

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: Smalley Community Planning, LLC

1.4 Person Submitting Application

Name: Marcy Smalley, ACIP,

Smalley Community Planning LLC

Address: 5815 Fontana Drive

(See Attachment 1: Cover Letter)

City/State/Zip: Fairway, Kansas

Phone: 913.375.8172

E-mail: msmalley@kc.rr.com

Contact Person (if different)

Name:

Address:

City/State/Zip:

Phone:

E-mail:

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

Name: Marcy Smalley, Smalley Community
Planning, LLC

Name:

Title: President

Title:

Phone: (913.375.8172

Phone:

Fax:

Fax:

Address: 5815 Fontana Drive

Address:

City/State/Zip: Fairway, Kansas 66205

City/State/Zip:

E-mail: msmalley@kc.rr.com

E-mail:

1.6 Applicant Status (choose one):

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

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1.7 Project Name: MY Ride KC: (Mobility Management)

1.8 Amount of Federal Request per FFY:

2008: \$61,600 Phase I.

2009: \$95,680 Phase II

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: October 2009

2.2	Total Cost (\$)	Program Funds (\$)	Local Match (\$)	Source
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	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	PHASE I \$77,000	\$61,600	\$15,400 (Mobility Management projects are classified by FTA as capital with a 20 % minimum local match. Please note: no federal or local funds will be used to subsidize vehicle purchases as restricted by MARC.)	In kind services from Partners (Catholic Charities of Kansas City-St. Joseph, Inc., Connect Network) and other community collaborators. No expected sustainability issues.
Year 2	PHASE II New Application \$119,600	\$95,680	\$23,920	In kind services from Partners (Catholic Charities of Kansas City-St. Joseph, Inc., Connect Network) and other community collaborators. No expected sustainability issues.
Year 3	\$45,000 Annual operating cost. Final estimate to be based on Funding Strategy developed in Phase I.			Source to be based on Funding Strategy developed in Phase I.

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

Year 1

<p>PHASE I.</p> <p>A. START UP</p> <p>B. PRODUCT DEVELOPMENT</p> <p>1. My Ride Guide - Consolidate program information for all 50 services for on-line use.</p> <p>2. Transit Advocacy - Develop tools to help citizens get involved in transit advocacy.</p> <p>3. Develop Transportation Provider Resources with email groups.</p> <p>C. MARKETING</p> <p>D. IDENTIFY WEB HOME AND LONG TERM FUNDING</p> <p>E. PREPARE WEB PROGRAM REQUIREMENTS</p>	<p>(Attachment 2: Draft Prototype)</p> <p>Assemble resources, and conduct kick off meeting.</p> <p>Review existing transportation directories. Develop common format and review with partners.</p> <p>Develop communications, action strategy and review with partners.</p> <p>Develop resources and review with partners.</p> <p>Refine product brand and marketing strategy. Meet with community agencies to determine web home/ sponsor. Determine funding.</p> <p>Coordinate with KDOT, MARC and others.</p>	<p>Objectives/procedures are established and needed resources secured.</p> <p>Comprehensive directory ready for easy access on line by providing county name or home address.</p> <p>Tool for enhanced advocacy and grass roots support.</p> <p>Plan for information access and collaborative action.</p> <p>Enhanced transit visibility in the community Permanent web home and long term funding action plan identified.</p> <p>Program ready for Year 2, Phase II.</p>
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Year 2

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<p>PHASE II. A. PHASE II GRANT SUBMITTED</p>	<p>Web home/sponsor submits Phase II to JARC/New Freedom committee.</p>	<p>Web home sponsor takes over project responsibility</p>
<p>B. WEB SITE TECHNOLOGY PROCUREMENT</p>	<p>Web sponsor prepares and circulates RFP.</p>	<p>Contacts to My Ride KC grow, transportation providers collaborate, and and transit visability and support is enhanced.</p>
<p>C. PROJECT LAUNCH</p>	<p>Web contractor hired. Web site built.</p>	
<p>D. OPERATIONS AND MAINTENANCE</p>	<p>My Ride Guide directory is updated, annual web fee paid and advocacy function maintained.</p>	

Year 3

<p>OPERATIONS AND MAINTENANCE</p>	<p>Web sponsor maintains the site and provides updates and advocacy services.</p>	<p>Contacts to My Ride KC grow, transportation providers collaborate, and and transit visabilty support is enhanced.</p>
	<p>Funding strategy is implemented</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?

