



## FAX Microtransit Pilot Project

*Submitted By*

Select a Route

**City of Fresno Department of Transportation/FAX**



*To*

**Fresno Council of Governments**

**Measure C New Technology Reserve Grant Program  
Advanced Transit and Transportation Projects  
Fiscal Year 2018-19**

**July 23, 2018**

Numbers in the icons above represent Live operating buses within the surrounding area.

Click the dot to view specific bus information.

**NEW TECHNOLOGY RESERVE GRANT PROGRAM  
ADVANCED TRANSIT AND TRANSPORTATION PROJECTS**

**Fiscal Year 2018-1019 Grant Application**

Project/Program Name/Description:  
FAX Microtransit Pilot Project

Lead Agency (Applicant) Legal Name:  
City of Fresno Department of Transportation/FAX

Physical Address (No P.O. Box):  
2223 G Street

City: Fresno	County: Fresno	Zip: 93706
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Contact Person (Grant Manager):  
Darlene Christiansen

Phone: 559/621-1469	Email: darlene.christiansen@fresno.gov
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Name of Authorizing Representative certifying that the information contained in this application is true and accurate:

Printed Name: Jim Schaad Title: Director

Email Address: jim.schaad@fresno.gov

Signature: \_\_\_\_\_



**Fresno Council  
of Governments**

**2035 Tulare Street, Suite 201  
Fresno, CA 93721  
(559) 233-4148**

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## BACKGROUND

The Fresno Council of Governments (Fresno COG) is seeking proposals from eligible public agencies for advanced transit projects that have the potential for broad benefits to Fresno County residents and will assist the region in meeting its air quality goals. Fresno COG is proposing to fund projects of regional significance in the areas of research, development, demonstration, and deployment that will advance public transit and transportation.

Fresno COG is a consensus builder, developing acceptable programs and solutions to issues that do not respect political boundaries. Fresno COG is a voluntary association of local governments, one of California's 38 regional planning agencies, and one of 500+ nationwide. In 1967 elected officials of Fresno County and its incorporated cities informally created the agency, formalizing Fresno COG in 1969 through a Joint Powers Agreement. Fresno COG undertakes comprehensive regional planning with an emphasis on transportation, provides citizens an opportunity to be involved in the planning process, and supplies technical services to its members.

Fresno County voters approved [Measure C](#), a ½ cent transportation sales tax, in 1986 and again in 2006. Fresno COG prepared the Measure C Expenditure Plan, a guide to how \$1.2 billion in Measure C transportation dollars will be spent through the year 2027. It was prepared with our partners, the cities, the County, Caltrans and the [Fresno County Transportation Authority](#) (administrators of the tax) and other community stakeholder groups. In its first 20 years, Measure C delivered more than \$1 billion of improvements to state highways and county roadways, and has helped the building of additional lanes and freeway improvements throughout the County. As a result of the successful original measure, Fresno County voters chose to extend Measure C for an additional 20 years. The Measure C Extension (2007-2027) not only funds improvements of local roadways by repairing potholes and paving streets and sidewalks, but also funds ride-share incentive programs and environmental enhancement programs.

The Fresno County Transportation Authority (FCTA) is the entity created by legislation to administer the Measure C Program(s) and ensure the revenue is received and distributed appropriately. Fresno COG is responsible for the implementation of several Measure C programs including the Measure C New Technology Reserve Grant Program (New Technology Grant Program). For information on the Measure C sales tax visit [www.measurec.com](http://www.measurec.com).

This Request for Proposals (RFP) is being issued to eligible public agencies within Fresno County including the Fresno COG, Fresno County Rural Transit Agency, Fresno County, and the cities in Fresno County who propose projects meeting the eligibility requirements of the Measure C New Technology Reserve Grant Program and demonstrate the need for advanced transit and transportation. Entities deemed ineligible to apply for New Technology Grant funds may apply as a partnering agency but **must** partner with an **eligible** applicant that will be responsible for implementing the project. **Agencies wishing to partner with Fresno COG must submit an electronic copy of their proposal by June 21, 2018.** The implementing agency assumes responsibility and accountability for the use and expenditure of program funds. The eligible public agency will need to sign a Cooperative Agreement with the FCTA.

## FUNDING DISTRIBUTION/TIMELINE

The Measure C New Technology Program makes **\$6,400,000** available for the Fiscal Year 18/19 award cycle. An additional \$15,000,000 - \$18,000,000 can be made available over time through the next 8 years. Fresno COG will release an Application for New Technology Projects/Proposals on a biennial basis.

Fresno COG is committed to ensuring that grant funding from the RFP is equally distributed throughout the Fresno County Region to the extent feasible. From the most qualified proposals with the highest scores, Fresno COG will select projects for funding in a manner that is consistent with this commitment.

Fresno COG reserves the right to reject all proposals and make no awards under this announcement if the proposals submitted do not meet the goals of this RFP.

### TIMELINE:

ACTIVITY	DATE
Request for Proposals Released	April 16, 2018
Last day to submit requests for clarification	June 4, 2018
NEW: Deadline for Electronic Proposal Submittal for	
agencies wishing to partner with Fresno COG	June 21, 2018
Deadline for Proposal Submittal	July 23, 2018
Scoring (Tentative)	July 25 - August 10, 2018
Potential Interviews (Tentative)	Week of August 20 - 24, 2018
Policy Board Approval (Tentative)	September 27, 2018
FCTA Board Approval (Tentative)	October 10, 2018
Notice to Proceed - Subject to Contract Signing (Tentative)	January 2019

## GOALS AND OBJECTIVES

The goal of the New Technology Reserve Subprogram is the set-aside Measure “C” funding to finance new transit technologies that may be developed in the future. To further its Measure C New Technology Program goals, Fresno COG is focusing on technological advances in public systems, safety features, fuel efficiencies and alternatives, intelligent transportation system (ITS) applications, and information dissemination. These areas help to promote passenger safety and satisfaction, attract customers, improve capital and operating efficiencies, reduce environmental pollution, and ease dependence on fossil fuels.

