

CITY OF CONCORD
1950 Parkside Drive MS:01B
Concord, California 94519-2578
FAX: (925) 671-3218

Telephone: (925) 671-3129



CITY COUNCIL
Ronald E. Leone, Mayor
William D. Shinn, Vice Mayor
Timothy S. Grayson
Daniel C. Helix
Laura M. Hoffmeister

6-1

Thomas J. Wentling, City Treasurer
Valerie Barone, Interim City Manager

October 23, 2012

Barbara Neustadter
TRANSPAC (Transportation Partnership and Cooperation)
2300 Contra Costa Boulevard, Suite 360
Pleasant Hill, CA 94523

SUBJECT: City of Concord Request for Measure J Line 20(a) Match Funds for Proposed Monument Neighborhood Shuttle

Dear Ms. Neustadter:

The City of Concord is requesting that TRANSPAC allocate \$160,138 in Measure J Line 20(a) match funds for the proposed Monument Neighborhood Shuttle over three years.

In March 2012, the City of Concord and the Monument Community Partnership/Michael Chavez Center for Economic Opportunity (MCP/Chavez Center) submitted a joint grant application to MTC under the Lifeline Transportation Program (LTP) to fund a three-year Monument Neighborhood Shuttle, as defined in the Monument Corridor Community-Based Transportation Plan (CBTP). The CBTP was approved by the Concord City Council in 2006.

The LTP grant application for the Monument Neighborhood Shuttle was approved by MTC in June 2012 for the entire amount requested of \$311,704. These funds are expected to become available in 2013, at which time the proposed shuttle program will be started. The Concord City Council adopted Resolution No. 12-73 on October 23, 2012 accepting these funds from MTC.

In 2007, a shuttle service in the Monument Corridor was launched through County Connection Route 8, but ended in 2009 with the expiration of a 3-year funding period for the project. The new proposed shuttle program will build on the lessons learned from County Connection Route 8 shuttle service. The new program will address the needs of the community in the following ways:

- Free of charge
- Direct service to priority destinations to cut down transit times
- Service for employed workers during off-peak hours
- Hours of operation to fit the needs of the residents, including weekends

- Schedule and routes will be based upon the needs of the residents, not the operator's established routes; routes will be flexible in comparison to County Connection's fixed routes
- Service will be operated upon demand from within the community and overseen by a community-based organization (MCP/Chavez Center), so that it can be responsive and nimble to fit the needs of the neighborhood

The Monument Neighborhood Shuttle is proposed to be operated by a small business capable of undertaking this type of transit service, under contract with the MCP/Chavez Center. The shuttle program will be available for a period of three years based on an established three-year LTP funding cycle. The MCP/Chavez Center will be responsible for program oversight and administration. The shuttle service will provide direct transportation from high density residential areas of the Monument Corridor to the downtown Concord BART station, major employment centers on Willow Pass Road and other major corridors, La Clinica, John Muir Medical Center, the County Regional Medical Center, bus stops, as well as the Concord Senior Center and other social service agencies in the area that have been identified by the community. Additionally, the proposed shuttle will provide direct service to major shopping destinations in and near the Monument Corridor, including the 1500 Monument Shopping Center, Park 'N Shop retail center, and Sunvalley Shopping Center. The shuttle service will particularly benefit low-income workers, seniors, the disabled, and residents without vehicles.

The proposed service area for the shuttle is shown in Figure 1. It is roughly a triangular area bounded by State Route 242 to the northwest, Galindo Street to the northeast, the BART line to the east and south, and Bancroft Road and the Walnut Creek Channel to the southwest. This service area was designed to capture transportation needs for a larger population of seniors and people with disabilities living in the greater Monument Corridor area. The shuttle service will be limited to residents located inside the service area. Residents in this area will reserve service in advance of their trip by phone or online. Residents located outside of the service area will not be able to use the shuttle service. The mechanism to administer this service area will be addressed during the initial phases of the project once full funding has been secured, as discussed below.

The LTP grant for the Monument Neighborhood Shuttle will be used to lease one full-size van with a holding capacity of up to 10 passengers, fund the start-up and operational/insurance costs of this shuttle service, provide training, and subsidize the service so that it can be free for service area residents. The project will allow for an evaluation of the effectiveness of this new program to ensure it is serving the needs of the community. The evaluation program will be developed as part of the initial phases of the project, as discussed below. The total cost estimate for this project is \$627,694. LTP funding requested from MTC is \$311,704, or 50% of the total project cost.

The LTP program requires that 50% matching funds be provided for operational projects such as the proposed shuttle program. A portion of these matching funds will be provided by the MCP/Chavez Center in the form of staff time (in-kind) and through the Healthy Eating and Active Living (HEAL) grant program. In addition, the City of Concord will provide minimal in-

Barbara Neustadter
October 23, 2012
Page 3

kind services in the form of local staff time to assist the MCP/Chavez Center with project oversight. The City of Concord is also committed to working with TRANSPAC to obtain the remaining funds necessary (\$160,138) to fully fund this project through the Measure J Line 20(a) Program (*Additional Transportation for Seniors and People with Disabilities*). CCTA staff has concurred in principle with the use of Measure J 20(a) funds as part of the LTP grant application.

This funding plan will sustain the proposed shuttle program for a period of three years. At the conclusion of this time period, the program could potentially be renewed for three more years under the next LTP funding cycle and/or through other funding sources.

Once the Measure J match funds have been secured and a funding agreement is executed with MTC, the City and the MCP/Chavez Center will form a Working Group from those involved in the development of this project and the 2006 CBTP. The Working Group will be responsible for project oversight and coordination, and will initially refine the project scope and establish clear roles and responsibilities for the City and the MCP/Chavez Center, possibly in the form of a Memorandum of Understanding (MOU) between the two parties. Additional information on the planning of implementation steps and timelines is provided in the attached project grant application.

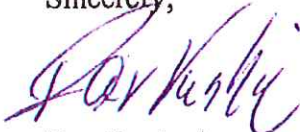
The Measure J Line 20(a) match funds being requested comprise approximately 25% of the estimated total cost for this project over its three-year life period, or roughly \$53,380 per year in Measure J funds. The percentage of participants or shuttle trips serving seniors and people with disabilities is expected to exceed 25% of the total trips served by the shuttle program, thus justifying the use of Measure J Line 20(a) as match funds for this project. (Please see attached letters of support for this project including letters from Assemblywoman Susan Bonilla, County Supervisor Karen Mitchoff, and Concord Mayor Ron Leone.)

Please consider this request to allocate \$160,138 in Measure J Line 20(a) match funds for the proposed Monument Neighborhood Shuttle over three years.

If you need further information regarding the project, please feel free to contact me at (925) 671-3129 or via email at rkuzbari@ci.concord.ca.us.

Thank you for your consideration.