A two-phased approach is proposed. Phase I only could be implemented, however this would delay expected outcomes. The team is happy to discuss other funding alternatives.

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:

City/State/Zip:

E-mail:

Contact Person:

Fax:

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Local Government Partner:

Contact Person:

Phone:

Fax:

Address:

City/State/Zip:

E-mail:

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: Connect Network (See Attachment 3)

Agency Name: Catholic Charities of Kansas City-St. Joseph, Inc. (See Attachment 4)

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)**

This grant is for mobility management through information, collaboration and advocacy. It provides partnering and collaboration in three ways. First, all transportation services in the region (there are over 50) are communicated to the public with one easy-to-use directory that is web based. Second, it engages citizens in transit advocacy. Third, it links service providers together for common action and resource sharing.

Product development will be the result of collaboration by the project's two formal project partners: First, Connect Network will provide direction based on its track record of successful web based collaborations around the nation. Second, Catholic Charities of Kansas City-St. Joseph Inc. will provide staff and client input on proposed products to ensure their effectiveness. Catholic Charities is well placed to provide this service because they are a full service community services organization with a wide variety of mobility needs that cover a region wide geography.

Also, the team will coordinate with others including the Regional Transit Alliance, UMKC's Midwest Center for Non-Profit Leadership's Senior Mobility Project, the Mid-America Regional Council, United Community Services, United Way's 211 system, Jewish Family Services and others.

My Ride - KC's cooperative activities are perhaps best described by the New Freedom, eligible project category Mobility Management: "a tool that consists of short-range planning

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and management activities and projects for improving coordination among public transportation and other transportation service providers." The project, though information based, is "intended to build coordination among existing public transportation providers and other transportation service providers with the result of expanding the availability of service. It includes:

- (a) The promotion, enhancement, and facilitation of access to transportation services, including the integration and coordination of services for individuals with disabilities, older adults, and low-income individuals;
- (b) Support for short-term management activities to plan and implement coordinated services;
- (c) The support of State and local coordination policy bodies and councils;
- ((e) The provision of coordination services, including employer-oriented Transportation Management Organizations' and Human Service Organizations' customer-oriented travel navigator systems and neighborhood travel coordination activities.
- (f) The development and operation of one-stop transportation traveler web site/call centers to communicate transportation information on all travel modes and to communicate eligibility requirements in an easy to under format.
- (g) Operational planning for the acquisition of intelligent transportation technologies to help plan and operate the systems inclusive of Geographic Information Systems (GIS) mapping"

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**.

- 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 proposal is based on a major Smart Moves transit plan principal: transportation alternatives to the car need to be easy to understand and use.

Coordinated Public Transit and Human Service Coordination goals have been challenging to achieve across the nation. Transit and special services providers are typically already overloaded with responsibilities. Special services transportation demand often exceeds supply. Rightly the Smart Moves plan recommends where possible the fixed route (mainstream) transit be used to promote efficiency and make best use of resources. Where fixed route services are inadequate to meet special needs, ADA complementary paratransit and other special services are available and coordination is promoted.

My Ride KC is a tool to help achieve the above goals as well as to increase support for public transit by the following short-term planning and implementation activities:

For the first time all information on mainstream, special services and other related information would be centrally located and web-based. "Collaboration" is achieved by connecting citizens, social service agencies, transit advocates, employers and providers to information. United Way will be contacted to determine if their 211 call number may be used to communicate My Ride - KC information.

The Ride Guide directs the user to public transit resources (via Google transit or Ride Planner) as well as park-n-ride lots. Next a complete list of additional services is provided (starting with

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ADA complementary paratransit). Currently there are four different listings of other services. My Ride KC would consolidate those directories taking advantage where possible of the organizing systems already developed including United Ways 211 web list system. The goal is to make as much information as possible available to users just providing their home address and desired destination. However some information made need to be based on a county by county basis.

Transit Advocacy - An additional goal of this project is to heighten the visibility and support for transit and specialized services by providing a common face. Funders increasingly expect grantees to be actively coordinating and collaborating with others and My Ride KC sets the stage for this.

Citizen may use the web site to report "Failed rides" so appropriate action may be taken on their behalf. In this way, planners and advocates can better understand regional transit needs, while building its grassroots base. As the Smart Moves plan states "the bus based Smart Moves system is inherently adaptable, flexible zones may be upgraded to fixed-route service as demand grows". This type of feedback could assist with such adaptations.

