

OMAHA-COUNCIL BLUFFS METROPOLITAN AREA PLANNING AGENCY
2222 Cuming Street, Omaha
(402) 444-6866

BOARD OF DIRECTORS MEETING
Thursday, August 30, 2018 1:45 p.m.

AGENDA

This meeting of the Metropolitan Area Planning Agency Board of Directors will be conducted in compliance with the Nebraska Statutes of the Open Meetings Act. For reference, the Open Meetings Act is posted on the wall of the Board Room.

- A. ROLL CALL / INTRODUCTIONS
- B. APPROVAL OF THE AGENDA
- C. BOARD MINUTES of the July 26, 2018 meeting. (ACTION)
- D. FINANCE COMMITTEE MINUTES of the August 22, 2018 meeting. (ACTION)
- E. AGENCY REPORTS & PRESENTATIONS – (INFO)
 - 1. AGENCY REPORTS
 - a. Executive Director's Report
 - b. Recognition of 5 Years of Service – Jeff Spiehs
 - 2. ORBT PRESENTATION – Jason Rose, Community Outreach Coordinator – Metro Transit Authority
- F. PUBLIC COMMENTS – See Footnote
- G. CONSENT AGENDA – (ACTION)

Any individual item may be removed by a Board Member for special discussion and consideration. Unless there is an exception, these items will be approved as one with a single vote of the Board of Directors.

 - 1. FINAL CONTRACT PAYMENTS –
 - a. Birdhouse Interior Design - \$760.00
 - b. Metro - \$4,658.20
 - c. City of Omaha Public Works - \$17,328.14
- H. OLD BUSINESS
 - 1. FY 2019 UNIFIED PLANNING WORK PROGRAM (UPWP) AMENDMENT #1 – (ACTION)

The Board will consider approval of amendment #1 to the FY 2019 UPWP.
 - 2. FINAL 2018 COORDINATED TRANSIT PLAN (CTP) – (ACTION)

The Board will consider approval of the final Coordinated Transit Plan (CTP).
- I. NEW BUSINESS
 - 1. NEW CONTRACTS – (ACTION)

The Board will consider for approval the new contracts listed below.

- a. [City of Hancock – CDBG Administration – \\$10,000.00](#)
- b. [Pottawattamie County – CDBG Administration - \\$30,000.00](#)

2. [FTA SECTION 5310 PROGRAM MANAGEMENT PLAN \(PMP\)](#) – (ACTION)

The Board will consider for approval the updated 5310 PMP.

3. [MAPA STRATEGIC COMMUNICATIONS PLAN](#) – (INFORMATION)

Staff will present a draft of the Strategic Communications Plan for the Board's review. A final version will be brought to the Board for approval in September.

4. [DATA AND LAND USE FORECAST](#) – (INFORMATION)

Staff will present an update on population, employment and land use data. Data includes the new 2015 base year that will be utilized for new long-range planning.

J. [ADDITIONAL BUSINESS](#)

K. [DISCUSSION](#)

1. [MAPA ANNUAL MEETING & ANNUAL AWARD NOMINEES RECIPIENTS](#)

L. [ADJOURNMENT](#)

Future Meetings/Events:

Finance Committee: Wednesday, September 19, 2018

Board of Directors: Thursday, September 27, 2018

NARC Executive Directors Conference and Board Retreat – Cleveland, OH: September 30 – October 3, 2018

Council of Officials Annual Meeting – Mid America Center - Council Bluffs, IA: October 3, 2018

Heartland 2050 Site Visit – Rail-Volution Conference – Pittsburgh, PA October 21 – 24, 2018

Council of Officials Meeting – Wednesday, November 14, 2018

Executive Session: The MAPA Board of Directors reserves the right to enter into an executive session in order to protect the public interest with respect to discussion regarding litigation and personnel.

* Individuals interested in addressing the MAPA Board of Directors during the Public Comment period about agenda items should identify themselves by name and address before speaking. Individuals interested in addressing the MAPA Board of Directors regarding nonagenda items must sign the request to speak list located in the Board Room prior to the beginning of the meeting.

Requests to speak may also be made to MAPA in writing by regular U.S. mail or email (mapa@mapacog.org) provided that requests are received by close of business on the day prior to the meeting. Speakers will be limited to three minutes. The presiding officer shall have authority to limit discussion or presentation by members and non-members of the Board of Directors or to take other appropriate actions necessary to conduct all business in an orderly manner.

**OMAHA-COUNCIL BLUFFS METROPOLITAN AREA PLANNING AGENCY
BOARD OF DIRECTORS REGULAR MEETING**

Minutes
July 26, 2018

The Board of Directors met at the MAPA offices, 2222 Cuming Street, Omaha. Vice Chair Hanafan called the meeting to order at 1:36 p.m.

A. ROLL CALL/INTRODUCTIONS

Members/Officers Present

Patrick Bloomingdale	Secretary/Treasurer
Clare Duda	Commissioner, Douglas County
Doug Kindig	NE Small Cities/Counties Representative (Mayor, City of La Vista)
Gary Mixan	Sarpy County Commissioner
Vinny Palermo	Omaha City Council
Rita Sanders (Chair)	Mayor, City of Bellevue/Chair
Jean Stothert	Mayor, City of Omaha

Members/Officers Absent

Tom Hanafan (Vice-Chair)	Pottawattamie County Board of Supervisors
Carol Vinton	IA Small Cities/Counties Representative (Mills County Board of Supervisors)
Matt Walsh	Mayor, City of Council Bluffs

MAPA Staff

Court Barber	Christina Brownell	Don Gross	Travis Halm	Mike Helgersen
Karna Loewenstein	Andrew Schnitker	Emily Sneller	Greg Youell	

Guest

Kevin Andersen	City of Omaha
Susan Fallon	Federal Highway Administration – Nebraska
Mark Fischer	Nebraska Department of Transportation (NDOT)
Darla Hugaboom	Federal Highway Administration – Iowa
Justin Luther	Federal Highway Administration – Nebraska
Stephen Osberg	Greater Omaha Chamber
Daniel Nguyen	Federal Transit Administration
Denny Wilson	Sarpy County & TTAC

B. APPROVAL OF THE AGENDA – (Action)

MOTION by Duda, SECOND by Stothert to approve the agenda for the July 26, 2018 meeting of the Board of Directors.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

C. APPROVAL OF THE MINUTES of the June 28, 2018 meeting – (Action)

MOTION by Kindig, SECOND by Duda to approve the minutes of the June 28, 2018 meeting of the Board of Directors.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

Approved by _____
Patrick Bloomingdale, Secretary/Treasurer

D. APPROVAL OF FINANCE COMMITTEE MINUTES AND REPORT – (Action)

Mr. Bloomington reported that the Finance Committee met on July 18, 2018 and approved bills for June, reviewed May financial statements and approved contract payments. Items were forwarded to the Board of Directors for approval.

MOTION by Duda, SECOND by Stothert to approve the minutes of the July 18, 2018 Finance Committee meeting.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

E. AGENCY REPORTS & PRESENTATIONS – (Info)

1. Agency Reports –

a. Executive Director's Report – Mr. Greg Youell

Mr. Youell provided an update to the Board on MAPA activities for the month of June. The Director's report included updates on the following activities: Interlocal Agreement Amendment Process; Blair Bypass BUILD Application; EDA 3-Year Planning Grant Announced; Little Steps / Air Quality Report; Mini-Grants: Sarpy & Council Bluffs Study Administration; Pittsburgh Site Visit; MAMA Dinner & Report; Council of Officials Annual Meeting and the NARC 2019 Conference.

2. US-DOT Certification Review Public Meeting –

Mr. Justin Luther, Transportation Planner, Federal Highway Administration Nebraska Division, and partners presented a review of MAPA's US-DOT Certification Review as required every four years for regions over the 200,000 population threshold. This portion of the Board meeting served as the public involvement meeting that is required as a part of this process. The purpose of this review is to evaluate the processes of the agency and identify wins, best practices and areas for opportunity. The five major products that are reviewed are the Unified Planning Work Program (UPWP); Long Range Transportation Plan (LRTP); Congestion Management Process; Transportation Improvement Program (TIP); and the Public Participation Plan (PPP). This Public Meeting serves to officially open up the 30 day public comment period. Chair Sanders asked if there were any public comments at this time. There were two public comments. Mr. Denny Wilson, Sarpy County Commissioner and Transportation Technical Advisory Committee Chair, gave positive feedback, commented on improvements he has seen from agency and thanked MAPA for their efforts. Mr. Stephen Osberg, Greater Omaha Chamber Director of Transportation Development; expressed continued support for MAPA and the efforts of the agency.

F. PUBLIC COMMENT –

None.

G. CONSENT AGENDA – (Action)

The Board considered Consent Agenda items listed below for approval.

1. Final Contract Payments –

- a. City of Council Bluffs - \$31,547.00
- b. Southwest Iowa Planning Council - \$106,000.00
- c. Pottawattamie County GIS - \$5,420.34

2. Final Contract Payments with Exceptions –

- a. Heartland Family Services – Not to exceed \$22,000.00
- b. City of Omaha Planning – Not to exceed \$3,960.66

3. Audit Engagement Letter – FY 2018 Audit Fees \$11,000

MOTION by Kindig, SECOND by Stothert to approve all items listed on the Consent Agenda.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

H. OLD BUSINESS

1. Contract Payments – (Action)

Mr. Youell presented to the Board for approval the contract payments listed below.

- a. EDR Group – Not to exceed - \$7,881.56
- b. Lovgren Marketing Group – Not to exceed - \$9,817.50

2. Final Contract Payments – (Action)

Mr. Youell presented to the Board for approval the final contract payments listed below.

- a. HDR Engineering Inc. – Not to exceed - \$170.88
- b. Sarpy County Planning & GIS – Not to exceed - \$2,862.59
- c. Policy Link – Not to exceed - \$50,000

MOTION by Duda, SECOND by Stothert to approve all contract payments and final contract payments listed above.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

3. FY 2018 – 2021 Civil Rights Plan – (Action)

Mr. Helgeson presented to the Board for approval the final version of the plan for Title VI and the Americans with Disabilities Act compliance.

MOTION by Duda, SECOND by Stothert to approve the 2018 – 2021 Civil Rights Plan.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

4. Draft 2018 Coordinated Transit Plan (CTP) – (Action)

Mr. Barber presented to the Board for approval the Draft 2018 CTP to go to a 30 day public comment period.

MOTION by Kindig, SECOND by Duda to approve the Draft 2018 CTP to go to a 30 day public comment period.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

I. NEW BUSINESS

1. New Contracts – Peter Kiewit Foundation - \$170,000.00 & \$170,000.00 match – (Action)

Mr. Youell presented to the Board for approval a 3-year contract with Peter Kiewit Foundation for \$170,000.00 and \$170,000.00 match. These grants are conditional upon MAPA raising matching funds, 1-1. There are a variety of things that can be counted towards match such as event sponsorships, participant payments towards site-visit trips. These funds will be used for activities that cannot be funded with dues and transportation funds such as Speaker Series, site visits etc.

MOTION by Kindig, SECOND by Mixan to approve the new contract with Peter Kiewit Foundation listed above.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

2. Travel – Heartland 2050 Site Visit to Pittsburgh, PA - \$57,804.00 – (Action)

Mr. Youell presented to the Board for approval travel authorization for a Heartland 2050 Site Visit to Pittsburgh, PA for the Rail-Volution Conference from October 21 – 24, 2018. Travelers will include 3 staff and up to 27 additional guest.

MOTION by Stothert, SECOND by Duda to approve the travel to Pittsburgh, PA for the Heartland 2050 Site Visit for 3 staff and up to 27 additional guest.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

3. Health Insurance Renewal – (Action)

Mr. Youell presented to the Board for approval the continuation of MAPA's major medical insurance for MAPA staff effective September 1 with a 2.6% increase in premiums. The Finance Committee recommends that MAPA communicate to staff that it is likely there will be changes to benefits in the future that could result in an increase in cost to the employees.

MOTION by Mixan, SECOND by Kindig to approve the renewal of MAPA's major medical insurance with a 2.6% increase in premiums with the understanding that staff will be notified of the likelihood of changes in the future.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

4. Heartland 2050 Regional Planning Advisory Committee (RPAC) – (Action)

Mr. Youell presented to the Board for approval the committee membership for the Heartland 2050 Regional Planning Advisory Committee. This committee will take the place of the Heartland 2050 Executive Committee but will now be housed under the MAPA organizational structure and will report to the Board of Directors.

MOTION by Duda, SECOND by Stothert to approve the Heartland 2050 RPAC Committee Membership.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

5. Board Members Annual Conflict of Interest – (ACTION)

Mr. Youell presented to the Board for approval the request to the Board to sign the Annual Conflict of Interest Form.

MOTION by Kindig, SECOND by Duda to approve the request to board members to sign the Annual Conflict of Interest Form.

AYES: Duda, Kindig, Mixan, Palermo, Stothert, Sanders

NAYS: None.

ABSTAIN: None.

MOTION CARRIED.

J. ADDITIONAL BUSINESS

None.

K. DISCUSSION

None.

L. ADJOURNMENT

MOTION by Duda to Adjourn. Chair Sanders adjourned the meeting at 2:23 p.m.

METROPOLITAN AREA PLANNING AGENCY
2222 Cuming Street
Omaha NE 68102-4328
Finance Committee
August 22, 2018

The MAPA Finance Committee met August 22, 2018, in the MAPA conference room. Patrick Bloomingdale called the meeting to order at 8:30 a.m.

ROLL CALL300

Members Present

Patrick Bloomingdale, Secretary/Treasurer
Gary Mixan, Sarpy County
Steve Dethlefs, Washington County

Staff Present

Natasha Barrett
Melissa Engel
Don Gross (arrived @ 8:31)
Amanda Morales
Greg Youell

Members Absent

Clare Duda, Douglas County; Tom Hanafan, Pottawattamie County; Carol Vinton, Mills County

A. MONTHLY FINANCIAL STATEMENTS (June 2018-Preliminary)

1. Bank Reconciliation (American National Bank) and Statements on Investments
2. Receipts and Expenditures
3. Schedule of Accounts Receivable/ Accounts Payable
4. Statement of Financial Position
5. Statements of Revenues and Expenditures

Ms. Engel presented the June preliminary financials. She informed the Committee that the Agency is in the process of closing the fiscal year and is waiting on information from a few subcontractors to complete that process, and that the final June 30, 2018, financials will be presented by the auditors at a later date. Ms. Engel reminded the Committee that an NPAIT CD with a value of \$99,952 will mature at the beginning of September, and that interest rates are expected to rise.

B. FOR FINANCE COMMITTEE APPROVAL

1. Contract Payments
 - a. Intercultural Senior Center – PMT 3 - \$1,127.94
 - b. Lovgren – PMT #2 - \$30,275.00
 - c. Steve Jensen – PMT #12 - \$1,105.00

Mr. Youell presented the contract payments. The Intercultural Senior Center is requesting reimbursement for personnel expenses incurred in June 2018, for transportation services provided to immigrant and refugee seniors. Lovgren's reimbursement request is for their June and July expenses related to the CMAQ Air Quality and Reduced Fare Program. Steve Jensen's payment is for his services provided in January through June 2018, related to the Heartland 2050 project.

MOTION Mixan SECOND by Dethlefs, to approve the contract payments as presented. MOTION CARRIED.

2. Contract Payments with exceptions

- a. Florence Home – PMT #3 – Not to exceed \$12,248.44

Mr. Youell presented the Florence Home contract payment with exceptions. Florence Home's request is for paratransit services provided in April through May 2018, to their elderly, disabled, and veteran residents

MOTION Mixan SECOND by Dethlefs, to approve the Florence Home contract payment once all necessary documentation is received. MOTION CARRIED.

3. Travel

- a. NROC All Staff Retreat – Kearney, NE - September 11-12, 2018 – Youell, Gross, Cutsforth, Anderson, Roth

Mr. Youell presented the NROC travel for five staff members at a total estimated cost of \$1,232.67, of which \$100 will be used to cover sales and lodging taxes.

MOTION Dethlefs SECOND by Mixan, to approve the NROC travel as presented. MOTION CARRIED.

4. Purchases

- a. Council of Officials - Annual Dinner Meeting - \$8,693.85
- b. Mid America Regional Council – Central Plains Heartland Freight Technology Plan – up to \$5,700

Mr. Youell presented the purchases. Mid America Center in Council Bluffs, Iowa will be the location of this year's Annual Council of Officials Dinner Meeting. The total cost for the meeting is estimated at \$8,693.85. Walker Consultants has agreed to contribute a \$3,000 sponsorship, to cover the cost of the social hour. The keynote speaker for the event Mary Smith is from Walker Consultants and is a national expert on autonomous vehicles.

The Mid-America Regional Council (MARC) would like MAPA to join a unique public- private partnership in a collaborative four state (Iowa, Kansas, Nebraska and Missouri) effort to develop a multi-jurisdictional plan to address freight, safety, and economic development for the states and major metropolitan areas of the Central Plains/Heartland region. MAPA would contribute local match of \$5,700 to the project that has a total cost of \$312,500.

MOTION Dethlefs SECOND by Mixan, to approve the purchases as presented. MOTION CARRIED.

C. RECOMMENDATION TO THE BOARD

1. Final Contract Payments

- a. Birdhouse Interior Design - \$760.00
- b. Metro - \$4,658.20
- c. City of Omaha Public Works - \$17,328.14

Mr. Youell presented the final contract payments. The Birdhouse Design final payment is for their work on MAPA's office redesign. Metro Transit's payment is for their fourth quarter FY 2018 transportation planning activities. The City of Omaha Public Works payment is for the City's traffic counting program expenses for the fourth quarter of FY 2018.

MOTION Dethlefs SECOND by Mixan to recommend that the Board of Directors approve the final contract payments as presented. MOTION CARRIED.

2. New Contracts

- a. City of Hancock - \$10,000
- b. Pottawattamie County – CDBG Administration - \$30,000.00

Mr. Youell presented the new Community Development Block Grant (CDBG) contracts. The City of Hancock Iowa Sewer Project contract is for \$10,000, and has a completion date of July 31, 2021. The Pottawattamie County, Iowa Downtown Revitalization contract is for \$30,000, has a completion date of July 31, 2021, and includes the cities of Cason and Macedonia

MOTION Mixan SECOND by Dethlefs to recommend that the Board of Directors approve the new contracts as presented. MOTION CARRIED.

D. RECOMMENDATION TO FOUNDATION BOARD

1. Resolution 2019-02 amending the MAPA Foundation Bylaws regarding Nebraska NDO status

Mr. Gross presented the Resolution 2019-02 amending the MAPA Foundation Bylaws in order to retain NDO status in the State of Nebraska.