Expenditures on funded projects must be directed into the Fresno County economy, and must have a strong potential to attract future financial investment in that economy. To the extent possible, the Measure C New Technology Program funds should be used to leverage additional funding from other sources to create more viable projects.

**Examples of eligible projects or project components include, but are not limited to:**

1. The evaluation of viability and local benefits of new transit technologies.
2. Planning, design and construction of new transit technologies, including construction of track and ancillary improvements
3. Purchase of vehicles only if they are an integral part of a new-technology system, not replacement vehicles in an already existing system; hiring of staff to seek additional funding for new transit technologies after project is awarded
4. Environmental Review
5. Right-of-way acquisition
6. Other necessary projects, programs, systems, or services that enable new technology transit and transportation systems to provide the desired objectives.

**The 2016 cycle awarded the following types of projects:**

1. Public transit buses retrofitted with Near-Zero Emission engines
2. Electric public transit buses
3. Electric school buses
4. Solar tree charging stations
5. Electric aircraft/commercial flight training service
6. University Transportation Institute

## APPLICANT ELIGIBILITY

### ***Public Agency***

This application is open to selected eligible public agencies within Fresno County. These agencies include:

- Fresno Council of Governments
- Fresno County
- Incorporated cities within Fresno County
- Fresno County Rural Transit Agency

Entities deemed ineligible to apply for New Technology Grant funds may apply as a partnering agency but **must** partner with an **eligible** public agency that will be responsible for implementing the project. Eligible public agencies wishing to partner will need a resolution from their governing body. This resolution must be submitted as an attachment to this application. In addition, public agencies must attach an authorizing resolution, designating a person authorized to sign on behalf of the agency, as an Appendix to the application. Furthermore, if a school district is one of the partnering agencies, a resolution from the school district's board must be submitted as an attachment to this application.

### ***Resolution attached as Appendix D.***

Eligible Public Agencies must provide a representative's contact information.

Legal Name of Applicant: City of Fresno Department of Transportation/FAX		
Address: 2223 G Street		
City, State, and Zip: Fresno, CA 93706	Phone: 559/621-1469	Email: darlene.christiansen@fresno.gov

### Eligible Public Agency's Representative

Name (print): Jim Schaad	Title (print): Director	
Signature: 		Date: 7/20/18
Email: <a href="mailto:jim.schaad@fresno.gov">jim.schaad@fresno.gov</a>		

## APPLICANT ELIGIBILITY

### ***Civil Rights***

Describe any lawsuits or complaints that have been received or acted on in the last year based on Title VI of the Civil Rights Act or other relevant civil rights requirements by the partnering agency and/or the eligible applicant. This list should include only those lawsuits or complaints that pertain to allegations of discrimination on the basis of race, color, and/or national origin that pertain to the department of the agency submitting this application, not necessarily the larger agency of which the applicant is a part.

There were no lawsuits or complaints received or acted on in the last year relating to Title VI or other relevant civil rights requirements.

Furthermore, provide a status of lawsuits or an explanation of how complaints were resolved including corrective actions taken.

n/a

If **NO** lawsuits or complaints were received or acted on – subrecipient must provide the following statement:

THERE WERE NO LAWSUITS OR COMPLAINTS RECEIVED OR ACTED ON IN THE LAST YEAR RELATING TO TITLE VI OR OTHER RELEVANT CIVIL RIGHTS REQUIREMENTS.

### ***Disadvantaged Business Enterprise***

#### **Disadvantaged Business Enterprise (DBE) Requirements**

All successful applicants must submit a completed *Disadvantaged Business Enterprise Race-Neutral Implementation Agreement* with their signed Standard Agreement contract.



## GRANT APPLICATION PROCEDURES

### Project Selection Process

All project applications will be evaluated in accordance with the scoring criteria on pages 8-23 to determine the extent to which the proposed project meets the overall program goals and objectives of the programs. **Fresno COG will use volunteers from various multidisciplinary groups to recommend projects for funding through a competitive process and recommend funding levels.**

Fifteen (15) bound hard-copies, one (1) reproducible copy and one electronic copy (on CD or flash drive) of the **application must be submitted to Fresno COG before noon on July 23, 2018.** All copies shall be securely bound, e.g. spiral or comb bound (no clips, clamps, ringed binders, or rubber bands) except for the one reproducible copy. **All printing (including appendixes, but excluding maps) shall be limited to no more than 50 pages. All printing must be double-sided. If an application is single sided or over 50 double-sided pages, it will be rejected.** The original application must be marked "ORIGINAL COPY". All documents contained in the original application package must have original signatures. The copies of the application may contain photocopies of the original package (so long as the maps, photographs and other detailed exhibits are in color and/or high resolution that clearly depicts all relevant information.)

Applications must be submitted to the following address:

**Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721**

To the attention of: Peggy Arnest

**Inquiries and Updates:** Requests for clarification regarding this application must be submitted in writing via email to Peggy Arnest at [parnest@fresnocog.org](mailto:parnest@fresnocog.org), and received by Fresno COG no later than 4:00 pm, Monday, June 4, 2018. Such information as is reasonably available and will facilitate preparation of responses hereto; requests for clarification and associated responses; and any Addenda to this RFP will be posted at: <http://www.fresnocog.org/Doing-Business-With-Fresno-COG> and will not otherwise be distributed.

The information in this application is public record. Therefore, applicants should not include information regarded as confidential.

