



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 "Sumner Connection"	
Project Summary This On-Demand Transit Service will operate as a First/Last Mile Connection for major employers in an area that has seen strong economic growth, employees commuting to work without reasonable access to public transportation, City of Sumner residents, and regional and city designated Community Centers such	
Lead Organization Beeline Mobility	
Federal Tax ID Number 84-490-7600	DUNS Number 053750407

This information should match the financial information in question 16.

Dollar Amount of Grant Request for 2019-2021	Total Project Cost	Local Match	Percentage of Project Total Cost
\$473,594.00	\$473,594.00	\$0.00	0%

State Legislative District(s) Pierce	County/Counties Pierce County
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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 Beeline Mobility	Type of Organization (i.e. tribe, public sector, private sector) Private Sector
Role Grant applicant, service operator for "Sumner Connection", Program Manager, Community Outreach	
Project Partner Name City of Sumner	Type of Organization (i.e. tribe, public sector, private sector) Public Sector
Role Stakeholder and city to receive service, community and employer outreach/engagement partner	
Project Partner Name .Liftango	Type of Organization (i.e. tribe, public sector, private sector) Private Sector
Role On-demand flexible routing and rrip reservation technology.	
Project Partner Name Walker Consultants	Type of Organization (i.e. tribe, public sector, private sector) Private Sector
Role Service planning, program management, community and employer outreach/engagement, performance evaluation and optimization	
Project Partner Name	Type of Organization (i.e. tribe, public sector, private sector)
Role	
Project Partner Name	Type of Organization (i.e. tribe, public sector, private sector)
Role	

Mailing Address 8110 7 th AVE South		City Seattle	State WA	Zip Code 98108
Billing Address (if different from mailing address)		City	State	Zip Code
Grant Administrator Bobby Lauterjung	Phone Number 949-306-3261		Grant Administrator Email bobby@beelinemobility.com	
Billing Contact Bobby Lauterjung	Billing Contact Phone Number 949-306-3261		Billing Contact Email bobby@beelinemobility.com	

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) We are proposing to launch and operate on-demand flexible route service that will connect residents and employees in the City of Sumner with Sound Transit's Sounder commuter rail and express bus services at Sumner Station.

- The "Sumner Connection" will be a micro-transit service that will operate on-demand and offer shared rides with two vans with capacity for at least 7 passengers.
- The service will be available to the general public free of charge, and will provide service Monday to Friday during commute hours, from 5:00 a.m. – 8:00 a.m. and 3:00 – 7:00 p.m.
- Potential users will be able to book a trip through a mobile app or via a phone call or text to Beeline's call center and dispatch.
- Potential users will be able to book trips on the fly without need for advanced reservations. They will also be able to make advanced reservations and recurring reservations.
- Vehicle operations and management of service delivery will be provided by Beeline Mobility. The flexible routing and mobile app technology will be provided by Liftango.
- Vehicles and mobile app will be specially branded for this service and in partnership with the City of Sumner.

b) The service will largely operate within the City of Sumner boundary, covering an area of about 5 square miles, that includes all residential neighborhoods in the city and the Sumner-Pacific Manufacturing/Industrial Center.

- According to the U.S. Census Bureau's 2017 American Community Survey, there are 10,000 residents in the City of Sumner and 14,000 jobs in the Sumner-Pacific MIC.
- Longitudinal Employment Household Dynamics (LEHD) information shows that about 500 workers are employed in the city and that close to 4,500 are employed elsewhere, with as many as 1,000 employed in Seattle, Tacoma and near stations along the Sounder rail corridor.
- Additionally, LEHD data shows that at least 19,000 employees commute to work at manufacturing, industrial, warehousing and distribution jobs in the city.
- These commuters come from all over the region, but mainly from cities in the Rainier Valley and Pierce Transit service area.

c) The service will connect with Sounder commuter rail service to Seattle and Lakewood, and with Sound Transit's express bus Route 578 to Puyallup, Auburn, Federal Way and Seattle.

- Demand for trips is expected to occur mostly between residential areas and Sumner Station, and between the MIC area and Sumner Station. However, vehicles will be able to provide trips between destinations in the city, such as the Gordon Family YMCA and the Sumner Senior Center, and certainly between residential and employment areas.
- Initially, one vehicle will be assigned to the residential portion of the city and the other to the MIC area to start service. A set of virtual stops will be determined during the start-up planning phase, to provide 3 to 5-minute walking access to service to/from all areas in the city. Virtual stops will allow Liftango's routing technology to aggregate demand and determine the service routes flexibly, according to demand.

d) The service will be filling a significant transportation gap in the Puget Sound Region. Both the City of Sumner and the Sumner-Pacific MIC are not served by local public transit services currently. Their only connection with the region are Sound Transit's Sounder commuter rail and Route 578 bus service. The City of Sumner is not part of Pierce Transit's Public Transit Benefit Area and therefore does not receive any service from Pierce Transit nor from King County Metro.

- The service will be filling a critical transportation gap for city residents and MIC employees.
- City of Sumner residents that commute via Sounder and Route 578 will see their access to Sumner Station disrupted in the next few months, due to the scheduled construction of a new parking garage that will close the current park and ride lot and eliminate this option at least temporarily.
- The Sumner Connection will provide not only a first/last mile option but an important mitigation measure for this project that is scheduled to happen within the timeframe of this grant. We have initiated conversations with Sound Transit, and they are very supportive of this service.
- The City of Sumner has been conducting outreach with employers in the MIC area for many years. Employers have continually expressed support and desire for a transit connection to Sumner Station. Many employees reach Sumner via public transit – through connections to Route 578 from both Pierce Transit and King County Metro services, and end up walking the last 2-3 miles to reach their work destinations, even under extreme weather conditions, as witnessed by the City of Sumner's Director of Community Development.
- The Sumner-Pacific MIC employs thousands of low-wage and essential workers that work multiple shifts in fulfillment and distribution for several major employers and brands such as Amazon, Costco, Green Mountain Coffee, REI, Brooks Running and Lululemon.

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 “Sumner Connection” service will be open to the public and it will be fare free. Service will be provided to all without regard to race, ethnicity or national origin.

- The service will provide equal opportunity to all disadvantaged population groups, whether persons with disabilities, low income, youth, veterans and persons over 65 years of age.
- Although the main method of booking a ride will be a mobile app, users will also be able to book rides via a phone call or text to Beeline’s call center and dispatch.
- The service will operate at least one ADA capable vehicle equipped with a ramp and ability to carry wheelchair passengers.
- The service is expected to provide access to all demographic groups in the City of Sumner and to low-wage workers in the MIC that will likely represent a cross-section of all demographic groups present in Pierce and King Counties.
- Although the service is proposed to operate fare free, the mobile app has the capability to accept different modes of payment including cash, credit cards, discount vouchers and passes.
- Also, the lead applicant Beeline Mobility and its partners – the City of Sumner and Walker Consultants, are equal opportunity employers.

3. *Describe the benefits this project would provide.* Discuss how the project will improve connections to public transportation, market potential, enhance access to destinations.

