

FORM A: RECIPIENT INFORMATION

1. Legal Name of Agency: Coastal Bend Council of Governments	
2. Mailing Address Information (include mailing address, street, city, county, state and zip code): 2910 Leopard P.O. Box 9909 Corpus Christi, TX 78408	
3. Payee Identification (PIN) Number (14 digits)	
4. Type of Agency <input type="checkbox"/> Rural Transit District <input type="checkbox"/> Urban Transit District <input type="checkbox"/> Metropolitan Transit Authority <input type="checkbox"/> Government Entity <input checked="" type="checkbox"/> Other <u>Council of Governments</u>	5. Primary Contact for this Proposal Name: Richard Bullock Phone: Director of Planning & Development Fax: 361-883-5743 Email: richard@cbcog98.org Website: www.cbcog98.org
6. Financial Officer Name: Veronica Toomey Phone: 361-883-5743 Fax: 361-883-5749 E-mail: veronica@cbcog98.org Website: www.cbcog98.org	7. Authorized Representative Name: John P. Buckner Title: Executive Director Phone: 361-883-5743 Fax: 361-883-5749 Email: john@cbcog98.org
8. Counties Served by Project: Aransas, Bee, Brooks, Duval, Jim Wells, Kenedy, Kleberg, Live Oak, McMullen, Nueces, Refugio And San Patricio Counties	
9. Services to be Procured Competitively. List all services which you plan to procure competitively. Professional services to help in public outreach and technical support.	
10. Subcontractors (if known at the time of submitting this Continuation Plan). If subcontractors will provide planning services, provide the information below. If there will be more than one subcontractor, provide this information for each (attach additional sheets as needed). Legal Name of Subcontractor: Name of Parent Agency (if different): Physical Address: Mailing Address (if different): Contact person: Title: Phone: Fax: Email: Website: Payee Identification (PIN) Number (14 digits): What type of service will this partner or subcontractor provide?	

FORM B: TABLE OF CONTENTS AND CHECKLIST

Content	Included
Cover Letter	X
Form A: Recipient Information	X
Form B: Table of Contents and Checklist	X
Form C: Contact Information	X
Form D: Staff List	X
Form E: Regional Coordination Steering Committee	X
Form F: Application Narrative	X
Form G: Budget Narrative	X
Form H: Budget Worksheet	X
Form I: Workplan	X
APPENDIX (include a copy of your regional coordination plan. Note on the cover of the plan the date of the most recent modification, if any)	X

FORM C: CONTACT INFORMATION

Primary Contact for Regional Coordination Planning

Name: Richard Bullock
Title: Director of Planning and Development
Agency/Organization: Coastal Bend Council of Governments
Mailing Address: P.O. Box 9909, Corpus Christi, TX 78469
Phone: 361-883-5743
Fax: 361-883-5749
Email: Richard@cbcog98.org

Secondary (Backup) Contact for Regional Coordination Planning

Name: Brigida C. Gonzalez
Title: Regional Transportation Coordinator
Agency/Organization: Metropolitan Planning Organization
Mailing Address: 5151 Flynn Parkway, Suite 404, Corpus Christi, TX 78411
Phone: 361-853-9200
Fax: 361-853-9202
Email: brigidagonzalez@swbell.net

Billing Contact for Regional Coordination Planning

Name: Karen Royal
Title: Accountant
Agency/Organization: Coastal Bend Council of Governments
Mailing Address: P.O. Box 9909, Corpus Christi, TX 78469
Phone: 361-883-5743
Fax: 361-883-5749
Email: Karen@fin.cbcog98.org

FORM D: STAFF LIST

List the job titles of all staff who will work on regional coordination planning activities to be funded under this application and briefly describe the responsibilities of each position.

(Attach additional pages as needed)

Richard Bullock: Primary Contact for Proposal. Responsible for monitoring project, and keeping COG membership advised on progress of project.

Karen Royal: COG Accountant in the Finance Department. Responsible for preparing requests for reimbursement and handle the billing for the grant.

Brigida C. Gonzalez: As Project Manager, she is responsible for directing the service planning activities for this grant project.