Transit Provider Portal – Here information for transportation providers can be made available. This can include funding information, best practices and policy news. Provider email groups may also be easily formed for any provider wanting to collaborate on issues of common concern. (Bulk buying, understand government regulations and other issues) MARC's Special Services committee would be great source of this information. Also any provider could initiate an email group based on interest and need.

- 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?

The missions of the individual team members are all consistent with the goals and objectives of this project. The missions are as follows: Smalley Community Planning LLC: helping organizations conserve & enhance resources; Connect Network: Connecting people to information, ideas and each other. Catholic Charities: providing community service through outreach; These goals are met by connecting citizens to mobility information, transit providers to one another, and citizens to transit advocates.

- 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 intent is that users may more easily locate information including evening and split shift services.

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."

Kansas City Metropolitan Area - 7 counties and 114 municipalities

- 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 includes all residents and visitors to the Kansas City metropolitan area wanting to use transportation alternatives to the automobile. A large percentage of this population includes those with physical disabilities, those without cars and other low income residents. 12% of the region's population is carless. Currently approximately 60,000 people use fixed route service. A total of 40--50 paratransit services operate providing millions of passenger miles of annual travel. By comparison, Sacramento and San Antonio provided almost three times the volume of passenger miles. Kansas City spends less than half of what Sacramento spends on paratransit services. It is estimated that there will be over 300,000 older adults by 2030. Medicaid funds transportation for nearly 13,000 older adults in poverty ADA provides services for nearly 70,000 adults with a disability.

Products are being designed in cooperation with social service agency staff and clients through the partnership with Catholic Charities. Other sources will also be used.

Services may be accessed by a call number, web site, or social service agency staff using the web site.

(Sources: MARC and UMKC Center for Non-profit Leadership, Senior Mobility project)

- 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).

The transportation directory will describe the services offered, service areas, contact information, eligibility requirements, operating hours, days of operation, and type of service.

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

Phase I: Smalley Community Planning, LLC will contract directly with its non-profit partner: Connect Network. Competitive procurement (following federal requirements) will be conducted for marketing and technology consulting services. Local match will be provided by partners and other collaborators. (See Attachment 5: Proposed Budget Detail). Phase II. New Application submitted by web home sponsor who will own and maintain the site. This information will be developed in Phase I.

- 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, 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.

The project is designed to provide user friendly information on all services in the Kansas City

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metropolitan area. It will assist the 60,000 people using fixed route service and the 40--50 paratransit services providing millions of passenger miles of annual travel.

(Sources: MARC and UMKC Center for Non-profit Leadership, Senior Mobility project)

- 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.

NA

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 project will be managed by Marcy Smalley, AICP, Smalley Community Planning LLC at 5815 Fontana Drive, Fairway Kansas. 66205 Phone: 913.375.8172. Ms. Smalley's resume is provided in Attachment 6. email: msmalley@kc.rr.com.

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

Project Manager, Marcy Smalley, was formerly the Grant Administrator for the Kansas City Area Transportation Authority and is familiar with federal reporting requirement.

4. Supplemental Information and Attachments

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.



ATTACHMENT ONE

Stewart Nelson and Ron Achelpohl
JARC New Freedom Selection Committee
Mid-America Regional Council
600 Broadway
Kansas City Missouri 64105

March 23, 2009

Dear Selection Committee:

Smalley Community Planning, LLC, and community partners (Catholic Charities of Kansas City-St. Joseph Inc. and Connect Network) submit this proposal designed to enhance mobility in the region. We hope the committee is interested in this concept and finds it worthy of support and funding. The intent is to bring new mobility tools to the KC area for all residents including those with special transportation needs. For the first time, residents could go to one easy place (web site and call number) to find all ride-related information in the region.

New Freedom Mobility Management grants have funded similar short-range planning and implementation projects around the nation. We realize these FTA grant funds are categorized as capital, rather than operating (the committee's first priority). We thought however this project might fulfill the overall intent of the grant program.

A two-phase application process is proposed. Phase I: short term planning (this grant) and Phase II implementation (a later grant) by the web sponsor. This process allows time for the web sponsor to be identified. Some non-profits have indicated interest but that selection is premature at this time.) This approach also allows time for the project to take advantage of technology innovations and possible Phase II cost savings from related web technology work now underway by the KDOT and MARC.

We appreciate your consideration. The intent is to create mobility tools so effective and user friendly that someday residents won't remember when they didn't have them.

Sincerely,

Marcy Smalley

Marcy Smalley, AICP
President

cc:

Michael W. Halterman, CEO, Catholic Charities of Kansas City-St. Joseph
Nancy Stutts, Ph.d, Executive Director, Connect Network

“MyRideKC.org” Or Call XXX*

Enhancing Mobility through information, collaborations and advocacy

This is a DRAFT prototype subject to community refinement and development.