MOTION Dethlefs SECOND by Mixan to recommend that the Foundation Board of Directors approve the Resolution 2019-02 as presented. MOTION CARRIED.

2. Resolution 2019-03 amending the MAPA NDO RLF Administrative Plan

Mr. Gross presented the Resolution 2019-03 amending the MAPA NDO RLF Administration Plan per the comments

received by NDED.

MOTION Dethlefs SECOND by Mixan to recommend that the Foundation Board of Directors approve the Resolution 2019-03 as presented. MOTION CARRIED.

3. Valley and Waterloo Housing Rehabilitation (17-TFHO-2716)
 - a. Resolution 2019-04 amending the Housing Rehabilitation Guidelines
 - b. Resolution 2019-05 selecting CDS Inspections to perform lead based paint and rehabilitation inspection service

Mr. Gross presented the Valley and Waterloo Housing Rehabilitation Resolutions. Resolution 2019-04 amends the MAPA Homeowner Rehabilitation Guidelines as suggested by the Nebraska Department of Economic Development (NDED). Resolution 2019-05 selecting CDS Inspections to perform lead based paint and rehabilitant inspections services. The cost of lead based paint services is \$15,000, and rehabilitation inspection services is \$25,000.

MOTION Dethlefs SECOND by Mixan to recommend that the Foundation Board of Directors approve the Resolutions 2019-04 and 2019-05 as presented. MOTION CARRIED.

4. Blair Rural Workforce Housing Fund (Blair RWHF)
 - a. Resolution 2019-06 approving NIFA Match Program Agreement
 - b. Resolution 2019-07 designating depositories for the Blair RWHF
 - c. Resolution 2019-08 amending the Fund Investment Plan for the Blair RWHF
 - d. Resolution 2019-09 approving MOU with City of Blair

Mr. Gross presented the Blair Rural Workforce Housing Fund (Blair RWHF) Resolutions. Resolution 2019-06 approves the Nebraska Investment Finance Authority (NIFA) match program agreement. Resolution 2019-07 designates the Executive Director, Director of Finance and Operations, and the MAPA Foundation Treasurer as signatories at a Depository of local Blair bank to be identified at the Foundation Board meeting for the Blair RWHF effective August 30, 2018. Resolution 2019-08 amends the Fund Investment Plan for the Blair RWHF to provide additional detail on administrative procedures. Resolution 2019-09 approves the Memorandum of Understanding between the MAPA Foundation and the City of Blair in implementing the Blair RWHF. The Committee discussed a proposal from Blair regarding the schedule of distribution of the remaining balance following the project and agreed to leave as is in the MAPA draft, i.e.: 10% returned to the Foundation, then 30% returned to the city and then the remaining 60% returned to the Foundation..

MOTION Dethlefs SECOND by Mixan to recommend that the Foundation Board of Directors approve the Resolutions 2019-06 through 2019-09 with clarification from NIFA on Moderate Income compliance requirements. MOTION CARRIED.

E. DISCUSSION/INFORMATION

1. MAPA Annual Dinner & Annual Award Nominees/Recipients

Mr. Youell stated that two nominations have been submitted for the Regional Citizenship Award and one has been submitted for the Regional Service Award. Nomination ballots were provided to the Committee members present. Mr. Youell asked the Finance Committee members to meet on Wednesday, August 29th at 8:30 a.m. to discuss nominations and recipient recommendations to the Board. A conference call will be set up for those committee members unable to physically attend next week's meeting.

F. OTHER

G. ADJOURNMENT

The meeting adjourned at 9:20 a.m.



Subcontractor Payment Authorization

Contract Number:

Contract Party:

Birdhouse Interior Design

Contract Description:

Office Update

Contract Approved by Finance Committee:

October 18, 2017

Contact Amount:

\$8,550.00

Match Amount:

\$0.00

Contract Period:

Final Payment

Billed to Date: \$ 8,550.00

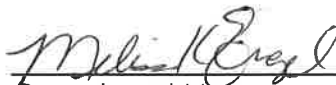
Less Previous Payments: \$ 7,790.00

Amount Due: \$ 760.00

Payment Recommended By:

N/A

Responsible Charge / MAPA Staff Member



Department Manager

MAPA Executive Director

Approved by MAPA Finance Committee:

Date

MAPA Treasurer/Finance Committee Member



BIRDHOUSE
Design Studio

Birdhouse Interior Design Consulting
2708 N. 52nd. St.
Omaha, NE 68104 US
(402) 577-0711x402
design@birdhouseinteriors.com

INVOICE

BILL TO

Greg Youell
MAPA
2222 Cuming St.
Omaha, NE 68102

INVOICE # 1074

DATE 08/06/2018

DUE DATE 08/21/2018

TERMS Net 15

ACTIVITY	QTY	RATE	AMOUNT
Services	1	760.00	760.00
final design fee balance			

BALANCE DUE

\$760.00

Final Payment

MAPA Expense Authorization Voucher

Date 8/6/18 Amt. 760.00

Project 9000-03

Account 10-5950

Grant 16IND01

Acctg. Dir. MIC

Exec. Dir. _____

Treasurer _____




Subcontractor Payment Authorization

Contract Number: 18503100103
Contract Party: Metro Transit Authority
Contract Description: Transit Activates - FY 2018
Contract Approved by Board of Directors: June 29, 2017
Contact Amount: \$80,000.00
Match Amount: \$34,286.00
Contract Period: July 1, 2017 - June 30, 2018

Final Payment

Billed to Date: \$ 79,999.98
Less Previous Payments: \$ 75,341.78
Amount Due: \$ 4,658.20

Payment Recommended By: _____


Responsible Charge / MAPA Staff Member


Department Manager


MAPA Executive Director

Approved by MAPA Finance Committee: _____

Date

MAPA Treasurer/Finance Committee Member

Approved by MAPA Board of Directors: _____

Date

MAPA Board Chair/Member



2222 CUMING ST
OMAHA, NE 68102
Phone 402-341-7560 Fax 402-342-0949
47-0542132

Invoice No. 034345

INVOICE

MAPA CONTRACT
2222 Cuming Street
Omaha, NE 68102

Date June 30, 2018
PO _____
Reference # _____
Customer # 20-20112

Qty	Description	Unit Price	TOTAL
0.00	2020112 - 2017-2018 CONTRACT	0.00	4,658.20
0.00	2020112 - 4TH QTR APR-JUN 2018	0.00	0.00

**Payment Details**

- ☐ Cash
☐ Check
☐ _____

SubTotal 4,658.20

TOTAL 4,658.20

Office Use Only



Subcontractor Payment Authorization

Contract Number: 18504101101
Contract Party: City of Omaha
Contract Description: Public Works - FY 2018
Contract Approved by Board of Directors: June 29, 2017
Contract Amount: \$63,000.00
Match Amount: \$27,000.00
Contract Period: July 1, 2017 - June 30, 2018

Payment # Final

Billed to Date: \$ 58,630.11
Less Previous Payments: \$ 41,301.97
Amount Due: \$ 17,328.14

Payment Recommended By: _____
Responsible Charge / MAPA Staff Member

Department Manager

MAPA Executive Director

Approved by MAPA Finance Committee: _____
Date

MAPA Treasurer/Finance Committee Member

Approved by MAPA Board of Directors: _____
Date

MAPA Board Chair/Member

City of Omaha

1819 Farnam St. Billing Div.
Omaha NE 68183
Contact : (402) 444-5453

Date: 26-JUL-18
Page 1 of 1

Remit To :

City of Omaha Cashier
RM H10
1819 Farnam St.
Omaha NE 68183

Bill To :

METRO AREA PLANNING AGENCY
2222 CUMING ST

Ship To :

OMAHA NE 68102-4328

Customer Number : 18276

Invoice Number : 154436

Terms : 30 NET

Transaction Type : PUBLIC WORKS

Total due : \$ 17,328.14

PLEASE RETURN TOP PORTION WITH REMITTANCE

Item No	Description	Qty Invoiced	Unit Price	Extended Price
1	MAPA TRAFFIC COUNTING PROGRAM, SPR-PL1(55) - APRIL - JUNE 2018	1	17328.14	17328.14
	SPECIAL INSTRUCTIONS	DUE DATE		TOTAL DUE
	Invoice Number : 154436	25-AUG-18		\$17,328.14

MAPA Expense Authorization Voucher

10-4510 (7,426.34)
10-5440 7,426.34

Date 6/30/18 Amt. 17,328.14
Project 3100-02
Account 10-5420
Grant 16 ND0201
Acctg. Dir. MKG
Exec. Dir. _____
Treasurer _____



Heartland 2050 (270)

Objective

To coordinate the transportation planning process with the implementation of Heartland 2050 Regional Vision

Previous Work

- Facilitated H2050 Infrastructure Committee and working groups
- Completed site visit to Minneapolis/St. Paul to explore transportation and development policies
- Initiated first year of H2050 Mini-Grant Program with STBG funding
- Solicited applications for second year of H2050 Mini-Grant projects
- Developed "Block Talk" walk audit program and implemented it in communities around the region

Work Activities

1. Heartland 2050 Mini-Grant Program

Set-aside of STBG funding from NDOT and Iowa DOT for implementation of projects related to the Heartland 2050 Regional Vision and Action Plan. Facilitation of project selection process and administration of H2050 Mini-Grant Review Committee. Develop documentation to support expansion of the program beyond transportation projects with additional funding sources.

2. Heartland 2050 Committees & Working Groups

MAPA staff support related to the Heartland 2050 Implementation Committees, task forces and other work groups relate to the project. Facilitation of meetings and development of materials to coordinate the transportation planning process with the implementation of the H2050 Vision. Development of regional framework of Nodes and Corridors to guide infrastructure development and land use policy throughout the region. Assist with planning for Close the Gap initiative. MAPA staff will continue to support active working groups including the Autonomous & Connected Vehicles, Multi-Modal, and Nodes & Corridors.

3. Heartland 2050 Technical Analysis and Data Support

MAPA staff will conduct technical analysis and data support for the Heartland 2050 project. MAPA will coordinate and administer a Transit Return-on-Investment Assessment (ROI) for the Close the Gap Plan. Additionally, MAPA staff will support ongoing coordination related to regional the Smart Cities Lab project supported by the Peter Kiewit and Sherwood Foundations.

4. Heartland 2050 Public Outreach

MAPA staff will meet with local governments, community organizations and others to present the Heartland 2050 Regional Vision and gather public input. MAPA will also continue to facilitate local and regional conversations regarding the importance of the land use and transportation investments to achieving the goals of the Heartland 2050 Vision.

5. Heartland 2050 Summits and Speaker Series

MAPA staff will hold Heartland 2050 Summits to convene stakeholders and the public to hear speaker presentations, learn best practices from within and outside the region, discuss progress by committees and projects, and work on the initiative. These events are held quarterly with two summits and two speakers events anticipated annually.

6. Heartland 2050 Site Visits

Heartland 2050 will coordinate a site visit to a location where stakeholders will experience and meet with local representatives to learn more about walkable, livable communities that include robust transportation. The 2018 site visit will take place as part of the Rail-volution conference in Pittsburgh, PA, with a delegation of MAPA staff and community leaders attending.

7. Heartland 2050 Administration

MAPA staff will provide administrative support and administration for the Heartland 2050 project.

270 End Products		Schedule
1.	Heartland 2050 Mini-Grant Program	Winter 2018
2.	Heartland 2050 Committee & Working Groups	Ongoing
3.	Heartland 2050 Technical Analysis and Data Support	Ongoing
4.	Heartland 2050 Public Outreach	Ongoing
5.	Heartland 2050 Summits and Speaker Series	Quarterly
6.	Heartland 2050 Site Visit	Fall2018
7.	Heartland 2050 Administration	Ongoing

270 Budget	Federal Cost	Total Cost	Hours
MAPA Activities	\$188,862	\$201,910	3,106

270 Contracts and Sub-recipients

Federal Share (Total Cost)

Heartland 2050 Mini-Grant Program-FY2018 Awards (27001)

The Heartland 2050 Mini-Grant program provides support for projects that incorporate the goals and principles of the Heartland 2050 Vision, such as walkable, livable communities, transportation options, well-planned and efficient infrastructure, and regional collaboration, into local projects. The percentage value noted in parentheses denotes the amount of effort anticipated in FY2019:

Metro Transit- Transit Development Plan (STBG) (50%)	\$43,750 (NE) (\$54,688 total)
City of Omaha- 13th Street Corridor Walkability Study (STBG) (50%)	\$50,000 (NE) (\$62,500 total)
Sarpy County- Arterial & Collector Road Location Study(STBG) (100%)	\$30,000 (NE) (\$ 37,500 total)
Council Bluffs- Council Bluffs Walkability Master Plan (STBG) (100%)	\$80,000 (IA) (\$100,000 total)

Heartland 2050 Mini-Grant Program – FY2019 Awards (27002)

The Heartland 2050 Mini-Grant program provides support for projects that incorporate the goals and principles of the Heartland 2050 Vision, such as walkable, livable communities, transportation options, well-planned and efficient infrastructure, and regional collaboration, into local projects. FY2019 projects include:

<u>Council Bluffs -1st Ave Corridor Alternatives Analysis (STBG)</u>	\$80,000 (IA) (\$100,000 total)
City of Omaha- North 24th Street Corridor Study & Action Plan (Sec. 5304)	\$100,000 (NE) (\$125,000 total)

<u>Transit Return-on-Investment Assessment (27003)</u>	\$80,000 Federal (\$100,000 total)
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This study will be conducted by consultants to assess the expected economic return on regional transit investments as identified in regional plans and the Close the Gap White Paper to inform the regional conversation on transit expansion.

<u>Heartland 2050 Site Visit (27006)</u>	\$17,500 Federal (\$87,500 total)
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Site visit to the Railvolution conference in Pittsburgh will continue conversation on increased investment in transit in the Omaha-Council Bluffs region. Community leaders from local government, private industry and the philanthropic community will participate in the site visit.

<u>Heartland 2050 Employer Outreach and Presentation</u>	\$8,000 Federal (\$10,000 total)
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Engagement of speaker on active transportation policies in the workplace for Heartland 2050 speaker series event. Presentation will be accompanied by white paper related to transportation options in the Omaha-Council Bluffs metro and successful employer programs within the region and relevant data to be utilized for Heartland 2050 air quality work and Little Steps Big Impact ozone awareness project.

Coordinated Transit Plan

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Introduction

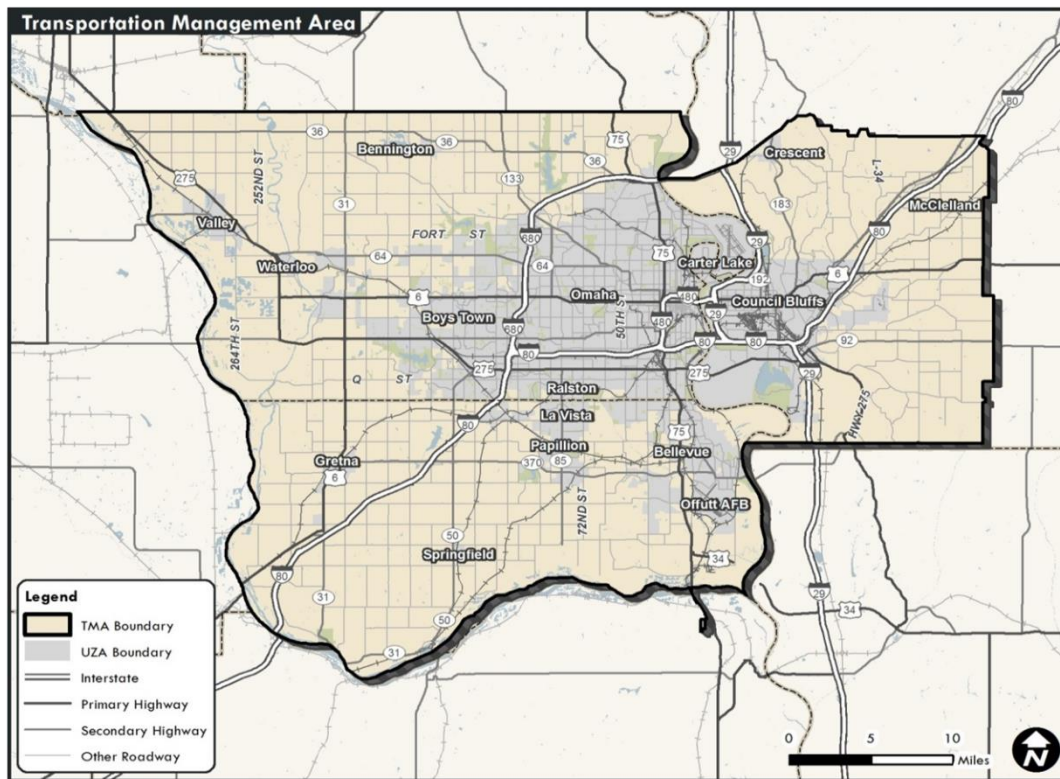
What is MAPA

Created in 1967, the Metropolitan Area Planning Agency (MAPA) is the designated Metropolitan Area Planning Organization (MPO) and the voluntary Council of Governments for the Omaha – Council Bluffs Region. An MPO is a federally mandated and funded transportation policy-making organization that is made up of representatives from local government and governmental transportation authorities. Its core functions include developing a long-range transportation plan and identifying projects to implement that vision. In addition to these core functions, MAPA's broader mission is to bring local governments together to address regional concerns.

FEDERAL LEGISLATION

Federal transit law requires that projects selected for funding under the [Enhanced Mobility for Individuals and Individuals with Disabilities \(Section 5310\) Program](#) be "included in a locally developed, coordinated public transit-human services transportation plan," and that the plan be "developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public" utilizing transportation services. These coordinated plans identify the transportation needs of individuals with disabilities, older adults, and people with low incomes, provide strategies for meeting these needs, and prioritize transportation services for funding and implementation.

MAPA's federal mandate is focused on the Omaha-Council Bluffs Transportation Management Area (TMA), shown below in yellow. In addition, MAPA provides services to five counties adjacent to the TMA.



What Figure 1.2 – MAPA Area **l**obility Management

Coordi

Coordinated transit happens when multiple services come together to provide cost or time savings. Some of the most common examples of coordinated transit nationwide include:

- Combining passengers for trips
- Sharing dispatching services
- Inter-local agreements to provide services across boundaries
- Collaborating on training and certifications

Mobility Management

Mobility management is when a variety of stakeholders from all levels of service, public and private come together to provide easy to use transit options for the community access. In the MAPA region this most often mean providing referral and information resources about the services which best fit a client's needs.

What is a Coordinated Transit Plan?

