



First Mile Last Mile Connections Grant 2019-2021 Application

Program Goals

Improve the beginning or end of an individual trip to public transit services.

Study and evaluate how different first mile last mile solutions affect access to public transportation services.

Project Title

Transportation Demand Management for All Businesses

Project Summary

The City of Kent encourages all businesses to participate in the Commute Trip Reduction Program (CTR). The proposed First Mile/Last Mile project will provide education, marketing, and incentives to businesses not mandated to participate in the CTR Program. The focus will be on small businesses with a high percentage of non-traditional work schedules (shift work, early start times, etc.). The project will provide education and one-on-one training to establish vanpools and carpools, to identify active routes to connect employees to transit, and to identify transit routes to reach housing. The project will focus on the modes currently available in the City of Kent to CTR impacted sites.

Lead Organization

City of Kent

Federal Tax ID Number

916001254

DUNS Number

0202536131

This information should match the financial information in question 16.

Dollar Amount of Grant Request for 2019-2021
\$65,000.00

Total Project Cost
\$65,000.00

Local Match
\$0.00

Percentage of Project Total Cost
0%

State Legislative District(s)

11th, 33rd and 47th

County/Counties

King County

List each of the project partners that will have a role in the project. Describe their role and their type of organization.	
Project Partner Name NA	Type of Organization (i.e. tribe, public sector, private sector) NA
Role NA	
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Mailing Address 400 West Gowe		City Kent	State WA	Zip Code 98032
Billing Address (if different from mailing address)		City	State	Zip Code
Grant Administrator Rob Brown	Phone Number 206-475-4945		Grant Administrator Email rbrown@KentWA.gov	
Billing Contact Tammy Johnson	Billing Contact Phone Number 251-856-5655		Billing Contact Email tjohnson@KentWA.gov	

Qualitative Description of Needs (25 points)

1. *Describe the first-last mile to transit service you propose:*
 - a. *Service and/or facilities you will provide.* Examples include: active transportation facilities (e.g. bicycle lockers and racks), bike share, carpool, demand response transportation, education, deviated fixed route transit, incentives, marketing, paratransit, parking management, ridehail, shuttle, transit pass subsidies, vanpool, vanshare. Please note that emergency or guaranteed ride home services and expanding single occupancy vehicle parking are not eligible.
 - b. *Location and/or first-last mile service area*
 - c. *Existing transit service your service connects to*
 - d. *Transportation gap your proposal is intended to address*
 - a. The First Mile Last Mile grant will assist the City's CTR Program Coordinator with actively recruiting small businesses, defined as a business with less than 100 employees. The first-last mile transit services proposed are education, incentives, marketing, transit pass subsidies, carpool, vanpool, and vanshare
 - b. The Service area will be the Puget Sound Regional Council (PSRC) Regional Growth Center (RGC), Downtown Kent; the PSRC Manufacturing and Industrial Center, Kent MIC; and the Downtown Subarea, a local center. Downtown Kent includes Kent Station, a major regional transit center.
 - c. Existing Transit Services are available in all three service areas. The project will provide a vital connection to the existing service by providing outreach and marketing on the services available as well as actively connecting potential riders to the transit service that serves their needs. This access to transit goes beyond simply sharing the transit routes and alternate modes, to understanding the barriers to using transit/alternate modes and actively working to eliminate identified barriers. The City can offer these specialized resources with this grant.
 - d. The City CTR/TDM Program offers direct support to all CTR impacted sites. While the City encourages all businesses to take advantage of the CTR/TDM Program, the City has identified an opportunity to better serve small business. Small businesses have less access to TDM information and strategies than larger businesses. The grant will enable the CTR Coordinator to better serve smaller businesses with specialized education, marketing, and outreaching these businesses. The first-last mile transit services proposed are education, incentives, marketing, and outreach as well as targeted support for carpools, vanpools, and vanshares.