## GRANT APPLICATION PROCEDURES

### ***Transmittal Letter***

#### **A. Applicant Information:**

Legal Name: City of Fresno Department of Transportation/FAX

Address: 2223 G Street

City/State/Zip: Fresno, CA 93706

Contact Person: Darlene Christiansen

E-mail: darlene.christiansen@fresno.gov

Phone: 559/621-1469

Fax: 559/488-1065

#### **B. Project Type (check one):**

☐ Capital Only

☐ Capital and Operating

☒ Operating Only

☐ Planning Project

☐ Other, please specify \_\_\_\_\_

#### **C. Project Information:**

Project Title: FAX Microtransit Pilot Project

Project Description: *(Location/Boundaries, Nature of Project, Scope)*

The FAX Microtransit project is a form of mobility on demand (MOD). It is a technology-enabled transit service that offers flexible routing and scheduling of minibus vehicles. The goal is to provide public transit mobility to underserved areas and to extend the reach of the FAX bus while also reducing operating and capital costs and vehicle miles traveled (VMTs). The areas for the demonstration are in NE and NW Fresno.

#### **D. Funding Request:**

**FFY 2018/2019**

New Technology Funds Request:

\$500,948

Total Matching Funds:

*(DOT federal, state, local, private, etc.)*

\$

Total Cost of Project:

\$500,948

#### **E. Authorized Signature:**

Name (print):

Jim Schaad

Title (print)

Director

Signature:

Date

7/20/18

## PROJECT/PROGRAM ELIGIBILITY - Subjective Evaluation (0 – 15 points)

### APPLICATION INSTRUCTIONS:

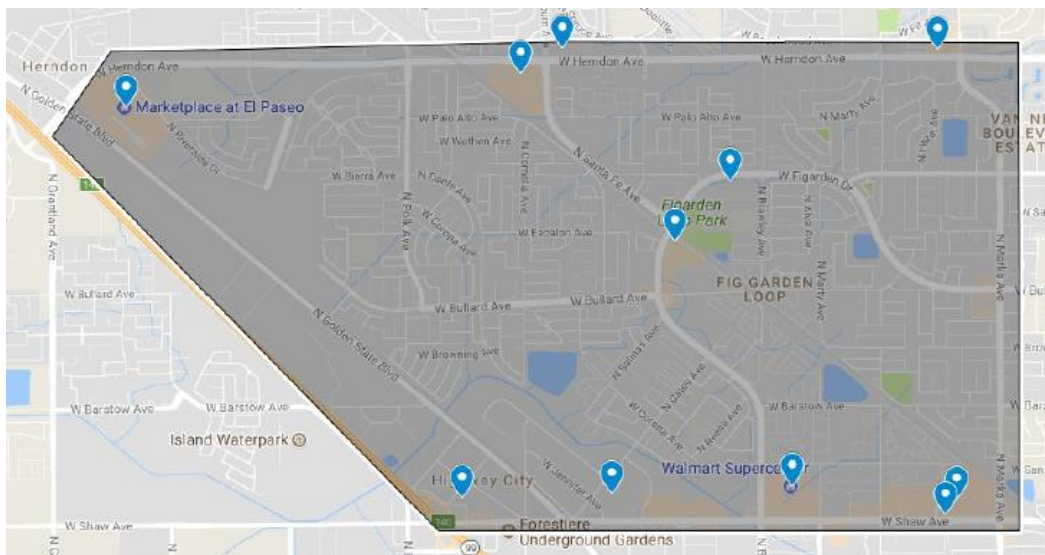
NARRATIVE RESPONSES SHOULD BE CLEAR, COMPLETE, AND CONCISE. INSERT ADDITIONAL SPACE WHERE NEEDED TO COMPLETE QUESTIONS (e.g., application for page 8, continuing pages should be numbered 8a, 8b, 8c...etc.). ALL ADDITIONAL DOCUMENTATION SHOULD BE INCLUDED IN A DISTINCTLY LABELED SECOND PART OF YOUR APPLICATION LABELED AS THE "APPENDIX." THE NARRATIVE SHOULD INDICATE SPECIFIC DOCUMENTATION AND INCLUDE A REFERENCE TO WHERE IT CAN BE FOUND IN YOUR APPENDIX. USE MULTIPLE TABS IN THE APPENDICES, IF NEEDED, TO IDENTIFY CORRESPONDING DOCUMENTATION.

1. Provide a brief executive summary of your project/program – **no more than 100 words**. Include a description, objective, information on the organization and the partnering agency (if any). Provide a summary of the funding request, total project/program cost, and important timelines. There is a question asking for a detailed description of the project/program in the Readiness section on page 11.

Microtransit is a technology-enabled transit service that utilizes smaller vehicles in order to offer a solution to first mile/last mile travel issues. FAX currently operates fixed route and paratransit service within the Fresno city limits, with service reaching into Clovis and Madera. In 2017 FAX provided more than 9.6 million passenger trips. This proposal requests \$500,948 to implement a microtransit demonstration project in two areas in Fresno. The goal is to initiate the project within six months of grant funding award. This would be a one-year demonstration.

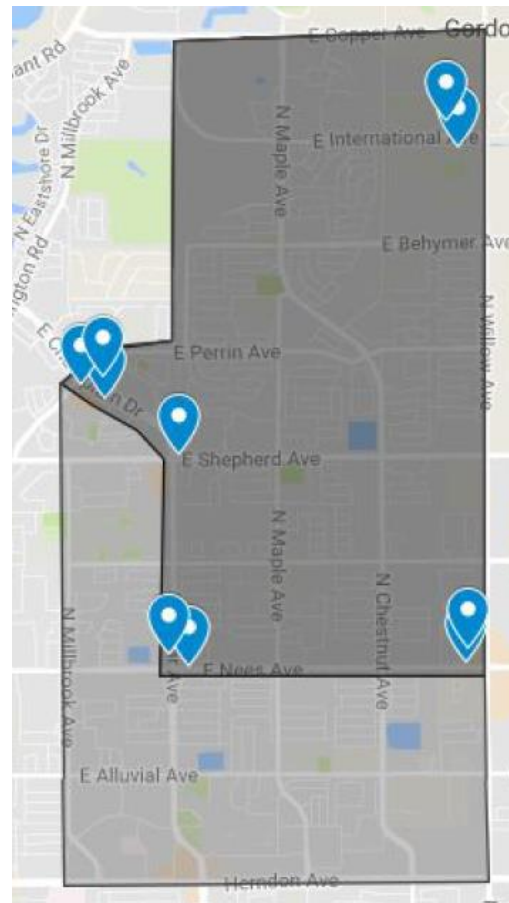
2. **Briefly** describe the geographic area that will be served by the project/program. Attach an 8½ x 11 map of the service area.