Sincerely,



Ray Kuzbari
Transportation Manager

Attachments

6-4

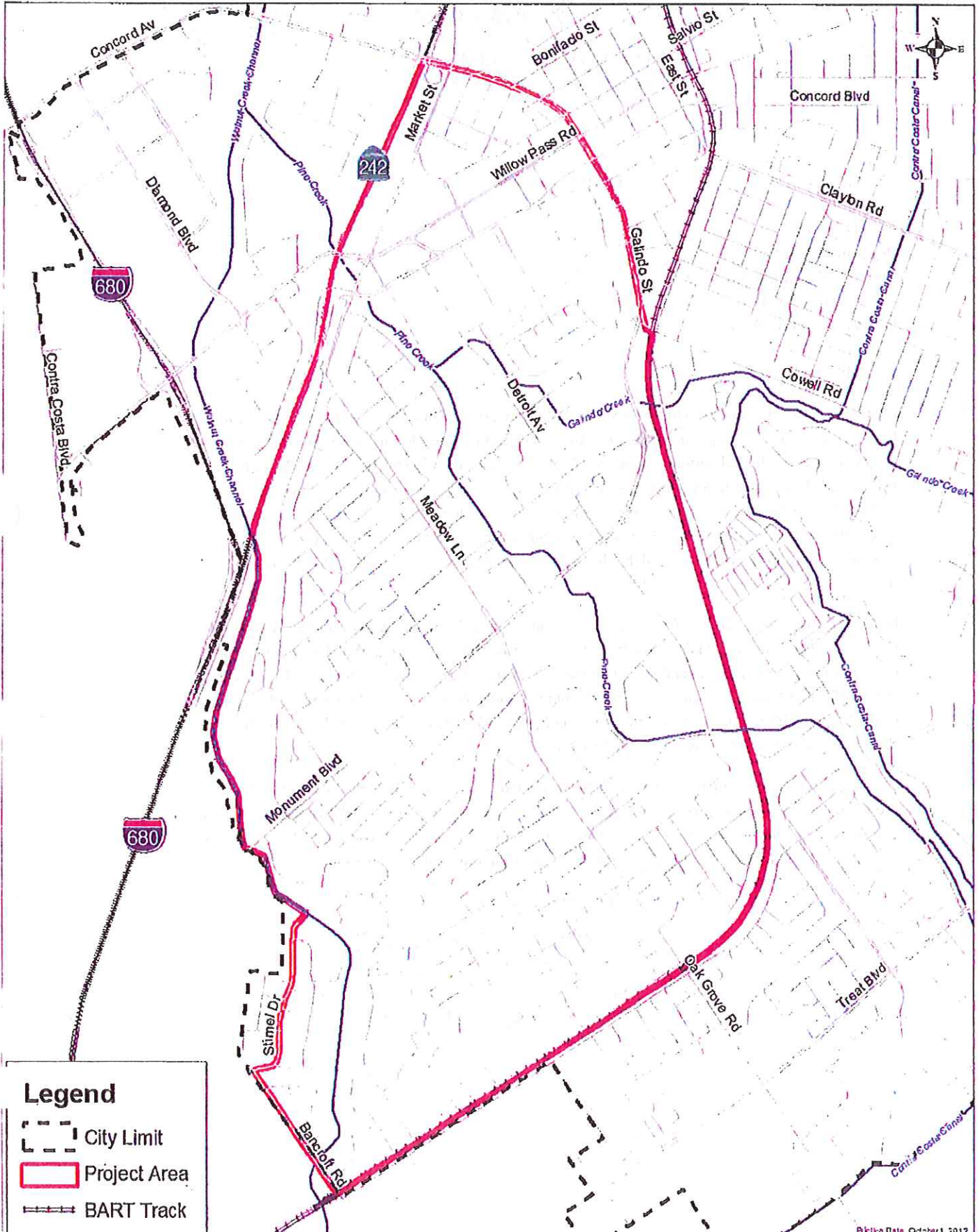
Barbara Neustadter

October 23, 2012

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cc: John Mercurio, City Representative to TRANSPAC
Bill Shinn, City Representative to TRANSPAC
Ron Leone, Concord Mayor
Valerie Barone, Interim City Manager
Victoria Walker, Director, Community & Economic Development

Monument Neighborhood Shuttle Project Area Map



STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0011
(916) 319-2011
FAX (916) 319-2111

DISTRICT OFFICE
2151 SALVIO ST. SUITE 395
Concord, CA 94520
(925) 521-1511
FAX (925) 602-1536

Assembly California Legislature



SUSAN A. BONILLA
ASSEMBLYMEMBER, ELEVENTH DISTRICT

February 28, 2012

Mr. Peter Engel
Program Manager
Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving families, seniors, disabled persons and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, the downtown Concord BART station, Concord Senior Center and major shopping centers were identified by the Michael Chavez Center for Economic Opportunity, Monument Community Partnership, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

I fully support this program as it will expand transportation services in the Monument Community to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Assemblywoman Susan A. Bonilla
11th District California State Legislature

Karen Mitchoff

Supervisor, District Four
Contra Costa County
Board of Supervisors

**Contra
Costa
County**

2151 Salvio Street, Suite R
Concord, CA 94520

Phone: (925) 521-7100
Fax: (925) 646-5202

February 28, 2012



Mr. Peter Engel
Program Manager
Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving families, seniors, disabled persons and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, the downtown Concord BART station, Concord Senior Center and major shopping centers were identified by the Michael Chavez Center for Economic Opportunity, Monument Community Partnership, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

I fully support this program as it will expand transportation services in the Monument Community to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Karen Mitchoff
Contra Costa County Supervisor

CITY OF CONCORD
 1950 Parkside Drive
 Concord, California 94501-2578
 FAX: (925) 798-0636

City Council
 Ronald E. Leone, Mayor
 William D. Shinn, Vice Mayor
 Theodore S. Grayson
 Daniel C. Heits
 Laura M. Hollmeyer

(925) 671-3158



Thomas J. Witting, City Treasurer
 Valerie Barone, Executive City Manager

February 23, 2012

Mr. Peter Engel
 Program Manager
 Contra Costa Transportation Authority (CCTA)
 2999 Oak Road, Suite 100
 Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving the families, seniors, disabled and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, downtown Concord BART station, Concord Senior Center, social service agencies, and major shopping centers were identified by the Monument Community Partnership, Chavez Center for Economic Opportunity, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

As an indication of our support, we commit to providing the appropriate in-kind services and expertise of our Transportation and Economic Development staff for the three-year period if the project is funded through the Lifeline Transportation Program.

I fully support this program as it will expand transportation services in the Monument Corridor to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Ron Leone
 Mayor



Monument
Community
Partnership

February 29, 2012

Mr. Peter Engel
Program Manager, Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving families, seniors, disabled persons and workers in this community. The purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, the Concord One Stop Center, the Concord Senior Center, the downtown Concord BART station and major shopping centers were identified by the Monument Community Partnership, Chavez Center for Economic Opportunity, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

The Monument Community Partnership is in the process of merging with the Michael Chavez Center for Economic Opportunity, at which time I will become the Executive Director of the merged organization. As an indication of our support, we commit to contribute a local match in the amount of \$34,694 from current Monument Community Partnership resources if the project is funded through the Lifeline Transportation Program.

I fully support this program, as it will expand transportation services in the Monument Corridor to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Mike Van Hofwegen
Executive Director

1760 Clayton Road ♦ Concord, CA 94520
(925) 808-7392 (O) ♦ (925) 686-2898 (F)
www.monumentcommunity.org



Michael Chavez Center

Concord Community Economic Development Organization, Inc.
Mike Van Hofwegen, Executive Director

www.chavezcenter.org

2699 Monument Blvd, Unit G
Concord, CA 94520
925-682-8248

Mr. Peter Engel
Program Manager
Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving families, seniors, disabled persons and workers in this community. The purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, the Concord One Stop Center, the Concord Senior Center, the downtown Concord BART station and major shopping centers were identified by the Monument Community Partnership, Chavez Center for Economic Opportunity, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

The Michael Chavez Center for Economic Opportunity is in the process of merging with the Monument Community Partnership, at which time I will become the Executive Director of the merged organization. As an indication of our support, we commit to contribute a local match in the amount of \$20,514 from current Michael Chavez resources if the project is funded through the Lifeline Transportation Program.

I fully support this program, as it will expand transportation services in the Monument Corridor to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Mike Van Hofwegen
Executive Director



Hispanic Chamber of Commerce of Contra Costa County

1515 Locust Street • Walnut Creek, CA 94596
(925) 933-2337 • Fax (925) 281-2623 • www.h5c.org

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Travis Credit Union

VICE-PRESIDENT

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TeamPersona

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Abiud Diaz-Amaro
ParkOne Properties

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Enrique Ruiz
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Ken Dani
Tesoro Golden Eagle Refinery

Ken Mintz
AT&T

Richard Chacon
Union Bank

February 27, 2012

Joyce Davidson Seitz
Economic Development Specialist
Community and Economic Development
City of Concord
1950 Parkside Drive, MS/01B
Concord, CA 94519

Dear Joyce :

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving the families, seniors, disabled and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, downtown Concord BART station, Concord Senior Center, major shopping centers, and major Monument Corridor churches were identified by the Monument Community Partnership, Chavez Center, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

I fully support this program as it will expand transportation services in the Monument Corridor to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Eric Maldonado, President
Hispanic Chamber of Commerce of
Contra Costa County
www.h5c.org
president@h5c.org



February 28, 2012

Mr. Peter Engel
Program Manager
Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Dear Mr. Engel:

On behalf of the Greater Concord Chamber Board of Directors, I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving the families, seniors, disabled and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, downtown Concord BART station, Concord Senior Center and major shopping centers were identified by the Monument Community Partnership, Chavez Center for Economic Opportunity, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

The Greater Concord Chamber of Commerce supports this program as it will expand transportation services in the Monument Corridor to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Ken Dami
Chairman of the Board
Greater Concord Chamber of Commerce

2780 Diamond Blvd
Suite 700
Concord, CA 94520
925.685.1181
925.685.5623 Fax

concordchamber.com



February 29, 2012

Mr. Peter Engel
 Program Manager
 Contra Costa Transportation Authority
 2999 Oak Road, Suite 100
 Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in strong support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving families, seniors, disabled persons and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, the downtown Concord BART station, Concord Senior Center and major shopping centers were identified by the Michael Chavez Center for Economic Opportunity, Monument Community Partnership, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns.