Discussion of Benefits (20 points)

2. *Describe how the proposed services will be open & accessible to the public in an equitable manner. Include any grant eligibility requirements*
- The City of Kent plans to use multiple avenues to recruit businesses for the CTR/TDM Program, including social media, the City of Kent website, signs at City of Kent and public facilities, and coordination with Economic and Community Development to identify businesses via the business license system. While the focus is on small businesses, all businesses are eligible and encouraged to participate in the City CTR/TDM Program. In addition, the City of Kent CTR/TDM Coordinator participates in outreach events for other transportation efforts to recruit for the City CTR/TDM Program. For example, the Coordinator participated in multiple outreach events for the City of Kent Transportation Master Plan (TMP) update. Other in-person outreach efforts include hosting a Transportation Table/Booth at events that cater to businesses.
3. *Describe the benefits this project would provide. Discuss how the project will improve connections to public transportation, market potential, enhance access to destinations.*
1. Provide targeted outreach and marketing on transit services including fixed routes, alternative transit, and alternate modes (vanpool, vanshare, carpool).
 2. Identify barriers to accessing transit and alternative modes and a solution to address the barrier.
 3. Increase access to high capacity transit (the Sounder, RapidRide A, future Kent-Des Moines Light Rail Station, and future RapidRide I) via transit, carpool, vanpool, vanshare, and active modes.
 4. Develop active transportation maps for employees to access transit.
- All identified benefits detailed above will reduce congestion by decreasing single-occupancy vehicle trips and will increase the quality of life and health by increasing non-motorized access to transit.

Social Justice/Equity (20 points)

4. *How does the project advance efficiencies in, accessibility to, or coordination of transportation services provided to persons with special transportation needs? Provide information about how your project provides equal opportunities to disadvantaged populations, including: persons with disabilities, low-income populations, veterans, persons over 65 and over 85 years of age.*
- The project is focused on providing unique solutions to individual businesses that are underserved by TDM outreach and strategies. Part of this focus is understanding the transit needs of each business. It is highly likely that a portion of the businesses will identify special transportation as a necessary strategy. As with other opportunities, the CTR/TDM Coordinator will bridge the gap between the employer and the need by identifying the steps necessary to fill that need. Coordination with special transportation service providers will be a large piece of the roadmap to fulfilling this identified strategy.
- As detailed above, the project will recruit businesses via – social media, signage in City and public facilities, the City website, and outreach events. Once businesses apply, the CTR/TDM Coordinator will engage with the employer to understand the transportation needs and barriers of their employees. This step is necessary to identify all relevant resources for the employees and to ensure that the solutions proposed "solve" the identified barrier. US Census Data details Census Tracts with a high percentage of persons with disabilities, persons over age 65, and low-income populations. One goal of the program is to ensure disadvantaged populations are served by these projects. One way that the program reaches these populations is through interviews with employees to identify any additional needs such as elderly relatives that may benefit from transit services.

Goals and Metrics (15 points)

5. *How will your organization measure whether the project is successful and improves the efficiency and effectiveness of getting to fixed route public transportation? Describe the quantitative and qualitative measures.*
- As part of your measures, you must select at least one of the following:
- Change in transit ridership
 - Number of first-last mile trips provided
 - Number of passenger miles via first-last mile service provided

The City will utilize GIS Survey 123 to create two surveys. The first survey will be for the employees to assess their transportation needs and set a baseline to determine the transportation modes currently being used. To ensure that technology is not a barrier to participation, one of the survey options will be the CTR/TDM Coordinator administering the survey via paper or electronic survey device. The second survey will be the employer-led to assess the change in commute mode. One note, the second survey is intended to be employer-led, but the City Coordinator will be actively involved with the level of involvement depends on the need of the employer. This survey will lead to the following quantitative measures: 1) change in transit ridership, 2) the number of carpools, vanpools and vanshares formed, 3) the number of carpools, vanpool and vanshare participants, and 4) mode share change by the employer. In addition, the survey will include qualitative questions to better understand the qualitative benefit of the City CTR/TDM program, notably to better understand the impact of transportation access and mobility on quality of life.

The survey is a vital tool for the CTR/TDM Program in terms of specific quantitative and qualitative measures, but they are not the only measures of success. Another measure of success is an individual employer and employee success stories. A key component of the CTR/TDM Program is telling these stories in words and pictures supported by the numbers. Annually, the CTR/TDM Coordinator creates GIS Storymaps and pamphlets telling these success stories, and then shares these stories with employers and employees via QR Codes and paper distribution.

