

Metropolitan Transportation Commission Programming and Allocations Committee

May 9, 2012

Item Number 2c

Resolution No. 4052

Subject: Job Access and Reverse Commute (JARC)-Funded Mobility Management Program of Projects

Background: The goal of the Federal Transit Administration's (FTA) Job Access and Reverse Commute (JARC) program is to improve access to transportation services to employment and employment related activities for welfare recipients and eligible low-income individuals and to transport residents of urbanized areas and nonurbanized areas to suburban employment opportunities.

In the Job Access and Reverse Commute (JARC)-Funded Mobility Management grant program, MTC is using unprogrammed JARC funds from prior cycles of the Lifeline Transportation Program to support mobility management activities, particularly those that advance regional and/or subregional transportation coordination efforts. MTC conducted a competitive selection process to determine which projects should receive funding. MTC's intent was to fund one or two larger-scale projects with the funds, with the hope that successful components of the funded projects could serve as a model for other parts of the region.

Mobility Management Background

Mobility Management is a concept for providing enhanced customer service and coordinating resources, generally among transit operators, nonprofit organizations, and social service agencies. This concept has been identified in MTC planning work—including the Bay Area's Coordinated Public Transit/Human Services Transportation Plan (Coordinated Plan), Transportation 2035, and the Transit Sustainability Project—as a possible strategy to reduce transportation barriers for disadvantaged populations, such as low-income, disabled, or elderly residents.

A variety of mobility management activities are currently taking place throughout the Bay Area. Some efforts are well-developed, while others are in their infancy. In areas where mobility management activities are well-developed, applicants were encouraged to consider how existing efforts can be expanded or replicated elsewhere in the region. In areas where mobility management activities are just beginning and/or taking place in a fragmented manner, applicants were encouraged to consider how existing activities can be better coordinated.

Competitive Selection Process

In December 2011, MTC adopted Resolution No. 4042, which set forth guidelines for the competitive selection of JARC-Funded Mobility Management Projects. The available funding is approximately \$0.7 million for the Concord, San Francisco-Oakland, and San Jose Large Urbanized Areas. MTC issued a call for projects in December and received four applications totaling \$1.4 million in requests (see Attachment 1).

Following an initial eligibility screening by MTC staff, eligible projects were evaluated by a panel consisting of three representatives of low income concerns from MTC's Policy Advisory Council and two MTC staff. Applications were scored based on the following criteria: (1) project need, stated goals, and benefits; (2) coordination, partnership, and outreach; and (3) project readiness and implementation plan.

The proposals submitted by Outreach & Escort, Inc. and Marin Transit received the highest scores from the committee, and the committee members expressed a desire to provide some funding to both projects. Outreach & Escort, Inc. is proposing to expand their existing mobility management activities by building partnerships in neighboring San Mateo and Alameda counties, and making their successful technologies and service models available to these partners. Marin Transit is proposing to acquire technology that will allow them to enhance their newly developed mobility management efforts. The scoring committee noted that the two projects appear to be complementary, and expressed a desire for the project sponsors to coordinate their efforts.

The other two project applications received were not recommended for funding because of their lower scores, particularly in the areas of coordination, partnership and outreach (AC Transit), and project need, stated goals, and benefits (both AC Transit and Mobility Management Partners).

Staff recommends providing \$300,000 to Marin Transit, and approximately \$375,000 to Outreach & Escort, Inc. Consistent with the scoring committee's request, and in an effort to encourage regional coordination, MTC staff is proposing to work with both entities during their project development to identify appropriate opportunities for coordination, information sharing, and partnerships that could improve resource management and/or customer service.

Following program approval, MTC will submit to FTA a grant application to secure the JARC funding for the subrecipients listed in Attachment A of Resolution 4052, and will enter into agreements with the subrecipients upon FTA grant approval.

Issues: None.

Recommendation: Refer Resolution No. 4052 to the Commission for approval.

Attachments: Attachment 1 – Recommended Projects in Large Urbanized Areas
MTC Resolution No. 4052

Attachment 1

Job Access and Reverse Commute (JARC)-Funded Mobility Management Program Recommended Projects

No.	Sponsor	Sponsor Type	Project Name	Description	Total Cost	Federal Amount Requested	Average Score	Proposed Award	Recommended Grant Amount by Urbanized Area		
									Concord	S.F. - Oakland	San Jose
1	Outreach & Escort Inc.	Private Non-Profit	Together We Ride - Mobility Management Center	Project is a combination of technology and mobility management best practices designed to improve access to transportation resource information for the region and increase opportunities for employment transportation coordination. Project will make available technologies and service models developed by Outreach to achieve these goals.	\$ 818,823	\$ 655,058	79	\$ 377,058	x	\$ 365,337	\$ 11,721
2	Marin Transit	Transit Operator	Mobility Management Technology "Backbone" Project	Building upon Marin Transit's Access Mobility Management Center, this project would develop an overall systems approach to Marin's mobility management technology needs, and provide seed funding for the creation of comprehensive technology functions to facilitate the coordination of transportation for low-income residents. The Project will include a targeted marketing program focus on gaining the participation of those organizations that serve the employment related needs of the unemployed and under-employed.	\$ 437,500	\$ 350,000	70	\$ 300,000	\$ 21,585	\$ 278,415	x
3	Mobility Management Partners	Private Non-Profit	Regional Mobility Management Summit	The project team will facilitate a series of stakeholder focus group workshops, followed by a day-long Mobility Management Summit with the goal to establish a prioritized list of coordinated projects that can be funded during future JARC funding cycles.	\$ 101,778	\$ 81,422	53	\$ -	\$ -	\$ -	\$ -
4	AC Transit	Transit Operator	Language Assistance Plan Implementation - AC Transit Service Area	AC Transit recently completed a Limited English Proficiency study in its service area to understand the barriers that existed for non-English speaking residents and riders. This project would implement the recommendations from that study in order to ease obstacles for LEP persons to riding AC Transit's system that may exist due to language barriers. This includes the development of multi-lingual fare information, on-board signage in predominant languages, distribution of multi-lingual rider information, and employee training and awareness.	\$ 350,000	\$ 280,000	46	\$ -	x	\$ -	x
<i>Total Requested</i>					\$ 1,366,480		<i>Total Recommended</i>	\$ 677,058	\$ 21,585	\$ 643,752	\$ 11,721
<i>Total Available</i>							<i>Total Available</i>	\$ 677,058	\$ 21,585	\$ 643,752	\$ 11,721