EASTBAY Works maintains One-Stop employment centers in Concord and other nearby communities and we look forward to partnering with the City of Concord and the Chavez Center to offer support to job seekers in the Monument community who will have increased access to our services with approval of this grant.

www.eastbayworks.com

Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.
 For TDD services, please call 1-800-735-2922

Mr. Peter Engel
February 29, 2012
Page 2 of 2

I fully support this program as it will expand transportation services in the Monument Community to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,

Paul Buddenhagen

Administrator

Contra Costa County EASTBAY Works One-Stop Centers



JOHN F. KENNEDY UNIVERSITY

TRANSFORMING LIVES. CHANGING THE WORLD

Mr. Peter Engel
 Program Manager
 Contra Costa Transportation Authority
 2999 Oak Road, Suite 100
 Walnut Creek, CA 94597

Dear Mr. Engel:

I am pleased to write this letter in support of the City of Concord's 2012 grant application for the Lifeline Transportation Program. If approved, this funding would provide a low-cost shuttle service for the Monument Boulevard Community, serving the families, seniors, disabled and workers in this community. I am aware that the purpose of this program is to fund projects that result in improved mobility for low-income residents of "Communities of Concern" in Contra Costa County. These "communities" have been identified by the Metropolitan Transportation Commission (MTC), and the Monument Corridor (Central Concord) has been designated as one of those areas with the greatest need.

Improving access to health care facilities, employment centers, downtown Concord BART station, Concord Senior Center, social service agencies, and major shopping centers were identified by the Monument Community Partnership, Chavez Center for Economic Opportunity, and our other community partners as the top priorities for a shuttle service. The Monument Community Partnership continues to work on and request funding for the priorities identified in its Community Based Transportation Plan (CBTP) and this shuttle service will address many of those concerns. This service will also allow individuals from the Monument Boulevard Community to engage in John F Kennedy University's Entrepreneurial program which promotes job and business creation in the City of Concord.

I support this program as it will expand transportation services in the Monument Corridor to provide critically needed low-cost transportation services to the underserved residents of Contra Costa County. I respectfully urge the Contra Costa Transportation Authority (CCTA) to approve this funding in order to improve the lives of the people living and working in the Monument area.

Sincerely,


 Dr Raul A. Deju
 Director, Institute of Entrepreneurial Leadership
 John F Kennedy University



La Clínica

La Clínica de La Raza, Inc.

Mailing Address: Post Office Box 22210 Oakland, CA 94623 • Tel 510-535-4000 • Fax 510-535-4189 • www.laclinica.org

February 28, 2012

City of Concord, Economic Development Dept.
1950 Parkside Drive
Concord, CA 94519

Attention: Joyce Seitz Economic Development Specialist, and Ray Kuzbari, Transportation Manager

Dear Joyce and Ray,

We are pleased that a Grant from the MTC and the Lifeline Transportation Program could support a shuttle program for residents of the Monument Corridor who are seniors, are disabled, or do not own a car.

La Clínica supports a community shuttle as stated in the Monument Corridor Community Based Transportation Plan (2006). A shuttle transportation program with a destination to La Clínica de la Raza's new location at 2000 Sierra Road, Concord, CA 94518 will provide necessary assistance to residents of the Monument community.

La Clínica is a provider of primary health care and seeks to improve the quality of life of the diverse communities we serve by providing culturally appropriate, high quality, and accessible health care for all.

Sincerely,

Viola Lujan,
Director of Business & Community Relations
Contra Costa / Solano County
La Clínica de La Raza, Inc.

La Clínica de La Raza Fruitvale Village (415) 763-0000 • San Antonio Neighborhood Health Center (510) 745-3000 • Clínica Alta Vista (510) 535-6000
Family Optical (510) 763-0000 • La Clínica de La Raza Dental (925) 338-1000 • Casa del Sol (415) 338-0000 • La Clínica de La Raza WIC Program (510) 771-1000
UCDFR Community Health Education (510) 771-0000 • La Clínica Dental at Children's Hospital Oakland (510) 428-3326
School Based Health Centers: Hawthorne Elementary School (510) 771-0000 • Fremont High School (510) 771-6000
Oakland Tech High School (510) 428-0000 • Roosevelt Middle School (415) 795-1000 • San Lorenzo High School (415) 743-6000
La Clínica Pittsburg Medical (925) 739-1000 • La Clínica Pittsburg Dental (925) 739-1000 • La Clínica Monument (925) 338-0000 • La Clínica Vallejo (707) 331-3000
La Clínica Vallejo Dental (707) 338-0000 • La Clínica Vallejo Great Beginnings (707) 331-3000 • La Clínica North Vallejo (707) 331-3000

APPLICATION COVER SHEET

Applications are due Friday, March 2, 2012 at 1:00 pm

Project Name: Monument Neighborhood Shuttle

Agency Name: City of Concord

Date Submitted: March 2, 2012

Date Received (leave blank):

Application Checklist:

Check all the attachments you have included with your application and add any additional attachments. Clearly label your attachments according to the numbering provided below. All attachments must be easily readable when reproduced in black and white. **Please complete this application for each project for which you are applying for funding.**

To check a box, double click on the box and mark "Default Value" as "Checked."

- Application** (Parts 1 – 7; required)
- Attachment 1:** Map of Project Area (required)
- Attachment 2:** Budget Chart (required)

List any additional attachments included in the application:

- Attachment 3:** City of Concord Monument Corridor CBTP.
- Attachment 4:** Planning Documents
- Attachment 5:** Letters of Support
- Attachment 6:**

An authorized representative of the applicant agency must sign below, affirming that the statements in the application package are true and complete to the best of the applicant's knowledge.

Signature: _____



Name/Title: Ray Kuzbari, Transportation Manager

Date: 3-1-12

PART 1: BASIC PROJECT INFORMATION**Project Name: Monument Neighborhood Shuttle****Agency Name: City of Concord****Agency DUNS Number¹: 079084034****Brief Project Description: (Description only - not benefits. 3-4 sentences.)**

A neighborhood shuttle service emerged as a top priority in the Monument Corridor Community Based Transportation Plan (CBTP) that was developed in 2006. The proposed shuttle service will be operated by a small business through the Monument Community Partnership, in partnership with the Michael Chavez Center for Economic Opportunity and the City of Concord, as part of a community service, employment opportunity, and training program. The shuttle will provide direct transportation throughout the Monument Corridor to priority locations before exiting the neighborhood and traveling to designated sites including BART, major employment centers, appropriate bus stops, medical facilities, Concord Senior Center, social service agencies and major shopping centers. This service is designed for low-income employed workers, seniors, the disabled, and residents without vehicles in particular.

General Location: (Area Served)

The service area of the Monument Corridor in the city of Concord for this project is defined as follows: Roughly a triangular neighborhood, bounded by State Route 242 to the northwest, Galindo Street to the northeast, the BART line to the east and south, and Bancroft Road and the Walnut Creek channel to the southwest.

Project Type: (Select One)

- Capital Project
 Operations
 Program

¹ Provide your organization's nine-digit Dun & Bradstreet (D&B) Data Universal Numbering System (DUNS) Number. To search for your agency's DUNS Number or to request a DUNS Number via the Web, visit the D&B website: <http://fedgov.dnb.com/webform>. To request a DUNS Number by phone, contact the D&B Government Customer Response Center at 1-866-705-5711.