The “Sumner Connection” service will provide a number of benefits to residents, visitors and employees working in the City of Sumner.

- It will provide first and last mile connection to Sumner Station for a market of roughly 30,000 people that currently have very limited or no public transportation options to reach the station and other places in the Puget Sound Region.
- It will provide a solution and mitigation to the Sumner Station’s planned construction of its new parking garage – starting in 2021, that will temporarily close the current park and ride lot and limit parking and access to the station.
- It will reduce barriers to access employment opportunities in the region for City of Sumner residents. At the same time, it will reduce barriers to access employment opportunities in the City of Sumner for workers living elsewhere in the region.
- It will allow employers in the MIC to recruit and retain talent workers by reducing transportation barriers and increasing options to reliably access their job sites. In this regard the service will be an economic stimulus to both the City of Sumner and the Sumner-Pacific Manufacturing and Industrial Center, as it will provide employers in the MIC with access to workers from all over the region. In fact, the Puget Sound Regional Council supports this service as its “Regional Transit Plan” calls to connect designated transit hubs such as Sumner Station with the “Sumner Pacific Manufacturing/Industrial Center,” which is a designated regional MIC. Additionally, this service also supports PSRC’s “Vision 2050”.
- The “Sumner Connection” will also be a Commute Trip Reduction tool to reduce drive alone rates, vehicle miles traveled and carbon emissions, from major employment sites such as Amazon, Costco, REI, Office Depot, Yusen Logistics and Port Logistics Group, that currently do not have public transportation options.
- We see this service as a “proof of concept” for both the City of Sumner and Pierce Transit. The City of Sumner voted out of the PTBA in 2012 and has since been considering getting back into it. Pierce Transit has been exploring the idea of implementing micro-transit services in several outlying areas of the county such as Gig Harbor, Frederickson and Sumner. This service would be a great opportunity to test demand, operation and performance of micro-transit services. Pierce Transit is supportive of this pilot for these reasons.
- Finally, this service offers an opportunity to test an alternative technology provider to the successful “Via to Transit” program in Seattle. Beeline and Liftango will provide a case study for a different technology and indirectly a benchmark to compare Via’s performance, but ultimately an opportunity to elevate quality of service levels for both programs.

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.

a) The goal of the service is to provide an effective and efficient transit solution to all residents of the City of Sumner and to all employees that work in the city, and especially to those working in the manufacturing and industrial district that employs close to 20,000 people and currently do not have direct access to any public transit service. The service will provide a more dynamic and demand responsive option than existing human transportation services, while also complementing these services.

- The gap in transportation service and need are so big that the Pierce County Coordinated Transportation Coalition (PCCTC) has not only identified Sumner as one area of need but also coordinated the operation of a transportation service – free of charge, for seniors 65 years of age and older, youth 12 to 17 years old, and persons with disabilities.
- This service called Beyond the Borders, provides transportation to eligible riders in areas of Pierce County that are outside of Pierce Transit's Public Transit Benefit Area, and provides access to regional transit service, medical services, employment and shopping.
- Beyond the Borders operates one route in Sumner that provides residents with connections to shopping opportunities in Bonney Lake (Walmart), medical services and community services in Sumner and access to regional public transit service at Sumner Station.
- The Bonney-Lake route provides limited trips, largely during the middle of the day, from 8:00 a.m. to 4:00 p.m., between Bonney Lake Walmart and Sumner Station, at an average frequency of every 60-75 minutes.
- However, potential users are required to register in advance to validate eligibility and are required to call two days in advance to book or reserve a ride.
- The "Sumner Connection" will not only augment the hours of operation by providing service during the morning and evening rush hour, from 5:00 -8:00 a.m. and 3:00 – 7:00 p.m., but also will make service available to all, without the need to pre-register and without the need to book rides two or one days in advance, but up to the minute before the trip.

b) The "Sumner Connection" will be available to all without regard to race, national origin, age group or disability. The goal of the service is to provide a viable mobility option for all residents of the city in addition to those working in the MIC.

- The City of Sumner has a relatively young population with a median age of 35.1 years old, one of the lowest in the South Sound region, and a median household income of roughly \$57,000, also one of the lowest in the region.
- About 14% of people live below the poverty line, a slightly higher proportion than other South Sound cities which average 12%.

- The majority of the population is non-Hispanic White 75%. Seniors represent 14% and veterans comprise 7.5% of the population.

- The service is proposed to start with two vehicles and covering an area of 5 square miles that intentionally includes all residential areas and employment areas of the city.

- The goal is to provide equal service levels to both residents and employees, and in addition to closing a gap in transportation service, to demonstrate the need and market potential of micro-transit services in this part of the region.

- We believe the service can be expanded to provide service throughout the day from 5:00 a.m. to 9:00 p.m. to serve all mobility needs and work shifts in the city.

- The service can also be expanded to other underserved areas such as Pacific, Bonney Lake, and Lake Tapps, and extended to provide connections to other regional transit hubs such as Puyallup and Auburn.

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

We are proposing to track all three measures of efficiency and effectiveness and more:

- Ridership statistics will be compiled for the Sumner Connection service at the stop and trip level. Trip bookings will be aggregated into logical routes or trips. Every trip made by each vehicle will be recorded including start and end location and intermediate stops, and including miles traveled between stops and a time stamp for each stop.
- This will allow the system to calculate distance traveled and the time of in-vehicle travel for each passenger. Both, distance traveled per passenger and time spent in vehicle will be used to calculate passenger miles and average travel times.
- Tracking of riders per stop and per vehicle trip will be aggregated to calculate the number of passenger trips provided as well as the number of vehicle trips provided. In turn these stats will be used to calculate service performance indicators such as average passengers per trip and average passengers per hour of service, a standard measure of performance for transit services.
- Finally, changes in transit ridership are possibly the hardest measure to track, as it will require tracking whether passengers are transferring to/from Sound Transit rail and bus services. Perhaps the easiest way to do this is to obtain weekly or monthly ridership counts at the Sumner Station stop for Sounder commuter rail and Route 578 from Sound Transit.
- Alternatively, riders can be surveyed either randomly or consistently on the mobile app when booking their trips, in order to capture transfer movement information and estimate changes in ridership on Sound Transit services from operation of the Sumner Connection.

In the end and for our own operations management and performance monitoring purposes, we will be tracking multiple variables in order to understand how the service is performing and to make any adjustments to improve efficiency and quality of service. These include:

- Vehicle hours and miles
- Customer satisfaction ratings
- Passenger trip origins and destinations to understand predominant travel patterns or locations of high and low demand
- Frequency of use per rider and number of unique riders
- Average travel time per passenger
- Average wait times per passenger
- Average response times – time between booking and vehicle pickup
- Average duration of vehicle trips
- Average distance traveled per vehicle trip
- Number of trips provided, denied and cancelled
- Number of reservations used, unused, changed and canceled

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: \$
- ☒ Yes, for employees only: \$23/hour
- ☐ 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: Yes, included in employee benefits package are full-time employees.

