

Job Access Reverse Commute Program & New Freedom Program 2009 FUNDING APPLICATION

Important Dates

1. **Pre-Application Workshop:** 9:00 a.m. CST, Wednesday, February 11, 2009, Mid-America Regional Council, 600 Broadway, Suite 200, Kansas City, Mo.
2. **Application Due Date:** noon CST on March 25, 2009

Contact Information

Direct all questions and inquiries to Stewart Nelson, snelson@marc.org, or Ron Achelpohl, rona@marc.org, at (816) 474-4240.

Application Submission Instructions

1. Please combine this application and all supporting documentation into **one electronic file** for submission to the Mid-America Regional Council (MARC). If you need assistance attaching documents onto this form, contact MARC.
2. Submit your application file via e-mail to snelson@marc.org by noon CST on March 25, 2009.
3. Refer to the Competitive Selection Booklet for more details about how to provide information requested in the application.
www.marc.org/transportation/pdf/2009jarcnewfreedom_booklet.pdf
4. Applicants **must submit a separate, fully completed application** for each funding program.
5. Each applicant must provide three years of budget information for each project. This requirement is detailed under the Sustainability and Project Financing section.
6. Please make sure that all supporting documentation is electronically attached to the application document before submitting it.
7. All supporting documents that are electronically attached to the application must be labeled with the appropriate application section.

Each text box in Section 3 of this application is limited to **500 words**. Microsoft Word counts all words, even if the word is a single letter, such as “a” or “I”; however, it does not count spaces between words. The software program can automatically count words in a document. For help using the Word Count feature, search for “Word Count” in Microsoft Word Help.

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1. General Information

1.1. Program Applying for (choose one):

Section 5316 **JARC** (Operating) Section 5317 **New Freedom** (Operating)

1.2. Funding will be used for which of the following:

New Service Continuation of Service Expansion of Service

1.3 Legal Name of Organization: Kansas City Area Transportation Authority

1.4 Person Submitting Application

Name: Tracey Logan

Address: 1200 East 18th Street

City/State/Zip: Kansas City, MO 64108

Phone: 816-346-0225

E-mail: tlogan@kcata.org

Contact Person (if different)

Name: Donna Brown

Address: 1200 East 18th Street

City/State/Zip: Kansas City, MO 64108

Phone: 816-346-0311

E-mail: dbrown@kcata.org

1.5 List the names of individuals authorized to enter into contract(s) and amendments with the Kansas City Area Transportation Authority (KCATA).

Name:

Name:

Title:

Title:

Phone:

Phone:

Fax:

Fax:

Address:

Address:

City/State/Zip:

City/State/Zip:

E-mail:

E-mail:

1.6 Applicant Status (choose one):

- Private Nonprofit Organization
 State or Local Government
 Public Transportation Operator
 Private Operator of Public Transportation

1.7 Project Name: Northland Joblink

1.8 Amount of Federal Request per FFY:

2008: \$440,379

2009: \$457,994

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2. Sustainability and Project Financing

Provide budget information for your project that identifies the amount and source of LOCAL MATCH in the tables below. Also indicate which local match sources are capable of sustaining the project once FFY 2008 and FFY 2009 JARC or New Freedom funds are completely expended.

2.1 Start Date or Date of Planned Implementation: continuation 2009

2.2	Total Cost (\$)	Program Funds (\$)	Local Match (\$)	Source
	Enter the total project cost per year in this column.	Enter the amount of federal funding requested per year in this column.	Enter the amount of local match you are providing per year in this column. (The Program Funds and the Local Match must at least equal the Total Project Cost.)	Enter the source(s) of the local match your agency is providing in this column. Address the sustainability of those funds.
Year 1	\$1,258,226	\$440,379 35% of cost	\$817,847	KCATA'S local funding sources - contractual agreements with local communities and 1/2 cent transportation sales tax and 3/8 cent ATA sales tax.
Year 2	\$1,308,555	\$457,994 35% of cost	\$850,561	KCATA'S local funding sources - contractual agreements with local communities and 1/2 cent transportation sales tax and 3/8 cent ATA sales tax.
Year 3	\$1,360,897	\$476,314 35% of cost	\$884,583	KCATA'S local funding sources - contractual agreements with local communities and 1/2 cent transportation sales tax and 3/8 cent ATA sales tax.

