



## **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**

Connecting Communities: Using Location-Based Marketing to Implement First/Last Mile Solutions at a Mid-Sized Employer in Eastern Washington

#### **Project Summary**

Commute Smart Northwest, the Commute Trip Reduction program for Spokane County, will partner with Gonzaga University, an employer with 1300 employees traveling from 59 zip codes in Spokane County and the Inland Northwest. This project seeks to address the unique pain points faced by commuters during the first and last mile of their commute. Using location-based marketing, Gonzaga University's Employee Transportation Coordinator will promote specific transit, bike, walking, and rideshare routes to commuters in addition to providing incentives and educational workshops to encourage commuters traveling to Gonzaga University's urban campus. Gonzaga University will identify walking, transit, and bike commuters using logged trips in Commute Smart Northwest and supply them with resources and incentives that seek to eliminate the inconvenience of a first/last mile gap in public transportation.

#### **Lead Organization**

Spokane County

#### **Federal Tax ID Number**

91-6001370

#### **DUNS Number**

010205078

This information should match the financial information in question 16.

#### **Dollar Amount of Grant Request for 2019-2021**

\$10,031.00

#### **Total Project Cost**

\$10,031.00

#### **Local Match**

\$0.00

#### **Percentage of Project Total Cost**

100%

#### **State Legislative District(s)**

District 3

#### **County/Countries**

Spokane 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 Gonzaga University, Office of Sustainability	Type of Organization (i.e. tribe, public sector, private sector) Non-profit, University
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Role Gonzaga University's Employee Transportation Coordinator will work closely with the Spokane County's Commute Smart Northwest office to direct this project. If the project performs well at the university and is successful, Spokane County's Commute Smart NW office can advocate for similar programs to other companies who are affected by Washington State's Commute Trip Reduction law in the future.
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Project Partner Name	Type of Organization (i.e. tribe, public sector, private sector)
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Role
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Role
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Mailing Address 1026 W. Broadway Avenue		City Spokane	State WA	Zip Code 99260
Billing Address (if different from mailing address)		City	State	Zip Code
Grant Administrator LeAnn Yamamoto	Phone Number 509-477-7674		Grant Administrator Email lyamamoto@spokanecounty.org	
Billing Contact LeAnn Yamamoto	Billing Contact Phone Number 509-477-7674		Billing Contact Email lyamamoto@spokanecounty.org	

### 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) In partnership with Gonzaga University, an employer with 1300 employees coming from 59 zip codes, we seek to address the unique pain points faced by commuters during the first and last miles of their commutes. Using location-based marketing and incentives, we will encourage commuters traveling to Gonzaga University's worksite in NE Spokane to engage in public transportation and active transportation measures, including biking, walking, and taking the bus, and provide them with incentives that seek to eliminate the inconvenience of a first/last mile gap in public transportation.

We propose using funds to provide commuters with bike locks and umbrellas, as well as educating employees about the available Commute Trip Reduction (CTR) and first mile/last mile resources available to them through their worksite, the City of Spokane, and Spokane County. The educational portion will involve holding workshops each semester that are open to the public with the intent of teaching people about using a bike as part of your commute and using Vanshare, a program ran by Spokane Transit Authority which allows people to lease a van from STA for the purpose of eliminating a gap in public transportation. By attending a workshop, employees of Gonzaga University and members of the community at large will be eligible to receive an incentive.

b) This project will focus on the City of Spokane, as well as the urban campus of Gonzaga University, as the focus-area for first/last mile services. Gonzaga University has over 1300 employees commuting from 59 unique zipcodes. While public transportation is a viable option for many of them, we hope to increase transit ridership, as well as the use of rideshares and active transportation, in the city by focusing on the urban center and the campus community where public transportation options originate and end. Spokane Transit Authority's main transit hub, the Plaza, is located in the center of Spokane approximately one mile away from Gonzaga's campus. For commuters who choose to use public transportation to get to work, they must decide between waiting 15-30 minutes for a transfer or walking or biking the last mile to work.

c) Spokane Transit Authority, the public transit authority serving Spokane and the surrounding urban area, including Cheney, Medical Lake, Airway Heights, Millwood, Spokane Valley, and Liberty Lake.

d) Gonzaga University is located approximately 1 mile from the city center of the City of Spokane. Because of its position outside of the urban center, individuals making use of public transportation must often complete a transfer of lines downtown at the main public transit hub in order to reach campus. Additionally, while there are multiple bus lines that serve the neighborhood surrounding Gonzaga University, employees of the university are still anywhere from .25 miles to 1 mile away from their office upon exiting public transportation, depending on their location within Gonzaga University's campus. By providing bike locks, umbrellas, and monthly Vanshare memberships, we hope to encourage people to use public transportation and active transportation despite this distance, even though it may not be viewed as a "convenient" choice for the employee.