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) Our team is ready to get going on July 1st. We anticipate spending July and August of 2020 finalizing the service plan (service hours, routes and stops) and operations plan (vehicles and drivers schedules, and call center and dispatch training) for the service, and launching service on Tuesday, September 8th of 2020, right after Labor Day weekend.

- We will also start outreach of the service on July 1st to first probe the concept with community and employer stakeholders to refine its design.
- We will then continue with outreach and marketing of service in August to spread the word and will continue marketing and outreach activities throughout the fall to raise awareness and build service ridership.

b) We are including robust tracking and monitoring of service performance indicators in our plan (as indicated in the Goals and Metrics section). We will be tracking key service and operations variables daily and will be preparing summaries weekly, monthly and quarterly. In fact, we propose reporting performance data to WSDOT at a minimum on a monthly basis. So, with our proposed launch date in September, there will be four monthly reports and a first quarter report by December 31st, 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?*

Bobby Lauterjung – is Co-Founder of Beeline Mobility, a commute solution and shuttle provider founded in 1994, Bobby has the expertise needed to plan, launch, and manage the proposed service while shepherding it to success. Previously, Bobby was at Chariot (a Ford Motors Company) where he provided service to some of the largest tech companies in our region. He has also coordinated shuttle services for major regional employers such as Boeing and WeWork. Additionally, Bobby was elected to ACT's (Association of Commuter Transportation) Covid-19 Response Task Force where he is responsible for leading a group tasked with compiling state, federal, and CDC guidelines for shuttle programs and micro-mobility. He is also involved in SDOT's West Seattle Bridge Business Resources Group and is fighting to find solutions for the West Seattle Bridge closure. Lastly, Bobby is working with WSDOT on launching WA state's first potential autonomous shuttle pilot for the City of Mercer Island. Beeline Mobility has the experience, vehicles, technology, and partnerships needed to ensure the success of this proposed service.

Manuel Soto – is a transportation demand management (TDM) and mobility specialist, at Walker Consultants, with over 20 years of experience in design, planning and implementation of programs and strategies to increase mobility and reduce the use of single-occupant vehicles. He has wide ranging expertise in transit service planning, TDM and micro-transit services. His transit planning expertise includes planning and implementation of bus service networks, development of service operations analysis, transit supportive policies, and first mile/last mile services. His TDM experience includes development of alternative mobility plans, strategies to reduce parking demand, and marketing campaigns and incentive programs to promote transit use, ridesharing, bicycling and walking. Some of Manuel's most notable projects (working for other firms) include planning and implementation of the Metro Rapid Bus program in Los Angeles, Microsoft Corporation's Connection Bus service in Seattle, and Seattle Children's Hospital award-winning TDM program.

Jacob Grieg – Jacob Grieg is VP of Americas at Liftango and is pursuing his combined passions for sustainability, mobility and business, in leading Liftango's North American expansion. Previously, Jacob spent more than a decade as a Consultant for PricewaterHouseCoopers, supporting transport and government clients across the globe. While he is originally from Sydney, Australia and now lives in Oakland, CA.

Ryan Windish – Ryan Windish is the Community Development Director for Sumner, Washington where he has worked for 22 years. He has worked in planning for over 20 years in the area of comprehensive planning, land use policy, economic development, and special projects. His latest projects center around affordable housing, reestablishing local transit connections to Sumner, and addressing homelessness.

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.*

1. July 2020 – Service Start-Up Planning
 - a. Model demand and operations and finalize service design
 - b. Develop outreach plan in consultation with the City of Sumner and MIC Council
 - c. Finalize service and operations plan
 - d. Start mobile app technology setup

Readiness to Proceed (10 points)

2. August 2020 – Employer and Community Outreach
 - a. Leverage City of Sumner outreach and promotion support resources
 - b. Conduct employer outreach and community outreach activities
 - c. Finalize driver, dispatch and call center training
 - d. Finalize mobile app technology setup
3. September 2020 – Service Launch
 - a. Launch service on Tuesday, September 8, 2020
 - b. Promotional activities in support of launch – social media promotion, advertisement on local media, and distribution of collateral materials
4. October 2020 – Performance Monitoring and Outreach
 - a. Produce September performance report
 - b. Continue outreach and promotional activities
5. November 2020 – Performance Monitoring and Outreach
 - a. Produce September performance report
 - b. Continue outreach and promotional activities
6. December 2020 – Performance Evaluation
 - a. Produce 1st Quarter performance report
7. March 2020 – Performance Evaluation
 - a. Produce 2nd Quarter performance report
8. June 2020 – Performance Evaluation
 - a. Produce 3rd Quarter performance report
 - b. End service operation
 - c. Produce service evaluation report
12. *Project Budget.* Describe each project element and its cost details. These may include marketing, staff time, services, acquisition, incentives, etc.

Vehicles Annual Investment of \$36,600 includes:

Beeline Mobility's fleet is robust and well-maintained. This will fund leasing (2) two vans along with the registration and insurance for those vehicles.

Vehicle Expenses Annual Investment of \$22,000

These funds will be used for preventative maintenance , cleaning services, and any necessary repairs.

Drivers Annual Investment of \$147,376 includes:

Beeline Mobility offers a healthy living wage and work environment for its drivers by providing them with a \$23/hourly wage plus health benefits. These funds will also be used for payroll taxes.

Service Management/Oversight Annual Investment of \$140,818 includes:

Beeline Mobility requires these funds to cover the full-scope of operations including operations, dispatch, call center designated to this service, management, and customer service.

Dynamic Routing Technology (set-up) Annual Investment of \$30,000 includes:

Liftango requires these funds for the time and labor investment to set-up the service and come on-site to invest in the success of the program.

Dynamic Routing and Dispatch Technology Annual Investment of \$16,800 includes:

These technologies not only provide the rider with a white-labeled and on-demand mobile app but the driver the technology needed to conduct the service as well. Additionally, Beeline Mobility uses a technology called Samsara that provides driver behavior and performance telematics. This telematics system detects harsh braking, fast acceleration, and flags when drivers are holding or looking at their phone. Additionally, this technology has forward and rear-facing cameras that can hold staff and drivers accountable for safety and reliability of service.

Program Management Annual Investment of \$40,000 includes:

Readiness to Proceed (10 points)

These funds will cover the labor required to plan the service, conduct community and employer outreach/engagement, implement the service, collect data, manage, and optimize the service.

Marketing and Outreach Annual Investment of \$40,000 includes:

These funds will be used to brand the vehicles that will operate this service to be consistent with our partners and the City of Sumner. Additionally, Beeline Mobility and Walker Consultants will conduct on-site (or virtual webinar) employee engagement sessions for the major Sumner Employers in order to educate their employees about the service. Lastly, Beeline and Walker will work with the City of Sumner to conduct community outreach events. The City of Sumner will also be contributing its marketing and outreach services as part of their match contribution.

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.