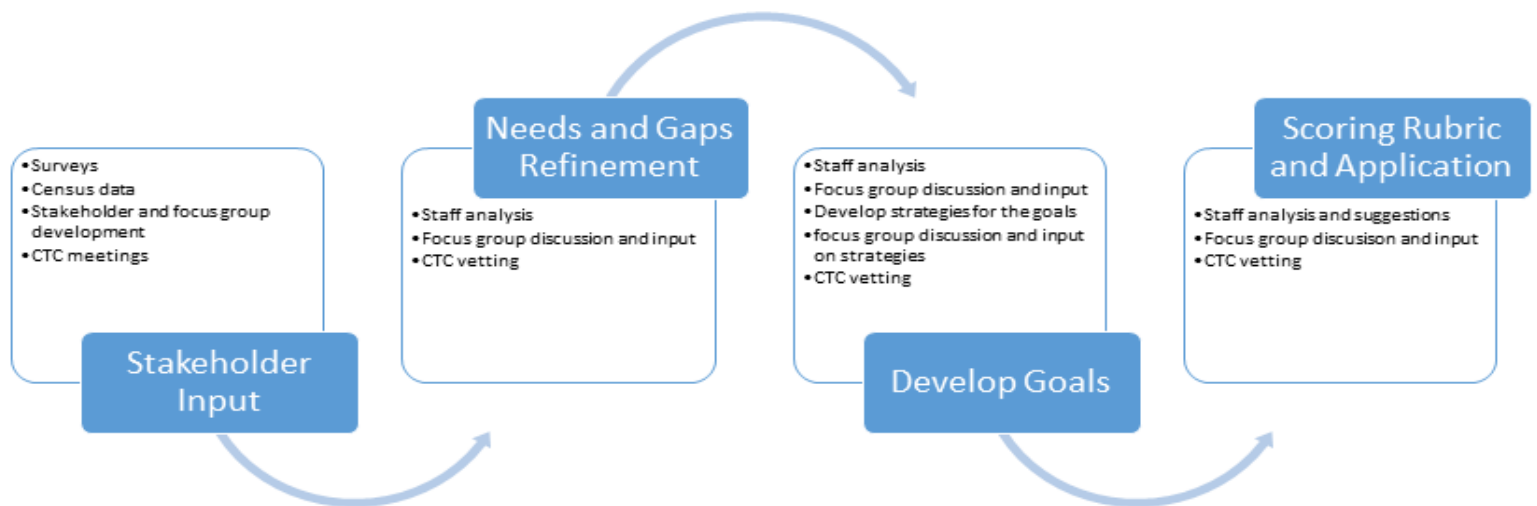
The MAPA Coordinated Transit Plan (CTP) serves as the guiding document for local human service and transit providers in the Omaha- Council Bluffs region. In the CTP the area's needs, current services, and potential funding options are laid out and used to develop goals for what the community wants to achieve over the next 5 years and strategies for how to do this.

The plan is designed to act as a guiding document for the region on administering 5310 grants and providing tools for more comprehensive coordination efforts.

The CTP goals and strategies are influenced by the many other plans and projects that MAPA has and in turn are used to help inform the outcomes of future MAPA plans and projects. MAPA plans and programs that influence the CTP include:

- Heartland 2050 - 2015
- Veterans Transportation Community Living Initiative Grant - 2019
- Heartland Connections Bicycle and Pedestrian Master Plan – 2015
- Heartland Connections Regional Transit Vision – 2014
- Metropolitan Area Transportation Improvement Study (MTIS) – 2016
- Sarpy County Transit Study – 2017

How the Plan Was Developed



2 – Omaha-Council Bluffs Area Demographics

The Coordinated Transit Plan looks at and assesses the present and projected needs of those eligible for 5310 funding, these are:

- Those over 65
- People with a disability
- Households living below the poverty line

As the Omaha-Council Bluffs region faces the nationwide trend of an increasingly older population new needs and stresses will be added to the existing transportation, housing, and social service providers. With aging suburban populations expected in the coming years there will be additional pressure on existing providers to expand their services into areas that are more difficult due to their less dense more decentralized design.

The maps below show the current concentrations of those over 65, those with disabilities, and those who live below the poverty line, as well as the projected locations of those over 65 in the coming decades.

Current Demographics

The 3-county MAPA TMA is home to approximately 770,000 people (see Table 3-1). It is the largest metropolitan area in Nebraska and Iowa, and an important economic center in the Midwestern U.S. The total population has increased over 42% from 1970, when the population was slightly greater than 540,000.

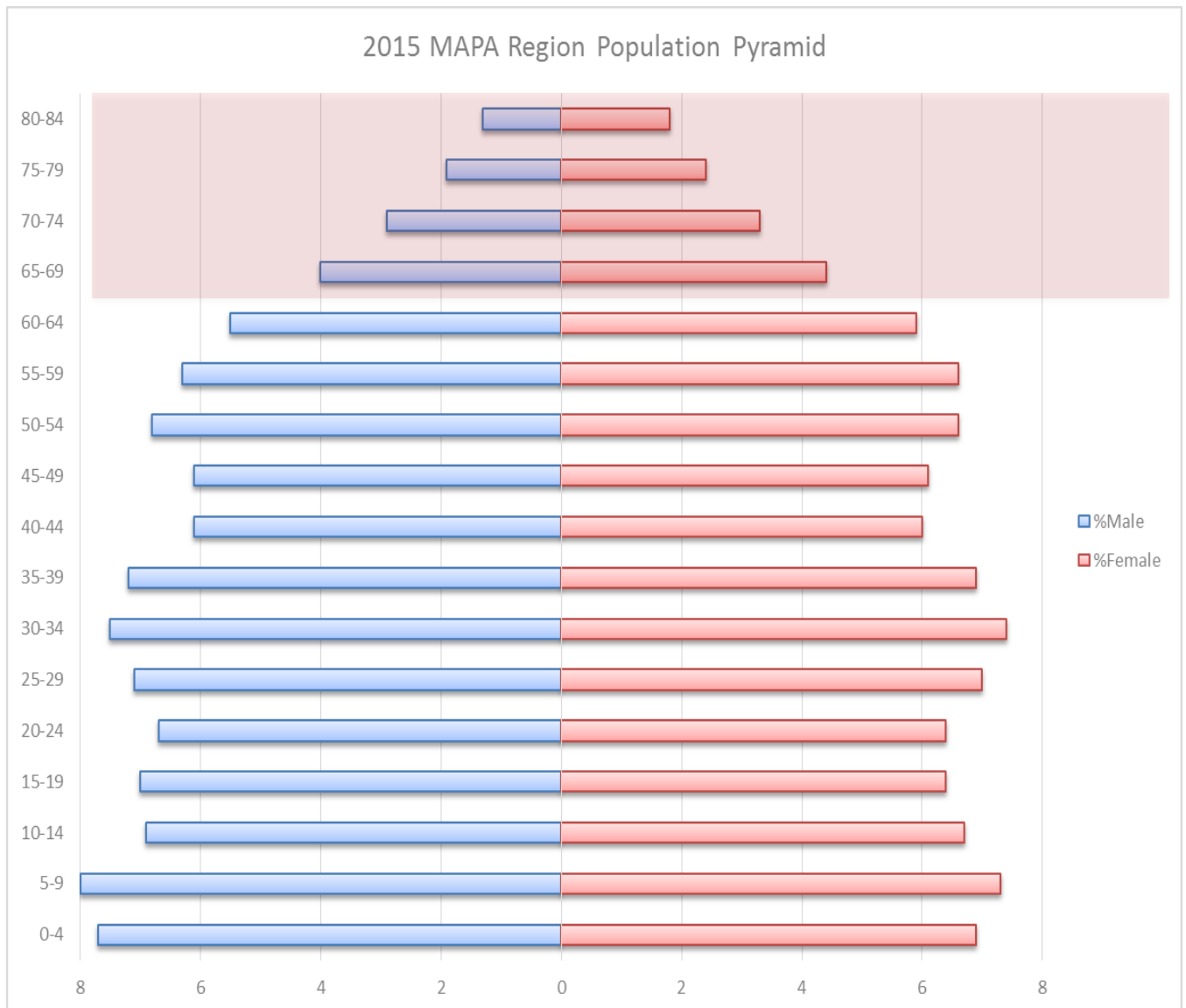
This population growth has not been shared equally between the counties. Sarpy County's population has soared in recent years, averaging over 20% growth each decade. Douglas County's population has tracked closely with the MAPA total, typically ranging between 5 and 12 percent growth per decade. Pottawattamie County's population declined during the 1970s and 1980s, but rebounded for modest, but consistent growth from the 1990s onward. Figure 3.1 shows the growth rate by decade for each of the three counties in the MAPA TMA.

These county growth patterns reflect the overall pattern of population growth along the outer suburban areas and population decline or stability in the older, urban portions of metro area, though there has been interest in new redevelopment communities in downtown Omaha and downtown Council Bluffs.

Those Over 65 in 2015

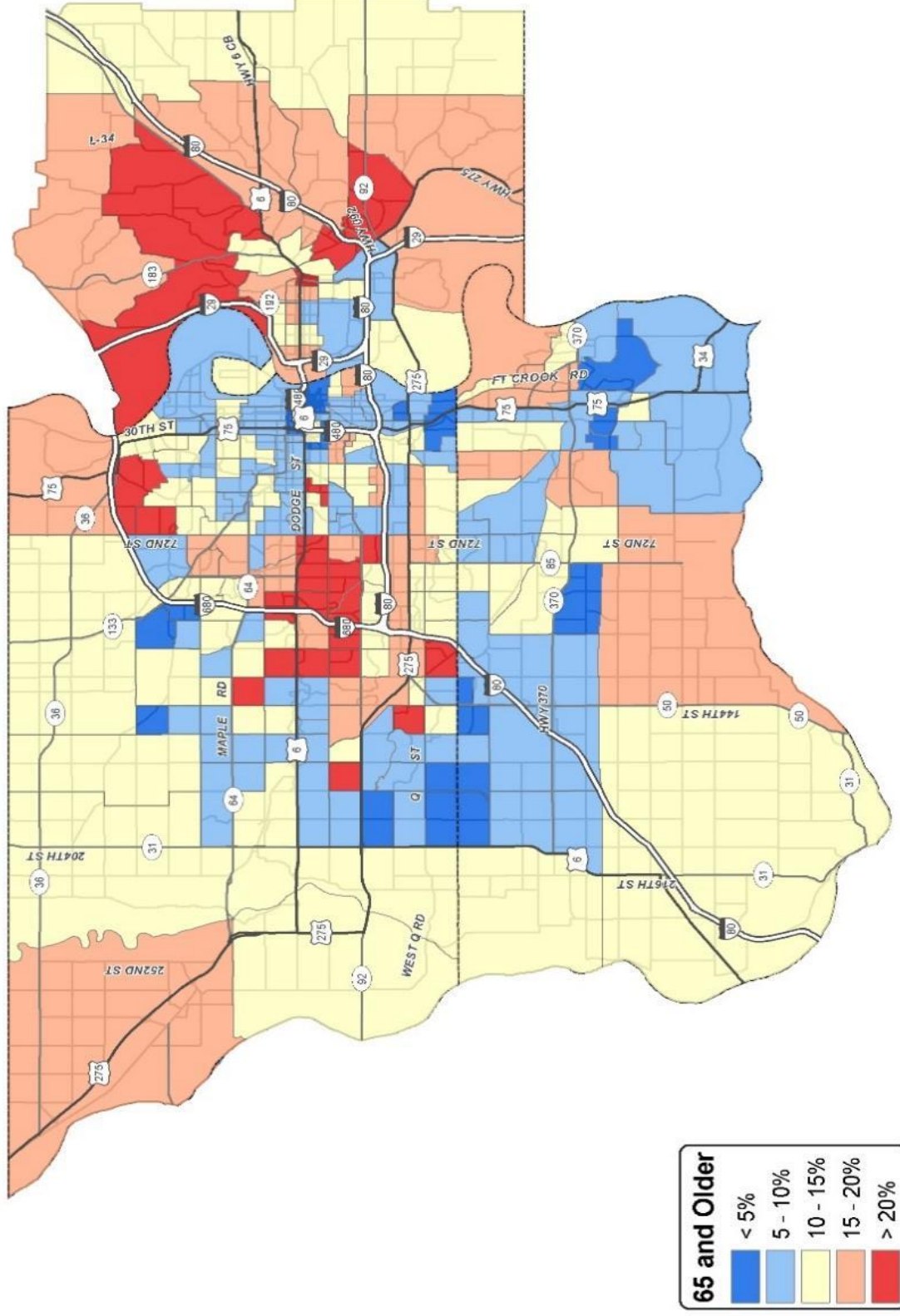
Presently there are approximately 97,000 people over the age of 65 making up 11.25% of the total population. Many of these people live outside of the urban core making it difficult to provide effective and consistent transportation to them.

In Nebraska and parts of Iowa the rural and suburban areas are served by the various nonprofits or by private care givers which often puts the burden of care on family members or limits the mobility of seniors in these areas.



Percent of Population 65 and Older

Transportation Management Area



Source:
2011-2015 American Community Survey (ACS)



MAPA

Population With a Disability

Based on American Community Survey data, there are approximately 86,000 people who are considered disabled in the Omaha Council Bluffs region, this is approximately 10% of the total population. The majority of which live in North Eastern Omaha and the urban areas of Council Bluffs. These areas are currently well served by Metro Transit and Moby in Nebraska and South West Iowa Transit Authority (SWITA) and Council Bluffs Special Transit Service (STS) in Iowa.

Those who live in the Western parts of Douglas County, Southern Sarpy, and the Eastern Pottawattamie Counties do not have consistent transit and paratransit services which would provide greater opportunities for independence and quality of life.

Affording Transportation

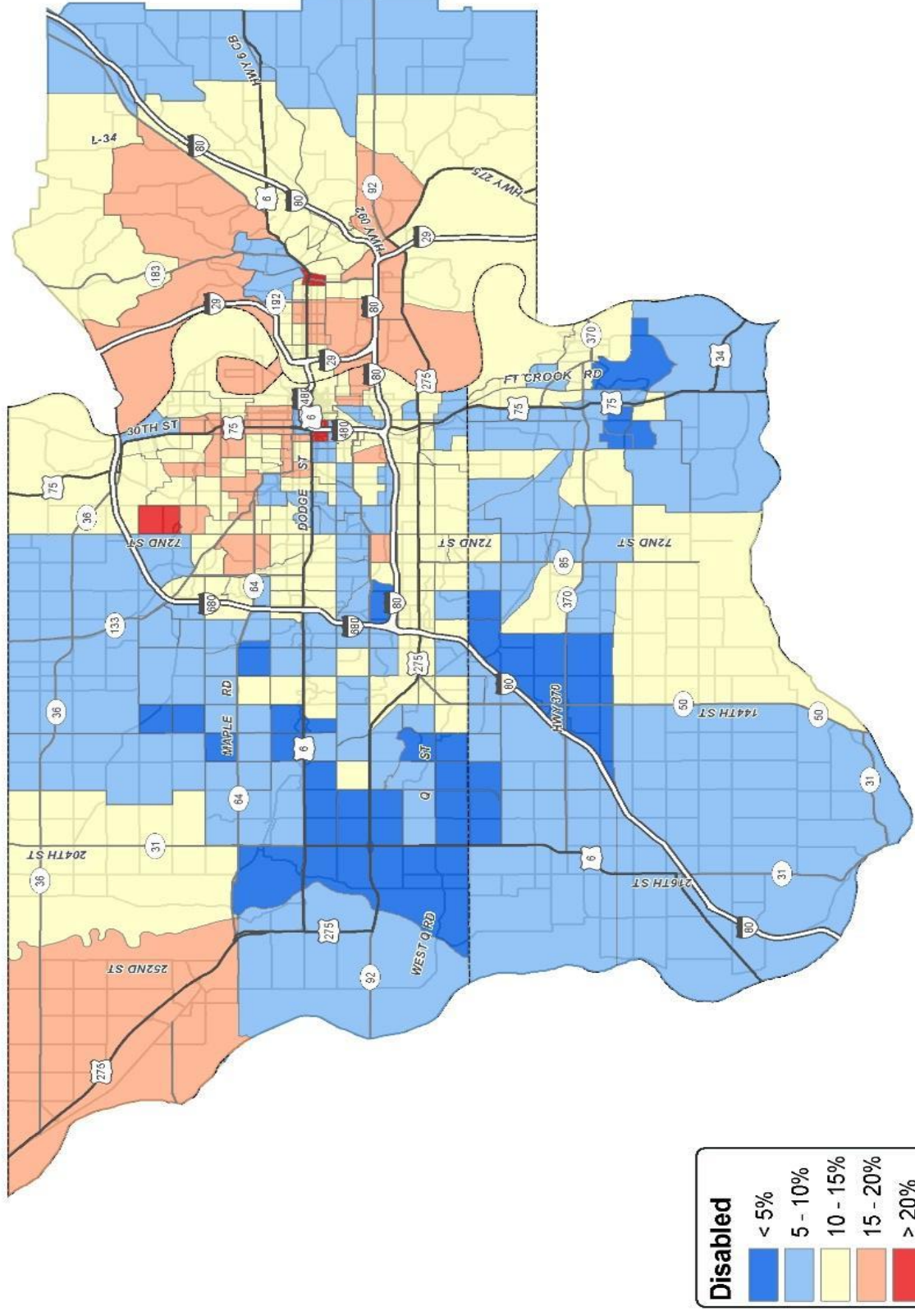
Another example of how limited transportation options affect employment was shared by Michaela Ahrens, Interim Executive Director/Senior Director of PACE for Autism Action Partnership.

PACE: Partnership for Autism Career Employment is a program that provides employment support to adults with autism who are seeking or desire to maintain competitive employment positions in the community. PACE helps those individuals find work, matched to the individual's preferences, and help maintain employment as long as he or is happy in the position.

Michaela has a client who lives fewer than eight miles away from his place of employment. Unfortunately, his home is not located on a bus route. If there were a transit stop nearby, the location is not suitable for walking safely to and from the stop. There are few sidewalks and the intersections are very wide and always busy with traffic.

Her client's main method of transportation is Uber, which costs around \$27 a day. He spent approximately \$456 last month for 34 rides. Michaela herself provided her client 19 rides on the weekends, as well as transportation for his first few days with the program. Without Michaela's help, another \$255 would be added to his monthly transportation cost.

Transportation costs consume \$711 from his \$1,100 monthly salary. Due to the lack of transit and walkability options, her client spends 64% of his monthly income on transportation.



Source:
2011-2015 American Community Survey (ACS)

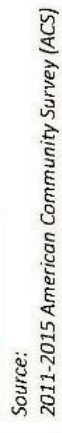


Population Living Below the Poverty Line

The concentrations of poverty in Omaha and Council-Bluffs are located in the downtown cores where social and transit services are focused. Current Metro and SWITA operations focus on providing comprehensive service to these areas, though connections to suburban service sector jobs are often lacking.