Application
 Contra Costa Lifeline Transportation Program

Cycle FY2011 through FY2013
 Page 3 of 27

PART 2: FUNDING REQUEST

Amount of Funding Requested: \$311,704

Total Project Cost: \$627,694

(Information on other funding sources in Attachment 2: Budget Chart)

PART 3: GENERAL SPONSOR INFORMATION

Primary Contact Person: Ray Kuzbari

Phone #: 925-671-3129

Email: rkuzbari@ci.concord.ca.us

Mailing Address: City of Concord, 1950 Parkside Drive, MS/52, Concord, CA 94519

Title: Transportation Manager

Fax #: 925-671-3218

Secondary Contact Person: Mike Van Hofwegen

Phone #: 925-682-8248 ext. 2110

Email: mike@chavezcenter.org

Mailing Address:

Monument Community Partnership, 1760 Clayton Road, Concord, CA 94520

Title: Interim Executive Director

Fax #: 925-680-2480

Other Partner Agency Contact Person: Kathy Renfrow

Title: HEAL Coordination Manager

Phone #: 925-808-7392

Email: kathy@monumentcommunity.org

Mailing Address:

Monument Community Partnership, 1760 Clayton Road, Concord, CA 94520

Fax #: 925-686-2898

Other City Contact Person: Joyce Davidson Seitz

Title: Economic Development Specialist

Phone: 925-671-3048

Email: joyce.seitz@ci.concord.ca.us

Mailing Address: City of Concord, 1950 Parkside Drive, MS/01B, Concord, CA 94519

Fax: 925-671-3218

PART 4: DETAILED PROJECT INFORMATION

- A. Project Description:** Provide a detailed yet concise project description. Include existing conditions and all relevant project history. Describe specifically what the proposed grant funds would be used for including specific deliverables. *Please limit to 300 words or less.*

A shuttle service continues to be a top priority and need for the Monument Corridor. This shuttle will address continued transportation gaps in this very low-income community (63% of residents live below the poverty line – per 2006 CBTP). Previous studies and activities, as well as the CBTP, identified the following transportation gaps for Corridor residents: infrequent bus service; inconvenient transfers, high transit fares; lack of access to medical facilities, nutritious food stores and other shopping amenities; insufficient access to BART and employment centers, and other serious transportation needs.

This project addresses many of these needs. The shuttle service will be operated by a small business, under contract with the Monument Community Partnership, capable of undertaking this type of transit service for the corridor. This shuttle will provide direct transportation from dense residential areas to the downtown Concord BART station, major employment centers on Willow Pass Road and other major corridors, La Clinica, John Muir Medical Center, the County Regional Medical Center, bus stops, as well as the Concord Senior Center and other social service agencies in the area that have been identified by the community. This shuttle will provide direct service to major shopping destinations in and near the Monument neighborhood, including the 1500 Monument Shopping Center, Park n Shop Center and Sunvalley Shopping Center. It is designed for low-income workers, seniors, the disabled, and residents without vehicles in particular.

The grant will be used to lease the van, fund the start-up and operational costs of this shuttle service, provide training, and subsidize the service so that it can be free for low-income Monument Corridor residents. The project will allow for an evaluation of the effectiveness of this new program to ensure it is serving the needs of the community.

- B. Project Goals and Benefits:** Briefly outline the projects goals and benefits. *Please limit to 100 words or less.*

The project's major goals:

- 1) Provide free shuttle service in a targeted manner for the Monument community
- 2) Provide safe and convenient service for low-income workers, seniors and people with disabilities, as well as employed residents that work off-peak hours
- 3) Provide shorter rides to BART, in particular for welfare-to-work clients
- 4) Provide shorter rides to medical facilities, major shopping destinations and social service organizations

5) Provide entrepreneurship opportunity for small business

The benefits include better access to BART, employment centers, medical facilities and social service agencies, more nutritious and varied shopping options, reduced traveling distances for Monument residents and increased transit ridership.

C. Description of Service Area: Describe the service area of this project or program. (Include Map of Project Area as *Attachment 1* in the application.)

The service area of the Monument Corridor in the city of Concord is defined as follows: Roughly a triangular neighborhood, bounded by State Route 242 to the northwest, Galindo Street to the northeast, the BART line to the east and south, and Bancroft Road and the Walnut Creek channel to the southwest. This project will also include priority destinations that are located outside of the neighborhood.

Please see Attachment 1 for the Map of Project Area.

D. Budget: Complete the attached budget charts, included separately as an Excel file.

Please see Attachment 2 for the Budget Charts.

E. Schedule: Complete the appropriate schedule in the table provided below.

| Milestone | Projected or Actual Date of Completion (Month/Year) |
|---|---|
| Create Project Oversight Group | 03/2013 |
| Refine Project Scope and define roles and responsibilities of MCP and City staff; create MOU | 04/2013 |
| Select operator and create agreement for shuttle service | 04/2013 |
| Begin training for small business/operator and develop business plan for shuttle service in partnership with John F. Kennedy University-Institute for Entrepreneurial Leadership (JFKU-IEL) | 05/2013 |
| Finalize shuttle schedule, route and stop locations | 05/2013 |
| Review recommended locations with MCP/City engineers and community | 06/2013 |
| Develop marketing plan for program, including brochures, etc. | 06/2013 |
| Conduct training for drivers and customer service hosts | 07/2013 |
| Conduct outreach to community to launch program | 08/2013 |
| Hold kick-off event/implement service | 09/2013 |
| Monitor service trends, modify scope if necessary | Ongoing |
| Conduct annual evaluations | 02/2014; 02/2015; 02/2016 |
| Explore other funding sources for project sustainability | Ongoing after initial service implementation |
| Project Closeout – Complete Final Report and Invoice to Funding Agency | 03/2016 |

F. Project Eligibility: Demonstrate that your project is eligible for one or more of the following Lifeline funding sources. See attachment C of MTC's program guidelines for more information about each fund source.

Job Access – Reverse Commute (JARC)

Proposition 1B Transit

State Transit Assistance (STA)

If your project is eligible to receive STA funds and your agency is not an eligible recipient of STA funds, has an eligible transit operator agreed to be your fiscal agent for this project? **N/A** Yes No

G. Civil Rights

- a. **Civil Rights Policy:** The following question is not scored. If the response is satisfactory, the applicant is eligible for Lifeline funds; if the response is not satisfactory, the applicant is not eligible.

Describe the organization's policy regarding Civil Rights (based on Title VI of the Civil Rights Act) and for ensuring that benefits of the project are distributed equitably among low income and minority population groups in the project's service area.

The City of Concord is firmly committed to ensuring the civil and human rights of all people. The City of Concord Municipal Code Article II, Human Rights, Section 46-31, states the following:

"(a) The city is dedicated to preserving the rights of all persons to have an equal opportunity to live, work, and prosper in the community. It is the policy of the city that all persons shall be free from all forms of unlawful discrimination and harassment as prohibited under this article, or federal or state law."

"(b) It is the intent of the city in enacting this article to confirm that the fundamental rights of citizens include the right to live unfettered by unlawful discrimination and harassment and this right is consistent with the American ideals of individual freedom, liberty, and responsibility for one's own actions. Furthermore, it is the intent of the city in enacting this article that access to remedies and resolution under existing federal and state laws on unlawful discrimination will be enhanced by providing a local forum for the resolution of complaints, and that it is necessary and proper to enact local regulations establishing a voluntary process for timely resolution of complaints of discrimination that arise within the city."

"(c) This article shall not be construed to confer any right or privilege on a person which is conditioned or limited by law nor to impose regulations which are beyond the power of the city to regulate and/or which are preempted by federal and/or state law, nor is this article to be construed to protect conduct which is otherwise unlawful under city, state, or federal law or regulation."

- b. **Demographic Information:** The following two questions are for administrative purposes only and are not a factor in determining which projects are selected to receive an award. (Please contact your Lifeline Program Administrator for assistance if you do not have this demographic information readily available or visit (<http://factfinder2.census.gov>))

Does the proportion of minority people in the project's service area exceed 56 percent (i.e., the regional average minority population)?

