

# MARIN ACCESS MOBILITY INNOVATION INCUBATOR

**\*\*APPLICATIONS DUE APRIL 28, 2017 BY 5 PM\*\***



**The Marin County Transit District (Marin Transit) seeks innovative proposals and ideas to explore new ways of improving mobility for seniors and people with disabilities in Marin County.**

The 2017-2018 call for proposals is open to all interested parties, including but not limited to: non-profits, community-based organizations, local government agencies, and private firms.

Marin Transit is looking for projects and programs that will address current gaps in transportation for seniors and people with disabilities, particularly in areas where the District may have expertise to lend but might not be the most appropriate entity to operate, implement, or market a particular solution. Therefore, proposals should generally focus on the Initiatives and Priorities outlined in more detail on Pages 2 and 3 of this Call for Proposals. However, we encourage applicants to submit any and all ideas, no matter how big, small, or out of the box they may seem.

The first step of the application process is to submit a [Statement of Interest](#) to tell us more about your idea, who it will benefit, and why it should be tested in Marin County. A panel of local partners and experts assembled by Marin Transit will review the submitted proposals and conduct a second round of in-person or phone interviews with promising applicants on Wednesday, May 9, 2017.

Selected finalists will be notified on May 15, 2017 and will proceed to work closely with Marin Transit staff and affiliated experts to receive funding and any needed technical assistance for planning, implementing, and monitoring their proposed pilot project over a one-to-two year period. The District has estimated a total award of \$75,000-100,000 for this round but may adjust the total amount awarded depending on the quality of projects submitted and selected.

Potential applicants are encouraged to attend a Pre-Proposal Informational Workshop on Monday, April 17, 2017 at 2:00 pm at the Marin Transit offices (711 Grand Avenue, Suite 110, San Rafael). This workshop is not mandatory but highly encouraged for applicants who have questions about the application process and eligible projects. All remaining questions should be directed to Erin McAuliff, Senior Transportation & Mobility Planner, by email at [emcauliff@marintransit.org](mailto:emcauliff@marintransit.org) no later than Wednesday, April 19, 2017 by 5:00 pm.

To begin the application process, please visit the Statement of Information form by clicking here: <http://marintransit.org/incubatorproposal>. The first page of the application requires the contact information of the applicant's authorized representative. The second page of the application includes the questions applicants must answer to submit a statement of interest. You may find a worksheet with these questions on pages 4-7.

Once you finish completing the application and press submit, you will receive an email receipt with a copy of your responses. You may revisit and revise your application up until the closing deadline of April 28, 2017 at 5:00 pm.

## INITIATIVES AND PRIORITIES

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The following project areas were shaped by Marin Transit planning work and further informed by public outreach to the Marin Mobility Consortium and Paratransit Coordinating Council.

For more information on current Marin Access services, including an overview of identified Opportunities and Constraints, see the 2016 report: [Marin Access Strategic Analysis and Recommendations](#).

### Increasing the Availability of Same Day or On-Demand Wheelchair Accessible Vehicles

Marin County's taxi industry was dealt a large blow in 2015 when *On the Move*, Marin's largest taxi company went out of business. Along with the reduction in overall taxi service, the taxi market lost also its only wheelchair accessible vehicles, which had been operated by *On the Move*. Subsequently, sustaining wheelchair accessible taxi availability through the Catch-A-Ride taxi discount program has been challenging. In February 2017, Marin Transit introduced new incentives to encourage and support the participation of wheelchair accessible vehicles in the program. While staff monitor the impact these incentives make, we are also interested in exploring alternatives that also support the needs of the general public.

### Providing Technical Assistance to Non-Profits, Human Service Agencies and Community-Based Organizations Operating Transportation Services

A number of non-profits, human service agencies, and community-based organizations currently operate their own transportation. In addition, the Golden Gate Regional Center (GGRC) provides services and supports to individuals with developmental disabilities in Marin. In doing so, the center contracts with a number of transportation vendors to provide transportation to their clients. The total number of rides provided by these agencies is likely significant and the demand for those rides should be considered in the larger picture of transportation for seniors and people with disabilities in Marin County.