Wages and Healthcare (10 points)

6. *Organization size.* Do you have 50 or more full-time employees based in Washington state?
- ☒ Yes
- ☐ No
7. *Minimum Wage.* Does your organization provide a minimum wage for employees and independent contractors?
- ☒ Yes: \$13.50/hour
- ☐ Yes, for employees only: \$
- ☐ No
8. *Healthcare.* Does your organization provide healthcare benefits to your employees and independent contractors?
- ☐ No
- ☐ No, but provide additional compensation to employees and independent contractors for healthcare
- ☐ Yes, included in hourly wage compensation for employees and independent contractors
- ☒ Yes, included in employee benefits package for employees and independent contractors
- ☐ Other:

Readiness to Proceed (10 points)

9. *Discuss readiness to proceed. Describe:*

a. When the project would introduce service to the public, and

b. How the project could provide preliminary performance data (change in transit ridership, number of first-last mile trips provided, etc.) by December 31, 2020.

a. The month of July and early August is dedicated to recruiting businesses, particularly small businesses, to participate in the City CTR/TDM Program. This recruitment period will focus on two key elements, first educating employers about the program and TDM strategies, and second understanding the transportation needs of individual employers and their employees.

b. The initial survey will be in the month of September. The CTR/TDM Coordinator will review and develop a performance dashboard in the months of October and November. This dashboard will be shared with WSDOT to seek feedback prior to sharing with employers, employees and the public in December 2020.

10. *Identify the project staff for this project and their technical capacity. What type of experience do these individuals have with service delivery and grant management?*

The CTR/TDM Program Coordinator has a strong analytical skillset including ArcGIS, 15 years of customer service and project management experience, and data management and graphic skills. In addition to the Coordinator, the City Senior Transportation Planner has almost 20 years of experience with federal grants, state and local grants. This experience includes writing, administering and managing grant awards.

11. *Milestones and activities. Describe the major milestones for the project, including project start, provision of public service, public events, anticipated measurement activities, progress reports, completion date, etc.*

Project Launch:

Start - July 1, 2020

Completion - July 31, 2020

-City Council Acceptance of the Award

-Identify all public/business community meetings, associations and City Committees to reach out and schedule a CTR/TDM Program presentation

-Present at City Committees and Community events

Develop Outreach Campaign Materials & Recruitment Campaign:

Start - July 1, 2020

Completion - August 31, 2020

-Identify preferred languages

-Develop campaign materials in partnership with the City's Multimedia department

-Solicit local small business in the target areas

-Host tables at the City's Customer Service area

-Distribute campaign posters to Kent Station, Public Notice Boards, etc.

-Launch social media and online outreach campaign

Employer One-on-One Meetings & Employee Interviews:

Start - August 1, 2020

Completion - August 31, 2020

-Initial meetings

-Build customer relationship

-On-going meetings to support employers

Develop Survey Questions, Platform, & Performance Dashboard:

Start - August 1, 2020

Completion - August 31, 2020

-Research and create a survey questionnaire

-Coordinate with WSDOT CTR/TDM team for feedback and support

-Collaborate with the City's GIS Team for GIS access and support

-Develop performance dashboard

Develop Employer and Employee Access to Transportation Plans:

Start - September 1, 2020

Readiness to Proceed (10 points)

Completion - November 30, 2020

- Identify the employer/employee transportation needs
- Identify current transit services available
- Identify access to transit barriers (Examples: Economic, Safety, etc)
- Identify solutions (Example: Incentives like transit passes, Safe Walking and Bicycling Route Maps, Carpool/Vanpool/Vanshare, Etc.)
- Create a report template

Baseline Survey:

Start - September 1, 2020

Completion - September 30, 2020

- Administer the Baseline Survey
- Provide in-person support for employers

Survey Analysis and Performance Dashboard:

Start - October 1, 2020

Completion - November 30, 2020

- Process and analyze the survey data
- Develop a Performance Dashboard
- Display the survey data in a Performance Dashboard setting

Coordination with Employers & Employees to Implement the Transportation Plan

Start: 12/1/2020

End: 6/30/2021

- Support employers in implementing their Transportation Plan
- Coordination and communication with employer and supporting services

Surveys:

Start - May 1, 2021

Completion - May 31, 2021

- Create, publish and administer the May 2021 Survey for the Employers

Survey Analysis & Update Performance Dashboard:

Start - June 1, 2021

Completion - June 30, 2021

- Using the data from the May 2021 Survey update the Performance Dashboard

Annual Report: Start -

Start - June 1, 2021

Completion - June 30, 2021

- Using the data and stories from the May 2021 Survey develop an Annual Program Report

12. *Project Budget.* Describe each project element and its cost details. These may include marketing, staff time, services, acquisition, incentives, etc.

Marketing/Outreach Materials/Incentives: \$3,525

Staff Time: \$55,975

Incentives: \$5,500

13. *Project Partners.* List any planned project partners (including sub-recipients and/or contractors), by name or by type. Describe the role of your project partners, if awarded.
There are no project partners.