**Area 1:** This area contains limited fixed-route public transit service, with service only on the borders of the proposed area. Route 45 serves Herndon Ave. up to Milburn Ave. Route 22 touches the eastern border at Marks Ave. and Bullard Ave. Route 9 serves the southern border at Shaw Ave. This area contains a significant job center – the Marketplace at El Paseo – as well as a growing entertainment center with restaurants, shopping, and a Regal Cinema coming soon.



**Area 2:** This area contains limited fixed route service, with service only on the western border of the proposed area. Route 38 serves Cedar Ave. up to Nees Ave. and route 58 connects at Cedar between Teague Ave. and Perrin Ave. (at Champlain Ave.). Depending on the service demand, this area could be expanded south to Herndon Ave. Clovis Community College is located within Area 2.

Please also see the full FAX System Map attached as Appendix C.



## PROJECT/PROGRAM ELIGIBILITY - Subjective Evaluation (continued)

3. Briefly list and describe all agencies with which your eligible public agency will partner with on this project/program. (If your public agency is not partnering, then please skip to the next page.)

*N/A – FAX is not partnering on this project.*

This information should include, but not be limited to the following:

- General business history
- General experience with the development and implementation of transportation projects/programs
- Specific experience with projects similar to the proposed project/program
- Ability to deliver projects/programs in a timely manner. Provide examples.

4. Briefly describe the following aspects of your project/program, if applicable:

- Consistency with the most current adopted Regional Transportation Plan & Sustainable Community Strategy (RTP/SCS). Cite applicable verbiage from the 2014 RTP/SCS and the Chapter and Page numbers where found.

In section 5.4, Urban Mass Transportation, the RTP identifies unfunded needs. This includes service to unserved areas (pg. 5-41). In addition, creating new opportunities for public transit will assist in achieving the SB 375 mandate of reducing greenhouse gas emissions (pg. 4-5).

- Describe how this project/program will be integrated into the member agency's circulation element of its general plan or their Complete Streets Policy.

The City's General Plan identifies the lack of transit accessibility on past growth areas including the northeast and northwest areas of Fresno. This project would predominantly address lower density developed areas on the City's outer edges which do not currently have public transit services.

## PROJECT/PROGRAM ELIGIBILITY - Readiness (0 – 10 points)

1. Provide a detailed description of the project/program.

The FAX Microtransit project is a form of mobility on demand (MOD). It is a technology-enabled transit service that offers flexible routing and or scheduling of minibus vehicles. This is a new and emerging way to provide transit service utilizing a flexible, cloud-based microtransit software system. Passengers will be provided with a mobile application that can be utilized can book a trip, see the cost of the trip, and know in real time when their vehicle will be available. The cloud-based automated dispatcher dynamically matches available resources with rider needs for more efficient and flexible transit service with less operational burden.

As part of this project, FAX has already invested \$25,000 to complete a microtransit simulation. The simulation tracks key variables, such as the number of vehicles in use and available, the number of rides requested and ongoing, and trip origins and destinations. This data is used to identify opportunities for service improvements, including ways to increase ridership, while decreasing operating costs.

FAX has identified two areas within the City of Fresno to conduct a demonstration project. Area 1 is in NW Fresno with boundaries of Marks Ave, Shaw Ave., Highway 99 and Herndon Ave. This is an area with limited fixed-route service and connects to a new regional shopping center (El Paseo) that provides jobs and services. Area 2 is located in NE Fresno with boundaries of Copper Ave., Willow Ave., Nees Ave. and Cedar Ave. Clovis Community College is located in this second service area.

2. Describe the project/program work plan. This section of the application documents the current delivery phase of a project/program and the applicant's proposed schedule for implementation. For each of the project milestones or significant stage in development, applicants must list the dates that previous milestones were completed or the dates applicants anticipate completing current and/or future milestones.

Grant Award/Contract Executed	January 2019
Release RFP for Service Contract	April 2019
Award Contract for Service	June 2019
Implement Service	August 2019
Pilot Project Termination	August 2020

3. Applicants must demonstrate the ability (staff and resources) of the agency to complete the project/program on time and within budget. Attach a project/program schedule in the appendix.

FAX has been providing public transit service in the City of Fresno for over 50 years. As with its paratransit service, FAX will utilize a third-party contract to provide the service utilizing City owned resources and technology. This has been successfully demonstrated with the FAX Handy Ride system. See Appendix A for the project schedule.

## **PROJECT/PROGRAM ELIGIBILITY - Environment (0 – 5 points)**

1. Describe if and how the project/program will reduce greenhouse gas emissions.

One of the detriments to public transit can sometimes be what is called the first mile/last mile issue. Microtransit is new, technology-based method of addressing that issue. By increasing the number of people with access to public transit, FAX can reduce the number of single occupant vehicles (SOV). This will reduce the number of vehicle miles traveled and directly affect greenhouse gas emissions.

2. Describe if and how the project/program will improve the environment in other ways.

Reduction in SOV's will also reduce criteria pollutants (PM10 and NOx). The San Joaquin Valley is a non-attainment area per the federal government and does not currently meet the National Ambient Air Quality Standards (NAAQS) for both ozone and particulate matter of ten (10) microns or less in diameter (PM10), and is therefore required to implement strategies to reduce the emissions that lead to these problems. These include reactive organic gases (ROG) and nitrogen oxides (NOx), which are precursors to ozone. NOx is also important in the formation of secondary PM10 production. This project, by increasing transit use and getting Fresno County residents out of their cars, will provide benefits in these areas.