Yes No

Does the proportion of low-income people in the project's service area exceed 24 percent (i.e., the regional average low-income population)?
Note: for this purpose, low-income is defined as 200 percent of the federal poverty level.

Yes No

PART 5: APPLICANT EVALUATION

Weights have been included in parenthesis after each criterion.

1) Project Need/Stated Goals and Objectives (20%):

- A. Transportation Gaps and Barriers/Improved Choices. Describe the project need and goals and how it directly addresses transportation gaps and/or barriers, and improves transportation choices for a low income community:

This project will meet the ongoing transportation needs of the Monument Corridor community, as was indicated during the community outreach completed as part of the 2006 CBTP. The project's sponsors, MCP staff, Chavez Center staff, and Transportation Action Team members continue to receive requests for assistance from Monument residents who are unable to access jobs in the I-680 corridor because of limited, direct transit availability. This is especially true for very low-income residents and those without vehicles. There continues to be residents who need low cost, direct service to BART and employment centers, residents whom remain homebound because they are unable to afford transit fares, and many who defer medical appointments because they are unable to take off enough time from work to spend a half day in transit for a visit to the County Regional Medical Center. There is also no direct bus access to La Clinica or other medical facilities in the area which makes it difficult for low-income families with children to access these services.

This neighborhood is very heavily transit-dependent and very poor, thus a shuttle service is an ongoing need. 18% of the residents in this area do not own vehicles; this statistic is three times higher than the county average. There is a significant number of residents who are aging in place and are unable to drive, but yet live too far from a bus stop to be able to use transit.

The proposed project is designed to meet the following goals:

- 1) Provide free transit service in a targeted manner for the Monument community**
- 2) Provide safe and convenient transit service for low-income workers, seniors and people with disabilities, as well as employed residents that work off-peak hours**
- 3) Allow for shorter rides to BART, in particular for welfare-to-work clients**
- 4) Allow for shorter rides to medical services and major shopping destinations**

- 5) Allow for shorter rides to social service organizations (WIC, Monument Crisis Center, Chavez Center, East Bay Works Career Center, Concord Senior Center, church programs, etc.)
- 6) Provide entrepreneurship opportunity for a small business in coordination with the Chavez Center and JFKU's Institute for Entrepreneurial Leadership
- 7) Provide workforce development opportunities through transportation and customer service career training to clients of the Chavez Center

B. Projects Identification. Describe how the project was developed through a collaborative and inclusive planning process that involved broad partnerships among a variety of stakeholders. List the planning documents that include this specific project. Attach the document cover and the applicable pages for each document.

Community Based Transportation Plan Yes No

Welfare to Work Transportation Plan Yes No

(Contra Costa County Low-Income Transportation Action Plan)

Bay Area's Coordinated Public Transit-Human Services Transportation Plan Yes No

Other documented Assessment of Needs Yes No

This type of shuttle service was one of two key recommendations in the 2006 CBTP. Easy and affordable access to transportation and key destinations in the community continue to be a challenge for many low-income workers and residents in the community, thus the need for this type of free, specialized, direct service. There continues to be a great need for convenient and quicker access to BART, employment centers, medical facilities and social service agencies for Monument Corridor workers, families, seniors and the disabled.

There was a previous shuttle service in the community through County Connection that was launched in 2006, but that funding ended. This new neighborhood shuttle is a culmination of the lessons learned from that shuttle program, and addresses the direct needs that were not met due to its limitations. Compared to the previous shuttle service, this new program's operations will better address the needs of the community in the following ways:

- Free of charge
- Direct service to priority destinations to cut down transit times
- Off-peak hours for employed workers
- Hours of operation to fit the needs of the residents, including weekends

- **Schedule and routes will be based upon the needs of the residents, not the operator's established routes**
- **Service to be operated within the community and overseen by a community-based organization, so it can be responsive and nimble to better fit the needs of the neighborhood**

The Bay Area Transportation and Land Use Coalition report entitled *Roadblocks to Health* (2002) identified access to medical facilities as a key barrier for Monument residents. The Concord Senior and Youth Transportation Study (2003) also highlighted the need for flexible transportation options other than extensions of existing County Connection fixed-route schedules and direct, efficient transit to medical facilities. The *Contra Costa County Low-Income Transportation Action Plan* (2006) further identified the need for improved routing to cover key destinations and reduce travel times, and a flexible evening shuttle service.

The Contra Costa County Advisory Council on Aging's Transportation Work Group formed a new Senior Mobility Action Council in 2008 and this group conducted surveys throughout the county in 2008 to identify again the top mobility priorities for the county. These surveys, which were conducted throughout the county, identified readily available, user-friendly and affordable transportation as a top priority.

The Bay Area Plan - Initial Vision Scenario developed jointly by the MTC and ABAG in 2011 identified a number of initial vision scenario objectives. One of these objectives was to strengthen regional transit corridors to provide access to jobs and services, by increasing transportation options, improving mobility, and expanding access to jobs and services. This project will directly address this particular objective for the Monument Corridor community as outlined in this application. This project will also address the Equitable Access and Economic Vitality Performance Targets identified in the Initial Vision Scenario, by decreasing the share of low-income residents' household income consumed by transportation and reducing average travel time per work trip and average daily travel costs.

The applicable pages of these documents are included in Attachment 4.

- C. Community of Concern. Describe how the project is within a designated Community of Concern as defined by MTC's 2030 Equity Analysis report as a community with more than 30% of the households living at or below twice the federal poverty level.

The Monument Corridor is explicitly identified by the MTC as a Community of Concern in the Call for Projects, since it has the second highest poverty levels in Contra Costa County (45.2% - per 2006 CBTP).

Objectives: Please identify objectives for the proposed project/program in the table provided below.

| Objective | Target Audience | Service Level |
|--|--|--|
| Affordable transit fares | Low-income Concord/Pleasant Hill residents | Free service |
| More direct access to BART and employment centers | Low-income workers and residents who do not have ready access to a vehicle | Twice daily service to BART and employment centers, most destinations do not require transfer |
| More direct access to medical facilities and social service agencies | Low-income residents, disabled and seniors who do not have ready access to a vehicle | Daily service to medical facilities and social service agencies, most destinations do not require transfer |
| More direct access to nutritious stores and major shopping areas | Low-income residents who do not have ready access to a vehicle | Weekly service to major shopping areas, most destinations do not require transfer |
| Expanded service hours | Workers/residents going to work, appointments or other key destinations | 6 am – 8 pm on weekdays; morning and early afternoons on weekends |
| Increased transit ridership | Residents who do not own vehicles/cannot drive/disabled | Estimated over 28,000 trips during the three year period |
| More employment/workforce development opportunities | Chavez Center clients, unemployed residents | Transportation and Customer Service Career Training to be developed as part of this shuttle program |

2) Implementation (25%):

- A. For applicants seeking funding for operations (10%) please describe your service operations plan, and describe implementation steps and timelines for carrying out the plan. The service operations plan should identify key personnel assigned to this project, and their qualifications. Applicant should demonstrate their institutional capability to carry out the service delivery aspect of the project as described.

The implementation steps and timeline are provided in the matrix in Part 4, E. The first six months following funding approval will consist of establishing the clear roles and responsibilities for the City of Concord, Monument Community Partnership (MCP) and the Chavez Center for Economic Opportunity. During this period, service parameters will be defined, the training program will be developed, additional community meetings will be held, school notices sent out, and the marketing plan developed and implemented. Every effort will be made to promote community buy-in of the shuttle service.

The MCP and the City of Concord's Transportation Division developed a shuttle service program in the recent past, so have the knowledge, lessons learned and institutional capacity to deliver on this project. This previous shuttle service was operated through the County Connection from 2007 through 2009, but that funding ended. This new neighborhood shuttle is a culmination of the lessons learned from that program, and will better address the needs of the community.

