

Application
Contra Costa Lifeline Transportation Program

Cycle FY2011 through FY2013
Page 1 of 27

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.

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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 include 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:

- Edl 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

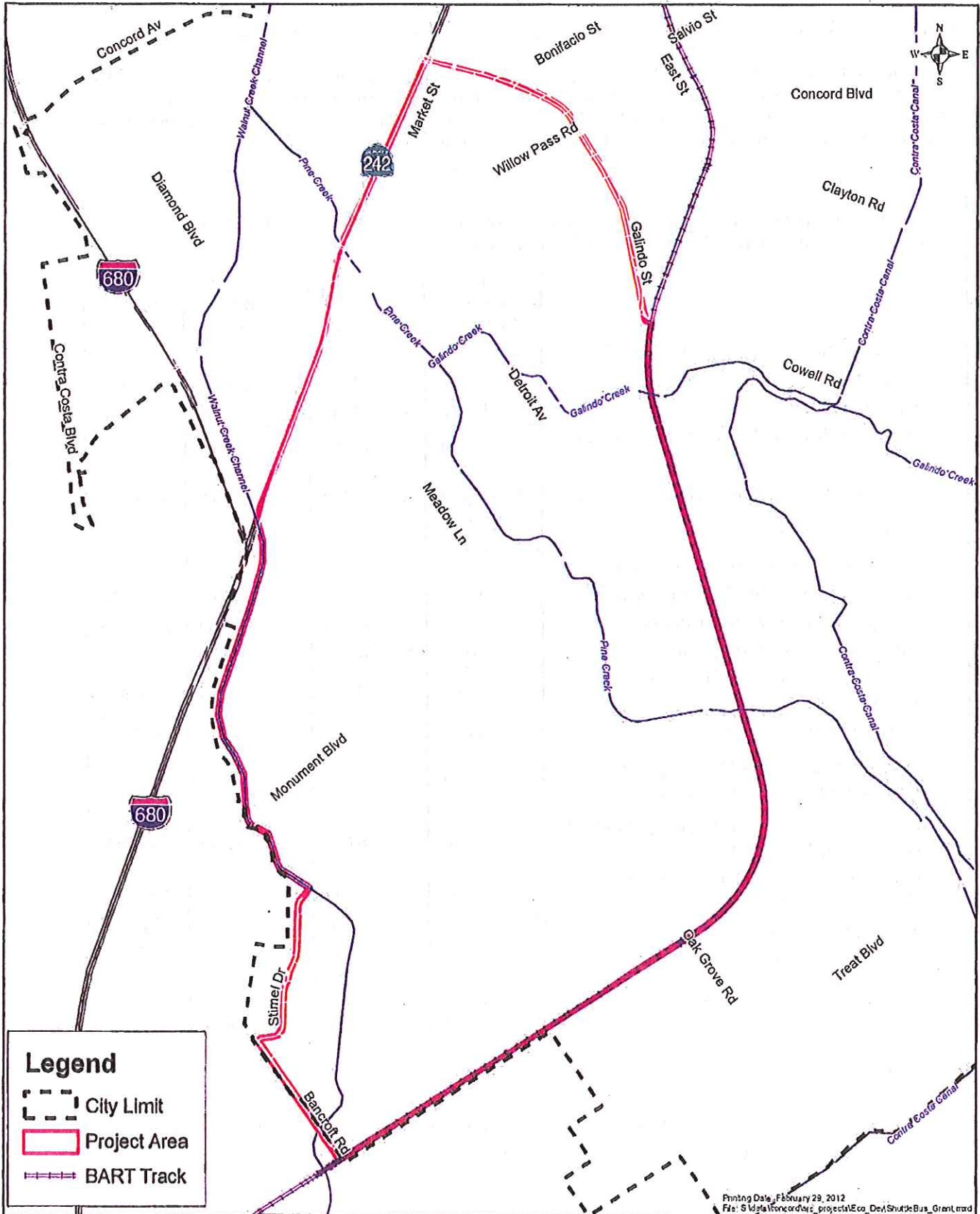
No → Explain: The City of Concord and the MCP will work with TRANSPAC to obtain Line 20 (A) Measure J Funds to provide the remaining amount needed for matching funds.

PART 8: ADDITIONAL INFORMATION (OPTIONAL)

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

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 <u>secured</u> 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:

<p>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.</p>
<p>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).</p>

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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).

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.**