Beeline Mobility- Grant applicant, "Sumner Connection" Service Operator

City of Sumner- Stakeholder Outreach and Engagement Partner

Liftango- On-Demand Flexible Routing and Trip Reservation Technology

Walker Consultants- Service Planning, Performance Evaluation and Optimization

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?

a) We are proposing to start the service with two vehicles operating for eight hours each (morning and evening rush hour service) and covering both residential and employment areas within the City of Sumner. We estimate this to be the minimum level of service to provide an attractive and useful transportation option for users, one that will generate demand and a successful case study for the grant and also for the City of Sumner, Sound Transit and Pierce Transit.

- The project could be started with reduced funding. For instance, if we received 50% of the funding the service could be started with just one vehicle. In that case, we would likely target the MIC area only, because of its potential to generate larger demand for service and also because of its employment and economic significance in the region.

- However, starting the project with two vehicles is more recommendable, because it will allow the project to operate with more flexibility to accommodate demand. For example, the same two vehicles and 16 hours of operation (8 hours per vehicle) can be used to double up service in areas of high demand whether in the MIC or residential areas.

- The 16 hours of service can also be distributed differently to provide service the entire day, from 5:00 a.m. to 9:00 p.m. This is an alternative that we will be evaluating during the startup planning phase, as it would also provide a feasible first/last mile service to all work shifts in the MIC area, as well as to all city residents.

- In fact, Sound Transit's Route 578 operates from 5:00 a.m. to 9:00 p.m., in response to demand for service. Many jobs in manufacturing, warehousing and distribution have two or three work shifts that start as early as 5:00 a.m. and end up as late as 9:00 p.m.

b) The service can also grow, and we believe it has the potential to grow, by adding more service hours and vehicles. In particular, the service could be expanded to other underserved areas such as Pacific, Bonney Lake, and Lake Tapps, and extended to provide connections to other regional transit hubs such as Puyallup and Auburn, where it would connect with more transit options for users.

- The service may be able to connect with the terminus of Pierce Transit's Route 409 (1 mile away from Sumner Station) or with additional PT routes at the Puyallup Station and transit center (3 miles away from Sumner Station). This will also be evaluated during the start-up planning phase.

- ST Route 578 provides a frequent connection between Puyallup Station and Sumner Station, however having the Sumner Connection serve the Puyallup Station would reduce the second transfer for many potential users and make the service significantly more attractive. This will be evaluated once the service is in operation and based on demand patterns.

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
1. July 2020 – Service Start-Up Planning		a. Model demand and operations and finalize service design b. Develop outreach plan in consultation with the City of Sumner and MIC Council c. Finalize service and operations plan

Readiness to Proceed (10 points)		
		d. Start mobile app technology setup
2. August 2020 – Employer and Community Outreach		a. Leverage City of Sumner outreach and promotion support resources b. Conduct employer outreach and community outreach activities c. Finalize driver, dispatch and call center training d. Finalize mobile app technology setup
3. September 2020 – Service Launch		a. Launch service on Tuesday, September 8, 2020 b. Promotional activities in support of launch – social media promotion, advertisement on local media, and distribution of collateral materia
4. October 2020 – Performance Monitoring and Outreach		a. Produce September performance report b. Continue outreach and promotional activities
5. November 2020 – Performance Monitoring and Outreach		a. Produce October performance report b. Continue outreach and promotional activities
6. December 2020 – Performance Evaluation		a. Produce 1st Quarter performance report
7. March 2020 – Performance Evaluation		a. Produce 2nd Quarter performance report
8. June 2020 – Performance Evaluation		a. Produce 3rd Quarter performance report b. End service operation c. Produce service evaluation report

Financial Information

16. Complete the following information for this project.

Project Element	Budget
Vehicles (lease, registration, insurance)	\$36,600.00
Vehicle Expenses (fuel, oil, tires, preventative maintenance, cleaning, repairs)	\$22,000.00
Drivers (competitive salary, benefits, payroll taxes)	\$147,376.00
Service Management/Oversight (operations, dispatch, call center, customer service)	\$140,818.00
Dynamic Routing Technology (set-up)	\$30,000.00
Dynamic Routing and Dispatch Technology (ongoing)	\$16,800.00
Program Management (service planning start-up, evaluation, data reporting and service optimization)	\$40,000.00
Marketing and Outreach (vehicle branding, outreach events, social media, collateral)	\$40,000.00
TOTAL PROJECTED COST	\$473,594.00
Source of Local Match:	
LOCAL MATCH TOTAL	
LOCAL MATCH PERCENT	
GRANT REQUEST AMOUNT	\$473,594.00

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
Bobby Lauterjung

Title
Co-Founder and Director, Beeline Mobility

Date
5/22/2020



First and Last Mile Grant Proposal

"Sumner Connection" is an On-Demand Transit Service designed to provide employees, residents, and underserved communities with reliable access to Sumner Station.

Lead Applicant:



Contributors:



Partners:





Service Overview

Service Details for "Sumner Connection".

SERVICE OVERVIEW

- **Summary:** “**Sumner Connection**” will operate two (2) vans as an On-Demand Transit Service. The service has been designed to address several immediate needs while providing long term opportunities for expanding the program to areas such as Bonney Lake, Lake Tapps, Tahaleh, Auburn, and Puyallup.
- **Service type:** On-Demand Transit Service.
- **Service area:** 5 square miles service area will maintain frequency and reliability of service (avg. wait time of 5-7 minutes)
- **Population expected to have access to service:** 24,000 people (10,000 Sumner Residents + 14,000 Sumner employees)
- **Projected ridership of service:** 360-480 daily riders (1.5%-2% of population with access to service)



SERVICE DETAILS

Key Service Areas

1. Sumner Station
2. Sumner Pacific Manufacturing/
Industrial Center (designated
community center)
3. Downtown Sumner (designated
community center)
4. Sumner Station's off-site parking
lot during construction (TBD)