FORM E: REGIONAL COORDINATION STEERING COMMITTEE

Provide a membership roster of the regional coordination steering committee for the respondent agency's region. This roster should include the title and agency affiliation of each steering committee member. This steering committee must include at a minimum representatives from public transportation agencies, health and human service agencies, workforce agencies and the general public. Health and human service agencies include Texas Health and Human Service Commission agencies plus any social service agency that has a transportation component and receives local, state or federal public funding.

Provide a schedule of regular meeting dates for the regional coordination steering committee for the period September 1, 2008 through August 31, 2009.

(Attach additional pages as needed)

**Transportation Coordination Network (TCN)
Meeting Dates for 2008 to 2009**

MONTH	DATE	LOCATION	TIME
2008			
JAN	16 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	12 p.m.
MAR	19 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
MAY	21 st	BCCA, 1701 N.W. Frontage Road, Beeville, TX, 800-358-5534	2 p.m.
JUL	16 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
SEP	17 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
NOV	19 th	KCHS, 720 E. Lee, Kingsville, TX, (361) 595-8572	2 p.m.
2009			
JAN	21 st	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
MAR	18 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
MAY	20 th	REAL, Inc., 301 Lucero, Alice, TX, (361) 668-3158	2 p.m.
JUL	15 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
SEP	16 th	RTA, 5658 Bear Lane, Corpus Christi, TX, 361-289-2712	2 p.m.
NOV	18 th	WorkSource, 400 Mann Street, Suite 1000, Corpus Christi, (361) 225-1098	2 p.m.

Transportation Coordination Network (TCN)

Name		Organization
Abel	Alonzo	Consumer
Richard	Bullock	CBCOG
Ed	Carrion	RTA- Dir. Of Planning & Development
Carol	Cornelison	HHS Commission
Joel	Cura	LeFleur Transportation
Michael	Day	DARS - Vocational Rehab. Counselor
Margie	Del Bosque	Kleberg County Human Services - Exec. Dir.
Mark	Durand	Coastal Plains MHMR Deputy Exec. Dir.
Ubence	Escobar	LeFleur Transportation
David R.	Garcia	Kleberg County Human Services - Transport. Dir.
Imelda	Garcia	DSHS - CSHCN Program
Robert	Gonzales	SERCO of Texas
Barbara	Johnson	WorkSource of the Coastal Bend
Betty	Lamb	COG Area Agency on Aging
Rachel	Loera	Goodwill Industries of S. TX
Irene	Martinez	WorkSource of the Coastal Bend
Pam	Miles	WorkSource of the Coastal Bend
Stephen	Ndimma	TxDOT
Tom	Niskala	Corpus Christi MPO
Martin	Ornelas	Kingsville Health Center – Dir.
David	Ramos	Coastal Bend Ctr. for Independ. Living
Gloria	Ramos	REAL, Inc. - Executive Dir.
Alex	Rodriguez	BCAA - Transportation Director
Noelia	Ruiz	Community Action Council of S. TX
Hilda	Saenz	HHSC - Office of Eligibility Services
Andy	Sanchez	Consumer
Ron	Sparks	DARS – DBS
Eloy	Soza	AARP / Consumer
Linda	Stover	RTA - Mgr. of Paratransit & ADA
Judy	Telge	Coastal Bend Center for Independent Living

FORM F: APPLICATION NARRATIVE

Provide a narrative with information on the following (limit response to 3 pages):

STAFFING CAPACITY

Project Manager

Identify a project manager to oversee regional coordination planning activities for the duration of this project period. Briefly describe this person's experience and role including how the project manager will:

- Stay abreast of big-picture regional transportation needs and services;
- Keep steering committee members engaged in the planning process;
- Manage development and implementation of the workplan for this project period;
- Assure lead agency and partner agency participation in relevant workshops, trainings, and conferences offered by the Public Transportation Division.

Team Members

Identify a team of lead agency staff and partners to complete all activities proposed for this project period. Briefly describe each team member's agency affiliation, experience with the regional coordination planning effort, and role.