RIDE GUIDE

Enter your county or home address

Enter your desired destination

Check one:

- Public Transit (uses Google Transit)
- Other
 - Dial-a-ride programs: ADA Complementary Paratransit and the 45-55 additional programs (contacts, eligibility requirements, and service areas and destinations served (by doctor, grocery stores, pharmacies etc))
- Taxis
- Carpools and Vanpools
- Park and Ride lots
- Bike/Pedestrian resources

MY TRANSIT ADVOCATE

Contact transit advocates. [Click here](#) Advocates and planners want to better understand where transportation services need to be improved. Please help us by completing the [Suggestion Box](#).

TRANSIT PROVIDER PORTAL

Resources for transit providers including policy updates, funding opportunities, best practices, and email affinity groups for collaborative action. [Start or Join Discussion](#)

* United Way will be asked to participate in project planning concerning 211 Call Number use.

ATTACHMENT 3



March 24, 2009

Mr. Stewart Nelson
Planner and Special Services Coordinator
Mid-America Regional Council
600 Broadway, Suite 300
Kansas City Missouri 64105

Subject: *My Ride* KC - Job Access/Reverse Commute and New Freedom Grant Application

Dear Mr. Nelson:

Catholic Charities of Kansas City-St. Joseph, Inc. is committed to serving as a project partner on the *My Ride* – KC project. The staff believes this project will enhance mobility for our clients and increase the community's support for transportation that is critical to the needs of persons with disabilities, older adults, low-income, and underserved populations.

As one of the largest community health and human services organizations in the multi-county metropolitan area, Catholic Charities offers a broad array of social services to all ages inclusive of public transit bus passes for the carless and being an older adult door-to-door transportation provider. The organization's extensive clientele have many diverse mobility needs. These factors substantiate the agency's ability to serve in the role of critiquing proposed products so they adequately meet community needs.

To be effective, *My Ride* - KC must serve clients, social service agency staff, the public, and other service providers. Catholic Charities is contributing local match via in-kind services to ensure this project is well designed.

Sincerely,
A handwritten signature in cursive script that reads "Michael W. Halterman".

Michael W. Halterman
Chief Executive Officer

ATTACHMENT 4



connecting people to ideas, information and each other

Mr. Stewart Nelson
Planner and Special Services Coordinator
Mid-America Regional Council
600 Broadway, Suite 300
Kansas City Missouri 64105

March 18, 2009

Dear Mr. Nelson:

Connect Network is pleased to serve as a My Ride – KC partner. Since 2001, we have built Internet-based programs that link citizens and agencies to information, ideas, and others. These programs are designed to provide important public information, increase the efficiencies of multiple agencies, and promote social action.

Connect Network in Richmond, Virginia serves 1800 agencies with missions ranging from housing and seniors, to workforce development and job access. The program has saved these organizations an estimated \$1 million and citizens report they cannot remember how they operated without it.

Smalley Community Planning (SCP) assisted us in these efforts over the last two years. In each of the four regions where we have worked, transportation has been identified as a major issue. As in the Kansas City area, comprehensive service information is difficult to access and transportation funding and services are severely limited. To overcome these problems, Marcy Smalley has developed the My Ride concept. It is based on many Connect Network fundamentals but adds important new transportation features.

We look forward to lending our expertise to the project in key areas essential to project success. These are developing community support, user friendly web tools, identifying a non-partisan web home, and multi-year funding.

Sincerely,

A handwritten signature in cursive script that reads "Nancy Stutts".

Nancy Stutts, Ph.D.
Director

VCU - Office of Community Engagement
P.O. Box .843062, Richmond, Virginia 23284
804.827.2169 nbstutts@vcu.edu