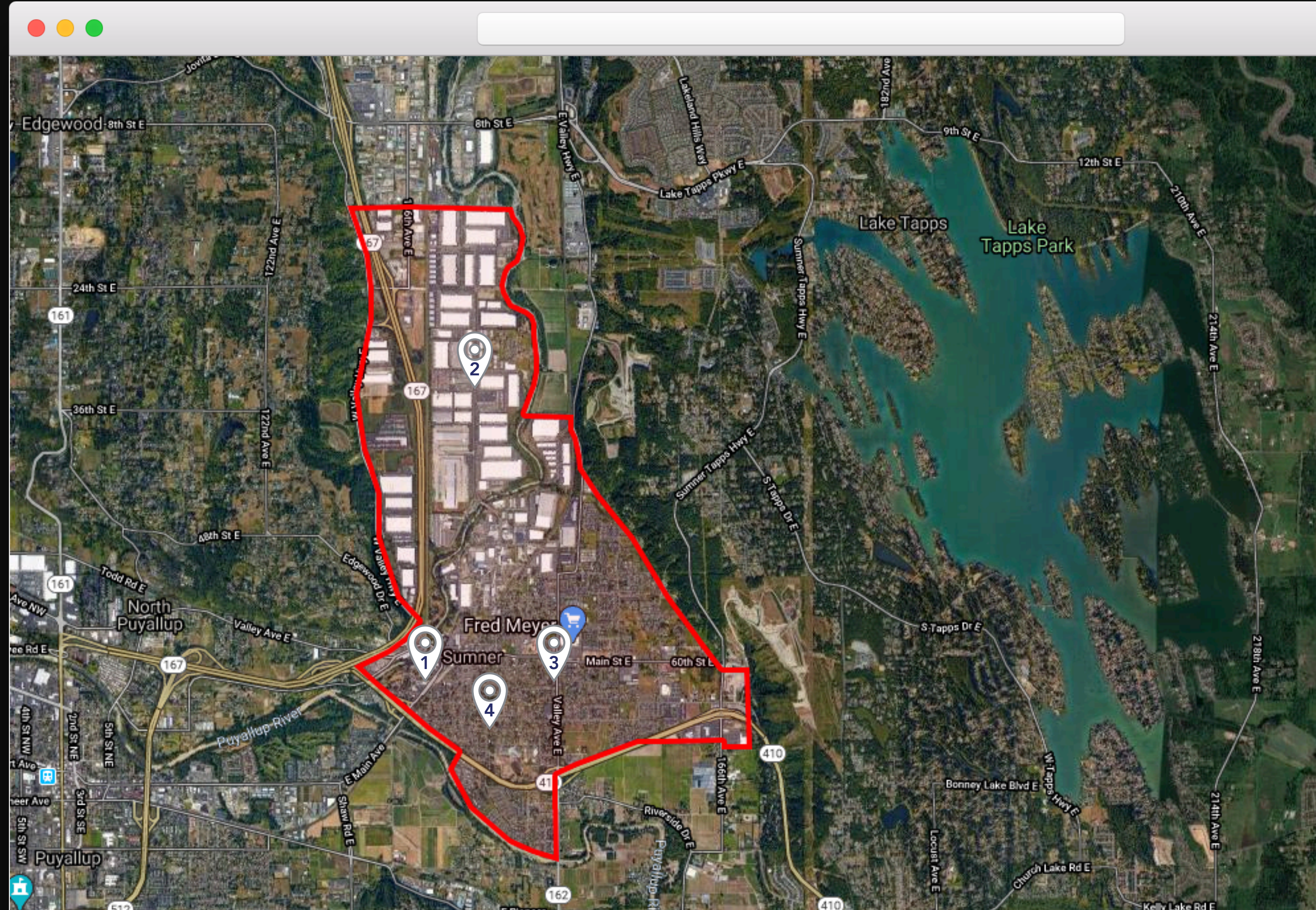
Service Hours

AM- 5am-8am (Mon-Fri)

PM- 3pm-7pm (Mon-Fri)

Vehicles

(2) 7-12 passenger vans with sliding doors on both sides of the vehicle.





Technology

Liftango will power “**Sumner Connection**”.

TECHNOLOGY OVERVIEW

Everything Needed

LIFTANGO ON DEMAND BUS PLATFORM



PASSENGER APPLICATION

- Real-time or advanced bookings, for individuals and groups with full ADA support
- Guaranteed pickup and drop off times, with live bus tracking
- Ability to book from your mobile, via the app or call/text
- Virtual stops and door to door service to enable convenient pick up and drop off points

OPERATIONS PLATFORM

- 360-degree (fleet, driver & passenger) operational visibility
- Customized reporting dashboard with real time data access
- Machine Learning powered service recommendations
- Ability to adjust the service at anytime

DRIVER APPLICATION

- Driver interface coordinates all navigation and alerts the driver to all passenger requirements
- Automatically updated trip manifest with seamless navigation
- Ability to contact passengers and identify passengers requiring assistance with boarding

White-Labeled



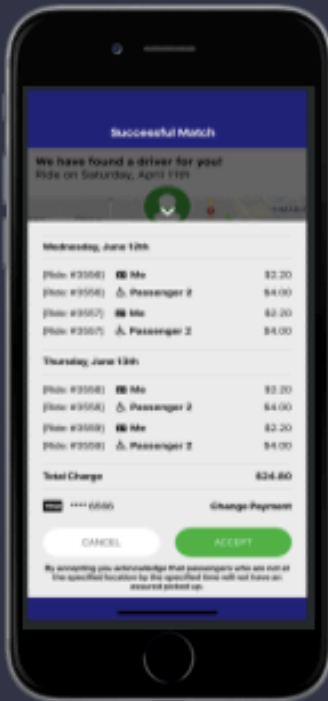
PASSENGER EXPERIENCE

Accessible To All

We have deployed our service to a range of customers from work commuters, children, aged care and those requiring physical assistance. Through this experience we have tailored the customer and driver interface to support the varying needs of potential customers

Assisted Bookings

Care providers or parents can make group bookings or book on behalf of others



Text/Phone bookings

Bookings can be made via text or phone (with contact center support) for those without Smart phone access



Mobility requirements – ‘Seat type’

Multiple seat types can be created in the system, such as a wheelchair. Customers can book the seat they need; drivers see the customers requirements and the routing engine adjusts to accommodate additional boarding time



