

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2014

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cgibson@mckinneycdc.org](mailto:cgibson@mckinneycdc.org)
- Please call to discuss your plans for submitting an application in advance of completing the form provided. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cgibson@mckinneycdc.org](mailto:cgibson@mckinneycdc.org).*

**Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.**

**Please indicate the type of funding you are requesting:**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> <b>Project Grant</b><br>Quality of Life projects that advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines). | <input type="checkbox"/> <b>Promotional or Community Event Grant (maximum \$15,000)</b><br>Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents. |
|---|---|

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 3, 2014	January 2014	February 2014
Cycle II: June 30 2014	July 2014	August 2014

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2014	February 2014	March 2014
Cycle II: April 30, 2014	May 2014	June 2014
Cycle III: July 31, 2014	August 2014	September 2014

# APPLICATION

## ORGANIZATION INFORMATION

Name: **Texoma Area Paratransit System, Inc.**

Federal Tax I.D.: **75-2127267**

Incorporation Date: **June 20, 1986**

Mailing Address: **3400 Texoma Parkway**

City: **Sherman**

ST: **Texas**

Zip: **75090**

Phone: **(903) 893-4601**

Fax: **(903) 893-4766**

Email: **getaride@tapsbus.com**

Website: **www.tapsbus.com**

### Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs:

## REPRESENTATIVE COMPLETING APPLICATION:

Name: **Corey Young**

Title: **Planning Coordinator**

Mailing Address: **3400 Texoma Parkway**

City: **Sherman**

ST: **Texas**

Zip: **75090**

Phone: **903-868-9178**

Fax: **(903) 893-4766**

Email: **coreyyoung@tapsbus.com**

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: **Brad Underwood**

Title: **Chief Executive Officer**

Mailing Address: **3400 Texoma Parkway**

City: **Sherman**

ST: **Texas**

Zip: **75090**

Phone: **903-328-2124**

Fax: **(903) 893-4766**

Email: **bradunderwood@tapsbus.com**

**FUNDING**

Total amount requested: **\$303,500**

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: **April 1, 2014**

Completion Date: **September 30, 2014**

**BOARD OF DIRECTORS** *(may be included as an attachment)*

**\*\*\*See Attachment A\*\*\***

**LEADERSHIP STAFF** *(may be included as an attachment)*

**\*\*\*See Attachment B\*\*\***

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

## **I. Applying Organization**

- Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The Mission Statement for TAPS is simple: Everyone Rides. TAPS connects individuals to employment opportunities, educational and workforce development programs, and medical appointments.

TAPS Public Transit is a private, non-profit corporation. Serving Clay, Collin, Cooke, Fannin, Grayson, and Montague Counties, it was created to provide safe, dependable and affordable transportation for persons who depend on public transportation, or who desire to avoid the ever-rising cost of fuel and the increasing stress of driving in extreme traffic conditions. TAPS is open to the entire public and serves individuals of all ages and income groups. TAPS buses are equipped to fully service the elderly and disabled.

TAPS has 161 paid staff members who are essential to the daily operations of the organization. Coming from diverse backgrounds, TAPS' staff helps to ensure that the organization safely and effectively provides transportation.

- Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested.

In 2013, TAPS Public Transit expanded its service territory to include Collin County. As a part of this expansion, TAPS established a satellite office and Park and Ride location in the City of McKinney. Since that time, TAPS has provided 34,696 trips to City of McKinney residents, ensuring that all residents are able to reach their desired destinations within and outside of the City. TAPS expects demand for its services in the City of McKinney and Collin County to grow, as the organization recently was awarded a contract with the Health and Human Services Commission of the State of Texas. Under this contract, TAPS will provide Non-Emergency Medical Transportation (NEMT) services for qualified Medicaid recipients in a 16-county region (which includes Collin County). Given this expected growth in demand, the establishment of a fixed route system with accompanying infrastructure is paramount to the success of the organization and City of McKinney.

## **II. Project or Promotion/Community Event (whichever is applicable)**

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

Texoma Area Paratransit System (TAPS) respectfully requests \$303,500 to improve public transportation in the City of McKinney by establishing a robust fixed route bus system composed of seven bus routes; improving/altering the parcel of land at the corner of Davis Street and State Highway 5 (commonly referred to as the 'Day Labor Site') in an effort to establish a multi-modal transit center; and installing real-time arrival/departure signage, bus shelters, benches, and bike racks at stops throughout the City.

The overarching goal for the establishment of the robust fixed route system in the City of McKinney is to augment public transportation options and to improve mobility for all. Through the creation of the routes and the installation of the ancillary infrastructure (benches, shelters, bike racks, etc.), TAPS Public Transit, in partnership with the McKinney Community Development Corporation, will provide residents of the City of McKinney with more options to get to important destinations than ever before.

In order to augment transportation options and improve mobility for all, TAPS Public Transit will...

1. Design and Implement seven fixed routes which will transport City residents to important destinations within the City as well as connect residents to a regional transportation network
  2. Alter the parcel of land at the corner of Davis Street and State Highway 5 to accommodate buses, shelters, and signage to effectively create a multimodal transportation center in the heart of the City of McKinney. Please see the Attachment C with renderings.
  3. Install signage, bus shelters, benches, and bike racks at all stops throughout the City of McKinney to promote interconnectivity and recreation
- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
  - Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for the organization.