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Please describe the activities or steps involved in implementing your project and the associated milestones from project start to end.

2.3 Project Details

Action Steps

Expected Outcome

<p>Enter information on the activities you expect to offer with these federal funds each year.</p>	<p>Enter the action steps you will take to support the project activities listed in the Project Details column.</p>	<p>Enter the expected outcomes from each action step listed and address sustainability.</p>
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Year 1

<p>The Northland Joblink routes provide affordable reverse commute transportation opportunities to low-income residents who are employed along the I-29 corridor to the KCI airport and the Tiffany Springs employment area. The #229 route provides essential transportation services for those working weekends and second and third shifts.</p>	<p>KCATA will provide the Northland Joblink service through the use of two routes, #129 - I-29 Express a fixed-route service and #229 - Tiffany Springs Metroflex a demand responsive service. The cost of the service for both routes is \$1.50 with a reduced fare of 75 cents.</p> <p>KCATA will use passenger surveys, public comments and suggestions and ridership data in the planning process to ensure the service is meeting the needs for the target group.</p> <p>Revisions to the service will be made to maintain the effectiveness and efficiency of the service.</p>	<p>The Northland Joblink service provide access and reverse commute opportunities to jobs and job related activities in the Northland. This service has a positive economic impact on welfare recipients and low-income individuals who use these transportation services by empowering and aiding them in their ability to provide for themselves and their families.</p> <p>KCATA will continue to provide the Northland Joblink service, modifications to the service provided will be dependent on need and available funding. Service frequency could be reduced dependent on available funding.</p>
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Year 2

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<p>KCATA will continue to monitor ridership data, passenger surveys and the needs of the business community to assess the effectiveness of the service and to determine modifications to the service.</p>	<p>KCATA will continue to provide the Northland Joblink service using the two routes and make modifications to the routes and service as needed while continuing to maintain the effectiveness and efficiency of the service.</p>	<p>The positive economic impact of the service for welfare recipients and low-income individuals is expected to continue. Demand for the service is expected to continue and dependent on available funding, KCATA will continue to maintain the service.</p>
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Year 3

<p>KCATA will continue to provide the service in an efficient and effective manner, continuing to assess service needs.</p>	<p>KCATA will take the steps necessary that will enable us to continue servicing the transportation needs of the community in the most effective and efficient manner.</p>	<p>The Northland Joblink service positive economic impact is expected to continue and the KCATA will sustain the service for as long as need and funding allows.</p>
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2.4 Can this project be scaled to a more limited scope with less funding? (Select one)

Yes

No

2.5 If NO, please explain.

2.6 If YES, how might the scope of the project be limited?

Depending on the availability of funding the scope of the project could be limited by reducing the number of trips and increasing headways.

Reduced funding levels:

30% of cost \$377,468

25% \$314,557

3. Project Criteria

3.1 Local Government Partnerships (if applicable)

Please refer to Section IV.C.1.c of the Competitive Selection Booklet for more information on this section. List up to three local government partnerships that are important for this project. Attach relevant copies of partnership agreements with your local government partner(s) in Section 4 of this document and label each attachment as "Local Government Partnerships Attachment 1," etc.

Local Government Partner:

Phone:

Address:

City/State/Zip:

E-mail:

Contact Person:

Fax:

Local Government Partner:

Phone:

Address:

Contact Person:

Fax:

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City/State/Zip:

E-mail:

Local Government Partner:

Phone:

Address:

City/State/Zip:

E-mail:

Contact Person:

Fax:

3.2 Cooperative/Partnering Operations

Please refer to section IV.C of the Competitive Selection Booklet for more information on this section.

3.2.1 Do you have an agreement with another agency(ies) in addition to your local government partnerships that enhances mobility services among and/or between communities?