Some areas of the United States have seen poverty become more dispersed in suburban and exurban areas as housing costs in urban cores rise quickly. Omaha and Council Bluffs have not seen widespread issues related to this trend and there are many diverse advocacy groups who are working to ensure that there continue to be affordable housing options throughout Omaha and that job opportunities are available for all within the region. More on this issue can be read in the Heartland 2050 Action Plan and Fair Housing and Equity Assessment.

Transportation Management Area



2011-2015 American Community Survey (ACS)



WAPA

Future

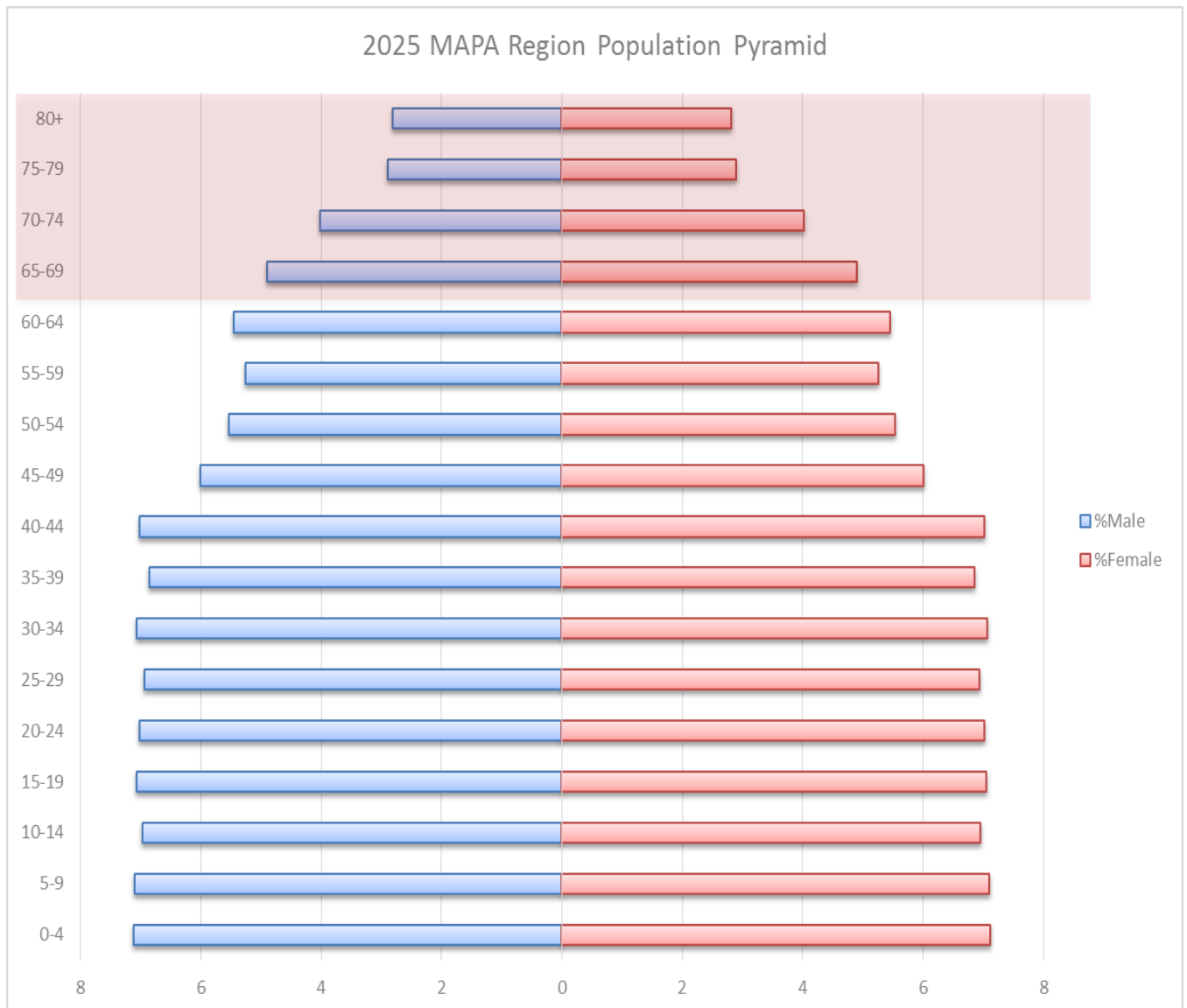
As the large baby-boom generation ages and outlives their predecessors older persons will constitute a greater share of the total population. Those over 65 currently constitute about 10% of the metro area's population, by 2040 it is expected that they will comprise at least 16%. The charts and maps below show the changes in age demographics that are expected.

It is expected that the areas that currently have high levels of poverty and disability not related to aging will stay the same due to networks of social services in these areas.

10 Years

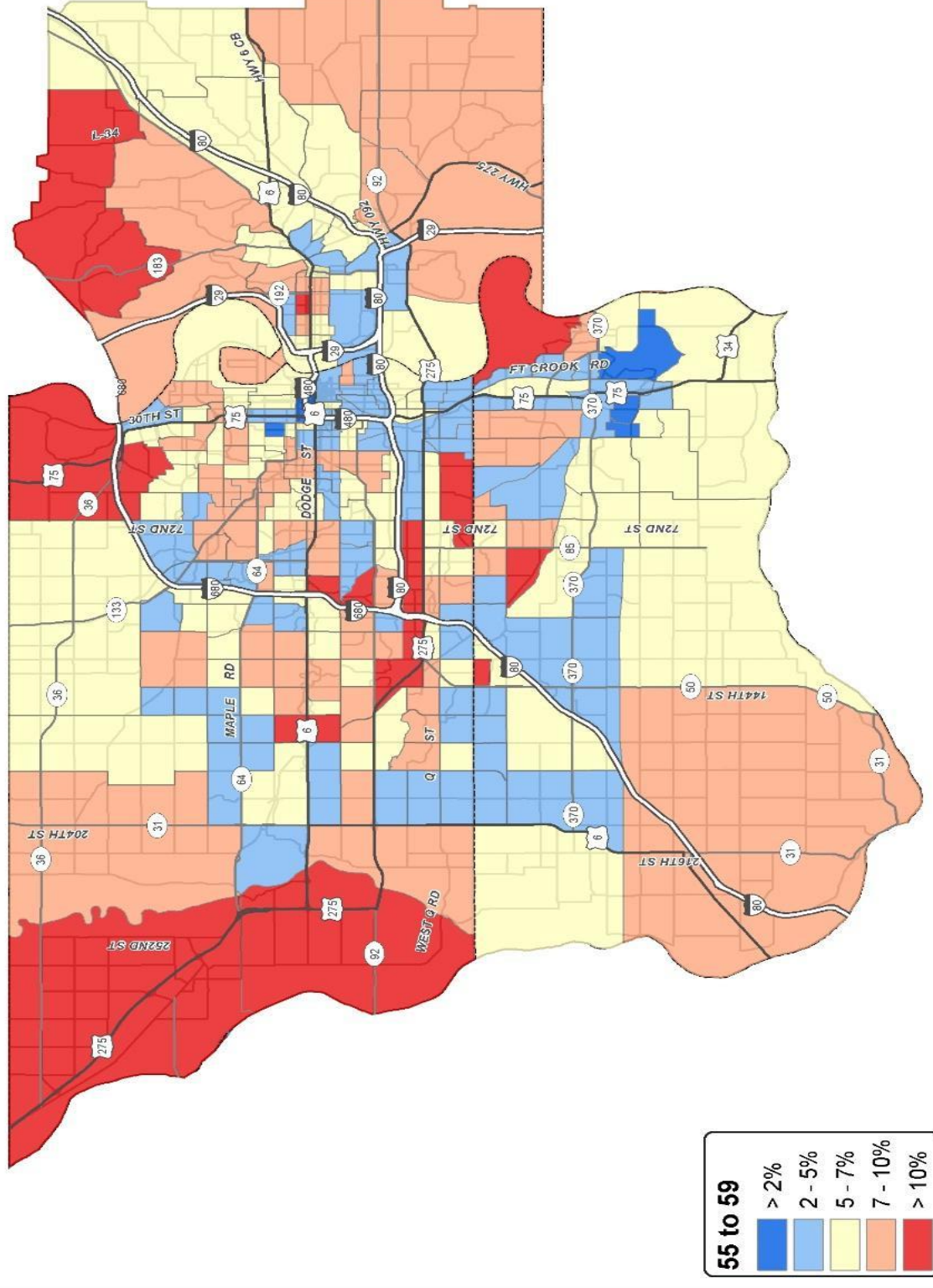
By looking at the geographic distribution of those currently 55-59 it is possible to predict where the Omaha-Council Bluff metro will have concentrations of those 65-69 in 10 years. By 2027 there is a substantial increase of those over 65 in the rural portions of Douglas, Sarpy, and Pottawattamie Counties.

The increases in the number of those over 65 and the issues of aging in place in suburban and rural communities will place increasing burdens on financially limited resources and make coordinating services across jurisdictional boundaries an even higher priority.



Percent of Population 65+ in 2027

Transportation Management Area



Source:
2011-2015 American Community Survey (ACS)



MAPA

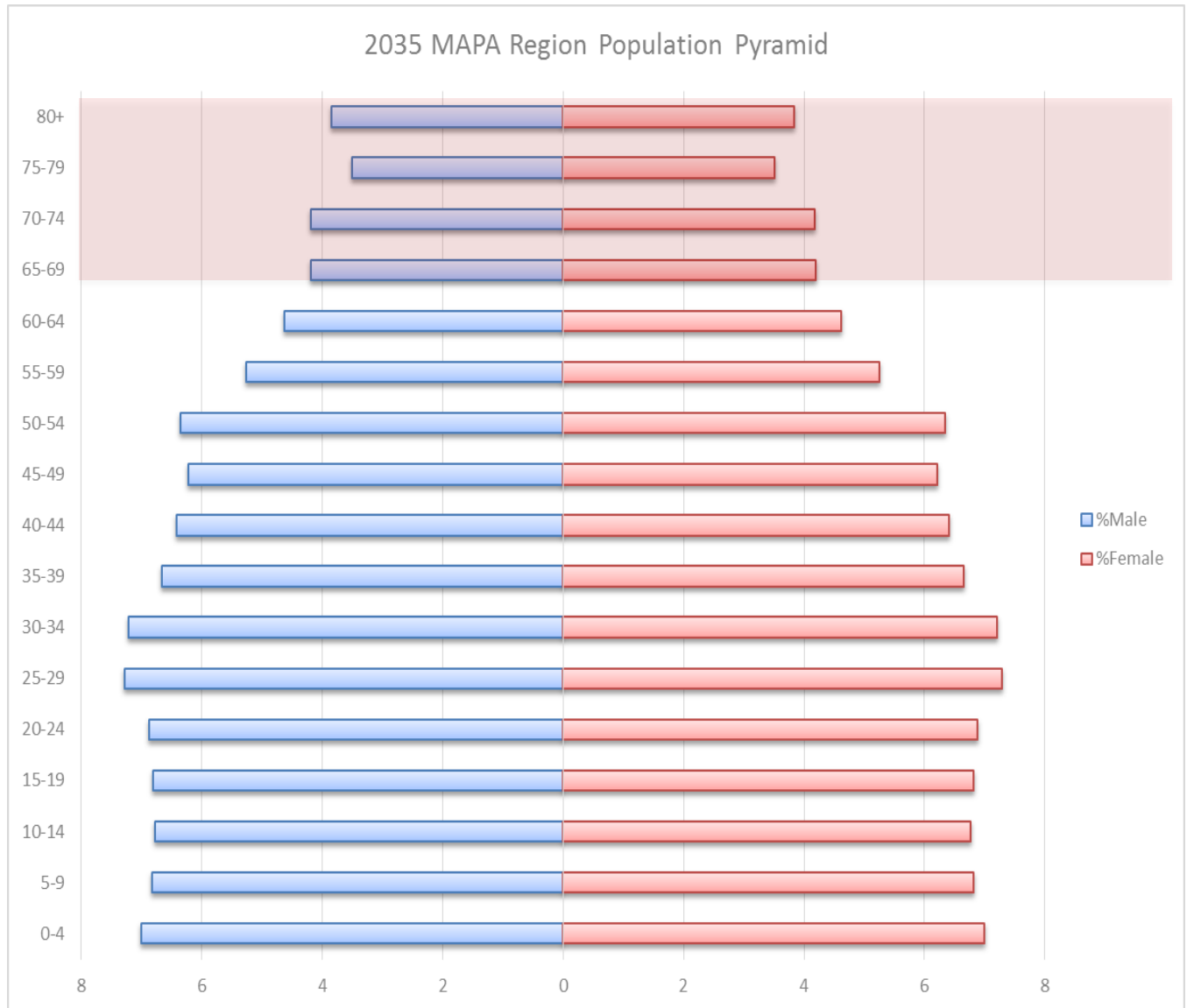
Urban Area Inset



WAPA

20 Years

In 20 years population projections show larger concentrations of those who will be over 65 in rural and outer suburban areas. There is also a continuing growth of those over 65 who will require additional support services. Currently these areas are not designed to facilitate social service providers and aging in place strategies meaning that many people will be left isolated or forced to move out of their homes.



Transportation Management Area



Percent of Population Aged 65+ in 2037

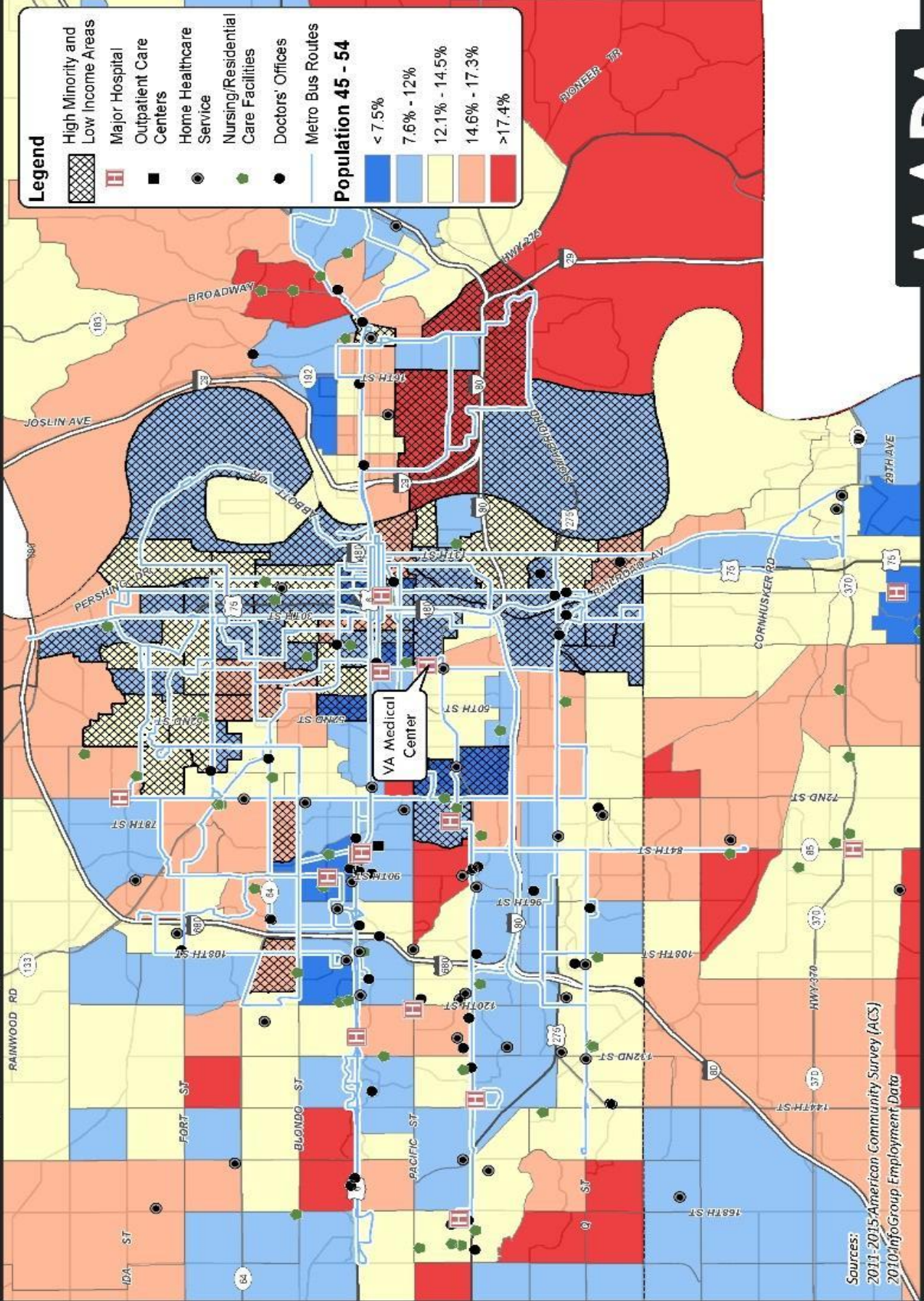
Urban Area Inset

Legend

- High Minority and Low Income Areas
- Major Hospital
- Outpatient Care Centers
- Home Healthcare Service
- Nursing/Residential Care Facilities
- Doctors' Offices
- Metro Bus Routes

Population 45 - 54

- < 7.5%
- 7.6% - 12%
- 12.1% - 14.5%
- 14.6% - 17.3%
- > 17.4%



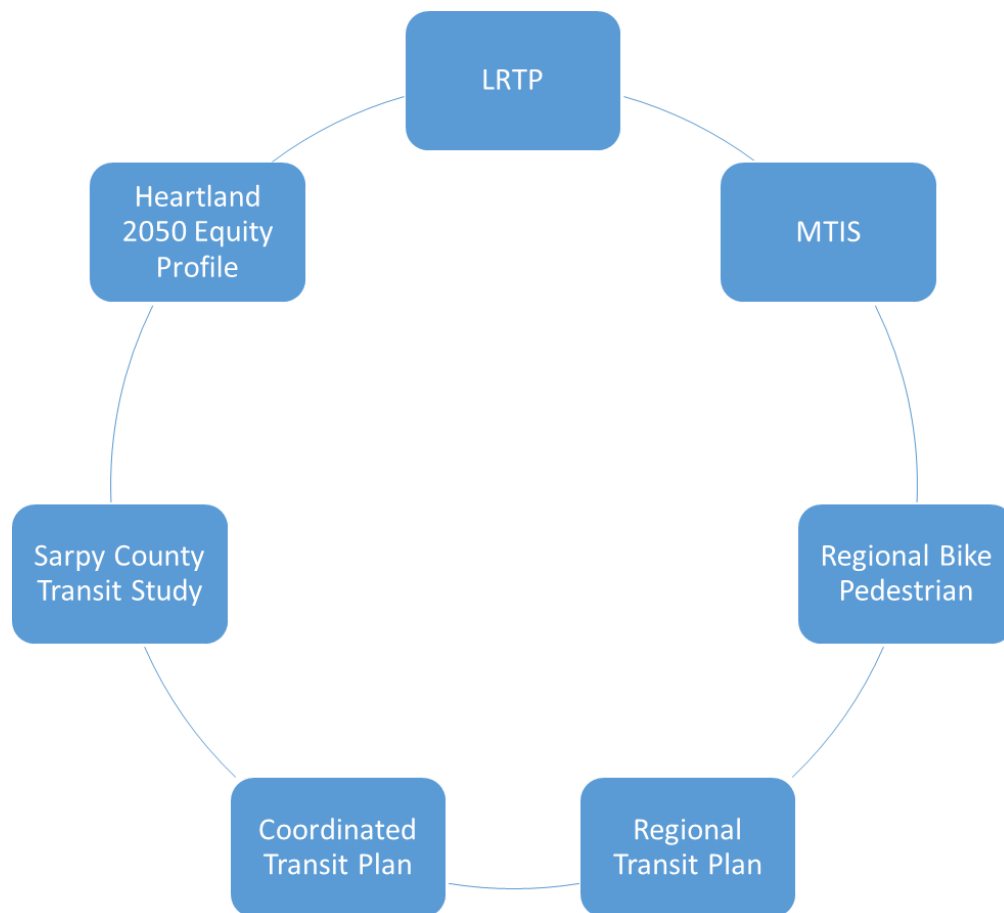
Sources:
 2011-2015 American Community Survey (ACS)
 2010 InfoGroup Employment Data



MAPA

1– Goals

Through stakeholder involvement and focus groups the CTC reviewed the previous CTP goals, the goals from other MAPA plans, and discussed how they would like to see 5310 funding and the CTC's time used over the coming years. Figure 5.1 shows the current MAPA planning documents.