Marin Transit is looking for ideas on how we can support these agencies (particularly those with limited transportation-related experience) in providing and ensuring the best and most efficient transportation to their clients. Public feedback suggested these organizations require help with training staff, especially bilingual drivers, and borrowing vehicles.

### Improving Access to Healthcare

Missed healthcare appointments due to a lack of transportation can be detrimental to the health and wellbeing of many older adults and people with disabilities. Over the past year, Marin Transit began the work of developing partnerships with County stakeholders to improve access to healthcare. We are interested in new partnerships and innovative transportation strategies that will ensure more Marin County residents have access to health care destinations. Public feedback emphasized the need to serve patients who have regularly-recurring medical appointments for life-threatening diseases, such as dialysis treatment, radiation, or chemotherapy.

### Travel Training and Public Outreach

One of the biggest challenges for many people seeking transportation is to understand what their available options are and how to utilize them. The Marin Access Travel Navigator program serves as a resource for many riders, family members, friends, or caregivers to get the assistance they need without having to piece together information from multiple sources. Community partners, including the Marin Center for Independent Living and

Marin County's Aging and Adult Services, routinely refer clients to the Travel Navigators as a gateway to transportation programs. The travel training program has the important role of orienting riders to Marin Transit's most flexible service – the fixed route local bus. With the growth of the senior population and as the District offers new services, Travel Navigator and travel training programs will continue to extend their reach. Marin Transit is looking for new ways to reach potential and current riders to educate them about their options and teach them the skills they need to make the most of what we offer. We are particularly interested in innovative projects that incorporate technology and/or can reach isolated populations and non-English speakers.

# STATEMENT OF INTEREST WORKSHEET

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## Page 1: Introduction and Contact Information

Contact Email: \_\_\_\_\_

Project Sponsor (Agency/Firm): \_\_\_\_\_

Name of Contact (Authorized Representative): \_\_\_\_\_

## Page 2: Statement of Interest

This is your opportunity to provide a concise and compelling description of your proposed project.

1. Project Title: \_\_\_\_\_

2. Brief Description of Project (Suggested Word Limit: 250-500 words):

**3. Brief description of project's expected benefits and outcomes (Suggested Word Limit: 250-500 words):**

**4. Anticipated Start Date:** \_\_\_\_\_

**5. Expected duration of pilot period:**

- 1 Year
- 2 Years

**6. Total project budget over pilot period:**                      \$ \_\_\_\_\_

**7. Would the project sponsor be able to contribute up to 20% of the pilot period budget if needed?**

**8. Please list any identified or potential future funding that could be leveraged to sustain the project beyond the pilot period:**

**9. Check any or all of the gaps that your project will address:**

- Increasing the Availability of Wheelchair Accessible Vehicles
- Providing Technical Assistance to Non-Profits, Human Service Agencies and Community-Based Organizations Operating Transportation Services
- Improving Access to Healthcare
- Travel Training
- Other: \_\_\_\_\_

**10. Does your project serve any of the following populations? (check all that apply)**

- Dialysis patients
- Riders with Alzheimer's/Dementia
- Isolated populations, including the home-bound or very frail
- Non-English speakers
- Clients of adult day programs

**11. Does your transportation project also address any of the top six concerns identified by the Marin County Area Agency on Aging Older Adults Needs Assessment? If yes, check all that apply.**

- Falls (Having accidents in/out of the house)
- Losing memory/cognition
- Financial security
- Crime/Financial abuse
- End of life plans
- Feeling isolated/depressed
- None of the above

**12. Please list all relevant elected officials, executive staff, community leaders, and agency/department heads who support and are committed to pursuing this project. (Be sure to list both their name, title, and affiliation. For example: Nancy Whelan, General Manager, Marin Transit)**

**13. Please list any relevant studies, surveys or assessments that support the need for this program or document the gap(s) you are addressing. (For example: Age Friendly Sausalito Action Plan)**

**14. Prior to project implementation, Marin Transit and its selected steering committees will conduct planning and technical assistance meetings with each recipient. Over the life of the grant, recipients will check-in with Marin Transit and the steering committee quarterly and will be expected to make at least one public presentation. Please describe your project team’s readiness to accommodate this schedule. (Suggested Word Limit: 250 words)**