Yes

No

3.2.2 If yes, please list the name of the agency(ies) with whom you cooperate to enhance mobility services. Coordination can include such activities such as joint purchasing of vehicles, joint planning, sharing vehicles, dispatching, scheduling, training and maintenance, or coordinating client trips.

Agency Name: Full Employment Council

Agency Name:

Agency Name:

3.2.3 In the text box below, describe how the project demonstrates coordination or partnering with local jurisdictions, other agencies, and interested stakeholder organizations. Summarize the nature of your cooperative activities with the partners listed in Question 3.2.2 above, and attach copies of your cooperative agreements or memoranda of understanding to Section 4. Label any attachments as "Cooperative/Partnering Operations Attachment 1", etc. **(500 words or less)**

The Full Employment Council and other agencies provide instruction and information to their clients about ATA routes and services. These clients use public transportation to seek employment, child care, medical and other transportation needs. KCATA coordinates with local jurisdictions in the provision of cost-effective transportation services for its residents.

3.3 Community-Based Transportation

Please refer to Sections III and IV of the Competitive Selection Booklet for more information on this section. Specifically cite and be prepared to discuss ways in which your project is derived from the Action Steps found in Transportation Outlook 2030, Chapter 5.9. In the text box below each question, provide the information requested in **500 words or less**.

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- 3.3.1 Describe how your project supports the concept of community-based transportation found in the Coordinated Public Transportation–Human Services Plan and fits within the Smart Moves service concept described in Transportation Outlook 2030.

The Northland Joblink project supports the concept of community-based transportation by providing reverse commute transportation services to welfare recipients and low-income individuals residing in the metropolitan Kansas City urban core seeking employment and employed along the I-29 corridor to the KCI Airport and the Tiffany Springs employment market in north Kansas City and Platte County.

The fixed-route and the demand responsive service provided by the two routes of the Northland Joblink are considered Local Links which is a service type of the Smart Moves plan and is considered the foundation of the Smart Moves system. Local Links connects residents to local destinations and provides access to local transit centers where riders have connection opportunities to the larger transit system..

- 3.3.2 List the goals of your organization and the project for which you are seeking funding. How will your project address these goals and objectives?

One of the goals of KCATA is to provide public transit options serving regional customers. The Northland Joblink project provides a link between the downtown transit center and employment concentrations in the Northland along the I-29 corridor. The downtown transit center is a point of convergence for most of the KCATA's routes. During peak hours, a person can travel anywhere within the KCATA's service area from the transit center. The Northland Joblink addresses KCATA's goal by providing reverse commute opportunities to and from the Northland, making employment markets located along the I-29 corridor accessible to anyone in KCATA's service area.

- 3.3.3 Describe how this project will serve needs that are unserved or underserved in the geographic service area. Such needs may include evening, weekend, split shift, childcare issues, etc.

The Northland Joblink project provides reverse commute transportation opportunities to low-income individuals residing in the metropolitan Kansas City urban core seeking employment or who are employed along the I-29 corridor to the KCI Airport and the Tiffany Springs employment market in north Kansas City and Platte County. The project also offers transportation services to those working second and third shifts and weekends in the area.

3.4 Service Description and Service Level

Please refer to section IV of the Competitive Selection booklet for more information on this section. In the text box below each question, provide the information requested in **500 words or less**.

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- 3.4.1 Geographic area to be served: List all counties, cities, and other locations to be served. If available, please attach a map to this document in Section 4, and label the document "Service Description and Service Level Attachment 1, etc."

The Northland Joblink project will offer reverse commute opportunities and access to employment opportunities from the urban core, downtown KCMO in Jackson County along the I-29 corridor to job concentrations to the north in Platte County, MO in the Tiffany Springs and KCI airport areas.

- 3.4.2 Describe the target population(s) to be served, how the consumer will be involved in the planning/design of the services, how the service will be marketed to this target population, and how this population will access the service.