MAPA did extensive outreach for the 2050 Long Range Transportation Plan on goal and strategy setting and developed a ranking of 6 goals that were used to develop the CTP.



The CTC developed 3 goal areas related to the previous planning goals and based on the funding sources that the committee oversees. These goals will inform the grant application criteria and direct the work of the CTC over the next 4 years.

Coordinated Transit Committee Goals

- 1 Enhance Collaboration**
Improve efficiencies through inter-agency cooperation.
- 2 Raise Community Awareness**
Include additional, and more diverse, voices into the transportation planning process; highlight the issues of those with impaired mobility; and promote current services.
Bring more people into the conversation, shine a light on the challenges for those with limited mobility, and promote services that currently exist.
- 3 Provide Options and Connections**
Maintain and improve transportation options for all in the region regardless of zip code and income.

3 - Existing Coordinated Transit Committee Service Providers

Coordinated Transit Committee

The Coordinated Transit Committee (CTC) is the stakeholder group and steering committee for coordinated transit and 5310 grant administration in the MAPA region. The CTC is composed of a variety of paratransit agencies, human service providers, advocacy agencies, and taxi providers. CTC provides a space for members to connect with each other, learn about services offered in the region, and actively pursue new ways to coordinate services. A list of providers and, the vehicles owned and operated by these agencies is in Appendix A. A user-friendly guide to who these agencies serve and their hours and contact information is in appendix B.

Paratransit Providers

These are the public providers who receive 5310 funding and provide fixed route or demand response services for their jurisdictions and who participate in regional coordination efforts through the CTC. A full list of these providers, with a description of their services can be found in Appendix A, a breakdown of their services and contact information can be found as a part of the mobility management guide.

Agency	Location	Days of Operation	Hours
Metro Transit	Omaha	M,T,W,Th,F,S,S	5am-11pm
Moby	Omaha	M,T,W,Th,F,S,S	5am-11pm
SWITA	Cass, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, and Shelby	M,T,W,Th,F,S,S	6am-5pm
Bellevue	Bellevue city limits	M,T,W,Th,F	7am-3pm
LaVista / Ralston	La Vista and Ralston city limits	M, T, W, Th, F	7am-4:30pm
Papillion	Papillion city limits	M, T, W, Th, F	7am-4pm
Council Bluffs	Council Bluffs city limits	M,T,W,Th,F,S	5:15am-11:30pm
Eastern Nebraska Office on Aging	Douglas, Sarpy, Cass, Dodge, Washington	M, T, W, Th, F	8am-5pm
Eastern Nebraska Office on Aging	Omaha, Douglas, Sarpy, Cass, Dodge, Washington, Council Bluffs, Pottawattamie, Fremont, Harrison, Mills, Montgomery, Paige, Shelby	M, T, W, Th, F	8am-5pm

Non-Profits

These are the nonprofits who provide transit services or pay for all or a part of their clients transportation needs and participate in regional coordination efforts through the CTC. A full list of providers, with a description of their services can be found in Appendix A, a breakdown of their services and contact information can be found as a part of the mobility management guide. In appendix B there is a mobility management guide with the hours, client base, and contact information for many of these providers.

Agency	Location	Days of Operation	Hours
Crossroads of Western Iowa	Pottawattamie, Harrison, Woodbury, Monona	M, T, W, Th, F,	7am-7pm
Black Hills Works	Omaha, Bellevue	M, T, W, Th, F, S, S	24
Friendship Program	Omaha, Bellevue	M, T, W, Th, F,	8am-5pm
Eastern Nebraska Community Action Partnership	Omaha	M,T,W,Th,F,S,S	24
Pottawattamie County Veterans Affairs	Pottawattamie	M, T, W, Th, F	8am-5pm
Refugee Empowerment Center	Omaha	M, T, W, Th, F	8am-5pm
New Cassel Retirement Home	Omaha	M, T, W, Th, F, S, S	8am-5pm
Intercultural Senior Center	Omaha, Bellevue, Ralston	M, T, W, Th, F	8am-5pm

Other Transportation Services

In addition to the paratransit and fixed route services offered in the Metro area there are several taxi, private bus, and commuter transit services offered. These services operate in Omaha and Lincoln providing options for inter and intra city transit.

Intercity Bus Transit

The University of Nebraska Engineering School operates a commuter shuttle, that is open to the public, between the Omaha and Lincoln campuses with two additional stops at the University of Nebraska

Medical College and off exit 439 on I-80. The N-E Ride goes between Lincoln and Omaha four times a day starting at 8am and ending at 5:45, there is no cost for the service.

Currently there are three private intercity bus companies operating between Omaha and Lincoln. These are Greyhound, Megabus, and Burlington Trailways. The three companies offer a variety of trip times, costs, and pickup and drop off locations.

Ridesharing

MAPA operates a regional trip matching platform known as MetroRideshare. This platform allows users to sign up and enter their trip origin, destination, preferred modes, and gender and smoking preferences to match with others in the region looking to make a similar trip. Several large area employers have adopted this platform and use it to manage parking demand and promote active commuting options.

The Nebraska Department of Transportation offers a subsidized vanpool program through Enterprise Rent-A-Car. Vanpools are arranged through employers for employees to commute to and from work in and each vanpool is set up to best suit the needs of the riders.

Happy Cab consolidated cab company operates in both Omaha and Council Bluffs providing on demand and scheduled taxi services. Cab service is operated all day every day of the week, rates are set by the Public Service Commission.

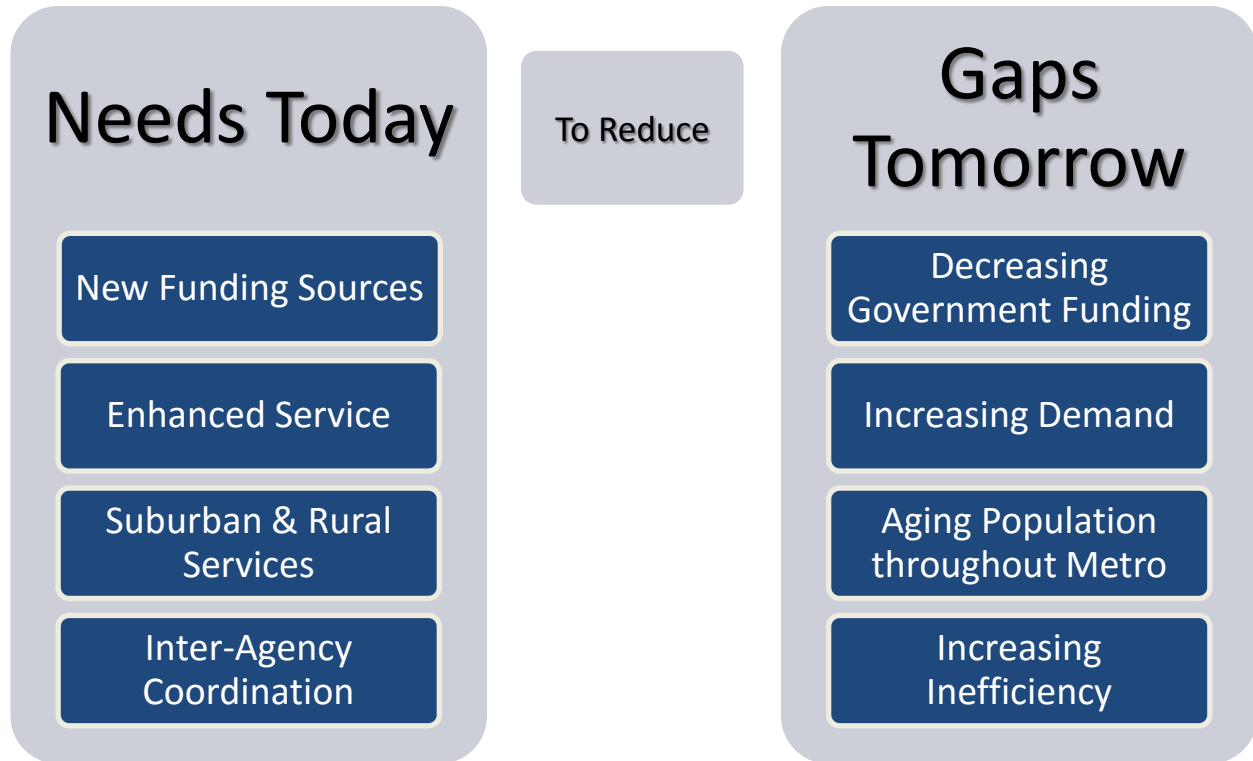
Both Uber and Lyft operate in Omaha providing on demand service, rates may vary by time of day and levels of demand.

4– Needs and Gaps

Many current and future needs and gaps for transit service exist in the area, this section details the main issues that MAPA staff and the members of the CTC identified. The focus is on providing services to the changing demographics anticipated in the Omaha-Council Bluffs area.

Themes include the stagnation of funding, the need for more/better coordination efforts, and the geographic limits of service.

By identifying and grouping the needs and gaps the CTC will be able to prioritize issues and develop coordination efforts and grant criteria to fund programs that will address these needs and fill in the gaps in service.



Current

The needs and gaps identified below were compiled based on the provider surveys that were completed, input from the CTC stakeholders, and the findings of previous studies and plans.

Gaps

- Services are insufficient to address all the needs of those in the community
 - Isolation and insufficient options for low- to moderate-income people
 - Transit options for those with disabilities
 - Transit and paratransit service to suburban and rural communities
 - Transportation for non-standard shift work
- There is no centralized communication system in place to facilitate communications
- The inadequate coordination between housing, transportation, and social service providers and advocates

Needs

- Additional funding sources to keep current programs and services
- Funding sources to cover unmet needs
 - Employment focused transportation services
 - Services that go from areas of high unemployment to job centers
 - Transit that runs during second and third shift hours
 - Reliable, consistent transit options throughout the metro area
 - Services to areas that do not currently have public transit options

- Inter-agency coordination for:
 - Public-private communication
 - Cross jurisdictional cooperation
 - Assistance for people dependent on multiple services
 - Public information about available services
 - Housing, transportation, and social service providers
- Expanded suburban and rural transportation services for all users

Housing

In the discussions of needs and gaps in the Omaha-Council Bluffs area the disconnect between housing options, choice, and the availability of transportation access for those unable to drive themselves was a recurring theme.

In 2016 and 2017 the cities in the MAPA region participated in a national Housing and Urban Development (HUD) program the Omaha-Council Bluffs area called Affirmatively Furthering Fair Housing (AFFH) which looked at housing options, choices, and needs in the area.

Through the outreach done it was discovered that increased access and funding for public transit was felt to be one of the most important issues for more fair and equitable housing choices. Affordable housing near jobs and services was another main concern for survey respondents.

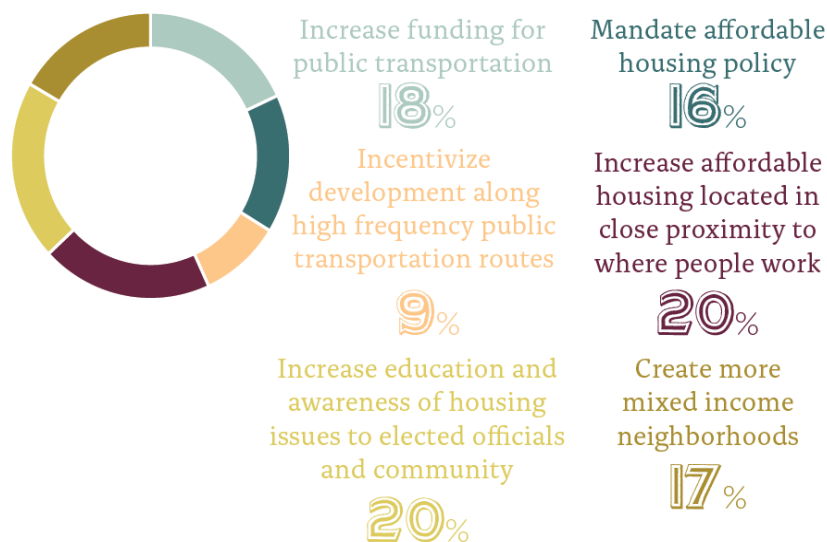
Finding Transportation

Susan Lacy has a daughter, Cassie, who works at Creative Hair Design. Cassie has been employed there for four years, and absolutely loves it. Cassie is eligible for would like to rely on the city's paratransit service, known as MOBY, as her primary method to and from her job. However, Creative Hair Design is located just beyond MOBY's range for providing transportation.

Since Cassie's work is very important to her and provides her with a sense of pride and accomplishment, Susan's husband volunteers to drive Cassie to work every morning.

This takes about one hour, roundtrip, and becomes challenging if he is sick or if the couple travels out of town. Susan and Cassie are hopeful that there will be other means of transportation available in the near future, because the current arrangement is not sustainable long-term.

How would you spend our federal dollars to solve our most pressing fair housing issues?



As a part of their survey the City of Omaha asked what locations people would like to be able to access via transit and found that many of the most requested destinations are difficult to serve suburban areas. A word cloud of the answers shows the density of responses.

Q51 Are there places in the Omaha metro area that you wish you could access by public transportation but cannot?



These findings match closely with the current and future needs and gaps identified through the CTC stakeholders. Housing and employment locations will should to be considered together in future development, transit and walkability are important factors for all new and infill building, and the needs of those with limited mobility should be considered in infrastructure decisions.

Future

Below are the needs and gaps that were identified through the CTP planning process using stakeholder input from the CTC, demographics projections, and analysis from previous plans and studies.

Needs and Gaps

- Greater funding gap as federal funding stagnates or disappears
- As our populations age in the suburbs it will become more difficult to provide services to a much larger geographic area.
 - Increased caregiver burden for family members due to decreased transportation options
 - Increased cost for providers and clients
- With medical advancements and more chronic conditions there could be a higher percentage of elderly who are dependent on social services to meet their needs
 - Children unable to take care of disabled parents
 - Smaller families
 - Longer life spans but not healthier

5 – Strategies

For each of the goal areas the CTC developed action-oriented strategies to work towards over the coming years. Some of the strategies focus on how to best allocate funds and others are projects that the CTC has decided to address as a committee during their meetings.

Enhance Collaboration

Strategies

- Create a One Call Center or partner with an existing call center in the area
- Utilize the CTC message board to its fullest
- Develop resource list for area nonprofits
- Identify foundation grants and opportunities that CTC members may be eligible for
- Work as a committee to partner on grants and projects
- Raise funds through a special entity developed by the committee for events like Omaha Gives

Raise Community Awareness

Strategies

- Develop resource list for area nonprofits
 - This needs to be updated regularly
 - Searchable database
 - Open to nonprofits and citizens
- Incorporate agencies outside of the CTC into the agency spotlights
- Advocate for transit and paratransit in all parts of the transportation system
- Bring the goals and mission of the CTC to other committees and groups that members are a part of
- Develop training for elected officials and transit entities on how to ride transit as someone with a disability
- Use the committee to track and advocate for legislation that benefits members of the CTC
- Increase CTC involvement at TTAC, ProSeCom, and HL2050 meetings

Seeking Independence

One of these people is Annette Wolfe, a single parent of two. For her family, transportation is a very large issue. Annette is dissatisfied with the lack of transportation options for those who live farther west from the transit system routes. The closest stops to her home have very limited time slots for riders and are too limited to be considered useful.

Annette's daughter would greatly benefit from more transportation options. She is 16-years-old, on the autism spectrum, volunteers every other weekend and is looking for more opportunities to improve her social skills to prepare for life after high school. It is unlikely she will ever be able to drive, and the lack of transportation options are a massive restriction that limits the opportunities available.

The family has tried other transportation options, like Uber or a taxi service, but they were too costly and consumed a large portion of Annette's earnings. Annette's availability to take off work varies and is not consistent enough to be a dependable option. Plus, neither of these options would help Annette's daughter develop the sense of independence she seeks.

Access to more transportation alternatives would open more work and volunteer opportunities, as well as allow her daughter to develop skills that make her more independent. A greater transportation system would provide more viable options for her family and other families with disabilities.

Provide Options and Connections

Strategies

- Lend CTC support for transit-related projects in the region
- Develop educational resources on how to ride transit and navigate the area without a car
 - Bus training
 - Bike training
 - Multi-lingual training and navigation events
- Create an application to compare ride options and do cost analysis
- Work toward breaking down organizational barriers

6 – Funding Sources

There are two main federal funding sources for the region which are overseen by the CTC, these are the 5310 grant program and the Veterans Transportation Community Living Initiative (VTCLI). Both of these programs focus on providing transportation for those over 65 and those with disabilities in the region and making better use of existing resources through increased coordination efforts.

VTCLI

MAPA is the recipient of a Veterans Transportation Community Living Initiative. The VTCLI program is designed to create a central ride scheduling and dispatching center for the region and improve the access of veterans and their families to services in the area.