## PROJECT/PROGRAM ELIGIBILITY - Public Benefit (0 – 15 points)

1. Describe how the project/program will impact and provide a direct public benefit to Fresno County residents that are both transit and non-transit users.

The microtransit service will provide residents with access to jobs, services, and education. This project will connect FAX's fixed route transit system to areas currently unserved, and greatly increase access to residents that are currently transit riders, as well as provide access to those who are not. Furthermore, operation in the identified service areas will bring residents from all areas of the city to Clovis Community College, which is a popular and growing educational center.

2. Explain the public need for the project/program.

*If applicable, attach a feasibility study for the project/program as an appendix. If one is not available, provide justification to how the public need was determined.*

FAX recently held a number of public workshops related to the FAX System Restructure. Although the Restructure project is unrelated to the Microtransit Project, a significant number of comments were received regarding transit access in NE Fresno, including the Clovis Community College. In addition, these areas have been identified in the Fresno Clovis Metropolitan Area Short Range Transit Plan (S RTP) as unfunded transit needs.

3. Describe how the project/program will improve the economic vitality of Fresno County.

By linking the existing public transit system to a first/last mile solution, FAX will open up new job prospects and educational opportunities. By connecting these options, many of the disadvantaged communities within the City will then have better access to these opportunities. Microtransit may also prove to be a more effective way to provide higher levels of transit service at a lower cost.



## PROJECT/PROGRAM ELIGIBILITY - Public Benefit (continued)

### 4. Describe the safety/security features of the project/program.

As a sub-service of FAX, the microtransit service would benefit from the presence of the Fresno police officers funded by FAX. There are 18 police officers currently assigned to FAX, who assist in providing a safe and secure transit experience for our employees and customers. In addition, FAX maintains a unit of field supervisors during all hours of operation. These supervisors provide operational support throughout the city, and would be available for the microtransit service as well.

In addition, the transit industry takes safety very seriously. With vehicles carrying multiple passengers, safety failures can be catastrophic. Bus manufacturers rigorously test their vehicles (per federal regulations), provide input on how to safely maintain and operate them, and provide maintenance training. Stringent licensing and drug/alcohol screening requirements are also adhered to, again per federal regulations.

### 5. How will the project/program improve accessibility for disabled Fresno County residents?

One of the likely Microtransit Project vehicle types would be a sedan, providing transportation for ambulatory passengers and the other would be paratransit style mini-bus. The mini-bus is equipped with a lift and can accommodate 2-3 wheelchairs. For Handy Ride passengers traveling to/from the microtransit service areas, this could improve their access by not requiring an appointment as is the case with Handy Ride.

### 6. Describe how the project/program will improve connectivity and enhance current transportation operations.

The microtransit service areas have been designed to connect to high-frequency transit service areas.

- Area 1 in the northwest will connect to Route 9 at Shaw and Brawley, and also connect to the Q (Bus Rapid Transit) at Blackstone.
- Area 2 in the northeast will connect to Route 38 at Cedar Ave, and also connect to the Q (Bus Rapid Transit) at Kings Canyon.

Both of these routes operate at 15-minute intervals during the same timeframe that the microtransit service will be provided, and have the added benefit of connecting to California State University, Fresno.

The microtransit solution is a more cost-effective way of providing transit service to lower density areas, a population that transit has not served in the past. This enhances current transportation operations by providing service to areas where fixed route service is not cost-effective.

## **PROJECT/PROGRAM ELIGIBILITY - Innovation (0 – 25 points)**

1. Identify and clearly describe the advanced technology(ies) utilized in the project/program and how the project/program utilizes advanced technology(ies) beyond the level of existing technology(ies) currently used in transit and transportation systems in widespread applications.

The microtransit solution couples traditional fixed-route services with mobility on demand options. To achieve this, FAX will utilize a cloud-based automated dispatcher that dynamically dispatches agency resources to match rider demands for a more flexible transit service. The microtransit solution is new to public transit with only a handful of demonstration projects taking place in the U.S. The technology for dynamically dispatching trips is new to public transit. Previously these trips would need to be booked 24 hours in advance in order to build trips and rider manifests. With the automated system, we create a highly flexible, on-demand mode of transportation that provides our riders with real time, up-to-the-minute information on their trip. This includes the ability to identify the service area, book the ride, track the vehicle and know when it will arrive. All of this is accomplished with a public facing mobile application.

2. Describe if and how this project incorporates energy storage.

This project will not incorporate energy storage.

## PROJECT/PROGRAM ELIGIBILITY - Innovation (continued)

3. If applicable, describe how a research project(s)/program(s) will further the goal of developing and deploying new and innovative ideas, practices, and approaches.

Public transit ridership has been declining nationwide and Fresno is no exception. As a demonstration project, the new technology platform will enable customers to seek mobility options, schedule transportation, and pay for services. Microtransit service and the technology that drives it, is a new and innovative way of providing public transit. If successful, the program can be duplicated in other areas within the city as well as through other transit operators in Fresno County.

4. Explain how the project/program will provide more efficient and effective delivery of public transportation services through the use of the new technology or technological capacity improvements.

Mass transportation is a very cost-effective way of transporting people. It does not, however, operate well in lower density areas as identified in this project. By implementing a technology-based solution utilizing smaller vehicles, FAX can provide a more efficient service for public transit riders in this limited operation. The technology will determine the best use of resources by combining multiple trip requests into a single public transit ride. Microtransit is a shared-ride option.

## **PROJECT/PROGRAM ELIGIBILITY - Replication & Regional Applicability (0 – 10 points)**

1. Explain how the project/program has the potential for replication and/or growth in other areas of the Fresno County region.

The pilot demonstration project will provide FAX and other transit agencies with first-hand knowledge of microtransit. FAX has an excellent working relationship with Clovis Transit and Fresno County Rural Transit. We will share the progress of the pilot project with our transit partners. Based on the success and/or failure of the project, the agencies can adjust the service as needed. This would include the number and types of vehicles, service area boundaries, and fixed-route connections, which could potentially cross-connect systems. See support letters from the City of Clovis and FCRTA attached as Appendix E.