Other Questions (No points)

14. *Scalability.* Describe how the project could proceed with more or less funding than the amount requested. How could the project scale?

Funding determines the level of outreach, education, marketing, incentives available for this program. The City of Kent is expanding the CTR/TDM Program to better serve the City of Kent businesses. With less funds, it will take longer for the program to expand. Minimum outreach is envisioned to be online only.

Readiness to Proceed (10 points)

15. Fill in the appropriate milestone for your project (e.g., project start, various project elements, planning dates, completion date). In the last column, enter specific descriptions about the activity.

Milestone	Date	Activity
Develop Outreach Campaign Materials & Recruitment Campaign Start: 7/1/2020 End: 8/31/2020	8/31/2020	<ul style="list-style-type: none"> -Identify preferred languages -Develop campaign materials in partnership with the City's Multimedia department -Solicit local small business in the target areas -Host tables at the City's Customer Service area -Distribute campaign posters to Kent Station, Public Notice Boards, etc. -Launch social media and online outreach campaign
Employer One-on-Ones & Employee Interviews Start: 8/1/2020 End: 8/31/2020	8/31/2020	<ul style="list-style-type: none"> -Initial meetings -Build customer relationship -On-going meetings to support employers
Develop Employer Questions, Platform, and Performance Dashboard Start: 8/1/2020 End: 8/31/2020	8/31/2020	<ul style="list-style-type: none"> -Research and create a survey questionnaire -Coordinate with WSDOT CTR/TDM team for feedback and support -Collaborate with the City's GIS Team for GIS access and support -Develop performance dashboard
Develop Employer/Employee Access to Transportation Plans Start: 9/1/2020 End: 11/30/2020	11/30/2020	<ul style="list-style-type: none"> -Identify the employer/employee transportation needs -Identify current transit services available -Identify access to transit barriers (Examples: Economic, Safety, etc) -Identify solutions (Example: Incentives like transit passes, Safe Walking and Bicycling Route Maps, Carpool/Vanpool/Vanshare, etc. -Create a Report template
Baseline Survey, Survey Analysis, & Baseline Performance Dashboard (Note: The survey will be administered in September 2020 only.) Start: 9/1/2020 End: 11/30/2020	11/30/2020	<ul style="list-style-type: none"> -Administer the Baseline Survey -Provide in-person support for employers -Process and analyze the survey data -Develop a Performance Dashboard -Display the survey data in a Performance Dashboard setting
Coordination with Employers & Employees to Implement the Transportation Plan Start: 12/1/2020 End: 6/30/2021	6/30/2020	<ul style="list-style-type: none"> - Support employers in implementing their Transportation Plan - Coordination and communication with employer and supporting services
Survey & Update Performance Dashboard Start: 5/1/2021 End: 6/30/2021	6/30/2021	<ul style="list-style-type: none"> - Create, publish and administer the May 2021 Survey for the Employers - Using the data from the May 2021 Survey update the Performance Dashboard - Publish employee and employer success stories
Annual Report Start: 6/1/2021 End: 6/30/2021	6/30/2021	<ul style="list-style-type: none"> - Using the data and stories from the May 2021 Survey develop an Annual Program Report

Financial Information

16. Complete the following information for this project.

Project Element	Budget
Project Launch	\$2,000.00
Outreach Materials	\$5,275.00
Recruitment Campaign	\$5,100.00
Employer One-on-One Meeting & Employee Interviews	\$5,500.00
Develop Survey Questions, Platform & Performance Dashboard	\$6,150.00
Develop Employer and Employee Access to Transportation Plans	\$17,500.00
Baseline Survey, Survey Analysis, & Baseline Performance	\$11,300.00
Coordination with Employers & Employees to Implement their Transportation Plan	\$3,700.00
Survey, Survey Analysis, & Update Performance Dashboard	\$5,150.00
Annual Report	\$3,325.00
TOTAL PROJECTED COST	\$65,000.00
Source of Local Match:	
None	\$0.00
None	\$0.00
None	\$0.00
LOCAL MATCH TOTAL	\$0.00
LOCAL MATCH PERCENT	0%
GRANT REQUEST AMOUNT	\$65,000.00

Application Authority

17. This application must be certified by someone authorized or delegated to sign contracts on behalf of your organization, such as General Manager or CEO. Applications submitted without the checkbox selected will be rejected by WSDOT and will not be considered for grant funding.

☒ I certify, to the best of my knowledge, that the information in this application is true and accurate.

Name Dana R. [Signature]

Title Mayor

Date 5/22/20