REGIONAL COORDINATION STEERING COMMITTEE

Describe the role of regional coordination steering committee members during this project period and how the respondent agency will assure ongoing and meaningful involvement of steering committee members.

STRATEGIC DIRECTION

Identify the specific goals, objectives or strategies in your region's regional coordination plan supported by this application.

PROPOSED ACTIVITIES AND NEED

Describe:

- the need addressed by this proposal, who will benefit and how;
- the goal(s) and objectives for this project period (September 2008 – August 2009); specify desired outcomes;
- proposed activities and the rationale for these activities;
- how activities will be carried out; specify roles of partner agencies and individuals;
- how your agency will engage health and human service agencies and how proposed activities will improve transportation services for people these agencies serve. Health and human service agencies include Texas Health and Human Service Commission agencies plus any social service agency that has a transportation component and receives local, state or federal public funding.

Evaluation

- Describe how you will measure the outcome and effectiveness of activities.
- Describe plans for ongoing assessment of the regional coordination planning process.

Application Narrative

STAFFING CAPACITY

Project Manager

Brigida C. Gonzalez has been identified as project manager to oversee the regional coordination planning activities for the duration of this project period. Her current role as Regional Transportation Coordinator (RTC) encompasses the twelve county region of the Coastal Bend. Ms. Gonzalez's experience, spanning over 17 years in the transit industry, includes a strong administrative and operations background. Her career began as an employee of the Corpus Christi Regional Transportation Authority (CCRTA), where she enjoyed roles planning, marketing, and contracts. Her knowledge of complex service contracts and compliance requirements will prove beneficial for this project. Ms. Gonzalez's operational knowledge was honed as Assistant General Manager with First Transit, Inc. where she was responsible for the day-to-day facets of service delivery and oversight of a staff of over 70 employees.

A vital element of Ms. Gonzalez's current role as RTC is her ability to stay abreast of big-picture regional transportation needs and services. Her activities on the Nueces County MHMR Board, Nueces County Colonia Initiatives, and Easter Seals Project Action – *People on the Move* are examples of the inclusive actions she currently undertakes. She recognizes the significance of meeting the unique needs of the diverse community that we serve through education and feedback. She keeps Transportation Coordination Network (TCN), steering committee members, engaged in the planning process by meeting with them bi-monthly and individually. We are certain she will manage the development and implementation of the work plan for this project period with ease and success. Through the use of our newly created TCN website (www.tcncb.net), Ms. Gonzalez's ability to notify and assure that lead/partner agencies participate in trainings, workshops, and conferences offered by the Public Transportation Division is secure.

Team Members

Richard Bullock: Director of Planning and Development with Coastal Bend Council of Governments (COG) – the lead agency. Mr. Bullock, the primary contact, is familiar with coordination as he oversees other grants for the RTC.

Karen Royal: Accountant for the COG. She is familiar with coordination as she prepares requests for reimbursement and handles the billing for an existing grant.

Tom Niskala: Transportation Planning Director for the Corpus Christi Metropolitan Planning Organization is responsible for technical support of the service planning activities for the RTC and other grant projects.

REGIONAL COORDINATION STEERING COMMITTEE

As outlined in our Regional Public Transportation Coordination Study, the intent of our Transportation Coordination Network (TCN), our local stakeholders group, is to provide

guidance to the Coordinator. The committee is designed to assist with the development and review of policies to help promote services, secure grants, and offer input on how funds could be used. By meeting on a bi-monthly schedule, the TCN maintains a proactive and inclusive posture in the evaluation and oversight of programs. As the lead agency, the COG will participate in TCN meetings to assure ongoing and meaningful involvement of steering committee members.

STRATEGIC DIRECTION

The Regional Public Transportation Coordination Study (December 2006) supports this application by identifying a variety of Recommended Service Improvements. As such, the RTC is envisioned to be the facilitator in implementing these service improvements that must be incorporated in a regional way of thinking in order to be successful. Two of these services related to issues listed in the plan are:

Marketing Service/Service Awareness: The services available must be marketed regionally to residents of the towns served, to employers in the communities served, and Health and Human Service (HHS) agencies. Information on services must be posted in each senior center, clinics, and other facilities. Just as marketing is essential for most other businesses, marketing community transit is very important to success.