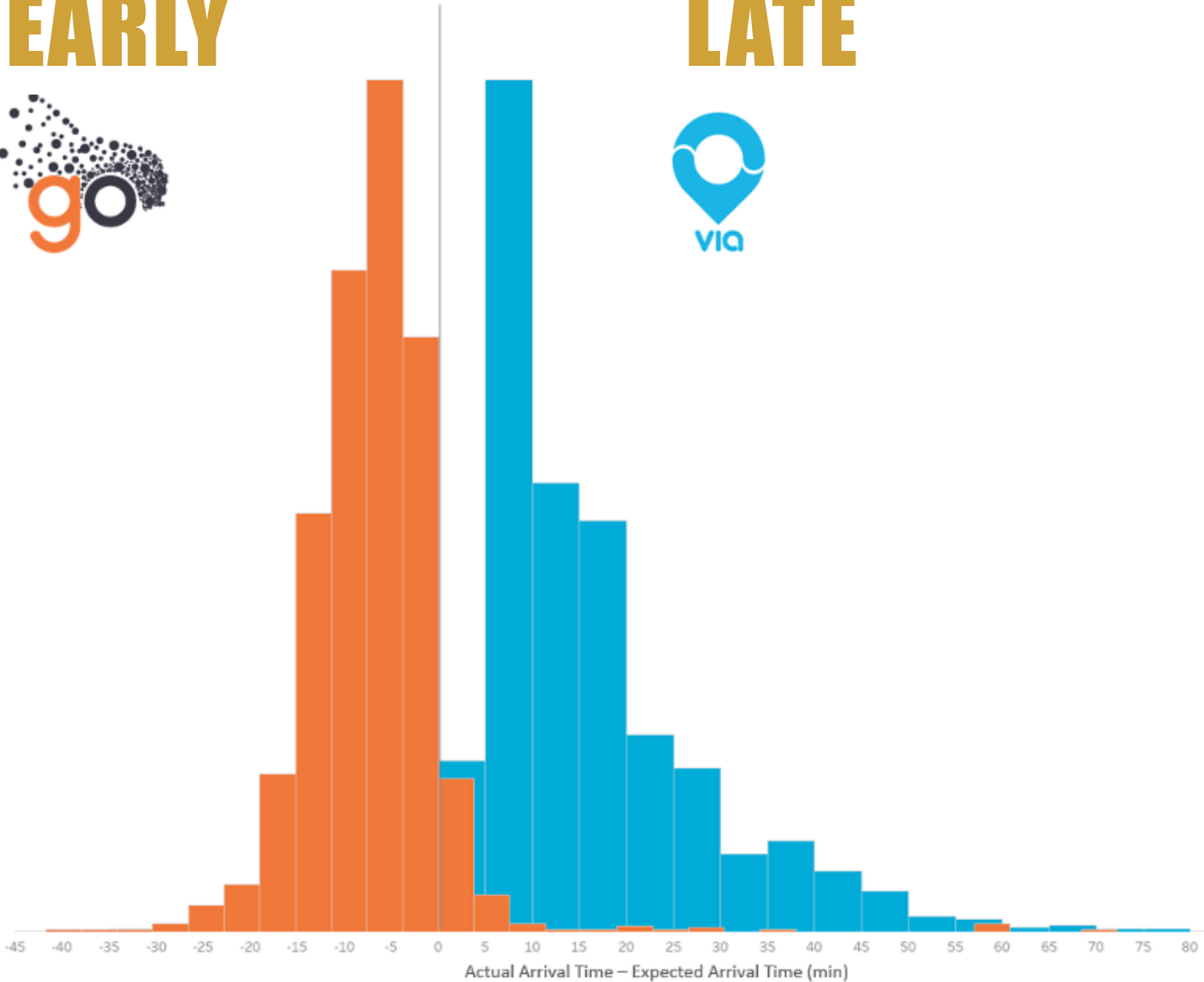
 On Demand Transport Platform

Actual Arrival vs Expected Arrival

EARLY



LATE





Covid-19 Preparedness

How "Sumner Connection" is prepared for a post-pandemic environment.

Covid-19 Preparedness

Revolutionary Reservations

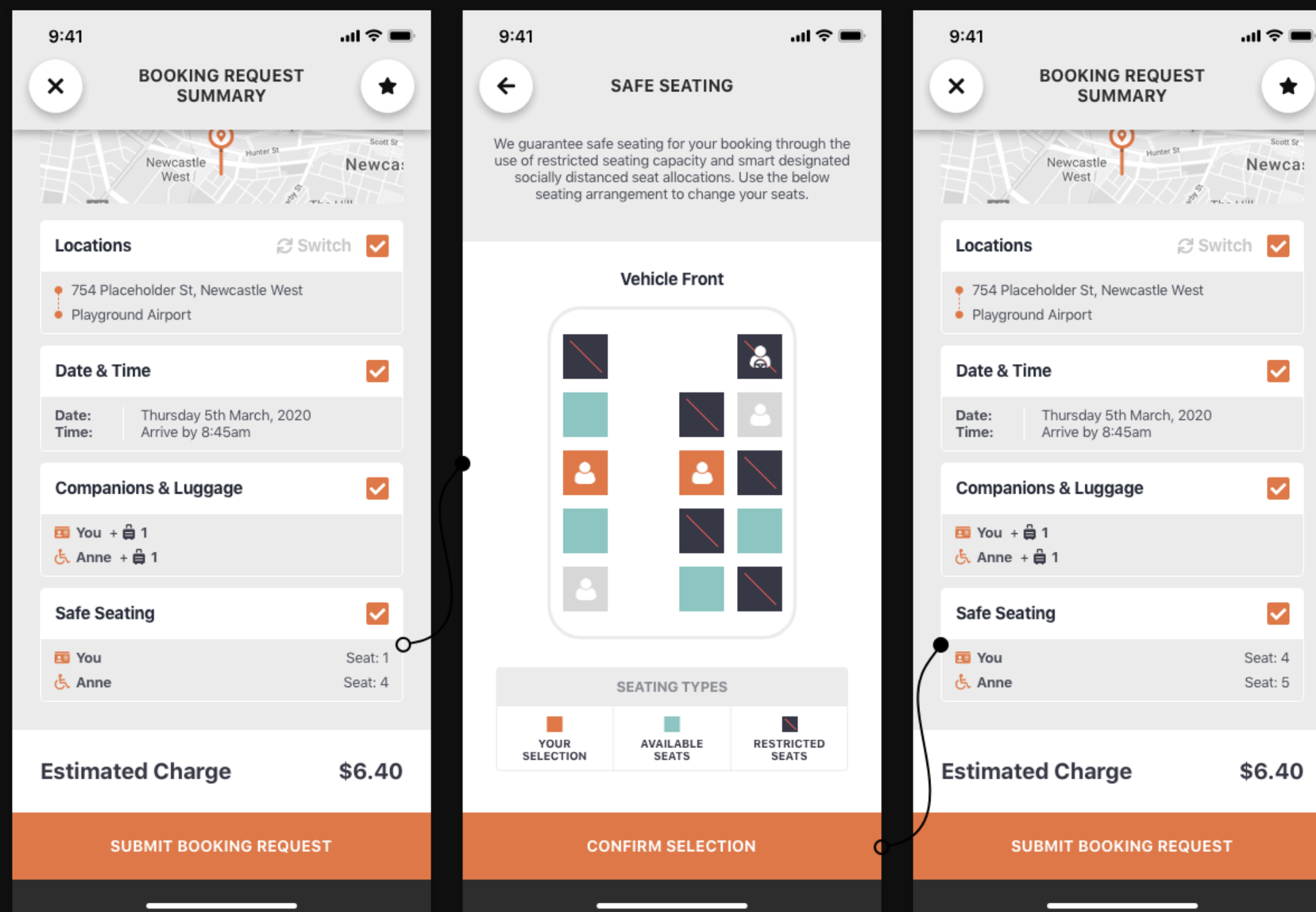
Beeline Mobility and Liftango worked together to design a reservation system that allows the rider to select specific seats that maintain social distancing once on-board.

Prepared Operator

Beeline Mobility was selected by the Association of Commuter Transportation to compile CDC, state, and federal guidelines into a single master document for its members. Drivers and maintenance workers will be held accountable for exercising these procedures.

Employer/Community Outreach

Walker Consultants and Beeline Mobility will lead employer and community outreach in partnership with the City of Sumner which will include education on best practices for safely sharing a ride.





Vehicles

Beeline Mobility has a robust fleet that is customizable to fit your needs.

Fully loaded, well-maintained



Capacity

Our fleet offers passenger capacities from 7 to 56, wheelchair-accessible available.



Wifi

Beeline vehicles can be equipped with Wifi. Offer your employees business class for their daily commute.