5310

The Section 5310 program provides formula funding to states for the purpose of assisting private nonprofit groups and certain public bodies in meeting the transportation needs of elders and persons with disabilities. Funds may be used only for capital and operating expenses to support the provision of transportation services to meet the specific needs of seniors and individuals with disabilities. States receive these funds on a formula based on statewide population.

Intent of the program

The Section 5310 program provides formula funding to states for the purpose of assisting private nonprofit groups and certain public bodies in meeting the transportation needs of those over 65 and persons with disabilities. Funds may be used only for capital and operating expenses to support the provision of transportation services to meet the specific needs of seniors and individuals with disabilities. States receive these funds on a formula based on statewide population.

The federal grant requirements are that a minimum 55% of all 5310 funds for a year go to Capital purchase, MAPA will evaluate this on a year to year basis depending on the applications.

Capital Purchases Funding

Capital Purchases must make up at least 55% of the funds allocated in a year. This funding is for the purchase of infrastructure for paratransit service or the coordination of paratransit services. In the past, applications for capital funding focused on maintaining existing service. In light of this, MAPA is looking at these funds from an asset management perspective. Our program will revolve around replacing eligible paratransit vehicles, but remain flexible to allow for new regionally significant projects that may be proposed.

Examples of Capital Purchase include:

- ADA compliant vehicles
- Wheelchair lifts, ramps, and securement devices
- Scheduling, routing, and call systems for paratransit
- Mobility management programs
- Contracting or leasing of transportation services

For a more complete list please visit the FTA website at:

<https://www.transit.dot.gov/funding/grants/enhanced-mobility-seniors-individuals-disabilities-section-5310>

Operations Funding

Operations funding cannot make up more than 45% of the funds allocated in a year. This funding is for projects related to the operations and management of paratransit service and for programs that promote the coordination of paratransit services.

Examples of Capital Purchase include:

- Travel training
- Mobility management
- Bus stop shelter and facility improvements
- Signage and wayfinding projects
- Volunteer training programs

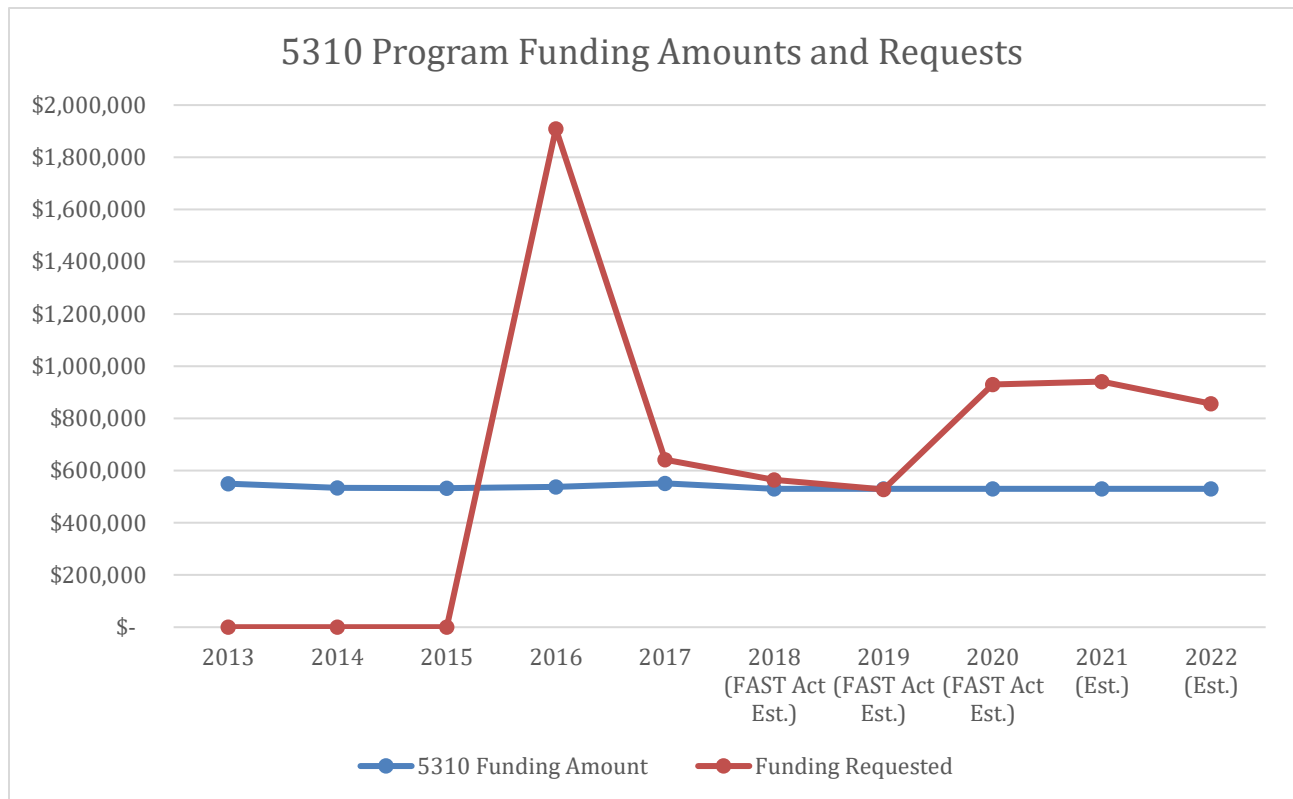
For a more complete list please visit the FTA website at:

<https://www.transit.dot.gov/funding/grants/enhanced-mobility-seniors-individuals-disabilities-section-5310>

Funding amounts

FTA funding is based on population and funds for the 5310 program are directly tied to the number of senior citizens and persons with disabilities counted in the Omaha-Council Bluffs region in the decennial census. This tends to be between \$500,000 and \$550,000 each year with MAPA estimating \$530,000 per year through 2022.

The Fixing America's Surface Transportation (FAST) Act guarantees funding through 2020, though the exact amounts will be determined each year. The chart below shows the amount of funding the region received from 2013 through 2017 and the anticipated amounts for 2018 through 2022. Also included is the amount requested each year in grant applications from local agencies. Requests for 2013, 2014, and 2015 were held until 2016 and all four years of funding were utilized to meet that request.



Local match requirements

All federal funding requires local match, the amount of match required varies based on program and project type. The 5310 Program funding is broken down into two programs, Capital and Operations which have different local match requirements.

Federal funding generally cannot be matched with other federal funds.

In Kind match can be used for some local match but is often more difficult to bill and account for.

Capital Funding Match

For capital projects 5310 program funds can be used for up to 80% of the project cost. A minimum of 20% local match dollars must be provided from state or local funds. It is encouraged that this match be cash and not in-kind match of staff time or other services.

Operations Funding Match

For operations projects 5310 program funds can be used for up to 50% of the project cost. A minimum of 50% local match dollars must be provided from state or local funds. It is encouraged that this match be cash and not in-kind match of staff time or other services.

Project Selection

The 5310 project selection process was developed by an in depth subcommittee process and approved by the CTC, approved for recommendation by the Transportation Technical Advisory Committee (TTAC) and approved by the MAPA Board. It consists of two parts: a vehicle replacement plan for capital funds

and applications for operations. This process may undergo changes on an annual basis. The most up to date vehicle purchase plan and operations funding application can be found [here on MAPA's website](#).

Appendix A

Transit and Paratransit Providers in the CTC

Descriptions and service details

Transit

Metro Transit

Fixed Route

Metro Transit offers open fixed routes and express route services in the Omaha City limits with 28 different routes. Fixed route services operate from 5am – 11pm six days a week with several of the more central routes operating on 15 minute frequencies. All Metro transit buses are equipped with wheelchair ramps and restraints and are ADA accessible.

Moby Service

Metro Transit offers on demand, curb-to-curb paratransit service at a ¾ mile buffer along all of its fixed routes. To be eligible for Moby service riders must have a condition that prevents them from being able to use the regular fixed route services provided. All Moby buses and vans are ADA compliant and allow for personal care attendants to ride at no cost, companions are allowed to ride but must pay a fee.

Southwest Iowa Transit Authority (SWITA)

SWITA provides rural transit service to Cass, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, and Shelby Counties. Services provided include limited fixed routes, express routes, and on demand curb-to-curb service, as well as in city taxi service.

Veterans Affairs

The VA Hospital in Omaha provides curb to curb service to any VA patients in the area that the hospital covers, this includes all of Omaha, Douglas County, Sarpy County, Council Bluffs, and Pottawattamie Fremont, Harrison, Mills, Montgomery, Page, and Shelby Counties. This service runs Monday through Friday during business hours.

Bellevue Paratransit Agency

The City of Bellevue operates an on-demand, curb-to curb bus service for residents of Bellevue who are over 60 or have a disability that makes them unable to drive. This service operates Monday- Friday from 7:30am – 3:30pm.

[La Vista - Ralston Special Services Bus Program](#)

The Cities of La Vista and Ralston operate a combined on-demand, curb-to curb bus service for residents of Bellevue who are over 60 or have a disability that makes them unable to drive. This service operates Monday- Friday from 7:30am – 4:30pm.

[Papillion Paratransit Agency](#)

The City of Papillion operates an on demand bus service for residents of Papillion who are over 65 or are Medicaid/Medicare eligible. This service operates Monday- Friday from 7am – 4pm and takes residents in a 10 mile radius of the City limits.

[Council-Bluffs Paratransit Agency](#)

Council Bluffs contracts to provide ADA paratransit services to the residents of the City of Council Bluffs to Omaha from Hamilton Street, to Woolworth Avenue, and as far west as 42nd Street. This includes service to the VA Medical Center and the University of Nebraska Medical Center. The hours of operation for the paratransit service are now 5:15 am to 11:30 pm Monday – Friday and 6:45 am to 8:45 pm on Saturday. This service is open to those who are Medicare/Medicaid eligible or have a disability which prohibits them from driving.

[Eastern Nebraska Office on Aging](#)

ENCAP provides door-to-door on demand transportation services to those who are eligible for Medicare/Medicaid. ENCAP serves those who live outside of the urbanized area, in Douglas, Sarpy, Cass, and Washington Counties. Transportation services are provided Monday-Friday 8am-5pm.

[Non-Profits](#)

[Eastern Nebraska Human Service Agency](#)

ENHSA operates door-to-door paratransit services to their clients from 8am-5pm and on extended hours for special activities and appointments. ENHSA operates within Douglas, Sarpy, Cass, Dodge, and Washington counties. Transit services are primarily for clients to get to and from EHSA events but can also be used for shopping, medical, educational, and work trips.

[Heartland Family Services](#)

The Heartland Family Services provides as needed transportation services to clients, who meet certain requirements, Monday- Friday. The transportation runs during regular business hours to and from doctor's office, shopping, and other trips.

[Lutheran Family Services](#)

Lutheran Family Services' Community Services Division in Omaha transports refugee clients on a limited basis using one dedicated van. Additional staff members provide rides to clients in order to insure that they get to critical appointments, job interviews, and new employee orientations.

[Heartland Workforce Solutions](#)

Heartland Workforce Solutions distributes transit passes for their clients. The agency does not provide direct transportation for their clients.

[Crossroads of Western Iowa](#)

Crossroads of Western Iowa offers door-to-door transportation to its clients with disabilities. The service is available in the morning, afternoon and evening hours to Pott, Harrison, Woodbury, and Monona counties area.

[Black Hills Works](#)

The Black Hills Works provides transportation to those who are Medicaid/Medicare eligible, over 65, and those with disabilities in the metro area.

[Friendship Program](#)

The Friendship Program provides transportation to their clients who are over 65 and disabled. This service is available Monday- Friday for medical, shopping and recreation.

[Eastern Nebraska Community Action Partnership](#)

The ENCAP offers door-to-door, curb-to-curb and scheduled routes transportation choice to those over 65, disabled, low income, veterans, children and youth, and those who are Medicaid/Medicare eligible. The service is available 24hrs, 7 days a week in the Douglas and Sarpy County area.

[Florence Home for the Aged](#)

Florence Home offers comprehensive door-to-door, enter residence, enter destination, and on-demand paratransit transportation to its residents who are over 65, disabled, and Medicaid/Medicare eligible. The transportation is provided for medical, shopping and recreational purposes. The service is available from 7am-6pm Monday-Friday.

[Sheltering Tree](#)

Sheltering tree distribute transit passes for their clients. The agency does not provide transportation.

[New Cassel Retirement Center](#)

The New Cassel Retirement center offers door-to-door, enter destination, on-demand paratransit, and transfer service to another agency transportation to those over 65, disable and economically/socially disadvantage. The service is available 7-days a week during the day and some evenings in the Omaha metro area.

[Pottawattamie County Veterans Affairs](#)

The Pottawattamie County Veterans Affairs offers door-to-door transportation to those over 65, disabled, and economically/ socially disadvantage. The agency transport their clients to and from the VA hospital.

[Refugee Empowerment Center](#)

One of many services provided by the Refugee Empowerment center is door-to-door transportation service to refugees from 8am-5pm. The transit service is primarily for medical and employment purposes.

Agency	Number of buses	Number of vans	Other / Passenger Vehicles	Agency Total Vehicles
<i>Metro Transit</i>	108	25	4	137
<i>Crossroads of Western Iowa</i>	1	21	16	38
<i>Intercultural Senior Center</i>	1	2		3
<i>Friendship Program</i>	5	5		10
<i>Eastern Nebraska Community Action Partnership</i>	3	5	1	9
<i>Florence Home</i>	2	1	3	6
<i>City of Papillion</i>	2	0		2
<i>City of Bellevue</i>	4	0		4
<i>South West Iowa Transit</i>	56	14	5	75
<i>Eastern Nebraska Office on Aging</i>	2	9		11
<i>City of Council Bluffs</i>	4			4
<i>Refugee Empowerment Center</i>	1			1
<i>New Cassel Retirement Home</i>	4		2	6
<i>Black Hills Works</i>		3		3
<i>Cities of LaVista and Ralston</i>		4		4
<i>Heartland Family Services</i>			10	10
<i>Sheltering Tree</i>			4	4
Totals	193	89	45	327

Appendix B

Mobility Guide for seniors and those with disabilities

Major Providers

Route Type	Fare Charge
Fixed Routes (Metro)	One-way: Reduced Fare:
Paratransit (Mobey by Metro)	One-way: Same Day Trip: Additional Trips:
Demand Response (non-Metro)	Council Bluffs: Bellevue: La Vista/Ralston: Papillion:

*Fares are subject to change.
Contact The District for current fares.

Demand & Response Days of Operation	
COUNCIL BLUFFS	
Within Council Bluffs	Mon thru Sat
BELLEVUE	
Bellevue Residents Only	Mon thru Fri
LA VISTA/RALSTON	
La Vista/Ralston Residents Only	Mon thru Fri
PAPILLION	
Papillion Residents Only	Mon thru Fri
SWITA	
Fremont, Page, Mills, Montgomery, Portawattamie, Cass, Shelby, and Harrison Counties in Iowa	Every Day

Metro Services

Services Provided by Metro

Metro Transit provides fixed route and express route service to the Omaha-Council Bluffs region. Riders board the bus at fixed stops and pay for the ride on the bus using a fare card or cash. If you use a Metro Reduced Fare ID for students, seniors, disabled, or Medicare, please have the ID ready to show the operator when you deposit your fare. These routes are shown below. How to ride instructions and tips can be found at <http://www.ometro.com/index.php/ride-guide/how-to-ride/>

Services Provided by Mobey

MOBY is an advance reservation paratransit service for metropolitan area and is designed for those with a disability that prevents them from riding the regular fixed route bus service.

MOBY service mirrors the geographic areas, days, and hours of the fixed route transit network. Changes to fixed-routes service level (routing, days or hours) will have the same effect on MOBY's complementary paratransit service.

MOBY provides complementary paratransit service to origins and destinations within corridors with a width of three-fourths (¾) of a mile on each side of each fixed route. The corridor shall include an area with three-fourths (¾) of a mile radius at the ends of each fixed route.

Prospective MOBY clients must complete an ADA application to determine eligibility. The applications are available [here](#), or by calling 402-341-0800, ext. 2105.

General Numbers to Call

For highway traffic information call 5-1-1

For bike and pedestrian resources call MAPA at (402) 444-6866

The Department of Health and Human Services has a centralized call center for all Medicaid and Medicare trips

Toll Free: (844) 531-3783
Local Omaha: (402) 401-6999
TTY Line: (402) 401-6998
Provider Line: (402) 401-6990
FAX: (402) 934-8622
Email: Kimberly.Early@nebraska.gov

If you are unsure of what services you are in need of call United Way of the Midlands at 2-1-1 or use their online database at <http://www.ne211.org/>

Frequently Asked Questions

Who do I call if I am not sure which service I need?

Please call 2-1-1, United Way's FREE 24/7 bilingual helpline, for referrals to an appropriate transportation provider.

What are the different types of transportation services and what do they mean?

Fixed Route transit service runs on a specific route, with set stops, and a time schedule. This is what most people think of when they think of bus service.

Paratransit is demand response service provide in conjunction with regular fixed route service for those with disabilities whose disability precludes them from being able to access regular fixed route services. Paratransit services run within a ¾ mile buffer zone around all fixed route lines.

On Demand service is where the passenger calls ahead and schedules a ride with the transit operator. There is usually a 24 time limit for scheduling.

Are the transportation resources listed accessible by wheelchair?

The "passenger type" column in the resource guide will show a wheelchair logo if the transportation provider has indicated their service has wheelchair accessible vehicles. Not all of the providers' vehicles may be equipped to handle wheelchairs. Please call ahead of your scheduled pick-up to request a wheelchair accessible vehicle.

I travel with a Personal Care Assistant (PCA). May my PCA travel free, or at a discount rate?

You should call the transportation provider at least 24 hours ahead of time to determine a rate for your PCA. Some providers offer free or discounted rates, while other providers charge the full fare.

Who can I contact with suggestions about improving our area's transportation service?

Please go to <http://www.ometro.com/index.php/contact/comment-form/> or call Metro Transit at 402-341-0800 and ask for the Transportation Planner.

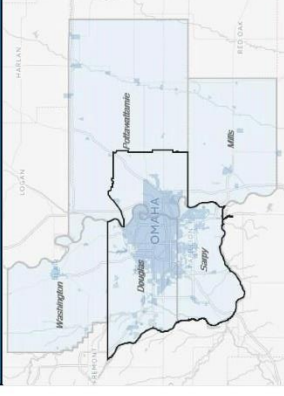
Where can I learn more about transportation in our area?

To learn more about MAPA and transportation planning in our area visit www.mapacog.org, or call the number listed to the left for details regarding the next transportation planning meeting open to the public.