### 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

Educational workshops hosted by the Employee Transportation Coordinator (ETC) at Gonzaga University will be made available to the public. Typically, such workshops would be limited to attendance by university employees only. In order to provide a service to the community at large, they will be made available for attendance by any member of the Spokane community who would like to attend. Additionally, community members who attend the educational workshops will be eligible to receive the program incentives, which include bike locks, umbrellas, and subsidized Vanshare fees.

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

This project would help eliminate a barrier to using public transportation and active transportation- the inconvenience associated with having to wait 15-30 minutes for a bus transfer, and the .25-1 mile walk to Gonzaga University's worksite once an individual disembarks from public transportation.

### 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.

Educational content will be mailed out to every university employee through the university's on-campus mailing system. The content will include relevant CTR and first/last mile resource information based on the zipcode each employee identifies as living in. While people often think of university employees as being well-paid, tenured, faculty members, some employees of the university face financial hardship due to high housing costs in the City of Spokane that are not on par with minimum wage. A 2017 Report from NAI Black showed that average rent in Spokane increased by \$102 between 2016 and 2017, and low vacancy rates spurred on the fastest rental rate increase in ten years. By ensuring every employee understands what their transportation options are, some will be able to begin using public transportation and first/last mile resources which will in turn remove some financial stress from those employees who choose to and are able to use those resources.

### 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 Gonzaga University ETC will be responsible for establishing the baseline monthly average number of people logging their commutes to work through Commute Smart NW's Commute Calendar. As the project progresses, the ETC will track how the transit ridership, as well as walking, biking, and rideshare, number changes as the educational efforts, including workshops, informative mailings, and provision of incentives, take place over the course of the award year. An increase of 10% in employees logging commutes will be considered a success.

### 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

☐ 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: Yes, included in hourly wage compensation for employees but not for independent contractors.



## 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 first introduce service to the public in September. The new ETC will begin to serve in September and will be responsible for continuing the implementation of the project. They will assist with the facilitation of an educational cycling workshop for the month of September that will allow incentives to be distributed. They will also continue the previous ETC's work of identifying individuals who might be able to participate in Spokane Transit Authority's Vanshare program, as well as being responsible for organizing the creation of promotional material which will be sent to university employees to encourage the use of CTR and first/last mile resources.

b) In September, the ETC at Gonzaga University will establish a baseline monthly average of how many university employees are using Commute Smart NW's Commute Calendar to track their walking, biking, transit, and rideshare commutes. As implementation of the project proceeds, which includes targeted marketing materials, educational workshops, and provision of incentives, they will track how the number of employees using the Commute Calendar changes from September 2020 to December 2020. An increase in users by December 2020 will indicate initial success of the project. The ETC can use that data to create a report which can be shared with administration at the university, Spokane County's Commute Smart NW's office, and WSDOT.

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?*

LeAnn Yamamoto, TDM Manager for Spokane County, will be the Project Manager. She will oversee the ETC at Gonzaga University's work, providing feedback, assistance, and resources. LeAnn is familiar with grant management, and she has applied for and worked on grants in the past. Billy Norton, Marketing Specialist for the county and a League of American Cyclists-certified bike instructor, will provide help with safe cycling workshops. He will prepare content for the workshops and facilitate them, along with the ETC. Karen Troxell, the current ETC will begin work on the project prior to her departure from the university in July. Rachel Arone will become the new ETC for Gonzaga University in September, and she will become responsible for the continual development of the project. Both Karen and Rachel have entry-level knowledge of grant administration and will be assisted by Jim Simon, Director of Sustainability at the university, in their work. He has experience with grant management and will be available to answer questions and provide feedback to the ETC. Jim Simon will also continue working on the grant during August 2020, between Karen's departure and Rachel's arrival.

