



# 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<br>Medstar Transportation   |  |                            |
| Project Summary<br>Medstar will provide accessible rides for all with connections to transit. |  |                            |
| Lead Organization<br>Medstar Transportation   |  |                            |
| Federal Tax ID Number<br>91-1592547   |  | DUNS Number<br>80-902-6578 |

This information should match the financial information in question 16.

|  |                                    |                             |   |
|--|------------------------------------|-----------------------------|---|
| Dollar Amount of Grant Request for 2019-2021<br>\$429,799.00 | Total Project Cost<br>\$529,799.00 | Local Match<br>\$100,000.00 | Percentage of Project Total Cost<br>19% |
|--|------------------------------------|-----------------------------|---|

|   |   |
|---|---|
| State Legislative District(s)<br>27, 29, 25, 30 | County/Counties<br>Pierce county and connections to 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<br>GOIN'   | Type of Organization (i.e. tribe, public sector, private sector)<br>Private sector |
| <p><b>Role</b><br/>Goin is a cloud-based transportation integration platform designed to provide high-quality and cost-effective paratransit service. Goins' platform for paratransit monitoring and data insights provide a straightforward method for mobility management reducing overall costs, increasing rider's autonomy and provider transparency.</p> <p>Goins' software includes: Goin Android/iOS mobile rider app, Android/iOS mobile driver app and a desktop-based mobility management interface. The rider app allows users to create an account and manage it by telephone, website or by using their smartphone. Goin strives to ensure that all customers account management tools meet the accessibility requirements set forth in the Web Content Accessibility Guidelines 2.0 Level AA Success Criteria.</p> <p>The driver app provides a centralized resource for drivers and providers to manage regulation compliance, ride manifests and availability. Their cloud-based supervisor dashboard allows for effective data management services. Supervisors also have the capability to create and manage geo-zones, eligibility, availability, billing verification and policies. This increases efficiency while reducing costs associated with manually managing multiple systems.</p> |  |
| Project Partner Name<br>Pierce Transit  | Type of Organization (i.e. tribe, public sector, private sector)<br>Public sector  |
| <p><b>Role</b><br/>Pierce Transit will provide insights, data ridership numbers as well as incentives for transit.</p>  |  |

|                      |  |
|----------------------|--|
| Project Partner Name | Type of Organization (i.e. tribe, public sector, private sector) |
| Role                 |  |
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|   |  |   |                   |
|---|--|---|-------------------|
| Mailing Address<br>P.O. Box 34628 #74747            | City<br>Seattle                              | State<br>WA   | Zip Code<br>98124 |
| Billing Address (if different from mailing address) | City   | State   | Zip Code          |
| Grant Administrator<br>Danielle Wallace             | Phone Number<br>253-242-8254                 | Grant Administrator Email<br>danielle.wallace@gomedstar.com |                   |
| Billing Contact<br>Eric Breeding                    | Billing Contact Phone Number<br>888-249-4186 | Billing Contact Email<br>accounting@gomedstar.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, vanshipare. 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*

RESPONSE

- a. The service will provide: Demand response transportation, paratransit, RideHail, transit pass subsidies.
- b. We operate in Pierce County.
- c. Current operation is with Pierce Transit with demand response transportation.
- d. On demand and same day accessible rides to transit. The goal is to provide publicly accessible demand response rather than separate paratransit and microtransit services.

### 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  
Medstar is committed to serving others by providing safe, reliable and economical transportation through Demand response transportation, Paratransit, RideHail service and also providing transit pass subsidies.
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 project will enhance access to public transportations through four ways. 1. Accessible on-demand response vehicles. 2. Passenger assistance trained drivers. 3. Mobile app for real-time ETA and service descriptions. 4. Fare payment and incentives through a stored value account. We will take these riders to the closest transit station and this will extend the reach of fixed route transit making the service more accessible for all.

### 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.  
Medstar Transportation has different types of vehicles including Ford Transit, Dodge Caravan and standard sized sedans. Our accessible vans can be utilized to transport both passengers with and without mobility devices, if sedans are needed for some customers that are not able to use a van we use roomy hybrid and electric sedans. One of Medstars' core principles is "door to door" service and in the case of our most vulnerable clients, through the door or "hand to hand" service.

### 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 will measure the number of first-last mile trips provided and the change in transit ridership. We will also monitor customer satisfaction and measure the amount of referrals shared by word of mouth or online.

### 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: \$14.00-\$18.00  
☐ 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 project would introduce service to the public within 30 days of contract award.
  - B. We could provide monthly data for the number of first-last mile trips provided and we could provide transit ridership numbers also monthly. This could be similar to a National Transit Database format and information.

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?

Cory D. Martin, CFE- Chief Financial Officer, Medstar Transportation

Cory's vast business experience allows full spectrum of accounting for Medstar Transportation. Setting responsible financial policy and direction while also being an active participant in, and director of, the organization's overall strategy while leading all financial administration, business planning, analysis, reporting, and budgeting. He has a strong background in fleet management including fleet management software, HR certifications, transportation management, and enterprise paperless organization. Cory is also a Certified Supervisor for Drug and Alcohol Training for Suspicion as well as a Licensed Fraud Examiner through the Association of Certified Fraud Examiners.