Driver and Staff Training: Calls for the development of a unified training program that would provide consistent standards, guidance, and information by each operator on individual policies and practices.

PROPOSED ACTIVITIES AND NEED

Service Awareness: It is clear that by virtue of being better informed the general public, employers, HHS agencies, etc., will access services and become a part of the coordination solution. The goal is to use this demonstration project to educate rural communities on the services available in the 12-county region of the Coastal Bend.

As rural transit properties have become more focused on the operational needs of their services, the spotlight has moved away from informational materials – that provide insight on the services available. This is confirmed as current information materials for the services offered by rural providers are often not available, not easily understood, not current, or not distributed to the general public. It is understandable that this shift has occurred as priority is given to operational issues. Even so, citizens and agencies need to know transportation in their areas is more than service for the elderly and disabled.

Part of the planning process includes conducting public meetings in rural communities – to identify needs and determine interest and knowledge of the services being offered. Once this baseline is established, we will be better equipped to produce collateral materials that outline and reestablish a critical aspect of service delivery – service awareness. Public meetings will also springboard our outreach effort with HHS agencies as preliminary discussions with HHS staff have revealed an interest to partner with transit providers. The intent is to first educate HHS staff by providing them with transportation information/service orientation. Once HHS staff is aware and

knowledgeable, they will educate HHS consumers of the transportation service options available in their communities.

The region is slated to benefit from this pilot program as they become better informed on the family of transportation services that can be or are being offered in their areas. The education of HHS staff and consumers together with collateral materials and the use of internet capabilities will serve as informational tools for all to use and stay informed.

Driver Training: The Coastal Bend Center for Independent Living (CBCIL) currently employs an individual with disabilities who provide first hand training on a variety of life functions. The local urban transportation provider partnered with CBCIL to train bus operators on passenger assistance for persons with disabilities. The training educated drivers on the needs of the disabled passenger while providing disabled citizens the opportunity to exercise their independence and contribute to their community.

First hand sensitivity training and instruction from trainers with disabilities will create an opportunity for drivers and representatives of HHS agencies to better understand and experience the perspective of what it entails to travel when dealing with a disability. Disability advocates that have witnessed the training curriculum have been enthusiastic and supportive of the educational value being provided. It is anticipated that the disabled trainer and support staff member will visit each of the rural providers for a series (3) of training sessions. Drivers will be educated on the principals of safe and respectful passenger assistance from a transit provider perspective and from a disabled passenger perspective. It is our intent to develop and create a campaign that assists with instilling the practice of a respectful life-style between drivers and passengers.

Evaluation

In addressing transportation outreach and operator training, an outreach effort to provide information concerning these two possible activities has generated interest from county officials and HHS staff. Our expectation is that by empowering communities and HHS staff to become better informed, they will actively participate and grow their services. Information and awareness are essential for program success.

The training goal is to educate 37 rural demand response drivers in the region on the “invisible” challenges that face passengers with disabilities while respecting the passenger’s courage and choice for independence. As mentioned before, not only does the opportunity to teach others about the obstacles facing disabled passengers important in overcoming them, it is also critical that the disabled community actively participate and contribute. By taking on the active role of teacher, disabled trainers also improve the quality of the services rural providers offer. The intangible measure is the reward of pride in a job well done and a sense of contribution that the disabled training community will enjoy. The tangible reward will be the elimination of complaints from elderly and disabled passengers who have experienced disrespectful treatment.

FORM G: BUDGET NARRATIVE

Briefly describe budget plans including how the respondent agency will leverage other resources to support this proposal. In addition, describe how the respondent agency will sustain regional transportation coordination planning activities once this grant funding expires at the end of August 2009 (limit to one page).