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.*

The project will begin in July with Gonzaga University's current ETC using Commute Smart NW's Commute Calendar to begin identifying individuals who might be interested in participating in Vanshare through Spokane Transit Authority. Additionally, the ETC will work with Spokane County's Commute Smart NW office to begin planning a city cycling workshop for September 2020, which will be open to the public. The university's new ETC will begin working in September and will become responsible for continuing the project. They will execute the workshop in September and work with Spokane County's Commute Smart NW staff and an external communications agency to craft an outreach campaign that will provide specific, zipcode-based, CTR and first/last mile resources information to employees of the university. Over the course of the award period, four educational mailings will take place. The ETC will also plan and execute a workshop for Gonzaga employees to educate them about available first/last mile resources and sign individuals up for participation in the Vanshare program. In December, the ETC will analyze data available through the Commute Calendar to determine the increase in transit ridership, biking, walking, and rideshare. In the spring, the ETC will be responsible for planning and executing a second city cycling workshop and a first/last mile resources workshop. The ETC will be responsible for authoring bi-monthly reports on the progress of the project which will be provided to university administration, Spokane County's Commute Smart NW team, and WSDOT, if desired. The project will be complete in June, after the final mailing is distributed to university employees.

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

Personnel Costs: Billy Norton, Workshop Facilitator: \$46 per hour, including fringe benefits. 6 hours per workshop x 2 workshops x \$46 = \$552 Total Personnel Costs

Booking Fees: Fees associated with renting space to host public workshops: 2 workshops x \$300 booking fee = \$600 Total Booking Costs

Travel: Travel to Gonzaga University during award period: IRS Mileage Rate (57.5) x 6 miles roundtrip x 4 times = \$15 Total Travel Cost

Incentive Purchasing:

-Umbrellas (50 x \$20) + Bike Locks (50 x \$30) = \$2500

**Readiness to Proceed (10 points)**

-Vanshare Fees (\$300 per month x 12 months) = \$3600  
 Total Incentive Costs: \$6100  
 Marketing:  
 -Content creation: \$150 per hour x 6 hours = \$900  
 -Printing services: .17 x 650 pieces x 4 mailings during award period = \$442  
 Total Marketing Costs: \$1350  
 Facilities and Administration Costs: 16.5% of MTDC = \$1422 Total F&A Costs  
 Total Project Budget: \$10,031

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.

Gonzaga University's Office of Sustainability is a sub-recipient of this award. Spokane County's Commute Smart NW staff will work closely with the ETC in the Office of Sustainability throughout the award period.

**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?

With less funding, we could work with the ETC at Gonzaga University to create marketing materials internally rather than contracting with an outside organization. Additionally, we could consider buying fewer incentives and subsidizing the monthly Vanshare fees for fewer employees. If we were to receive additional funding beyond what we are asking for, we could purchase more incentives with the intent of providing them to more employees and community members. We could also use additional funds to expand the Vanshare program beyond ten people. By providing more employees with subsidized first/last mile transportation through Vanshare, we would contribute to less traffic congestion and lessened air pollution here in Spokane County.

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	7/1/2020	ETC begins planning cycling workshop, identifying potential Vanshare users, establishes baseline monthly average of Commute Calendar users, and works with Spokane County's Commute Smart NW Office to order incentives and begin creating marketing content.
Cycling Workshop	9/22/2020	ETC and Billy Norton from Spokane County's Commute Smart NW Office will work together to facilitate this workshop for Gonzaga University employees and the public, including distributing incentives.
First/Last Mile Resource Workshop	10/14/2020	ETC will work with Spokane Transit Authority to plan and facilitate this workshop, which will teach people about available first/last mile resources, including having people sign up for Vanshare.
Preliminary Performance Report	12/1/2020	ETC will author a report for WSDOT that contains the progress of the project so far.
First/Last Mile Resource Workshop	2/9/2021	ETC will work with Spokane Transit Authority to plan and facilitate this workshop, which will teach people about available first/last mile resources, including having people sign up for Vanshare.
Cycling Workshop	4/27/2021	ETC and Billy Norton from Spokane County's Commute Smart NW Office will work together to facilitate this workshop for Gonzaga University employees and the public, including distributing incentives.
Project Completion	6/14/2021	The project will be completed after the fourth and final mailing is distributed to Gonzaga employees.





## Financial Information

16. Complete the following information for this project.

Project Element	Budget
Personnel	\$552.00
Booking Fees	\$600.00
Travel	\$15.00
Incentives	\$2,500.00
Vanshare Fees	\$3,600.00
Marketing	\$900.00
Printing Services	\$442.00
Facilities and Administration Fee	\$1422
TOTAL PROJECTED COST	\$10,031.00
Source of Local Match:	
LOCAL MATCH TOTAL	
LOCAL MATCH PERCENT	
GRANT REQUEST AMOUNT	\$10,031.00

## 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

Title

Date

*Chad D. B.*  
County Engineer

5/20/2020