## PROJECT/PROGRAM ELIGIBILITY - Environmental Justice Benefits (0 – 10 points)

1. Describe if and how the project/program will provide **health benefits** to disadvantaged communities.

Since microtransit and its integration with FAX's existing public transit system reduces Fresno residents' reliance on personal cars, social gains can be realized in terms of public health, productivity, and road safety. By increasing access to public transit, FAX will reduce the number of single occupancy vehicle trips, thus reducing vehicle miles traveled and the greenhouse gas emissions associated with it. Additionally, a recent review of studies linking public transit use with activity levels concluded that a "range of 8–33 minutes of additional physical activity" per day could be linked to public transit use. [Rissel, Curac, Greenaway, Bauman, 'Physical Activity Associated with Public Transport Use—A Review and Modelling of Potential Benefits' *Environmental Research and Public Health*, retrieved 7/18/18 from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3407915/>] This is significant, as also noted in the article, because, "Good access to public transport is significantly associated with walking sufficiently per week to meet physical activity recommendations."

2. Describe if and how the project/program will provide **economic and/or improved public services** to disadvantaged communities.

As of May 2018, residents of Fresno County continue to suffer with an unemployment rate of 6.9 percent, compared to 4.2 percent for the state overall (Source: U.S. Bureau of Labor Statistics, May 2018). The new Microtransit service will provide job access to a large number of jobs at a regional shopping center (the Market Place at El Paseo). The Market Place also provides shopping, restaurants, and will offer entertainment options in the near future. In addition, the service will provide a connection to Clovis Community College. Relatively low tuition costs often make Community colleges the first step to advanced education for disadvantaged individuals. Currently, the closest high-frequency transit route is more than 4 miles away.

There are a significant number of disadvantaged communities in the southern half of Area 1. Residents in this area will have a direct benefit of the FAX Microtransit project.

*For more information on environmental justice areas in Fresno County, see the Fresno COG environmental justice plan found at <http://www.fresnocog.org/environmental-justice>.*

## PROJECT/PROGRAM MATCH FUNDING COMMITMENTS (0 – 10 points)

1. Discuss the project/program funding strategy, clearly indicating total cost, authorization amounts and dates for all funding sources committed or anticipated to fully fund the project. Include a contingency plan if anticipated funding does not materialize.

See Appendix B for additional detail regarding the project budget. FAX is requesting funding to provide microtransit service for two distinct areas in the city. Should FAX not be allocated all of the needed funding, the project could be scaled back to a single area. There may also be an opportunity to reduce the number of service hours to peak/off-peak. This is not desired and may affect the overall productivity of the service. As noted below, capital costs are not included in this funding request. FAX's intent is to either provide the required vehicles from its current fleet or have the service contractor provide them through their vehicle inventory, partially dependent on the bid results. Either way, all requisite federal and state regulations would be followed.

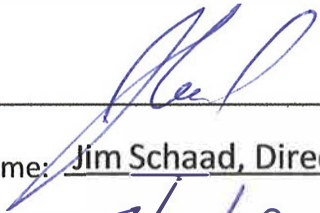
**Attach an electronic copy of a current audited financial statement of all agencies with which your eligible public agency will partner as an appendix to the electronic copy of your agency's application. Do NOT submit a hard copy of the audited financial statement. Additionally, do NOT submit a copy of a Fresno COG member agency's audited financial statement.**

NOT APPLICABLE

PROPOSED FUNDING									
Fund No. 1:	Measure C New Technology								Program Code
Proposed Funding									
Component	Prior	18/19	19/20	20/21	21/22	22/23	23/24+	Total	Funding Agency
E&P (PA&E)									FCOG/FCTA  All costs for this project are represented on the Operational Project budget page, other than leverage noted below.
PS&E									
R/W SUP									
CON SUP									
R/W									
CON									
TOTAL									

Fund No. 2:	FAX Local Match								Program Code
Proposed Funding									
Component	Prior	18/19	19/20	20/21	21/22	22/23	23/24	Total	Funding Agency
E&P (PA&E)									FAX utilized local funding to begin the analysis of the program in preparation for implementation should funding be awarded.
PS&E									
R/W SUP									
CON SUP									
R/W									
CON	\$25,000							\$25,000	
TOTAL	\$25,000							\$25,000	

I certify that the information contained in the Proposed Funding table above is accurate to the best of my knowledge and that I am authorized to submit the project/program proposal for scoring and possible programming. The agency is required to identify matching funds, if any, and deliver the project as proposed within the scope and schedule specified in the application should the project be awarded funding.

Signed:  \_\_\_\_\_  
Printed Name: Jim Schaad, Director  
Date: 7/20/12

## PROPOSED BUDGET FOR OPERATIONAL PROJECTS/PROGRAMS

### PROJECT ANNUAL BUDGET:

<b>Estimated Income:</b>	
a. Passenger Revenue	\$ 52,710.00
b. Other Revenues	\$
c. Total grants*, donations, subsidy from other agency funds	\$
<b>TOTAL INCOME</b>	\$ 52,710.00
*Not including this grant request.	
<b>Estimated Expenses:</b>	
a. Wages, Salaries and Benefits (non-maintenance personnel)	\$
b. Maintenance & Repair (include maintenance salaries)	\$
c. Fuels	\$
d. Casualty & Liability Insurance	\$
e. Administrative & General Expense	\$
f. Other Expenses (e.g., materials & supplies, taxes)	\$ 12,000.00
g. Contract Services (specify) <u>Operating Service Contract</u>	\$ 488,948.00
<b>TOTAL EXPENSES</b>	\$ 500,948.00



## PERFORMANCE MEASURES

1. List performance measures your agency will use to track the effectiveness of this project.

- Passenger Trips
- Vehicle Revenue Hours
- Fare Revenue
- Passengers Per Hour
- Cost Per Hour
- Average Wait Time
- Average Ride Time

2. Describe how your agency will monitor, evaluate, and report on the service your agency proposes to provide.

The new technology for this service is computer/mobile application based. This technology will provide true rider origin and destination as well as key metrics included in the list of performance measures above. The uniqueness of this technology is the ability to collect this data at such a specific level.