ATTACHMENT 5

PHASE I/ YEAR ONE										
Phase, Year, Hours, Cost Per Hour		SMALLEY COMMUNITY PLANNING				Competitive Procurement	Competitive Procurement	Community Review and Support	TOTAL	
		Project Manager	Expenses	Assistant	Connect Network	Marketing consultant	Technology/web consultant			
BUDGET	Hours	338		269	39			465		
	Cost per hour	\$ 92		\$ 45	\$ 70			\$ 25		
TOTAL		\$ 31,096	\$ 2,664	\$ 12,105	\$ 2,730	\$ 5,500	\$ 7,500	\$ 15,405	\$	77,000
Federal	80%	\$ 35								\$ 61,600
Local	20%	\$ 92								\$ 15,400
PHASE II/ YEAR TWO										
Phase, Year, Hours, Cost Per Hour		NEW SPONSOR				Marketing activities	Technology	Community Local match	TOTAL	
Phase II - Year Two		Staff	Expenses				Technology 1 time contract			
A. Start Up and RFP preparation		120								
B. Construction of Web Site		80					\$ 40,000			
C. Launch						\$ 1,000				
D. Management and Transit advocacy		1140								
BUDGET	Hours	1340								
	Cost per hour	\$ 38								
TOTAL		\$ 50,920	\$ 3,754			\$ 1,000	\$ 40,000	\$ 23,926	\$	119,600
Federal	80%							\$ -	\$	95,680
Local	20%							\$ -	\$	23,920
GRANDTOTAL										
									\$	196,600
YEAR THREE										
Management and Transit advocacy		Staff	Expenses				Technology		\$	-
BUDGET	Hours	1040								
	Cost per	\$ 38								
TOTAL		\$ 39,520	\$ 3,480				\$ 2,000		\$	45,000

ATTACHMENT 6

MARCY SMALLEY, AICP
5815 Fontana Drive, Fairway Kansas, 66205
msmalley@kc.rr.com 913.375.8172

EDUCATION AND PROFESSIONAL REGISTRATIONS

M.A. Urban Planning, Transportation and Urban Design major, University of Kansas, 1981
B.A., American Studies, Community Planning, University of Kansas, 1973
American Institute of Certified Planners, AICP

EXPERIENCE

Smalley Community Planning, LLC, April 2008 to the present. Transportation and community planning services. Projects include implementing (with ConnectNetwork, Richmond, Virginia) a regional collaboration among non-profit organizations in the Mobile Alabama metropolitan area; and research on web based regional transportation directories, with interactive maps and transit advocacy functions.

Adjunct Professor, Transportation Planning, University of Kansas, Urban Planning Program, Lawrence, Kansas. 2007 to present. Currently teaching two graduate transportation planning classes.

Regional Transit Coordinator, Mid-America Regional Council, Kansas City, Missouri, 1998 to 2006.

- Managed the development of the regional transit plan. Oversaw the development of criteria for new transit routes, route identification, public outreach, cost estimating and funding strategy. Created routes proposals using GIS and transit planning criteria. Oversaw the development of the special services component of the regional transit plan including complementary paratransit.
- Conducted research for coordinated transportation and human services. Developed the Job Access and Reverse Commute Plan JARC for the KC metro area and subsequent grants that resulted in over \$9 million in services.
- Served as first acting director of the Regional Transit Alliance that provides transit advocacy services. Developed public education materials and activities for elected officials and citizens.

Transportation Planning, HNTB Corp. Kansas City, MO., 1992 to 1998

- Served as senior planner for the Southtown Corridor Major Investment Study MIS. Participated in light rail preliminary engineering and managed the multi-disciplinary environmental assessment team addressing topics such as noise, parking, historic impacts, utilities, air quality, and archeology between Downtown and South Kansas City.

Manager, Kansas City Area Transportation Authority, 1984 to 1992.

- Developed KCATA's first Americans with Disabilities Act ADA compliance plan. As Grant Administrator was responsible for the agency's compliance with federal regulations and triennial reviews. Created planning justification, and managed grant applications and awards of \$50 million in planning, operating and capital funds including a \$28 million competitive FTA grant.
- Served as Project Manager of a \$7 million building program for Downtown Transit Center and the Breen Building (a 60,000 square foot office and maintenance facility).

Dial-A-Ride Coordinator, Westport Express, Westport Cooperative Mission, Kansas City, Missouri, 1973 to 1976 Coordinator, driver and dispatcher of KCMO's first dial-a-ride for the elderly.

RESEARCH, INTERNSHIPS AND OTHER ACTIVITIES

- Member, Community Transportation Association of America, Washington, D.C. 2009
- Kansas Delegate, Non-Profit Congress, Washington, D.C. 2006.
- Chairperson, Johnson County Transit Advisory Committee, 2004 Responsible for leading the citizen review council for Johnson County Kansas Board of Commissioners. Have conducted lobbying and public education activities with the Kansas State legislature.
- Other Assisted elderly residents of Kansas City Missouri with home and personal security techniques. Trained by Midwest Research Institute in criminology and home security techniques. Mid America Regional Council, summer 1976.