill out the online application. You will answer the application questions using the online form, and upload your budget, letters of support, and optional attachments through the online form.
7. You will receive a copy of your responses by email around 15-20 minutes after submitting. If you have any difficulties, contact us at massdottransitgrants@dot.state.ma.us. We will be able to confirm whether or not we received your submission.
8. Applications are due July 12, but we recommend submitting early.

Application Questions

All application questions are listed in the appendix. Prepare your answers ahead of time. When you are ready, copy them into the online form and hit submit. You will not be able to save your work in the online form and come back to it, so we recommend that you draft your responses ahead of time and submit once you have finalized your answers to all questions.

Support and Technical Assistance

Once the application period has been announced, MassDOT will provide support and technical assistance to prospective applicants throughout the application process and grant period, including the following:

- Holding one or more virtual information sessions during the application period
- Providing information and technical assistance to support applicants as appropriate

If you have questions, we welcome you to reach out to us anytime at massdottransitgrants@dot.state.ma.us.

Selection and Awards

Project Selection

All applications will be reviewed and scored by a review committee made up of staff of MassDOT Rail and Transit and Office of Transportation Planning, and may also include external partners familiar with TDM strategies, workforce development, and community transportation. In addition to the total score, MassDOT will also consider geographic coverage in determining awards.

MassDOT's Rail and Transit Division may contact the applicant if further clarification is needed on the submittal. MassDOT reserves the right to negotiate project scope and deliverables prior to finalizing awards and contracts. Projects may receive partial funding. MassDOT is not obligated to award the entire \$3 million in response to this solicitation if the total requests that are deemed to meet the goal of the grant program are less than \$3 million.

TMA's may submit a joint proposal that provides services across service area boundaries or funds a best practice that has joint benefits and whose implementation can be more cost effectively achieved through a joint effort. Similarly, a single grant may be awarded to multiple TMA's in cases where more than one TMA submits similar proposals, and cost savings or other efficiencies may be realized through implementing the proposals as one project.

Scoring

Scoring will be based on a 50-point scale:

- **Project Need (questions 2 – 5).** Application shows that the project is rooted in a need faced by the area represented by the applicant TMA and proposes a project that directly addresses this need while staying true to the TMA Grant Program goals – 15 points
- **Evaluating success (questions 6 – 7).** Application contains measurable milestones, performance metrics, and an evaluation plan to gauge success based on the key performance indicators (KPIs) and description of how the project will prioritize social equity – 15 points
- **Deliverability (questions 8 – 10, and budget).** Applicant demonstrates both a proven ability to deliver projects, including a discussion of the potential for financial sustainability after the grant has ended, and has provided a realistic and comprehensive budget for this project – 10 points
- **Commitment and coordination (questions 11 – 14).** Applicant demonstrates that they have both strong existing partnerships and demonstrated support from the community – 10 points

Grant Contract Award

After awards are made, project funding will be provided contractually and on a reimbursement basis. All established state requirements will be applicable. The term dates of the grant contract will be negotiated post-award. Applicants that are awarded funding will also be required to submit quarterly reports to MassDOT containing updates on project status, KPIs, schedule, budget, and other activities as deemed necessary. For vehicle procurement projects, please note that the responsibility for procurement will be on the applicant; not on MassDOT.

Project Duration

Funds must be expended no later than June 30, 2025. Funds will not roll over past June 30, 2025.

If you are applying for a vehicle, please indicate the delivery timeframe; if the vehicle will not be delivered before June 30, 2025, we will work with you on a case-by-case basis.

Amount Available

MassDOT seeks to make up to \$3,000,000 in state funds available for allocation, but reserves the right to consider funding projects at a higher or lower amount than what was requested.

Number of Awards

There is no minimum or maximum number of awards. Projects will be selected on merit based on the weighted selection criteria, as well as attention to geographic equity.

Questions

If you have questions, please reach out to MassDOTtransitgrants@dot.state.ma.us. Thank you and good luck – we look forward to working with you to promote mode shift, reduce greenhouse gas emissions, and expand mobility.

Appendix

Sample KPIs

Project Type	Sample Key Performance Indicator(s) (KPIs)
New Service and Service Planning	
New or expanded shuttle or bus service	<ul style="list-style-type: none">Number of new daily and/or monthly riders (for shuttle or bus service) or users (for micromobility or TDM pilots) generated as a result of the project and demographics of those ridersNumber of trips that would have otherwise been car trips if not for this projectGreenhouse gas (GHG) reduction resulting from the proposed projectNumber of riders or users served that do not have access to personal a vehicleNumber of riders per vehicle trip (for shuttle or bus service)Number of new bus, micromobility, or shuttle trips that would connect with other modes (e.g. subway, passenger rail, etc.) as a result of the project (as applicable)
Micromobility Service	
Vehicle Purchases	
New vehicle purchase	<ul style="list-style-type: none">GHG reduction from increased transit trips (for new vehicle purchases) as a result of the projectGHG reduction from vehicle replacement (e.g. from transitioning gas or diesel vehicles to a cleaner fuel type) as a result of the project
Vehicle replacement	
Commuter Services and Marketing Activities	
Commuter Benefit Plan Consultation	<ul style="list-style-type: none">Number of single occupancy vehicle (SOV) trips that would be reduced because of the projectNumber of riders or users estimated to use services that do not have access to a personal vehicleGHG reductions resulting from SOV trip decreasesEngagement with the program/service
Marketing of Transportation Alternatives	
Commuter Incentive Programs (for carpool and vanpool)	
Transit Pass Administration	
Emergency Ride Home	<ul style="list-style-type: none">Number of commuters enrolled in program% of commuters that indicate they use alternative modes because of the emergency ride home option