The City of Concord and the MCP have vast experience implementing a number of customized service projects in many different disciplines in order to meet the particular needs of different neighborhoods and community members. Mike Van Hofwegen, Interim Executive Director for the MCP, was directly involved in the development of this new program, and will oversee the project and act as the liaison with the residents, operator and the business community. Kathy Renfrow, HEAL Coordination Manager for the MCP, will provide assistance to Mr. Hofwegen. Ray Kuzbari, Transportation Manager for the City of Concord, will be responsible for overseeing the development of the routes, monitoring of the service quality and acting as the City liaison with the MCP. Joyce Davidson Seitz, Economic Development Specialist for the City of Concord, will assist Mr. Kuzbari and provide support in the development and training for the operator of the shuttle service.

Or:

- B. For applicants seeking funding for programs and capital projects (10%), please provide a solid rationale for use of Lifeline Transportation Program funds for this purpose, and demonstrate that no other sources of funds are available to meet this need. Provide an implementation plan and timelines for completion of the project.

And:

- C. Demand (15%): Please indicate the number of persons expected to be served, the number of trips (or other units of service) expected to be provided. Also indicate who is served from existing or potential low-income community members as defined by MTC.

Projected demand for each of the three years is as follows:

| | |
|-------------|--|
| Year One: | 4,000 one-way rides provided (six months of service) |
| Year Two: | 8,000 one-way rides provided |
| Year Three: | 16,000 one-way rides provided |

The assumptions underlying these projections is that the shuttle will be operating four trips per hour, 12 hours a day, five days a week, and four hours a day on weekends, for 50 weeks. In addition, the assumption is that no trips can be provided during the first six months of project implementation as it is being developed. Given these trip levels, it is anticipated that the majority of Monument residents who do not have access to a car, employed workers who need quicker access to BART and the major employment centers, seniors, and the disabled, will ride the shuttle at some point during the pilot program.

3) Project Budget/Sustainability (15%)

- A. Project sponsor should provide a complete budget indicating project revenues and expenditures in the format provided below. Estimate the proposed cost per trip (or other unit of service). Describe efforts to ensure its cost-effectiveness and complete all pages in Attachment 2 – Budget Chart.
- B. Proposals should address long-term funding ability and identify potential funding sources for sustaining the service beyond the grant period.

This project is well-suited to a number of funding sources in the long-term. Potential funding sources would include the following:

- Measure J Funds
- HEAL (Healthy Eating and Active Living) Funds
- SAFETEA-LU New Freedom Program
- Older Americans Act funding
- ADA Accessibility funding
- Veterans Assistance funding
- Future Lifeline Transportation Program (LTP) funds
- BART
- BAAQMD (Bay Area Air Quality Management District) funds
- Private funding from businesses and organizations that benefit from this project (i.e. Monument Boulevard businesses, major employers in Concord, La Clinica, John Muir Medical Center, Sunvalley Shopping Center).

It is anticipated that the matching in-kind contributions from the City of Concord and the MCP will attract other private investment from businesses and organizations

benefitting from this program. The sponsors of this project will diligently work to create additional collaborative partnerships with the private sector to find additional sources of funding to sustain this service for the community.

- 4) Coordination and Program Outreach (15%):** Please describe your ability to coordinate with other community transportation and/or social service resources regarding implementation of this project. Clearly identify project stakeholders, and how you will keep stakeholders involved and informed throughout the project. Describe how you will promote public awareness of the project.

This proposed project was developed from a very broad-based community effort conducted by a highly regarded community-based organization – the Monument Community Partnership (MCP), which has deep roots in the area. The MCP includes stakeholders from all sectors of the community in terms of ethnic background, age and disability. The MCP has partnered with the City of Concord for many years on the transportation issues in the community, was instrumental in the development of the 2006 CBTP, and will be responsible for the oversight and management of this project. The Michael Chavez Center for Economic Opportunity has also been a key partner with the City of Concord in the Monument Corridor and will be instrumental in the development of the appropriate operator for this project and the customer service training program. John F. Kennedy University's Institute for Entrepreneurial Leadership (JFKU-IEL) will be providing expertise and training for the development of the business plan and the shuttle's operation.

The inclusiveness of the CBTP development process was not limited to community-based organizations. Social service agencies, transit agencies, City departments and other key stakeholders were integrally involved in the development of the CBTP and will continue to be involved in the implementation of this transportation solution for the Monument Corridor and future projects as well.

Once project approval has been secured, the City and the MCP will constitute a Working Group from those involved in the development of this project and the CBTP that will be responsible for project oversight and coordination. This Working Group will meet on a regular basis (monthly, in the beginning) throughout the life of the project to ensure all of the stakeholders are informed and that coordination is occurring. The project's major stakeholders will include:

- **Monument Corridor residents**
- **Monument Community Partnership**
- **Michael Chavez Center for Economic Opportunity**
- **City of Concord**
- **Concord Senior Center**
- **Concord Senior Citizens Club**
- **Monument Crisis Center**

- La Clinica
- The County Connection
- Contra Costa Transportation Authority
- TRANSPAC
- MTC
- Contra Costa County
- Mt. Diablo School District and local schools
- Monument Boulevard businesses
- Monument Boulevard property owners
- Local political representatives
- Major employment centers on key arterial roads
- Sunvalley Shopping Center
- Park n Shop Shopping Center

To promote public awareness about this new shuttle service, a marketing plan will be developed and implemented. Some of the initial marketing will included brochures in both English and Spanish, community meetings in the different neighborhoods, coordination with the local schools to inform the families, coordination with the local apartment building owners and neighborhood associations to inform their residents, maps and schedules of the shuttle provided at various locations throughout the community, and a simple advertising campaign in the local media to promote the launch of the program.

5) **Program and Cost-effectiveness (10%):** Describe how the proposed project is the most appropriate match of service delivery to the need, and is a cost-effective approach. Include clear, measurable outcome-based performance measures to track the effectiveness of the service in meeting the identified goals. A plan should be provided for ongoing monitoring and evaluation of the service, and steps to be taken if original goals are not achieved.

Performance Measures: Please describe what outcome based performance measures you plan to evaluate in the table below to ensure that the project/program is meeting its objectives. Also describe how you will obtain and/or track necessary financial and operating information for program management?

| Performance Measure | Target |
|------------------------------|--|
| Annual one-way trips | Year One: 4,000 Year Two: 8,000 Year Three: 16,000 |
| Trips per hour | 2-4 trips |
| Customer Satisfaction Rating | Over 85% "Good" or "Very Good" overall rating |
| Schedule Adherence | Over 80% within 10 minutes of scheduled time |

6) Community Identified Priority (5%): Is the project located in a community in which a community-based transportation plan (CBTP) was completed? If yes, indicate the name of the completed plan. Is the project identified in the CBTP? Describe how the project addresses a priority indicated in the CBTP. Is the project included or identified in the Bay Area Coordinated Public Transit-Human Services Transportation Plan? Is the project identified in any other plan or planning process which was derived from community input and priorities?

The Monument Corridor in the City of Concord was identified in the Low-Income Component of the Coordinated Public Transit-Human Services Transportation Plan as a "Community of Concern" and was listed as one of the Bay Area's "Poverty at 30% & Minority at 70% Thresholds" zones. As a result, MTC identified the Monument Corridor as one of twenty-five Bay Area communities in which to conduct community-based transportation plans. The Monument Corridor CBTP was subsequently completed in June 2006. Additionally, the Elderly and Disabled Component of the Coordinated Public Transit-Human Services Transportation Plan (2006) identified many transportation gaps that the proposed project would address. These gaps include, but are not limited to, the following:

- Need for assistance by some riders who have no attendants and need for return trips.
- Affordability of service for people with limited incomes, high medical expenses, and need for frequent trips.
- Lack of alternative services.
- Difficulty using transit for local trips, trips with packages, shopping items, etc.
- Stops that are far from facilities or with long walks to the door.
- Limited public transit services in some areas, nights and evenings, and on weekends.
- Lack of stops and routes that are convenient to destinations important to seniors and people with disabilities.
- Limited information in other languages including Spanish.
- Fear of using public transportation and lack of experienced riders to accompany and support new riders who need transportation.

The proposed project will close these gaps as specified in this application and should be eligible for funding through MTC's Lifeline Transportation Program.

This type of project was also identified in the Contra Costa County Low-Income Transportation Action Plan (2006) regarding the need for improved routing to cover key destinations and reduce travel times, and a flexible evening shuttle service.