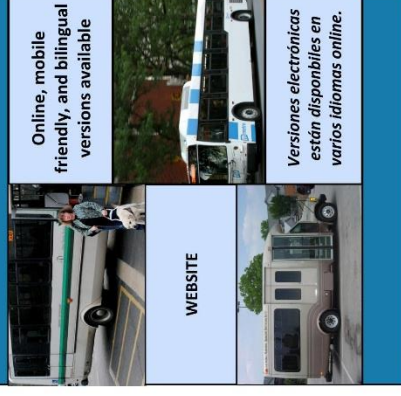
MAPA

This Resource Guide is brought to you by the Omaha-Council Bluffs Metropolitan Area Planning Agency

Omaha-Council Bluffs



2018 Regional Transportation Resource Guide



Online, mobile friendly, and bilingual versions available

WEBSITE

Versiones electrónicas están disponibles en varios idiomas online.

This guide is a starting point for residents who wish to travel throughout the area, as well as access nearby regions, without the need for a personal vehicle.

2018 MAPA Transportation Resource Guide

MEDICAID RECIPIENTS (DIAL 866-905-8545)

Medicaid recipients are eligible for medical transportation. Medicaid trips must be scheduled through Medicaid. The District has no control on scheduled trips or times.

Specialized Transportation Services

2-1-1 (DIAL 2-1-1)

Administered by United Way, 2-1-1 is a free National Information and referral service which connects people who need assistance to the proper channel. 2-1-1 can be reached 24 hours a day, 7 days a week, and offers bilingual service.

2018 MAPA Transportation Resource Guide

[illegible]

*Transportation Guides are continually updated as provider information changes

CONTRACT COVER PLATE

CONTRACT IDENTIFICATION

1. Contract Number: City of Hancock, Iowa 18HANC01
2. Project Number and Title: City of Hancock, Iowa Sewer Project
3. Effective Date: June 18, 2018
4. Completion Date: July 31, 2021

CONTRACT PARTIES

5. Omaha-Council Bluffs Metropolitan Area Planning Agency
2222 Cumming Street
Omaha, NE 68102
6. City of Hancock
207 N Main Street
Hancock, IA 51536

ACCOUNTING DATA

7. Contract - \$10,000

DATES OF SIGNING AND MAPA BOARD APPROVAL

8. Date of Legal Review -
9. Date of MAPA Board Approval -
10. Date of City of Hancock Approval -

AGREEMENT

THIS CONTRACT, entered into as of this eighteenth day of June, 2018 by and between the City of Hancock, Iowa, 207 N. Main Street, Hancock, IA 51536 (herein called the "City ") and the Omaha-Council Bluffs Metropolitan Area Planning Agency, 2222 Cuming Street, Omaha, Nebraska 68102 (herein called the "Planning Agency"),

WITNESSETH THAT:

WHEREAS, the City desires to engage the Planning Agency to render certain technical and professional services, hereafter described by the City of Hancock, in carrying out the Scope of Services of a Community Development Block Grant Agreement Number 18-WS-021.

NOW, THEREFORE, the parties hereto do mutually agree as follows:

1. Employment of Planning Agency. The City hereby agrees to engage the Planning Agency and the Planning Agency hereby agrees to perform services herein set forth.

2. Area Covered. The Planning Agency shall perform all of the necessary services provided under this Contract in connection with and respecting the following area, herein called the "planning area": Hancock, IA.

3. Scope of Services. The Planning Agency shall do, perform and carry out in a satisfactory and proper manner, all of the services as stated. Said services shall include, but not be limited to the following:

A. Objective. The objective of this program is to perform all necessary grant planning assistance services required to carry out Iowa Community Development Block Grant Number 18-WS-021 in Hancock, IA.

B. Work Activity. The Planning Agency will provide and perform the necessary services required to carry out grant administrations as set out in Attachment A, Scope of Services.

4. Personnel. The Planning Agency shall furnish the necessary personnel, materials and services, equipment and transportation and otherwise do all things necessary for or incidental to the performance of the work set forth in the Scope of Services herein.

All of the services required hereunder shall be performed by the Planning Agency or under its supervision and all personnel engaged in the work shall be fully qualified and shall be authorized by the Planning Agency to perform such services.

None of the work or services covered by this Contract shall be subcontracted by the Planning Agency without prior written approval by the City.

5. Time of Performance. The services of the Planning Agency are to commence June 18, 2018 and end July 31, 2021.

6. Compensation. The City agrees to compensate the Planning Agency for professional services rendered in an amount not to exceed ten thousand dollars (\$10,000).

Payments for work under this agreement will be made based on actual costs up to a Maximum-Not-To-Exceed amount identified in the preceding paragraph. Actual costs include direct labor costs, direct non-labor costs, and overhead costs.

A. Direct Labor Costs are the earnings that individuals receive for the time they are working directly on the project.

a. Hourly Rates: For hourly employees, the hourly earnings rate shall be their employee's straight time hourly rate for the pay period in which the work was performed. If overtime

hours are worked on this project, the premium pay portion of those hours is not allowable as a direct labor cost. For salaried employees, the hourly earnings rate shall be their actual hourly rate as recorded in the Planning Agency's accounting books of record.

b. Time Reports: The hours charged to the project must be supported by adequate time distribution records that clearly indicate the distribution of hours to all projects/activities on a daily basis for the entire pay period. Time reports must provide a clear identifying link to the projects: such as project description, project number, pertinent work phase, dates of service, and the individual's name and position. There must be an adequate system of internal controls in place to ensure that time charges are correct and have the appropriate supervisory approval.

- B. Direct Non-Labor Costs: These costs include all necessary, actual, and allowable costs related to completing the work under the agreement, including but not limited to: meals, lodging, mileage, subject to the limitations outlined below; communication costs; reproduction and printing costs; special equipment and materials required for the project; special insurance premiums if required solely for this agreement; and such other allowable items. Purchases of such items should follow federal funding procurement process. Meal and lodging expenses shall not exceed IRS published per diem rates for the region. Alcoholic beverages are not considered to be an allowable expense and are not reimbursable.

A non-labor cost charged as a direct cost cannot be included in the Planning Agency's overhead rate. If for reasons of practicality, the consultant is treating a direct non-labor cost category, in its entirety, as an overhead cost, then costs from that category are not eligible to be billed to this project as a direct expense.

7. Method of Payment. The Planning Agency may request partial payment for services performed under this Contract on a monthly or quarterly schedule. Such requests shall be based on the actual cost of work completed to date of such requests. Final payment of services under this contract shall be made by the City within sixty (60) days following satisfactory completion of the Planning Agency's obligations under this Contract.

8. Records and Audits. The Planning Agency shall maintain accounts and records, including personnel, property and financial records, adequate to identify and account for all costs pertaining to the Contract and such other records as may be deemed necessary by the City to assure proper accounting for all project funds, both federal and non-federal shares. These records will be made available for audit purposes to the City, any representative of the Secretary of U.S. DHUD, the Inspector General, the Government Accounting Office, the State Auditor's Office, IDED, or any authorized representative, and will be retained for five years after the expiration of this Contract unless permission to destroy them is granted by the City.

9. Civil Rights Provisions.

- A. Discrimination in Employment - MAPA shall not discriminate against any qualified employee or applicant for employment because of race, color, religion, sex, national origin, age, or disability. MAPA shall take affirmative action to ensure that applicants are employed and that employees are treated without regard to their race, color, religion, sex, national origin, age or disability. Such action shall include but may not be limited to the following: employment, upgrading, demotion or transfers, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including an apprenticeship. MAPA agrees to post notices setting forth the provisions of the nondiscrimination clause in conspicuous places so as to be available to employees.
- B. Considerations for Employment - MAPA shall, in all solicitations or advertisements for employees placed by or on behalf of the Grantee, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, or disability.

Solicitation and Advertisement - MAPA shall list all suitable employment openings with the State Employment Service local offices.

- C. Civil Rights Compliance in Employment - MAPA shall comply with all relevant provisions of the Iowa Civil Rights Act of 1965 as amended, Iowa Executive Order #15 dated April 2, 1973 and Executive Order #34 dated July 22, 1988, Federal Executive Order 11246, as amended by Federal Executive Order 11375, Title VII of the U.S. Civil Rights Act of 1964, as amended, the Fair Labor Standards Act (29 U.S.C. Section 201 et. seq.), Section 504 of the Vocational Rehabilitation Act of 1973 as amended, the Age Discrimination Act of 1975, as amended; and the Americans with Disabilities Act, as applicable, (P.L. 101-336, 42 U.S.C. 12101-12213). MAPA will furnish all information and reports requested by the State of Iowa or required by or pursuant to the rules and regulations thereof and will permit access to payroll and employment records by the State of Iowa to investigate compliance with these rules and regulations.
- D. Program Nondiscrimination - MAPA shall conform to requirements of Title VI of the Civil Rights Act of 1964 (Public Law 88-352; 42 U.S.C. 2000d et seq.) and HUD regulations issued pursuant thereto contained in 24 CFR Part 1. No person in the United States shall on the ground of race, color, national origin, or sex be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with funds made available through this contract. Any prohibition against discrimination on the basis of age under the Age Discrimination Act of 1975 (42 U.S.C. 6101 et. seq.) or with respect to an otherwise qualified handicapped individual as provided in Section 504 of the Vocational Rehabilitation Act of 1973 as amended, (29 U.S.C. Section 794) shall also apply to any such program or activity.
- E. Fair Housing - MAPA (if applicable) shall comply with Title VIII of the Civil Rights Act of 1968 (Public Law 90-284 42 U.S.C. 3601 et seq.), generally known as the Fair Housing Act, and with HUD regulations found at 24 CFR Part 107, issued in compliance with Federal Executive Order 11063, as amended by Federal Executive Order 12259. MAPA shall also comply with Section 109, Title I of the Housing and Community Development Act of 1974, as amended.
- F. Training and Employment - MAPA shall comply with provisions for training, employment, and contracting in accordance with Section 3 of the Housing and Urban Development Act of 1968 (12 U.S.C. 1701u).
- G. Noncompliance with the Civil Rights Laws - In the event of MAPA's noncompliance with the nondiscrimination clauses of this contract or with any of the aforesaid rules, regulations, or requests, this contract may be canceled, terminated, or suspended either wholly or in part. In addition, the State of Iowa may take further action, imposing other sanctions and invoking additional remedies as provided by the Iowa Civil Rights Act of 1965, as amended, (Chapter 601A, Code of Iowa, 1981) as heretofore and hereafter amended, or as otherwise provided by law.

10. Termination of Contract for Cause. If, through any cause, the Planning Agency shall fail to fulfill in a timely and proper manner its obligations under this Contract, or if the Planning Agency shall violate any of the covenants, agreements, or stipulations of this Contract, the City shall thereupon have the right to terminate this Contract by giving written notice to the Planning Agency of such termination and specifying the effective date thereof, at least five (5) working days before the effective date of such termination. In that event, all finished or unfinished documents, data, studies, surveys, drawings, maps, models, photographs, and reports prepared by the Planning Agency shall, at the option of the City, become its property, and the Planning Agency shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents and other materials.

11. Termination for Convenience of the City. The City may terminate this Contract at any time by giving written notice to the Planning Agency of such termination and specifying the effective date thereof, at least fifteen (15) days before the effective date of such termination. In that event, all finished or unfinished documents and other materials as described in Paragraph 10 above shall, at the option of the City, become its property. If the contract is terminated by the City as provided herein, the Planning Agency will be paid an amount which bears the same ratio to the total compensation as the services actually performed bear to the total services of the Planning Agency covered by this Contract, less payments of compensation previously made: Provided, however, that if less than sixty (60%) percent of the services covered by this Contract have been performed upon the effective date of such termination, the Planning Agency shall be reimbursed (in addition to the above payment) for that portion of the actual out-of-pocket expenses (not otherwise reimbursed under this Contract) incurred by the Planning Agency during the Contract period

which are directly attributable to the uncompleted portion of the services covered by this Contract. If this Contract is terminated due to the fault of the Planning Agency, Paragraph 10 hereof relative to termination shall apply.

12. Changes. The City may, from time to time, require changes in the scope of the services of the Planning Agency to be performed hereunder. Such changes, including any increase or decrease in the amount of the Planning Agency's compensation, which are mutually agreed upon by and between the City and the Planning Agency, shall be incorporated in written amendments to this Contract.

13. Interest of Members of the City and Others. No employee of the City and no members of its governing body, and no other public official of the governing body of the locality in which the Project is situated or being carried out who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of this Project, shall participate in any decision relating to this Contract which affects his personal interest or have any personal or pecuniary interest, direct or indirect, in this Contract or the proceeds thereof.

14. Interest of the Planning Agency. The Planning Agency covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract. The Planning Agency further covenants that in the performance of this Contract no person having any such interest shall be employed.

15. The Planning Agency hereby agrees to comply with all federal, state and local laws, rules and ordinances applicable to the work and to this Agreement.

16. This Agreement shall be binding on successors and assigns of either party.

17. The Planning Agency warrants that it has not employed or retained any company, or persons, other than a bona fide employee working solely for the Planning Agency to solicit or secure this Contract, and that it has not paid or agreed to pay any company or person, other than bona fide employees working solely for the Planning Agency, any fee, commission, percentage, brokerage fee, gifts or any other consideration, contingent upon or resulting from the award or making of this Contract. For breach or violation of this warranty the City shall have the right to annul this Contract without liability.

18. Equal Employment Opportunity. During the performance of this contract, the Planning Agency agrees as follows:

(A) The Planning Agency will not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. The Planning Agency will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, or national origin. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Planning Agency agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.

(B) The Planning Agency will, in all solicitations or advertisements for employees placed by or on behalf of the Planning Agency, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin.

(C) The Planning Agency will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or workers' representative of the Planning Agency's commitments under Section 202 of the Executive Order No. 11246 of September 24, 1965, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

(D) The Planning Agency will comply with all provisions of Executive Order No. 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.

(E) The Planning Agency will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations, and order of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.

(F) In the event of the Planning Agency's non-compliance with the nondiscrimination clause of this contract or with any of such rules, regulations, or orders, this contract may be canceled, terminated or suspended in whole or in part and the Planning Agency may be declared ineligible for further Government contracts in accordance with procedures authorized in Executive Order No. 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order No. 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.

(G) The Planning Agency will include the provisions of Paragraphs (A) through (G) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The Planning Agency will take such action with respect to any subcontract or purchase order as the contracting agency may direct as a means of enforcing such provisions including sanctions for noncompliance: Provided, however, that in the event the Planning Agency becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the contracting agency, the Planning Agency may request the United States to enter into such litigation to protect the interests of the United States.

IN WITNESS WHEREOF the City and the Planning Agency have executed this Contract as of the date first above written.

CITY OF HANCOCK, IOWA

Attest _____

By _____ Date _____
Mayor

Printed Name Title

Printed Name

OMAHA-COUNCIL BLUFFS METROPOLITAN
AREA PLANNING AGENCY

Attest _____

By _____ Date _____
Rita Sanders, Chairman, Board of Directors

Printed Name Title

Approved as to Legal Form

Date: _____

Signed: _____
MAPA Legal Counsel

ATTACHMENT A

SCOPE OF SERVICES

The Metropolitan Area Planning Agency (MAPA) shall assist in compliance with requirements set forth by the Iowa Economic Development Authority (IEDA), maintenance of required records and documents; and other required actions not specifically listed, but requested by the local government, including, but not limited to the following activities:

1. GENERAL ACTIVITIES

A. Grant Notification

1. Be responsible for knowing and complying with IEDA regulations in the writing of the program schedule and any other submission to IEDA before contract signing
2. Set up a model for the program schedule assuring compliance time and monetary limitations of grant contract
3. Submit program schedule within the timeframe set up by IEDA
4. Meet with grantee to review and assure understanding of terms and conditions of the contract with IEDA

B. Environmental Review

1. Assist in finding of Exemption or Environmental Assessment/Level of Clearance Finding
2. Complete and document historic properties procedures as applicable
3. Assist in the publishing of early notice and, if applicable, notice of explanation concerning floodplains or wetlands
4. Assist in publishing Notice of Finding or No Significant Effect
5. Assist in publishing Notice of Intent to Request a Release of Funds
6. Assist in submitting Certification of Environmental Review and Request for Release of Funds

C. Program Set-Up

1. Prepare and forward press releases and/or stories concerning the grant
2. Prepare Code of Conduct and resolution
3. Prepare written procurement procedures and resolution
4. Maintain and promote performance standards in minority participation, services to low/moderate incomes, etc. that will help the grantee secure future grants
5. Assure environmental compliance for all phases of grant
6. Set up filing system including the following files:
 - a. Application Process
 - b. Environmental Review
 - c. IEDA Contract
 - d. MAPA Contract
 - e. Financial Management
 - f. Local Effort
 - g. Civil Rights
 - h. Labor Standards
 - i. Engineering
 - j. Acquisition
 - k. Project Files
 - l. Annual Audit Reports
 - m. Project Monitoring
 - n. Procurement
 - o. Grant Closeout
 - p. General Correspondence

D. Project Amendments (as needed)

1. Identify problem with Grantee.
2. Public hearing- prepare notices and attend hearing
3. Gather information
4. Write amendment - prepare for grantee approval
5. Conference with IEDA if necessary
6. Approval and implementation
7. Revise financial and compliance records

E. Record Keeping

1. Assist in setting up books for grant funds
2. Assist in setting up filing system for program information maintenance
3. Maintain and monitor records
4. Assist in executing budget amendments
5. Assist in preparing drawdown forms, authorizing and making disbursements
6. Assist in meeting with IEDA officials during site visits
7. Prepare and present program reports to the grantee at least quarterly
8. Prepare and present monthly expenditure reports and quarterly performance reports for IEDA

F. Program Close-out

1. Assist the grantee in selection of an auditor for the program
2. Assist auditor by providing all available information for financial and compliance audit
3. Assist in submission of audit to IEDA
4. Provide assistance to grantee in answering audit findings, if any
5. Assist grantee in providing proof of expenditure of unaudited funds, if any
6. Assist in preparation of close-out report

G. Other State and Federal Programs

1. Will assist the grantee in acquiring or administering other state or federal programs, which are needed or desired to match IEDA CDBG funds

II. PROGRAM ADMINISTRATION

A. Files

1. Shall review files regularly and shall assist in insuring appropriate information is contained in each
2. Shall be located in the office of the Clerk and will remain the property of the grantee

The above outline is generally specific, but some areas may have more detailed requirements implied, but not listed.

MAPA will assist the grantee with these requirements if requests are made by the Chief Executive or governing body of the grantee.

The grantee may request assistance from MAPA that is not specifically designated upon agreement of both parties.