Key to the question of sustainability and the introduction of our initial coordination events outlined in this application (community outreach, service awareness, collateral materials, driver and HHS staff training), is the need to demonstrate that through enlightenment and education of service providers (rural transportation service providers and HHS staff) – about each other’s programs and services – together they can better serve their constituents while becoming more effective in their efforts.

As such, it is anticipated that our proposals do not introduce new budgetary expenses but rather evaluate and redefine existing efforts that have perhaps become secondary or dormant practices. Our expectation is that the new and fresh demonstration outreach project will instill the coordination perspective which will serve as a starting point for activities that will be readily adopted as future practice by the various partners.

Budget cost for projects targeted in this application will be expended in the purchase of support material, services and supplies (professional development and production of collateral materials), travel to the rural communities in the 12-county region, and procuring professional services such as disabled staff for training sessions.

FORM H: BUDGET WORKSHEET

Provide a detailed line item budget based on unit costs using the following budget categories: personnel; fringe; equipment; supplies; travel; contractual; indirect. Indirect costs must be no more than 10 percent of the budget. The budget also shall include travel for four persons to attend a 2-day / 2-night conference in Austin during this project period. The budget worksheet must follow the format as indicated below. A sample budget worksheet is on the following page.

Budget Worksheet

DESCRIPTION	UNITS	RATE	COST
Personnel (list all personnel to be reimbursed with planning funds)			
Total personnel			
Fringe			
Total fringe			
Equipment			
Total equipment			
Supplies			
Alice: collateral material/delivery			\$ 8,200.00
Beeville: collateral material/delivery			\$ 8,200.00
Duval: collateral material/delivery			\$ 8,200.00
Kingsville: collateral material/delivery			\$ 8,200.00
Total supplies			\$ 32,800.00
Travel			
2 Round trips to Austin for Conference for 4 people			
Mileage	448 ea.	\$0.505 /mi.	\$ 452.48
Lodging:	2 nights x 4 people	\$85/night	\$ 680.00
Per Diem	3 days x 4 people	\$36/day	\$ 432.00
Total Travel			\$ 1,564.48
Contractual (itemize costs)			
Driver Training w/CBCIL Staff:	3 trips; 4 hrs. ea.;	\$30 hr.	\$ 360.00
Alice: mileage + supplies		\$ 342.41	\$ 702.41
Beeville: mileage + supplies		\$ 403.01	\$ 763.01
Duval: mileage + supplies		\$ 468.15	\$ 828.15
Kingsville: mileage + supplies		\$ 316.66	\$ 676.66
Professional Services:	Develop & design collateral materials & supplies		
Alice	25 hrs.	\$150 ea.	\$ 3,750.00
Beeville	25 hrs.	\$150 ea.	\$ 3,750.00
Duval	25 hrs.	\$150 ea.	\$ 3,750.00
Kingsville	25 hrs.	\$150 ea.	\$ 3,750.00
Total Contractual			\$ 17,970.23
Indirect (itemize costs)			
Total indirect			
TOTAL			\$ 52,334.71

FORM I: WORKPLAN

**Workplan
September 2008 – August 2009**

GOAL: Educate Rural Provider Drivers and numerous HHS staff			
Objective 1: Create an opportunity for drivers & HHS agencies to better understand the use of public transit and the issues consumers encounter when traveling with a disability.			
Activity	Measurement / Milestone	Responsible Person, Agency	Completion Date
Activity 1: Meet with TCN stakeholders and notify them of our interest in sharing training opportunities between rural providers and HHS agencies.	Document initiation of shared training with HHS agencies	Brigida Gonzalez, RTC	Sept. 2008 or Nov. 2008 ; pending funding
Activity 2: Meet with CBCIL to establish training program request and sign agreement.	Outline training, i.e. confirm curriculum, training frequency within 12 months, collect feedback from trainees, etc.	Brigida Gonzalez, RTC	Dec. 2008
Activity 3: Establish Training Dates	Coordinate with CBCIL, HHS directors, and rural providers for training dates.	Brigida Gonzalez, RTC	Jan. 2009
Activity 4: Follow up on upcoming training readiness.	Check HHS staff and rural provider's progress with inviting and scheduling drivers and HHS staff to training.	Brigida Gonzalez, RTC	Spring 2009
Activity 5: Facilitate 1 st HHS staff and rural provider training.	Participate in training.	Brigida Gonzalez, RTC	Spring 2009