The service will be contracted similar to the way FAX currently operates Handy Ride (paratransit service). The contract will identify the performance measures listed above, and will require the operator to track the individual trips and provide metrics to FAX on a regular basis. This will allow verification that the new technology is operating within anticipated parameters and provide a basis for analysis to determine if the program should be continued or modified.

## LIST OF APPENDICES

Appendix A – Project Schedule

Appendix B – Operational Cost/Revenue Estimates

Appendix C – FAX System Map

Appendix D – Council Resolution – Unofficial

*(Official resolution forthcoming upon approval, anticipated for City Council meeting on 7/26/18.)*

Appendix E – Letters of Support

## FRESNO AREA EXPRESS MICROTRANSIT PILOT PROJECT IMPLEMENTATION SCHEDULE

Task	Organization(s) Responsible	Task Completion Deadline
<b>Task 1: Award, Contracts, Project Management</b>		
1.1 Measure C New Tech Grant Award	FCOG	January 2019
1.2 Develop & Sign Contracts	FCOG, FAX	February 2019
1.3 Develop RFP for Contracted Service	FAX	March 2019
1.4 Release RFP	FAX	April 2019
1.5 Contract Award/Council Approval	FAX	June 2019
<b>Task 2.0 - Implementation</b>		
2.1 Build Microtransit Service Area (geo fence).	FAX, Vendor	June 2019
2.2 Training (driver, dispatch, administration, rider)	Vendor	July 2019
2.3 Testing	FAX, Vendor	July 2019
2.4 Deployment	FAX, Vendor	August 2019
<b>Task 3.0 - Project Evaluation</b>		
3.1 Collect Metrics Data and Evaluate Against Baseline Data	FAX	Monthly
3.2 Prepare Project Evaluation	FAX	September 2020
3.3 Submit Project Evaluation FCOG	FAX	October 2020

**FRESNO AREA EXPRESS  
MICROTRANSIT PILOT PROJECT  
OPERATING ESTIMATES**

**Cost Forecast**

Route	Desc	No. of Vehicles	Hours Per Day	Miles Per Day	Hours Per Year	Miles Per Year	Annual Hourly Cost	Annual Mileage Cost	Annual Total Cost
Area 1 (Weekdays)	NW Fresno	2	10	100	5,020	50,200	\$191,764	\$52,710	\$244,474
Area 2 (Weekdays)	NE Fresno	2	10	100	5,020	50,200	\$191,764	\$52,710	\$244,474
Software License		4							\$12,000
							\$383,528	\$105,420	<b>\$500,948</b>

Weekdays 251  
 Cost per Hour \$38.20 *(based on similar contract)*  
 Cost per Mile \$1.05  
 Software License \$500 *(per area per month)*

**Ridership/Revenue Forecast**

Service Area	Desc	No. of Vehicles	Hours Per Day	Passengers Per Hour	Total Passengers Per Day	Total Passengers Per Year	Fare Revenue
Area 1 (Weekdays)	NW Fresno	2	10	4.6	92	23,092	\$34,638
Area 2 (Weekdays)	NE Fresno	2	10	3	60	15,060	\$22,590
						38,152	<b>\$57,228</b>

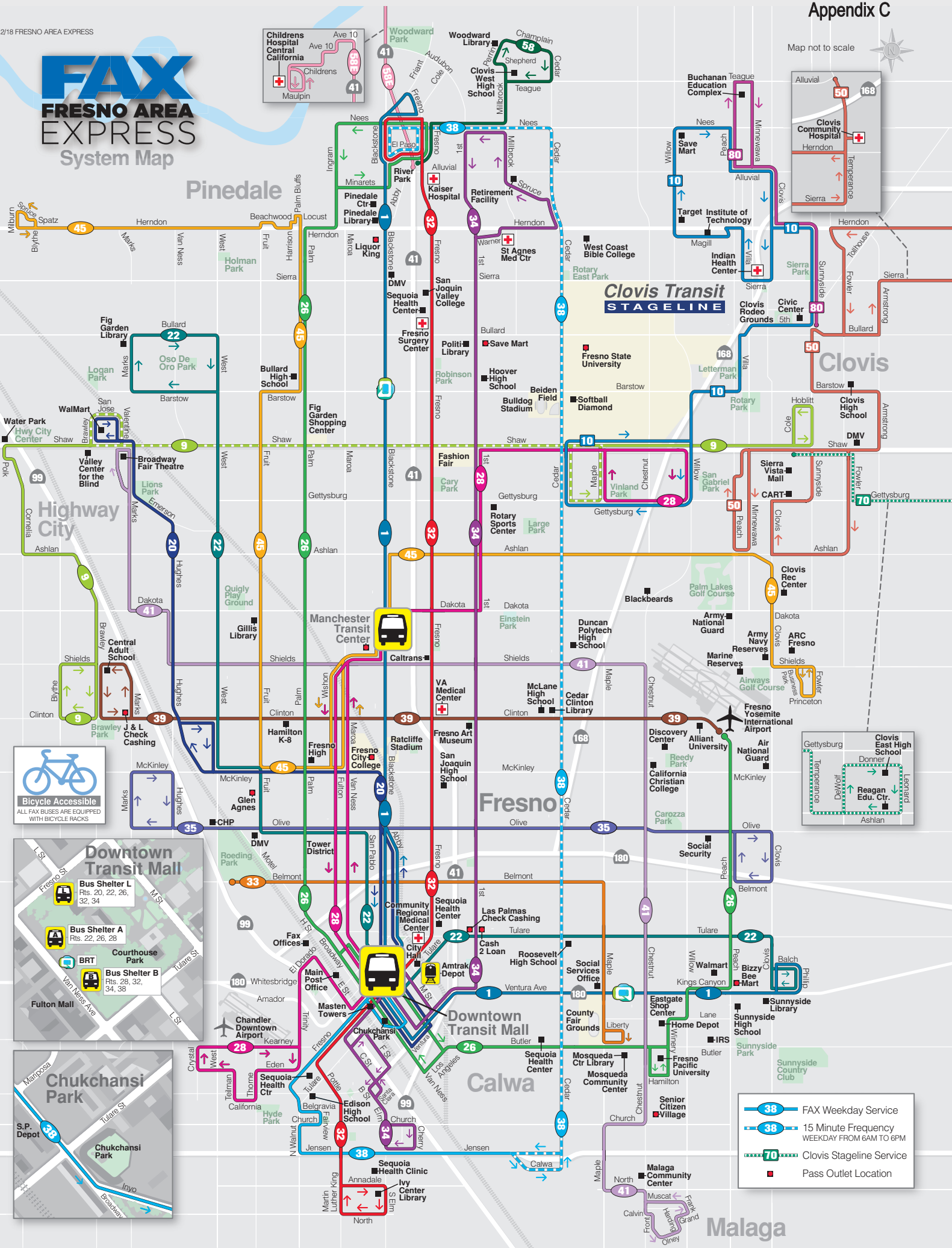
Weekdays 251  
 Passenger Fare \$1.50  
 Estimated Fare Recovery 11.42%