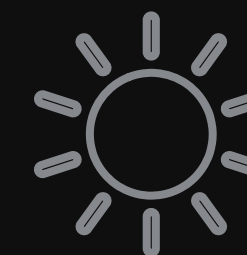
Maintenance

Beeline vehicles are tracked with technology to ensure they receive advance routine maintenance.



Bike racks

Racks fit up to 5 bikes, and be added if desired.



Cleaning

All vehicles are cleaned and detailed daily by on-site cleaning crews.



Customization

Branded vehicle wraps, power outlets, and more.



Drivers

Safety & Reliability.

Safe, trained and tested employee drivers



Background checks

Employees go through extensive background checks, powered by Checkr



Consistent driver

Riders will generally have the same driver every day, except for holiday/sick days



Drug testing

Completed and passed third-party urine drug screening test



Fully trained

Completed a minimum of 20 hours of training



Fully licensed

Drivers have appropriate licenses and are compliance with state/local laws



Recent DMV check

DMV record has been checked in the last 6 months



Safe driving record

Driver must not have more than 2 moving violations and/or accidents in last 7 yrs



Valued

Beeline drivers are valued members of our team. We offer our drivers full benefits.



Employer Outreach

Examples of Employer Outreach for “**Sumner Connection**”.

EMPLOYER OUTREACH AND MARKETING EVENTS





Project Contributors

Safety & Reliability.

Project Contributors



Beeline Mobility- Bobby Lauterjung

Bobby Lauterjung is Co-Founder and Director at Beeline Mobility. Bobby leads the Seattle-based company which is a subsidiary of its parent organization, Beeline Charters and Tours, a home-grown shuttle operator with over 25 years of shuttle operating experience.

Previously, Bobby worked at Ford Motors' micro-mobility company, Chariot. Today, Bobby is more dedicated than ever to solving the Puget Sound's commute and sustainability challenges. Bobby's notable projects include planning and implementing shuttle programs for Facebook, Boeing, WeWork, and various last-mile employer shuttles throughout the region. His innovative and collaborative work style make him an optimal project leader for the "Sumner Connection" program.



City of Sumner- Ryan Windish

Ryan Windish is the Community Development Director for Sumner, Washington where he has worked for 22 years. He has worked in planning for over 20 years in the area of comprehensive planning, land use policy, economic development, and special projects.

Ryan's latest projects have centered around affordable housing, reestablishing local transit connections to Sumner, and addressing homelessness.



Walker Consultants- Manuel Soto

Manuel is a transportation demand management and mobility specialist with over 20 years of experience in design, planning and implementation of programs that increase mobility and reduce the use of single-occupant vehicles. He has wide range of expertise in transit service planning, TDM and micro-transit services that reduce parking demand while incentivizing and promoting transit use, ridesharing, bicycling and walking.

Manuel's most notable projects include planning and implementation of the Metro Rapid Bus program in Los Angeles, Microsoft Corporation's Connector Bus service in Seattle, and Seattle Children's Hospital award-winning TDM program.



Liftango- Jacob Grieg

Jacob Grieg is VP of Americas at Liftango and is pursuing his combined passions for sustainability, mobility and business, in leading Liftango's North American expansion.

Previously, Jacob spent more than a decade as a Consultant for PricewaterHouseCoopers, supporting transport and government clients across the globe. While he is originally from Sydney, Australia and now lives in Oakland, CA.



Letters of Support

City of Sumner, Major Employers, Regional Stakeholders.



People. Partnership. Performance.

P.O. Box 1837
Tacoma, WA 98401-1837
www.portoftacoma.com

May 19, 2020

Ryan Windish, Community Development Director
City of Sumner
1104 Maple Street
Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

The City of Sumner contains a robust and rapidly growing Manufacturing/Industrial Center (MIC) with approximately 14,000 employees, including 6,000 warehouse distribution and transportation jobs and 3,000 manufacturing-related jobs. In addition, the Sumner-Pacific MIC provides critical warehouse and distribution space for the Port of Tacoma's operations.

The Sumner industrial area is not served by local transit and the nearest public transit connection is the Sounder Station located in downtown Sumner. The distance from the train station to the center of the industrial area is approximately two miles, and many employees are walking or biking to and from their place of employment. The lack of a safe and predictable commute option for the employees impacts their quality of life, jeopardizes their employment status and negatively impacts business in the area.

The Port of Tacoma supports jobs, the region's economy and the City of Sumner's efforts to apply for the **The First Mile/Last Mile Grant** to implement solutions that will create a vital connection between a burgeoning employment center and a regional transit connection.

Sincerely,

A handwritten signature in blue ink that reads "John McCarthy".

John McCarthy, President
Port of Tacoma Commission



Puget Sound Regional Council

1011 WESTERN AVENUE, SUITE 500 \\\ SEATTLE, WA 98104•1035 \\\ psrc.org \\\ 206•464•7090

May 22, 2020

Ryan Windish, Community Development Director
City of Sumner
1104 Maple Street
Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

The City of Sumner contains a robust and rapidly growing Manufacturing/Industrial Center with approximately 14,000 employees. There are about 6,000 warehouse distribution and transportation jobs and about 3,000 manufacturing, related jobs within this area serving the greater region.

However, the Sumner industrial area is not served by local transit and the nearest public transit connection is the Sounder Station located in downtown Sumner. The distance from the train station to the center of the industrial area is approximately 2 miles. Because of the lack of a public transit connection many employees are walking or biking to their place of employment. The lack of a safe and predictable commute option for employees impacts their quality of life and negatively impacts businesses.

Therefore, PSRC supports the City's efforts to apply for the First Mile/Last Mile Grant and implement solutions that would create this vital connection between a burgeoning employment center and a regional transit connection.

Sincerely,

Josh Brown, Executive Director
Puget Sound Regional Council



5/12/2020

Ryan Windish, Community Development Director
City of Sumner
1104 Maple Street
Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

The City of Sumner contains a robust and rapidly growing Manufacturing/Industrial Center with approximately 14,000 employees. There are about 6,000 warehouse distribution and transportation jobs and about 3,000 manufacturing, related jobs within this area serving the greater region.

However, the Sumner industrial area is not served by local transit and the nearest public transit connection is the Sounder Station located in downtown Sumner. The distance from the train station to the center of the industrial area is approximately 2 miles. Because of the lack of a public transit connection many employees are walking or biking to their place of employment. The lack of a safe and predictable commute option for our employees impacts their quality of life and negatively impacts our business.

Therefore, Allegiance Staffing supports the City's efforts to apply for the **The First Mile/Last Mile Grant** and implement solutions that would create this vital connection between a burgeoning employment center and a regional transit connection.

Sincerely,

A handwritten signature in black ink, appearing to read "Sagiv Barmor", written over a circular scribble.