Bicycle Tune-Up Events	<ul style="list-style-type: none"> • Number of cyclists served • Number of events • Number or percent of cyclists who commute by bike more frequently because of tune-up events
Parking Cash Out Assistance	<ul style="list-style-type: none"> • Number of commuters assisted
Park-and-Ride Promotion	<ul style="list-style-type: none"> • Number of interactions with commuters • Number of worksites visited • Number of commuters enrolled in TMA programs through outreach event(s)
On-Site Commuter Education	

Map of Environmental Justice Areas

[For a map of Environmental Justice \(EJ\) areas, please use the resource at this link.](#)

Application Questions

Important note: please use this appendix to prepare your answers. However, your final answers will be submitted through our online form, not uploaded as an attachment.

1. Please select among the project type(s) below which category your project fits into. This list is not meant to be exhaustive; please specify in the “other” field below if your project type does not fit into the categories specified.

New and/or existing service and service planning	Type an X if your project fits into this category
New or Expanded Shuttle, Bus, or Transit Service	
Micromobility Services	
Service planning	
New vehicle purchase	
Vehicle replacement	
Commuter services and marketing activities such as emergency ride home, marketing of transportation alternatives, etc.	
Other (please specify):	

2. **Project Summary.** Please provide a specific and concise overview of the proposed project.

2a. Project details.

For shuttle, bus, and transit service ONLY:

- a. Days and hours of service
- b. Service area (geography)
- c. Is the service open to the general public? If not, describe eligibility criteria
- d. Are there any restrictions on trip purpose?
- e. Will you charge a fare or donation? If so, how much?
- f. How will you serve riders who use wheelchairs?
- g. How will you serve riders who speak languages other than English?

For vehicle replacement projects ONLY:

- h. Information on the vehicle(s) proposed to be replaced
 - i. Type of vehicle
 - ii. Fuel type
 - iii. Year
 - iv. Mileage
- i. Information on the new vehicle(s) proposed to be purchased
 - i. Type of vehicle
 - ii. Fuel type
 - iii. Year

- iv. Estimated delivery date according to the dealer or manufacturer, assuming you initiate the purchase in July 2024

For new vehicle purchases ONLY:

- j. Information on the new vehicle(s) proposed to be purchased
 - i. Type of vehicle
 - ii. Fuel type
 - iii. Year
 - iv. Estimated delivery date according to the dealer or manufacturer, assuming you initiate the purchase in July 2024

For commuter marketing services ONLY:

- k. Is the service open to the general public? If not, describe eligibility criteria
 - l. How will you serve commuters with disabilities?
 - m. How will you serve commuters who speak languages other than English?
-
- 3. **Goals.** How will your project advance the TMA Grant Program's goals of:
 - a. Reducing single occupancy vehicle (SOV) trips and greenhouse gas (GHG) emissions,
 - b. Facilitating mode shift through increasing active transportation and transit trips, and/or
 - c. Improving access to critical destinations?
 - 4. **Project Need.** Please describe the need. How do you know it is a need? Cite any needs assessments; surveys; plans such as Comprehensive Regional Transit Plans (CRTP), Long Range Transportation Plans (LRTP), or Coordinated Human Service Transportation (CHST) Plans; and anecdotal data that point to this being a need for commuters or potential transit riders.
 - 5. **Project History.** Is your proposal for a new idea or continued funding for an existing project? If you are applying for continued funding, please briefly describe the history and progress to date. If you are applying for a new project, please describe any planning and outreach that has already occurred or is underway.
 - 6. **Key Performance Indicators (KPIs).** What KPIs or other performance measures will you track to evaluate your progress and any need for revisions? How will you use those metrics? How will you know if this project is successful? See the Appendix at the end of the application instructions document for some sample KPIs. Please select KPIs that reflect your project's goals; you are not required to track all sample KPIs.
 - 7. **Social Equity.** Please indicate whether, to what extent, and how your project will provide access to underserved populations to support social equity. Note any community organizations you are partnering with to expand access to underserved communities such as low-income workers, workers with disabilities, workers who speak languages other than English, etc.

[For a map of Environmental Justice \(EJ\) areas, please use the resource at this link.](#)

8. **Implementation Plan.** Please describe your implementation plan and a projected timeline for key steps and deliverables.
9. **Prior Experience.** Describe your organization's past experience and demonstrated ability to deliver projects.
10. **Financial Sustainability.** What steps are you taking to make sure your program can endure over time? For example, describe any other funding sources you are leveraging or exploring, and your work to build community support for your program.
11. **Other Funding.** Please describe any other funding sources you have secured or plan to use to support this project.
12. **Other Ongoing Related Projects.** What other services are addressing similar needs in your region? Describe how you have researched whether there is already a program serving this need and any steps taken to coordinate or collaborate with other services. How is your program different from or complementary to other programs? For proposed new shuttle or bus service, as part of your response, please reference whether the proposed project would overlap with existing transit service.
13. **Partnerships.** Are you partnering with other organizations on this specific program? Describe the partnership. What will your organization do, and what will the other organization(s) do?
14. **Community Support.** Please describe the support for this project within your community. As part of your application, at least one letter of support is required.

Uploads

- Project budget – please use the Excel template provided.
- Letters of support – at least 1 letter of support is required, but you are encouraged to submit multiple letters of support. Please combine all letters of support into one PDF package.
- Other attachments (optional) - you may upload additional attachments if you wish. Please combine all additional attachments into one PDF package. Include a table of contents if there are multiple attachments combined together.