7) Project Readiness (10%): Submitted projects will be ranked based on their project readiness. Priority will be given to projects which are fully funded, if application is

approved; projects which have considered and, if needed, resolved any foreseeable implementation issues; and projects that are fully supported by the local community in which the project will be implemented, and have agency governing body approval.

The community stakeholders are ready and excited for the implementation of this project! The City of Concord Transportation Division, as the entity responsible for oversight of the project, is ready to fulfill this role and has received the support of the Mayor of Concord (included in Attachment 5). A resolution from the Concord City Council is forthcoming.

Most importantly, the Monument Community Partnership is ready to take the first steps in project implementation, since it already has the experience, knowledge and lessons learned in developing a shuttle service from the recent past, and is ready to create an effective self-sustaining program with this grant.

PART 6: AGENCY AND PUBLIC SUPPORT

Have all affected departments within your organization, the local government agency, transit agencies, and/or other public agencies been involved in the development of the project/program and reviewed the project to ensure feasibility.

Yes

No

A. Does this project have local community support? If so, please describe how the community has supported the project. This may include committee or other meetings that demonstrate community support. Please indicate who the community groups were and list the time frame and number of meetings.

Yes, this project has local community support. The following community groups have been involved in the development of this recent project: Monument Community Partnership (MCP), MCP Senior Action Team, MCP Transportation Action Team, Michael Chavez Center for Economic Opportunity, John F. Kennedy University for Entrepreneurial Leadership, La Clinica, Monument Crisis Center, East Bay Works Career Center, Concord Senior Center, Concord Senior Citizens Club, City of Concord, Contra Costa County Advisory Council on Aging, Contra Costa County Senior Mobility Action Council, Contra Costa County Senior Transportation Forum, Hispanic Chamber of Commerce, Greater Concord Chamber of Commerce and the CCTA.

In addition, numerous community members and groups participated in the development of the CBTP in 2006. The lists of the groups are indicated in Appendix B of the CBTP document (Attachment 3). To continue the efforts and issues identified by the CBTP, the MCP Transportation Action Team has held up to ten meetings every year addressing transportation issues since the plan was finalized in late 2006. The major stakeholders for this project held meetings on February 14, February 23 and February 24, 2012 to ensure community support and to finalize the details.

Yes → Meeting time frame: Summer 2006 - February 2012

Number of Meetings: Transportation Action Team: 10 per year; 60 total (2006-2012)

Major Stakeholders: 2 meetings (02/2012)

Neighborhood Meeting: 1 meeting (02/2012)

No → Explain why not.

C. Public Meetings: (*neighborhood meetings, etc.*) Describe any other public meetings that have occurred for this specific project. Include the month and year for each meeting.

A Neighborhood Meeting was held on February 23, 2012 to present this proposal to additional stakeholders and residents in order to seek additional input and ensure community support. The meeting participants included:

- Edi Birsan, Concord Senior Citizens Club, Rotary Club, Concord resident and community activist
- Joyce Davidson Seitz, City of Concord
- Wes Laubscher, Monument Crisis Center Board, Monument resident
- Mary Lou Laubscher, Contra Costa Transportation Authority Advisory Board, Contra Costa County Public & Environmental Health Advisory Board, MCP Transportation Action Team
- Mike Van Hofwegen, MCP and Chavez Center Executive Director
- Kathy Renfrow, MCP and HEAL Grant Coordination Manager, Monument resident
- Harold Blair, past Board member of MCP, Monument resident and community leader
- David Pitman, Bay Area Air Quality Board Local Committee, Monument resident
- Jeff Rogers, City of Concord Engineering Division
- Luz Sierra, Monument resident and community leader
- Bruce Lyon, architect, MCP Transportation Action Team Chair/GGI

PART 7: PROJECT/PROGRAM IMPLEMENTATION READINESS

A. Are there any current anticipated barriers that might cause the implementation of this program to be delayed?

Yes → Explain:

No

B. Assuming this project/program received Lifeline grant funding, has all other funding been secured to ensure timely implementation?

Yes

No → Explain: The City of Concord and the MCP will work with TRANSPAC to obtain Line 20 (A) Measure J Funds to provide the remaining amount needed for matching funds.

PART 8: ADDITIONAL INFORMATION (OPTIONAL)

Please provide any information which has not been included elsewhere in this document to support your application.

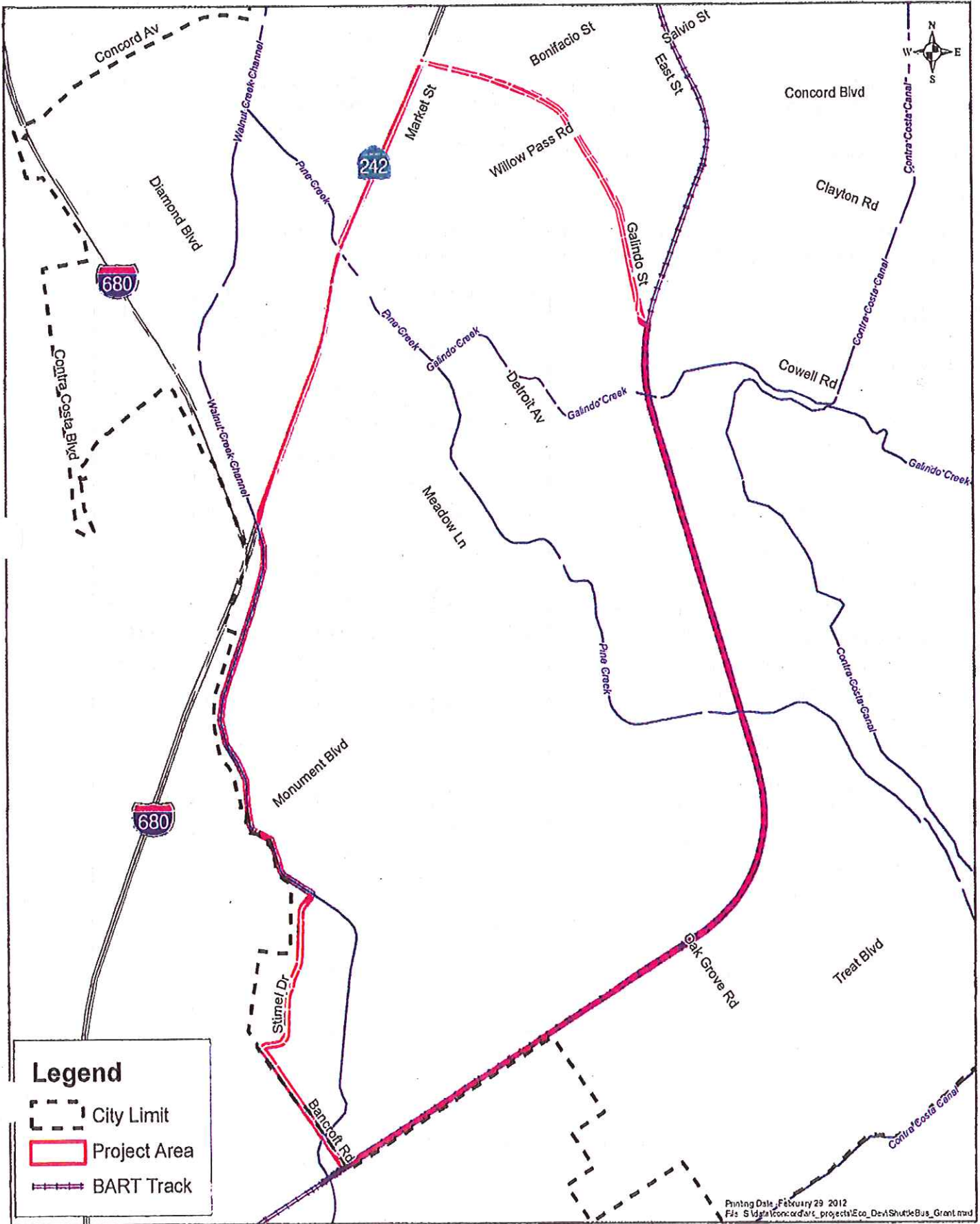
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Contra Costa Lifeline Transportation Program

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Attachment 1: Map of Project Area

Map of Project Area



Attachment 2: Budget Sheets – Cost Estimate, Project Funding, Explanation

Complete all three sections. Complete the appropriate "Cost Estimate" table and the "Project Funding" tables. Complete all tables for the overall project, even if the funding request is only for one phase of the project. Provide any necessary explanations for budget info below each table. If there are possible alternative funding sources, please describe under Explanation.