Lloyd Bennett, Field Supervisor, Medstar Transportation

With over 27 years of experience in the paratransit industry, Lloyd oversees our drivers as a Field Supervisor. He leads safety instruction and teaches training on wheelchair securement and paratransit safety. He is a certified trainer in Passenger Assistance Safety and Sensitivity (PASS) and Q'Straint ADA Securement. Lloyd is also a Certified Supervisor for Drug and Alcohol Training for suspicion.

Geana Rivera, Yakima Office Manager, Medstar Transportation

Geana is responsible for overseeing and maintaining functionality of the daily workflow. She is committed to ensuring our customer service representatives, dispatchers, schedulers and drivers are successful in their roles to produce a collective team effort in providing an exceptional customer experience.

Luz Mendoza, Everett Office Manager, Medstar Transportation

Luz is responsible for overseeing and maintaining functionality of the daily workflow. She is committed to ensuring our customer service representatives, dispatchers, schedulers and drivers are successful in their roles to produce a collective team effort in providing an exceptional customer experience.

Danielle Wallace, Grants and Operation Specialist, Medstar Transportation

Danielle is committed to ensuring the customers are heard and balance contractual obligations as well as ensuring excellent customer satisfaction.

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 Initialization

- Project organization
- Project schedule (Draft)
- System implementation plan (Draft)
- Project kick-off meeting

Application and Dashboard Configuration

- Requirements review
- Use case review
- Final configuration sign off
- System operation and system administration documentation
- System implementation plan

Ride Provider Integration

System Deployment and Testing

- Unit testing
- User acceptance testing
- Deploy mobile and web applications

- Customer support plan
  - Phone system
- Documentation and training
- Support development of internal communications
  - Support development of external communications
  - Marketing materials
  - Bring awareness of the service
- Go-live training and schedule
- User trainings and “Train the Trainer”
- External Beta
- Support development of procedure plan, issues and action plan
  - Work with the agency to deploy survey to user
  - External beta testing
  - Production environment test
- System Go-live
- Support execution of go-live plan and schedule
  - Provide final documentation
  - Go-live

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

Convenience fee \$0.99 per ride and transactions fees, minimum of 2K rides a month, but any unused ride credits are applied forward.

GOIN' software one time setup fee \$4,999

Medstar demand response 3 drivers minimum

GOIN' licensee fee waived as in kind service

Medstar Demand Response service is \$52.50 per hour

Call center is \$600 a week for 40 hours of service waived as in kind service

Incentives and subsidies free for the first 90 days and then \$1.00 per ride

Marketing and awareness campaign

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.

GOIN'

- Goin is a cloud based mobility management software system that can be used to schedule rides using a personal computer, mobile device on all Android/iOS systems, and/or telephone.

Pierce Transit

- Pierce Transit will provide insights, data ridership numbers as well as incentives for transit.

### 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?

Medstar is a provider throughout Washington State working with multiple social-service brokers and transit agencies currently.

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   |
|--------------------------------|--------|--|
| Project start                  | 6/2020 | Create the shared project tracker and timeline. Initiate the tasks and review them and add to them in a scheduled kick off meeting with partners. Initiate the GOIN' mobility platform and the apps for the service area and the incentive zones. Test the setup of app and call center messaging and standard operating procedures. |
| Provisioning of public service | 7/2020 | Two week test launch. Soft launch to get feedback, testimonials and pictures. Prepare this information for the marketing campaign.   |

|                        |                    |   |
|------------------------|--------------------|---|
| Public events          | Summer / Fall 2020 | Provide rides to and during community events to transit. We will make a calendar of events and send out email and online awareness of service to transit. |
| Measurement activities | Monthly            | We will provide billing logs every two weeks and it will include measurements of rides and performance. This will be reported at least monthly.           |
| Progress reports       | Quarterly          | The quarterly progress report will include charts, overviews and plans.   |
| Completion date        | June 2021          | There will be a final report with customer feedback about how it's affected their transit usage.  |
|                        |                    |   |
|                        |                    |   |

## Financial Information

16. Complete the following information for this project.

| Project Element  | Budget                          |
|--|---------------------------------|
| GOIN's setup of app and service labor  | \$4,999.00                      |
| Transportation services for real-time GPS, notifications and app \$0.99 per ride | \$24,000.00                     |
| Medstar support for technical, customer support and project management labor     | \$58,800.00                     |
| Medstar demand response service labor, est. 6,000 hours                          | \$315,000.00                    |
| Incentives and subsidy   | \$10,000.00                     |
| Public education materials   | \$20,000.00                     |
|  |                                 |
|  |                                 |
|  |                                 |
|  |                                 |
| TOTAL PROJECTED COST   | \$529,799.00 with in kind match |
| Source of Local Match:   |                                 |
| Medstar training SOP creation and activation team and call center service        | \$50,000.00                     |
| Medstar's marketing and activation team  | \$25,000.00                     |
| GOIN's license   | \$25,000.00                     |
| LOCAL MATCH TOTAL  | \$100,000.00                    |
| LOCAL MATCH PERCENT  | 19%                             |
| GRANT REQUEST AMOUNT   | \$429,799.00                    |

## 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  
Justin Bergener

Title  
CEO

Date  
05/22/2020