The target population to be served by the Northland Joblink project is low-income individuals residing in the metropolitan Kansas City urban core seeking employment or who are employed along the I-29 corridor to the KCI Airport and the Tiffany Springs employment market in north Kansas City and Platte County and those working second and third shifts and weekends. The downtown transit center provides the link for low-income individuals in the urban core to access to the Northland Joblink service.

It is important to KCATA to provide service that benefits the community. Passenger surveys, public comments and suggestions and ridership data are tools used by KCATA in the planning process to ensure that services provided are efficient and effective. Stakeholders are engaged through passenger surveys and the public is encouraged to contact KCATA's customer service department with suggestions and complaints. Customers can contact the KCATA customer service department through the website by email or by calling the customer service phone line.

ATA's website, printed materials available on board buses and at public facilities, and employment and other agencies provide information to the public and agencies clients about KCATA services and route information.

- 3.4.3 Describe the operational characteristics of the proposed service, such as fares, operating hours, days of operation, type of service (fixed route, demand response, subscription, coupon).

Fares for both Northland Joblink routes are \$1.50 and reduced fare is 75 cents. Route #129- I-29 Express is a fixed route service that operates reverse commute trips northbound buses from 6:17 to 9:30 a.m. and southbound buses from 4:26 to 7:01 p.m., Monday thru Friday. Route #229 - Tiffany Springs Metroflex is a demand responsive route where customers can request personalized service from 5:40 a.m. to 6:05 p.m., Monday thru Friday within the service boundary from KCI to Barry Road. On weeknights and all day on weekends #229 from 7 p.m. to midnight and all day on weekends, the service boundary for #229 extends to 10th & Main Transit Plaza.

- 3.4.4 Indicate whether the applicant will operate the service directly or via contract with another entity.

KCATA operates both Northland Joblink routes #129 and #229.

- 3.4.5 Indicate the number of average one-way passenger trips *per day, per month and annually* that the project hopes to provide. If possible, break down by trip type (medical, employment,

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daycare, etc.) or target population served. If this project is an expansion of service, indicate both the current and anticipated average one-way passenger trips per month.

	Average Daily	Average Monthly	Annual
#129 - I-29 Express	607	12,959	155,504
#229 - Tiffany Springs			
Weekday	178	3,803	45,634
Saturday	184	798	9,579
Sunday	166	802	9,634
2008 # of days: wkdays = 256 satdays = 52 Sundays = 58			

3.4.6 Indicate the cost per one-way passenger trip for each trip type. If needed, provide a brief explanation or justification of the costs.

Average cost per one-way passenger trip for #129 is \$4.05 and for #229 is \$9.69.

3.5 Administrative Capacity (Feasibility)

Please refer to section IV.C of the Competitive Selection booklet for more information on this section. Does your organization have the manpower and the resources to carry out your proposed project? Describe how your organization will address federal requirements for record keeping, and in the text box below each question, provide the information requested in **500 words or less**.

3.5.1 ORGANIZATION: equipment, office capability and location, communications system and institutional capacity

The Kansas City Area Transportation Authority (KCATA) is an interstate agency of Missouri and Kansas, governed by a board of commissioners, which is responsible for public transportation in the region. The ATA has a seven-county jurisdiction - the counties of Cass, Clay, Jackson, and Platte in Missouri; and Johnson, Leavenworth, and Wyandotte in Kansas. The KCATA operates fixed route, demand responsive and bus rapid transit service seven days a week between the hours of 4 a.m. to 1 a.m. KCATA operates from a single maintenance and administration facility in Kansas City, Missouri. KCATA has been operating the Northland Joblink service for several years and has the manpower and resources to continue to provide this service.

3.5.2 ABILITY: reporting requirements, recordkeeping, documentation, bookkeeping, invoicing required by federal regulation

KCATA is the recipient of federal funds and conforms to the terms and conditions of applicable federal regulations.

4. Supplemental Information and Attachments

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Electronically attach properly labeled supplemental information as referenced above. This may include cooperative agreements, MOUs, service map(s), and any other documents necessary to fully describe your project. If you have technical problems or questions about attaching documents to this form, please contact MARC for assistance.