# FAX

## FRESNO AREA EXPRESS

### System Map

Map not to scale



## RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO, CALIFORNIA, AUTHORIZING THE SUBMISSION OF APPLICATIONS FOR THE FRESNO COUNCIL OF GOVERNMENTS (COG) 2018/19 MEASURE C NEW TECHNOLOGY RESERVE GRANT PROGRAM FOR ADVANCED TRANSIT PROJECTS AND AUTHORIZING THE EXECUTION OF ALL APPLICATION RELATED DOCUMENTS BY THE DIRECTOR OF TRANSPORTATION AND THE DIRECTOR OF PUBLIC WORKS OR DESIGNEES

WHEREAS, the City of Fresno is an eligible applicant of Measure C New Technology Reserve Grant funds; and

WHEREAS, the Fresno Council of Governments has issued a call for eligible applicants to submit proposal for projects to be funded in fiscal year 2018/19, for an estimated available funding of \$6,400,000.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno as follows:

1. The foregoing recitals are true and correct and incorporated herein.
2. Council authorizes submission of grant applications for FY2018/19

Measure C New Technology funds for three applications:

- a. Department of Transportation – Microtransit Pilot Project
- b. Public Works Department – Dynamic Downtown: Adaptive Signal Control Technology in Downtown Fresno
- c. City of Fresno in Partnership with Fresno City College West Satellite Campus – Advanced Propulsions Systems Training Center

Date Adopted:

Date Approved:

Effective Date:

City Attorney Approval:

Resolution No.

3. Council authorizes the Director of Transportation, the Director of Public Works or designee to execute all application related documents.

\* \* \* \* \*

STATE OF CALIFORNIA )  
COUNTY OF FRESNO ) ss.  
CITY OF FRESNO )

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2018.

AYES :  
NOES :  
ABSENT :  
ABSTAIN :

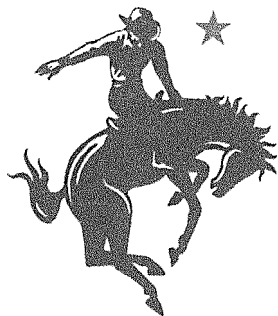
YVONNE SPENCE, MMC  
City Clerk

By: \_\_\_\_\_  
Deputy

APPROVED AS TO FORM:  
DOUGLAS T. SLOAN  
City Attorney

By: \_\_\_\_\_  
Amanda Freeman Date  
Senior Deputy City Attorney





# CITY *of* CLOVIS

1033 FIFTH STREET • CLOVIS, CA 93612

July 18, 2018

Peggy Arnest  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

RE: Letter of Support for the City of Fresno/FAX 2018 Measure C New Technology Reserve Grant Program Proposal

Dear Ms. Arnest:

Please accept this letter of support for the City of Fresno/FAX's request for funding under the Measure C New Technology Reserve Grant Program. FAX's Microtransit Pilot Program proposal will provide a brand new technology-enabled mobility-on-demand public transit service within the Fresno city boundaries.

FAX has implemented several expanded services recently that are positively impacting the community, like the new Q BRT. Service improvements are attracting new riders, increasing public transit use and reducing single occupancy vehicle use, which provides benefits like reducing congestion and improving air quality. Additionally, the necessity to meet "first mile/last mile" demands becomes more significant. We believe that the Microtransit Pilot Program proposed will begin to address this need and provide additional transit-related benefits to the community.

Thank you for reviewing the City of Fresno/FAX's Measure C New Technology proposal. Should you have any questions regarding Clovis Transit's support for the proposal, please contact Bethany Berube at (559) 324-2771.

Sincerely,

A handwritten signature in black ink, appearing to read "Bethany R. Berube".

Bethany R. Berube  
Supervisor  
Transit Division  
City of Clovis  
155 N. Sunnyside  
Clovis, CA 93611  
Phone: (559) 324-2771  
Fax: (559) 324-2853



2035 Tulare Street, Suite 201  
Fresno, CA 93721  
Phone: (559) 233-6789  
Fax: (559) 233-9645  
[www.ruraltransit.org](http://www.ruraltransit.org)

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July 18, 2018

Peggy Arnest  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

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Thank you for reviewing the City of Fresno/FAX's Measure C New Technology proposal. Should you have any questions regarding Fresno County Rural Transit Agency's support for the proposal, please contact Moses Stites at (559) 233-6789 x244.

Sincerely,

  
Moses Stites

General Manager