Establishing a fixed route bus system in the City of McKinney will be the first step in creating a reliable and efficient regional transportation network in Collin County. Given McKinney's location at the intersection of US 380 and US 75, the City is an integral piece of a greater transportation network. Creating such a network in an effort to connect citizens with their neighbors in McKinney and other cities in Collin County is an important goal of TAPS Public Transit.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

TAPS would like to have the fixed route service running by September 30, 2014 (please refer to the metrics form provided for a description of activities). TAPS strives to reach a ridership level of about 3,100 passengers per month on the fixed route by the end of the system's first year.

- What is the venue/location for Project/Promotion/Community Event?

The routes will span from downtown McKinney in the east to Custer Road in the west. Please see the Attachment D maps for the proposed routes.

- Provide a timeline for the Project/Promotion/Community Event.

Understanding that City of McKinney residents would benefit from the establishment of a fixed route system, TAPS Public Transit has worked diligently to design seven potential bus routes. Representatives from TAPS presented those routes to the public at a series of meetings held throughout the month of June 2014. Since that time, TAPS has reviewed public comments and will be prepared to present those routes to the TAPS Board of Directors in the near future. Once the TAPS Board of Directors has approved the routes, TAPS hopes to establish service on those routes by September 30, 2014.

- Detail goals for growth/expansion in future years.

Once the fixed route system is established, TAPS envisions expanding the service to further improve mobility for City of McKinney residents. Under the current proposal, the fixed route system captures 52 percent of current demand/response trips within a quarter mile of each bus routes and 73 percent of current demand/response trips within three-quarters of a mile of each bus route. Contingent on ridership level fluctuations, TAPS would like to improve those capture rates by growing the system.

**Project Grants – please complete the section below:**

- |                             |   |  |
|-----------------------------|---|--|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A replacement/repair?     | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| • A multi-phase project?    | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A new project?            | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.*

No

**Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:**

TAPS is certain that the project described here will advance the goals and objectives of the MCDC. Specifically, TAPS believes that the establishment of the fixed route system will enhance the quality of life and advance business and economic development efforts.

- Develop and strengthen community amenities to improve quality of life:

The fixed route system will enhance the quality of life for residents by improving citizens' mobility and ensuring that residents are able to get to important destinations, including but not limited to work, school, and medical appointments. By investing in transit as a community amenity, a MCDC will facilitate civic engagement, improve community health and wellbeing, and foster economic development in the City. For these reasons, many publications take access to transit into consideration when ranking cities and regions. For example, Money Magazine's *Best Places to Live* uses access to transit as a criterion in its evaluations.

- Support projects eligible for Type B support under state law:

Under Type B sales tax statutes, an investment in TAPS is considered an investment in "mass transit-related facilities—commuter rail, light rail, or motor buses."

- Contribute to business and economic development within McKinney:

The investment in transit will also foster economic development and revitalization by providing reliable transportation for McKinney's workforce. Transportation, and particularly transit, is a critical link in the labor supply chain. For this reason, the value of access to public transit cannot be overstated in business attraction and retention efforts.

In addition, public transit has a multiplier effect within an economy. A host of economic studies suggest that \$1 of investment in transit can result in an additional \$4 to \$10 circulating in a local economy.

Finally, it is important to note that a fixed route system will enhance the City's also successful Historic Town Center and thriving downtown economy by alleviating congestion and parking shortages, particularly during special events. Rather than making special arrangements for transportation to/from downtown for Oktoberfest, for example, the City would be able to rely on an already established bus service.

- Strengthen relationships with our partners:

TAPS Public Transit connects people to life. In other words, TAPS connects citizens with their neighbors, businesses with their customers, and organizations with their partners. Working with TAPS will only help to increase the synergy between MCDC and their partners to ensure that McKinney continues to thrive.

- Maintain financial sustainability:

TAPS has been credited with having an unmatched ability to stretch a dollar. Because the organization is funded through grants and the generosity of state and local partners, the agency would fail if it did not act with prudence and financial constraint. Thus, the MCDC can rest assured that supporting this project will be a worthwhile investment and that TAPS has been and will continue to be a good financial steward of public funds.

- Educate the community about the impact of MCDC investments on quality of life in McKinney:

Public transit is a salient public amenity. Citizens will be reminded every day of the value of MCDC's investment as they utilize the service and see the service travel throughout the community. In addition to the physical visibility of the amenity, TAPS prides itself on its continuous community outreach efforts. In the process of designing this system, for example, TAPS worked diligently to educate the citizens of McKinney about the implementation of a fixed route system. Outreach efforts included a series of three public hearing, during which, citizens were given an opportunity to voice their opinions and concerns about the system and how transit impacts their daily lives. TAPS was encouraged by the positive feedback and looks forward to working with MCDC and the community to create an effective transit system.

**Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?**

Yes

No

### III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request. While TxDOT and the Federal Transit Administration fund some of the services TAPS provides, contributions from local partners make up a major portion of TAPS's budget. Having said that, TAPS is in good financial standing and is able to provide its services at current levels. Funding from the MCDC will enable TAPS to expand and go above and beyond its current capabilities, improving mobility for City residents and blazing a trail for public transit in Collin County.

- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why. Please see attachment D.

**What is the estimated total cost for this Project/Promotion/Community Event?**

**\$303,500**

***(Please include a budget for the proposed Project/Promotion/Community Event.)***

***\*\*\*Attachment E\*\*\****

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant?** Capital costs account for approximately 9 percent of the implementation of the fixed route system. *TAPS asks that MCDC fund only the capital costs portion.* The remaining 91 percent of costs for operating costs will be furnished by TAPS through the support of TxDOT and other governmental agencies.

**Are Matching Funds available?**  Yes

No

Cash \$	Source	% of Total
In-Kind \$3,033,000	Source TxDOT, FTA	% of Total 91%

**Are other sources of funding available?** *If so, please list source and amount.*

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested.*

**IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization and for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

TAPS will promote the fixed route service using a comprehensive approach. This approach will include peer-to-peer communications, media and printed materials. TAPS has a mobility management team that will reach out to different organizations in the community and present information about TAPS and the seven new McKinney fixed routes. TAPS will also make appearances at different events in the community, such as Oktoberfest. The routes will be published on our website and a video which explains how to use the fixed route system will be posted online.

This marketing plan will help us achieve our goal of improving transportation options and improving mobility by informing residents about opportunities to connect to employment, educational and workforce development programs, and medical appointments. We will reach more members in the communities we serve by being able to be present at events in the communities and presenting at different organizations. The printed materials and website will heighten community awareness and interest, and be used for future reference.



## V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Objective	Activity	Milestone	Lead & Team	Completion Date
<b>Objective 1:</b> Use spatial, economic, and demographic data to design a fixed route system	<ol style="list-style-type: none"> <li>1. Meet with City officials to discuss ridership and growth possibilities</li> <li>2. Gather data to inform the design of the fixed route system</li> <li>3. Utilize Geographic Information Systems to design the routes/networks</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct at least 2 meetings with representatives from the City of McKinney</li> <li>2. Present the route design to the TAPS Board of Directors</li> </ol>	<p>Lead: TAPS Grants and Planning            Team: TAPS Grants and Planning, TAPS Mobility Management, City of McKinney</p>	June 2014
<b>Objective 2:</b> Present the fixed route system to citizens and solicit input/feedback	<ol style="list-style-type: none"> <li>1. Conduct a series of open houses for citizens of the City of McKinney</li> <li>2. Aggregate questions/concerns from residents about public transit</li> <li>3. Respond to questions/concerns from residents and post responses online</li> </ol>	<ol style="list-style-type: none"> <li>1. Complete all open houses</li> <li>2. Post public comments for review online</li> </ol>	<p>Lead: TAPS Grants and Planning            Team: TAPS Grants and Planning, TAPS Mobility Management</p>	July 2014
<b>Objective 3:</b> Establish the fixed route system and begin operations	<ol style="list-style-type: none"> <li>1. Secure funding and solidify partnerships with public and private entities</li> <li>2. Install infrastructure for fixed route system</li> <li>3. Begin operations</li> </ol>	<ol style="list-style-type: none"> <li>1. Sign contracts with vendors and secure local agreements with intra-City partners</li> <li>2. Complete installation of all ancillary materials</li> <li>3. Conduct full service</li> </ol>	<p>Lead: TAPS Grants and Planning            Team: TAPS Grants and Planning, TAPS Facility Services, TAPS Mobility Management, City of McKinney Partners</p>	September 2014
<b>Objective 4:</b> Monitor service and identify opportunities for growth	<ol style="list-style-type: none"> <li>1. Monitor monthly ridership numbers and compare ridership to projections</li> <li>2. Identify strengths, weaknesses, opportunities, and threats to the fixed route system</li> <li>3. Consider possible future modifications to service</li> </ol>	<ol style="list-style-type: none"> <li>1. Reach 1,000 passengers per month within the first six months of service</li> <li>2. Increase ridership progressively over the first year of service</li> <li>3. Submit recommendations for route alterations (if necessary) to the TAPS Board of Directors by the end of the first year of service</li> </ol>	<p>Lead: TAPS Grants and Planning            Team: TAPS Grants and Planning, TAPS Mobility Management</p>	July 2015

**Acknowledgements**

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

**Acknowledgements - continued**

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization’s officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% will be paid following MCDC’s receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

**Chief Executive Officer**

Signature

**Brad Underwood**

Printed Name

Date 7-30-14

**Representative Completing Application**

Signature

**Corey Young**

Printed Name

Date 7-30-14

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

## CHECKLIST:

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

### Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements \*\*\*Attachment F\*\*\*
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable) \*\*\*Attachment G\*\*\*

***A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.***



## McKINNEY COMMUNITY DEVELOPMENT CORPORATION

### Final Report

**Organization:**

**Funding Amount:**

**Project/Promotion/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotion/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)