Date: May 23, 2012
W.I.: 1311
Referred by: PAC

ABSTRACT
Resolution No. 4052

This resolution adopts the Job Access and Reverse Commute (JARC)-Funded Mobility Management Program of Projects.

The following attachment is provided with this resolution:

Attachment A Job Access and Reverse Commute (JARC)-Funded Mobility
Management Program of Projects

Further discussion of this action is contained in the Programming and Allocations Committee Summary sheet dated May 9, 2012.

Date: May 23, 2012
W.I.: 1311
Referred by: PAC

Re: Job Access and Reverse Commute (JARC)-Funded Mobility Management Program of Projects

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION No. 4052

WHEREAS, Title 49 United States Code (U.S.C.) Section 5316 (49 U.S.C. 5316) authorizes and sets forth the provisions for the Job Access and Reverse Commute program, which makes grants to recipients for access to jobs and reverse commute projects carried out by the recipient or a subrecipient.

WHEREAS, 49 U.S.C. §5316(c) apportions Job Access and Reverse Commute funds by formula to large urbanized areas, small urbanized areas, and non-urbanized areas; and

WHEREAS, 49 U.S.C. 5316(d) requires designated recipients of Job Access and Reverse Commute funds to conduct a competitive process to award grants to subrecipients; and

WHEREAS, pursuant to California Government Code Section 66500 et seq., the Metropolitan Transportation Commission (“MTC”) is the regional transportation planning agency for the San Francisco Bay Area; and

WHEREAS, MTC is the designated metropolitan planning organization (MPO) for the nine-county San Francisco Bay Area; and

WHEREAS, consistent with 49 U.S.C. §5307(a)(2), MTC is the designated recipient of the Federal Transit Administration’s (FTA’s) Job Access Reverse Commute program funding apportionments for large urbanized areas in the nine-county San Francisco Bay Area; and

WHEREAS, as the designated recipient, MTC has conducted a competitive selection process and developed for submittal to the Federal Transit Administration (FTA) a program of projects (POP) for the Job Access and Reverse Commute funds, attached hereto as Attachment A, and incorporated herein as though set forth at length; and

WHEREAS, MTC has adopted Resolution No. 4042, which sets forth MTC's Program Guidelines for the Job Access and Reverse Commute-Funded Mobility Management Program; and

WHEREAS, MTC conducted the competitive selection processes for the Job Access and Reverse Commute large urbanized area apportionment in accordance with those guidelines; now, therefore, be it

RESOLVED, that MTC adopts the Job Access and Reverse Commute-Funded Mobility Management Program of Projects for large urbanized areas as listed in Attachment A; and be it further

RESOLVED, that MTC will submit to FTA a grant application to secure the Job Access and Reverse Commute funding for those agencies listed as subrecipients in Attachment A who are not able to submit a grant application to FTA themselves; and be it further

RESOLVED, that MTC will enter into agreements with those agencies listed as subrecipients in Attachment A to ensure their compliance with all applicable Federal requirements; and be it further

RESOLVED, that the Executive Director of MTC is authorized and directed to forward a copy of this resolution to FTA, and such agencies as may be appropriate.

METROPOLITAN TRANSPORTATION COMMISSION

Adrienne J. Tissier, Chair

The above resolution was entered into by the Metropolitan Transportation Commission at the regular meeting of the Commission held in Oakland, California, on May 23, 2012.

Date: May 23, 2012
W.I.: 1311
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Attachment A
MTC Resolution No. 4052
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**JOB ACCESS AND REVERSE COMMUTE-FUNDED MOBILITY MANAGEMENT PROGRAM
PROGRAM OF PROJECTS FOR LARGE URBANIZED AREAS**

No.	Project Sponsor	Project		Total Project Cost	Federal New Freedom Recommended Share
		Name	Description		
MTC Subrecipients					
1	Outreach & Escort, Inc.	Together We Ride – Mobility Management Center	Project is a combination of technology and mobility management best practices designed to improve access to transportation resource information for the region and increase opportunities for employment transportation coordination. Project will make available technologies and service models developed by Outreach to achieve these goals.	\$471,323	\$377,058
2	Marin Transit	Mobility Management Technology "Backbone" Project	Building upon Marin Transit's Access Mobility Management Center, this project would develop an overall systems approach to Marin's mobility management technology needs, and provide seed funding for the creation of comprehensive technology functions to facilitate the coordination of transportation for low-income residents. The Project will include a targeted marketing program focus on gaining the participation of those organizations that serve the employment related needs of the unemployed and under-employed.	\$375,000	\$300,000
Total				\$846,323	\$677,058