Activity 6: Offer CBCIL feedback on 1 st training session.	Issue CBCIL written feedback.	Brigida Gonzalez, RTC	Spring 2009
Activity 7: Confirm agenda for 2 nd training session	Review names and number of attendees scheduled.	Brigida Gonzalez, RTC	Summer 2009
Activity 8: Follow up on upcoming training readiness.	Check training invitation for 2 nd training session.	Brigida Gonzalez, RTC	Summer 2009
Activity 9: Facilitate 2 nd HHS staff and rural provider training.	Participate in training.	Brigida Gonzalez, RTC	Summer 2009
Activity 10: Offer CBCIL feedback on 2 nd training session.	Issue CBCIL written feedback.	Brigida Gonzalez, RTC	Summer 2009
Activity 11: Confirm agenda for 3 rd training session.	Review names and number of attendees scheduled.	Brigida Gonzalez, RTC	Fall 2009
Activity 12: Follow up on upcoming training readiness.	Check training invitations for 3 rd training session.	Brigida Gonzalez, RTC	Fall 2009

Activity 13: Facilitate 3 rd HHS staff and rural provider training.	Participate in training.	Brigida Gonzalez, RTC	Fall 2009
Activity 14: Offer CBCIL feedback on 3rd session & program.	Issue CBCIL written feedback.	Brigida Gonzalez, RTC	Fall 2009

GOAL: Service Awareness			
Objective 1: Reinforce coordination through a demonstration outreach program that will service to educate communities on transportation services while increasing access & becoming part of the coordination solution.			
Activity	Measurement / Milestone	Responsible Person, Agency	Completion Date
Activity 1: Meet with TCN stakeholders and notify them of our interest in pursuing service awareness/ outreach campaign w/HHS agencies.	Document initiation of service awareness campaign w/HHS agencies	Brigida Gonzalez, RTC	Sept. 2008 or Nov. 2008 ; pending funding
Activity 2: Establish HHS agency contacts in region to discuss coordination of public meeting in their area. <i>(Do we need more than one meeting?)</i>	Contact key HHS staff; confirm participation & development of consumer info piece.	Brigida Gonzalez, RTC	Dec. 2008
Activity 3: Contact rural transit providers to discuss coordination of public meeting in their area. <i>(Do we need more than one meeting)</i>	Confirm participation & development of consumer info piece.	Brigida Gonzalez, RTC	Dec. 2008

Activity 4: Locate a venue to host public meeting(s) on dates for each area.	Coordinate/confirm public meeting dates with rural providers and HHS staff.	Brigida Gonzalez, RTC	Jan. 2009
Activity 5: Determine Professional Services Contractor	Outline expectations & budget.	COG, MPO, Brigida Gonzalez, RTC	Jan. 2009
Activity 6: Outline public notice process.	Develop consumer info piece, PSAs, community calendars & newspapers, etc.	Pro. Serv. contractor	Feb. 2009
Activity 7: Host public meetings.	Develop mtg. agenda; schedule 4 public mtgs.; get feedback.	Pro. Serv. Contractor; Brigida Gonzalez, RTC; rural providers	April 2009
Activity 8: Assess public meeting feedback	Report baseline info to transit providers; recommendations	Pro. Serv. contractor	May 2009
Activity 9: Develop Awareness Materials based on feedback.	Schedule mtg. w/Pro. Serv. Contractor & rural providers	Pro. Serv. Contractor	May 2009

Activity 10: Introduce Service Awareness Materials	Produce/distribute collateral materials	Pro. Serv. Contractor	June 2009
Activity 11: Orient HHS staff on Awareness Materials	Educate HHS staff on transit materials for their consumers	Brigida Gonzalez, RTC	June 2009
Activity 12: Distribute transit Awareness Materials community-wide.	Make transit info available	Brigida Gonzalez, RTC	June 2009