Cost Estimate

List the estimated cost of each line item. Add additional line items, as needed. The total estimated cost will be automatically calculated at the bottom of the chart.

| Line Items | Estimated Costs FY 10/11 | Estimated Costs FY 11/12 | Estimated Costs FY 12/13 | TOTAL |
|---|-----------------------------|-----------------------------|-----------------------------|-------------------|
| 1 Administrative (salary, wages, fringe): | | | | |
| MCP Staff | \$ 33,800 | \$ 29,900 | \$ 29,900 | \$ 93,600 |
| City Staff | \$ 12,748 | \$ 12,748 | \$ 12,748 | \$ 38,244 |
| 2 Administrative Costs, Supplies and Office Space | \$ 8,000 | \$ 16,000 | \$ 16,000 | \$ 40,000 |
| 3 Customer Service Training and Outreach | \$ 6,000 | \$ 3,000 | \$ 3,000 | \$ 12,000 |
| 4 Marketing/Advertising Program | \$ 3,000 | \$ 2,000 | \$ 2,000 | \$ 7,000 |
| 5 Small Business Operations/Contracts: | | | | |
| Manager/Dispatcher/Driver (\$20/hour) | \$ 20,800 | \$ 41,600 | \$ 41,600 | \$ 104,000 |
| Salary for Three Drivers (\$15/hour) | \$ 23,400 | \$ 46,800 | \$ 46,800 | \$ 117,000 |
| Additional Salary, Wages, Fringe | \$ 16,000 | \$ 32,000 | \$ 32,000 | \$ 80,000 |
| Shuttle Hosts/Translators/Outreach (\$12/hour) | \$ 12,480 | \$ 24,960 | \$ 24,960 | \$ 62,400 |
| 6 General Liability Insurance | \$ 1,100 | \$ 1,200 | \$ 1,300 | \$ 3,600 |
| 7 Business Development Training for Shuttle Operator through JFKU-IEL Program | \$ 3,500 | \$ - | \$ - | \$ 3,500 |
| 8 Lease of 10-Passenger Van including ADA Accessibility Modifications | \$ 5,000 | \$ 10,000 | \$ 10,000 | \$ 25,000 |
| 9 Operating Costs for Van (Gas and Maintenance, etc.) | \$ 6,000 | \$ 8,750 | \$ 8,750 | \$ 23,500 |
| 10 Insurance for Van | \$ 1,750 | \$ 3,500 | \$ 3,600 | \$ 8,850 |
| 11 Monitoring & Evaluation | \$ 3,000 | \$ 4,000 | \$ 5,000 | \$ 9,000 |
| | | | | |
| Total Estimated Costs: | \$ 156,578 | \$ 236,458 | \$ 237,658 | \$ 627,694 |

Cost Estimate Explanations:

- 5 Operating Hours: 12 hours daily Monday through Friday; 6 hours on Saturday; 4 hours on Sunday.
No service provision in first six months, but administrative costs incurred for planning,

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Implementation and training.

For the small business/operator: The Manager/Dispatcher/Driver is estimated at 40 hours per week;
Drivers at 20 hours per week each.

Additional salary, wages, fringe is estimated at \$4,000 per worker each year.

Initial commitment for Shuttle Hosts/Translators/Outreach is 40 hours per week.

- 8 Assumes a three-year lease for van.

Attachment 2 (continued): Project Funding, Explanation**Project Funding**

All applicants should complete the following charts. Totals will be calculated automatically. Existing funding should only include secured funding sources, i.e. funds that are programmed to the project with a resolution or signed agreement.

Note: The Fiscal Year is defined as July 1 through June 30.

Proposed Funding - List All Sources

| | Source | FY 12/13 | FY 13/14 | FY 14/15 | Totals |
|--------------------------------|---|------------|------------|------------|-------------------|
| 1 | Lifeline Funding Requested | \$ 103,902 | \$ 103,901 | \$ 103,901 | \$ 311,704 |
| 2 | Local Match: Monument Community Partnership (HEAL Fund Staff) | \$ 15,725 | \$ 9,485 | \$ 9,485 | \$ 34,694 |
| 3 | Local Match: Monument Community Partnership (ED & Finance Director - in-kind) | \$ 10,998 | \$ 4,758 | \$ 4,758 | \$ 20,514 |
| 4 | Local Match: City of Concord (Transportation - in-kind) | \$ 6,920 | \$ 6,920 | \$ 6,920 | \$ 20,760 |
| 5 | Local Match: City of Concord (Economic Development - in-kind) | \$ 5,828 | \$ 5,828 | \$ 5,828 | \$ 17,484 |
| 6 | Local Match: Shuttle Hosts/Translators/Outreach | \$ 12,480 | \$ 24,960 | \$ 24,960 | \$ 62,400 |
| 7 | Measure J Funds | \$ 53,380 | \$ 53,379 | \$ 53,379 | \$ 160,138 |
| | | | | Total: | \$ 627,694 |
| Total Proposed Funding: | | | | | \$ 627,694 |

Explanation of Project Funding:

Local Match: The MCP local match is \$55,208 total. MCP will match this funding through its HEAL (Healthy Eating and Active Living) Grant which will provide 10% of the services of the HEAL Coordination Manager and Program Assistants, and through 3% of the Executive Director's and 2% of the Finance Director's time paid for from other funds.

Local Match: The City of Concord's local match is \$38,244 total. The City's in-kind services will include 2% of the Transportation Manager's time (124.80 total hours for three years) and 3% of the Economic Development Specialist's time (187.20 total hours for three years).

Local Match: Commitments have been received from MCP's Senior Action Team and are being sought from others working with La Clínica, the Monument Crisis Center, the Michael Chavez Center and other organizations to serve as shuttle hosts/translators and outreach workers for the shuttle service as needed. Estimated 4 – 8 hosts, for a total of 40 hours per week (about 1/2 the total time of the shuttle service), at a value of \$12 per hour. Total match: \$62,400

Total Local Match: \$155,852

Additional Funding to be Leveraged: The Concord Senior Citizens Club recently received a \$12,000 grant from the Mt. Diablo Health Care District to provide assistance for their transportation needs. The MCP, the City of Concord and the Concord Senior Citizens Club will develop and coordinate these transportation activities together to be sure that they are complementary and are the most effective for the community.

Measure J Funds: The City of Concord and the MCP will work with TRANSPAC to obtain Line 20 (A) Measure J Funds to provide the remaining amount needed for matching funds (\$160,138).

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Attachment 3:
City of Concord Monument Corridor
Community-Based Transportation Plan

Attachment 4: Planning Documents

The following are cover and reference pages from previous and current reports that have identified the gaps in the Monument Corridor and recommended transportation strategies for serving low-income communities.

- **Transportation and Land Use Coalition (TALC) Report: Roadblocks to Health**
- **Concord Senior and Youth Transportation Study**
- **Contra Costa County Senior Mobility Action Council Survey Results**
- **Contra Costa County Low-Income Transportation Action Plan**
- **ABAG and MTC Bay Area Plan - Initial Vision Scenario**
- **MTC Coordinated Public Transit-Human Services Transportation Plan**

Attachment 5: Letters of Support

- 1. Assemblywoman Susan Bonilla**
- 2. Supervisor Karen Mitchoff**
- 3. City of Concord Mayor Ron Leone**
- 4. Monument Community Partnership**
- 5. Michael Chavez Center for Economic Opportunity**
- 6. Hispanic Chamber of Commerce**
- 7. Greater Concord Chamber of Commerce**
- 8. Contra Costa County EASTBAY Works One-Stop Center**
- 9. John F. Kennedy University – Institute for Entrepreneurial Leadership**
- 10. La Clinica de La Raza, Inc.**