Sagiv Barmor
CEO



CITY OF
SUMNER
WASHINGTON

1104 MAPLE STREET, SUMNER WA 98390

May 21, 2020

Mr. Bobby Lauterjung
Director of Business Development
Beeline Mobility
8110 7th Ave S.
Seattle, WA 98108

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Lauterjung:

We strongly support your efforts to apply for a WSDOT grant funding a critical transit connection between the Sounder Train Station and the Sumner-Pacific Manufacturing/Industrial Center (MIC). This regional MIC serves approximately 14,000 employees and numerous large companies such as Amazon, Costco, Starbucks, REI and Helly Hansen. There are approximately 6,000 warehouse distribution and transportation jobs and 3,000 manufacturing-related jobs within this area, and they all serve the greater Puget Sound region. In addition, the Sumner-Pacific MIC provides critical warehouse and distribution space for Port of Tacoma operations and the Port of Seattle.

However, the Sumner industrial area is not served by any local transit. The nearest public transit connection is the Sounder Station located in downtown Sumner, approximately two miles away. The lack of a safe and predictable commute option for the employees impacts their quality of life and negatively impacts business in the area. Worse, it keeps many individuals from being able to accept an employment position in our MIC that would make a great difference for them and their family.

The City of Sumner is partnering with Beeline Mobility on an application for **The First Mile/Last Mile Grant** to implement solutions that would create this vital connection between a burgeoning employment center and a regional transit connection. We see this as a pilot project that would be a proof of concept to gather ridership data and understand the best ways to pursue a long-term solution.

Sincerely,

DocuSigned by:

65C9B3CE54AB46F...

William L. Pugh
Mayor



Public Affairs
6750 S. 228th St.
Kent, WA 98032

May 22, 2020

Ryan Windish, Community Development Director
City of Sumner
1104 Maple Street
Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

REI is one of the many businesses that operate in Sumner's robust and rapidly growing Manufacturing/Industrial Center with approximately 500 employees onsite. We are part of the larger community of over 14,000 employees in the area that include 6,000 warehouse distribution and transportation jobs and about 3,000 manufacturing related jobs.

However, the Sumner industrial area is not served by local transit and the nearest public transit connection is the Sounder Station located in downtown Sumner. The distance from the train station to the center of the industrial area is approximately 2 miles. While having employees walk/bike to work are green options, providing a transit service would ensure a safe and predictable option for all employees.

REI's Sumner Distribution and Customer Service Center supports the City's efforts to apply for **The First Mile/Last Mile Grant** to implement solutions that would create this vital connection between a burgeoning employment center and a regional transit connection.

Sincerely,

Mac Salesky
Operations Manager
Sumner Distribution Center

Cc: Patrick Green, REI Alternate Commuting Program Manager
Jean Becker, REI Director, Sumner Sales & Customer Support
Danielle Anderson, REI Outreach Specialist



We inspire, educate and outfit for a lifetime
of outdoor adventure and stewardship.



1131 SW Klickitat Way
Seattle Washington
98134

800/422-3505 tel
206/623-0179 fax

[5/19/2020]

Ryan Knudsen, Facilities Manager and Employee Transportation Coordinator

SSA Marine

1131 SW Klickitat Way

Seattle, WA 98134

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

SSA Marine has roughly 20-30 employees that live in the City of Sumner but lack first and last mile access to Sumner Station. We believe that the proposed service would provide our current and future employees with access to public transportation at Sumner Station.

Because of the lack of a public transit service in Sumner many employees are driving alone to our office which is located on Harbor Island in downtown Seattle. The lack of a safe and predictable commute option for our employees impacts their quality of life and negatively impacts our business.

Therefore, SSA Marine supports the City of Sumner and Beeline Mobility's efforts to apply for the **The First Mile/Last Mile Grant** and implement solutions that would create this vital connection between a burgeoning employment center and a regional transit connection.


Sincerely,

Ryan Knudsen

Facilities Manager and Employee Transportation Coordinator



Corporate Office

705 SW 7th St.
Renton, WA 98057
425.235.2750
 sekisui aerospace.com

May 21, 2020

Ryan Windish, Community Development Director
City of Sumner
1104 Maple Street
Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

The City of Sumner contains a robust and rapidly growing Manufacturing/Industrial Center with approximately 14,000 employees. There are about 6,000 warehouse distribution and transportation jobs and about 3,000 manufacturing, related jobs within this area serving the greater region.

However, the Sumner industrial area is not served by local transit and the nearest public transit connection is the Sounder Station located in downtown Sumner. The distance from the train station to the center of the industrial area is approximately 2 miles. Because of the lack of a public transit connection many employees are walking or biking to their place of employment. The lack of a safe, dependable and convenient commute option for our employees impacts their safety and negatively impacts the ability to recruit for our business in Sumner.

Therefore, SEKISUI Aerospace supports the City's efforts to apply for the **The First Mile/Last Mile Grant** and implement solutions that would create this vital connection between employees and a regional transit connection.

Kind Regards,

Linda Moseley
Sr. Director Human Resources
SEKISUI Aerospace



May 21, 2020

Ryan Windish, Community Development Director
City of Sumner
1104 Maple Street
Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

Amazon currently has three facilities located in the Industrial Center of Sumner employing over 800 employees (1800, 1901, and 2201 140th Ave E). We enjoy all of the benefits of being located in this robust and growing manufacturing and industrial district, however our sites remain unserved by local and regional transit.

Our facilities are approximately three miles north of the nearest public transit connection, the Sounder Station located in downtown Sumner. Because of the lack of a public transit connection, the vast majority of our employees are forced to drive to work. The drive alone rate for our two largest facilities (1800 and 1901 140th Ave E) is 92 percent. This is compared to a drive alone rate of only 67 percent at our Kent Fulfillment Center where we are served by a King County Metro bus line.

Safe and reliable commute options are a constant challenge for many of our Associates, impacting their quality of life and even their ability to retain employment. Amazon supports the City's efforts to apply for WSDOT's First Mile/Last Mile Grant and implement solutions that would provide real transportation solutions between this vital employment center and our region's robust rail and bus system.

Sincerely,

Piyush Jain
BF11 Site Leader

Amazon BF11 Fulfillment Center
1800 140th Ave E
Sumner, WA 98390



May 11, 2020

Ryan Windish, Community Development Director

City of Sumner

1104 Maple Street

Sumner, WA 98390

Re: Letter of Support for First Mile/Last Mile WSDOT Grant Application

Dear Mr. Windish:

The City of Sumner contains a robust and rapidly growing Manufacturing/Industrial Center with approximately 14,000 employees. There are about 6,000 warehouse distribution and transportation jobs and about 3,000 manufacturing, related jobs within this area serving the greater region.

However, the Sumner industrial area is not served by local transit and the nearest public transit connection is the Sounder Station located in downtown Sumner. The distance from the train station to the center of the industrial area is approximately 2 miles. Because of the lack of a public transit connection many employees are walking or biking to their place of employment. The lack of a safe and predictable commute option for our employees impacts their quality of life and negatively impacts our business.

Therefore, Yusen Logistics supports the City's efforts to apply for the **The First Mile/Last Mile Grant** and implement solutions that would create this vital connection between a burgeoning employment center and a regional transit connection.

Kind Regards,


Jed Rusyniak

General Manager

Yusen Logistics – Sumner Branch