CONTRACT COVER PLATE

CONTRACT IDENTIFICATION

1. Contract Number: 19POTT01 - County of Pottawattamie County, Iowa
2. Project Number and Title: Pottawattamie County, Iowa Downtown Revitalization
3. Effective Date: July 11, 2018
4. Completion Date: July 31, 2021

CONTRACT PARTIES

5. Omaha-Council Bluffs Metropolitan Area Planning Agency
2222 Cuming Street
Omaha, NE 68102
6. County of Pottawattamie County, Iowa
227 South 6th Street
Council Bluffs, Iowa 51501

ACCOUNTING DATA

7. Contract - \$30,000

DATES OF SIGNING AND MAPA BOARD APPROVAL

8. Date of Legal Review -
9. Date of MAPA Board Approval -
10. Date of County of Pottawattamie County Approval -

AGREEMENT

THIS CONTRACT, entered into as of this eleventh day of July, 2018 by and between the County of Pottawattamie County, Iowa, 227 South 6th Street, Council Bluffs, IA 51501 (herein called the "County") and the Omaha-Council Bluffs Metropolitan Area Planning Agency, 2222 Cuming Street, Omaha, Nebraska 68102 (herein called the "Planning Agency"),

WITNESSETH THAT:

WHEREAS, the County desires to engage the Planning Agency to render certain technical and professional services, hereafter described by the County of Pottawattamie County, in carrying out the Scope of Services of a Community Development Block Grant Agreement Number 18-DTR-004.

NOW, THEREFORE, the parties hereto do mutually agree as follows:

1. Employment of Planning Agency. The County hereby agrees to engage the Planning Agency and the Planning Agency hereby agrees to perform services herein set forth.

2. Area Covered. The Planning Agency shall perform all of the necessary services provided under this Contract in connection with and respecting the following area, herein called the "planning area": Pottawattamie County, IA.

3. Scope of Services. The Planning Agency shall do, perform and carry out in a satisfactory and proper manner, all of the services as stated. Said services shall include, but not be limited to the following:

A. Objective. The objective of this program is to perform all necessary grant planning assistance services required to carry out Iowa Community Development Block Grant Number 18-DTR-004 in Pottawattamie County, IA including the Downtown Revitalization of Macedonia and Carson.

B. Work Activity. The Planning Agency will provide and perform the necessary services required to carry out grant administrations as set out in Attachment A, Scope of Services.

4. Personnel. The Planning Agency shall furnish the necessary personnel, materials and services, equipment and transportation and otherwise do all things necessary for or incidental to the performance of the work set forth in the Scope of Services herein.

All of the services required hereunder shall be performed by the Planning Agency or under its supervision and all personnel engaged in the work shall be fully qualified and shall be authorized by the Planning Agency to perform such services.

None of the work or services covered by this Contract shall be subcontracted by the Planning Agency without prior written approval by the County.

5. Time of Performance. The services of the Planning Agency are to commence July 11, 2018 and end July 31, 2021.

6. Compensation. The County agrees to compensate the Planning Agency for professional services rendered in an amount not to exceed thirty thousand dollars (\$30,000).

Payments for work under this agreement will be made based on actual costs up to a Maximum-Not-To-Exceed amount identified in the preceding paragraph. Actual costs include direct labor costs, direct non-labor costs, and overhead costs.

A. Direct Labor Costs are the earnings that individuals receive for the time they are working directly on the project.

a. Hourly Rates: For hourly employees, the hourly earnings rate shall be their employee's straight time hourly rate for the pay period in which the work was performed. If overtime hours are worked on this project, the premium pay portion of those hours is not allowable as a direct labor cost. For salaried employees, the hourly earnings rate shall be their

actual hourly rate as recorded in the Planning Agency's accounting books of record.

b. Time Reports: The hours charged to the project must be supported by adequate time distribution records that clearly indicate the distribution of hours to all projects/activities on a daily basis for the entire pay period. Time reports must provide a clear identifying link to the projects: such as project description, project number, pertinent work phase, dates of service, and the individual's name and position. There must be an adequate system of internal controls in place to ensure that time charges are correct and have the appropriate supervisory approval.

- B. Direct Non-Labor Costs: These costs include all necessary, actual, and allowable costs related to completing the work under the agreement, including but not limited to: meals, lodging, mileage, subject to the limitations outlined below; communication costs; reproduction and printing costs; special equipment and materials required for the project; special insurance premiums if required solely for this agreement; and such other allowable items. Purchases of such items should follow federal funding procurement process. Meal and lodging expenses shall not exceed IRS published per diem rates for the region. Alcoholic beverages are not considered to be an allowable expense and are not reimbursable.

A non-labor cost charged as a direct cost cannot be included in the Planning Agency's overhead rate. If for reasons of practicality, the consultant is treating a direct non-labor cost category, in its entirety, as an overhead cost, then costs from that category are not eligible to be billed to this project as a direct expense.

7. Method of Payment. The Planning Agency may request partial payment for services performed under this Contract on a monthly or quarterly schedule. Such requests shall be based on actual costs of work completed to date of such requests. Final payment of services under this contract shall be made by the County within sixty (60) days following satisfactory completion of the Planning Agency's obligations under this Contract.

8. Records and Audits. The Planning Agency shall maintain accounts and records, including personnel, property and financial records, adequate to identify and account for all costs pertaining to the Contract and such other records as may be deemed necessary by the County to assure proper accounting for all project funds, both federal and non-federal shares. These records will be made available for audit purposes to the County, any representative of the Secretary of U.S. DHUD, the Inspector General, the Government Accounting Office, the State Auditor's Office, IDED, or any authorized representative, and will be retained for five years after the expiration of this Contract unless permission to destroy them is granted by the County.

9. Civil Rights Provisions.

- A. Discrimination in Employment - MAPA shall not discriminate against any qualified employee or applicant for employment because of race, color, religion, sex, national origin, age, or disability. MAPA shall take affirmative action to ensure that applicants are employed and that employees are treated without regard to their race, color, religion, sex, national origin, age or disability. Such action shall include but may not be limited to the following: employment, upgrading, demotion or transfers, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including an apprenticeship. MAPA agrees to post notices setting forth the provisions of the nondiscrimination clause in conspicuous places so as to be available to employees.
- B. Considerations for Employment - MAPA shall, in all solicitations or advertisements for employees placed by or on behalf of the Grantee, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, or disability.

Solicitation and Advertisement - MAPA shall list all suitable employment openings with the State Employment Service local offices.

- C. Civil Rights Compliance in Employment - MAPA shall comply with all relevant provisions of the Iowa Civil Rights Act of 1965 as amended, Iowa Executive Order #15 dated April 2, 1973 and Executive Order #34 dated July 22, 1988, Federal Executive Order 11246, as amended by Federal Executive Order 11375, Title VII of the U.S. Civil Rights Act of 1964, as amended, the Fair Labor Standards Act (29 U.S.C. Section 201 et. seq.), Section 504 of the Vocational Rehabilitation Act of

1973 as amended, the Age Discrimination Act of 1975, as amended; and the Americans with Disabilities Act, as applicable, (P.L. 101-336, 42 U.S.C. 12101-12213). MAPA will furnish all information and reports requested by the State of Iowa or required by or pursuant to the rules and regulations thereof and will permit access to payroll and employment records by the State of Iowa to investigate compliance with these rules and regulations.

- D. Program Nondiscrimination - MAPA shall conform to requirements of Title VI of the Civil Rights Act of 1964 (Public Law 88-352; 42 U.S.C. 2000d et seq.) and DHUD regulations issued pursuant thereto contained in 24 CFR Part 1. No person in the United States shall on the ground of race, color, national origin, or sex be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with funds made available through this contract. Any prohibition against discrimination on the basis of age under the Age Discrimination Act of 1975 (42 U.S.C. 6101 et. seq.) or with respect to an otherwise qualified handicapped individual as provided in Section 504 of the Vocational Rehabilitation Act of 1973 as amended, (29 U.S.C. Section 794) shall also apply to any such program or activity.
- E. Fair Housing - MAPA (if applicable) shall comply with Title VIII of the Civil Rights Act of 1968 (Public Law 90-284 42 U.S.C. 3601 et seq.), generally known as the Fair Housing Act, and with DHUD regulations found at 24 CFR Part 107, issued in compliance with Federal Executive Order 11063, as amended by Federal Executive Order 12259. MAPA shall also comply with Section 109, Title I of the Housing and Community Development Act of 1974, as amended.
- F. Training and Employment - MAPA shall comply with provisions for training, employment, and contracting in accordance with Section 3 of the Housing and Urban Development Act of 1968 (12 U.S.C. 1701u).
- G. Noncompliance with the Civil Rights Laws - In the event of MAPA's noncompliance with the nondiscrimination clauses of this contract or with any of the aforesaid rules, regulations, or requests, this contract may be canceled, terminated, or suspended either wholly or in part. In addition, the State of Iowa may take further action, imposing other sanctions and invoking additional remedies as provided by the Iowa Civil Rights Act of 1965, as amended, (Chapter 601A, Code of Iowa, 1981) as heretofore and hereafter amended, or as otherwise provided by law.

10. Termination of Contract for Cause. If, through any cause, the Planning Agency shall fail to fulfill in a timely and proper manner its obligations under this Contract, or if the Planning Agency shall violate any of the covenants, agreements, or stipulations of this Contract, the County shall thereupon have the right to terminate this Contract by giving written notice to the Planning Agency of such termination and specifying the effective date thereof, at least five (5) working days before the effective date of such termination. In that event, all finished or unfinished documents, data, studies, surveys, drawings, maps, models, photographs, and reports prepared by the Planning Agency shall, at the option of the County, become its property, and the Planning Agency shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents and other materials.

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IN WITNESS WHEREOF the County and the Planning Agency have executed this Contract as of the date first above written.

COUNTY OF POTTAWATTAMIE COUNTY,
IOWA

Attest _____

By _____ Date _____
Chairman, County of Pottawattamie County, IA

Printed Name Title

Printed Name

OMAHA-COUNCIL BLUFFS METROPOLITAN
AREA PLANNING AGENCY

Attest _____

By _____ Date _____
Rita Sanders, Chairman, Board of Directors

Printed Name Title

Approved as to Legal Form

Date: _____

Signed: _____
MAPA Legal Counsel

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 - h. Labor Standards
 - i. Engineering, Architecture, or other project relevant planning
 - j. Acquisition (if applicable)
 - k. Project Files
 - l. Project Monitoring
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Section 5310 Program Management Plan

6-19-18 Draft



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A. Introduction

The Omaha-Council Bluffs Metropolitan Area Planning Agency (MAPA) became the Designated Recipient of FTA Section 5310 program funds in 2013. As such, MAPA must detail how it plans to administer the 5310 program in a Program Management Plan (PMP); therefore, this PMP describes MAPA's policies and procedures for administering the Federal Transit Administration's (FTA) Section 5310: Enhanced Mobility of Seniors and Individuals with Disabilities program. The PMP is intended to facilitate both MAPA's management and FTA oversight by documenting the agency's procedures and policies for administering these programs in a single document. As shown in Figure 1, this PMP details how a project is selected, incorporated into the appropriate documents for federal funding, contracted, and managed. This is discussed in greater detail in the following pages.

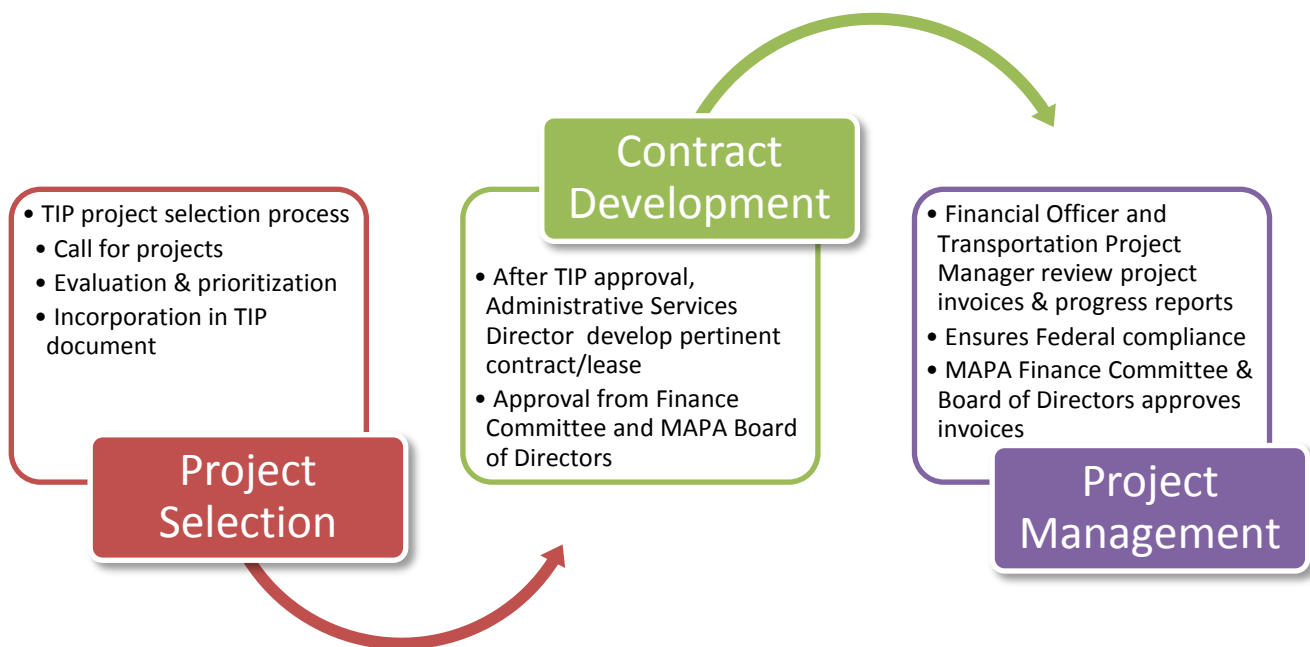


Figure 1: Program management process

MAPA updated its Coordinated Transit Plan in 2018 (<http://mapacog.org/projects/ctc/>). The Coordinated Transit Plan and this Program Management Plan serve the Metropolitan Area Planning Agency (MAPA) Transportation Management Area (TMA) of Douglas and Sarpy Counties in Nebraska and western Pottawattamie County in Iowa, as shown in Figure 2.

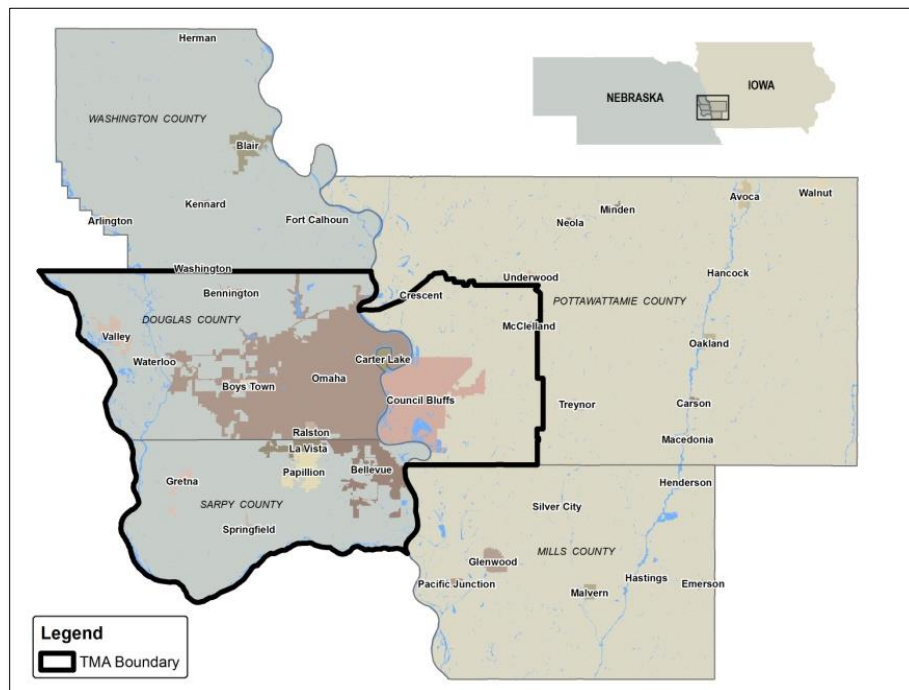


Figure 2: MAPA Region and Transportation Management Area (TMA)

The Coordinated Transit Plan was derived from the efforts of local stakeholders and the public. It is meant to provide information to the general public, local jurisdictions, and agencies so they may develop eligible transportation projects to meet the transportation needs of the elderly, those with disabilities, and the economically disadvantaged. It provides the means and mechanisms to apply for federal funding for such projects.

The Coordinated Transit Committee (CTC) served as the stakeholder group and steering committee during the development of the Coordinated Transit Plan. The CTC is composed of various health and human service agencies, private and not-for-profit providers, city officials, Metro Transit, and concerned citizens. The CTC also evaluates grant applications from eligible applicants (including non-profits, city governments, transit providers, and taxi companies) for Federal Transit Administration (FTA) funding, which MAPA distributes.

B. Authority & Responsibility

FAST Act Statutory Authority and Program History

In 2015, President Obama signed the Fixing America's Surface Transportation (FAST) Act providing funding for federal surface transportation programs over two years through FY2020.

The FAST Act builds on many of the strengths of prior highway and transit authorizations. It requires projects selected for funding under Section 5310 to be "derived from a locally developed, coordinated public transit-human services transportation plan" and that the plan be "developed through a process that includes representation of public, private, and nonprofit transportation and human services providers."

FTA Section 5310 Capital for Elderly and Disabled Transportation Funding Program

The Section 5310 program provides formula funding to States and Designated Recipients for the purpose of assisting private nonprofit groups and certain public bodies in meeting the transportation needs of elders and persons with disabilities. Funds may be used only for capital and operating expenses to support the provision of transportation services to meet the specific needs of seniors and individuals with disabilities.

Prior to the passage of MAP-21, the federal transportation legislation preceding the FAST Act, Section 5310 funding was distributed solely to the States of Iowa and Nebraska for distribution by their Departments of Transportation. MAP-21 created an apportioned sub-allocation of 5310 funding for MPOs specifically, ergo MAPA receives an apportionment of funding for the Omaha-Council Bluffs region. MAPA was named the designated recipient of Section 5310 – Elderly and Disabled Program – funds for the Omaha-Council Bluffs Metropolitan Area by the Governors of Nebraska and Iowa in 2013. As such, MAPA works directly with FTA to administer this funding.

The responsibility for application of Section 5310 funds is vested with each organization desiring these funds. Effort will be made to maximize the use of this funding and pool vehicles purchased with these funds to provide a coordinated system of support to those who would be serviced with the vehicles.

Roles and Responsibilities

The governing body for MAPA is a 64-member Council of Officials, representing cities, counties, school districts, resource agencies, and numerous other governmental bodies within the MAPA region. The MAPA Board of Directors is nine-member board that serves as the Council Officials' executive committee. The Board of Directors is comprised of elected officials representing cities and counties from the larger five-county MAPA region. The Board of Directors maintains responsibility over the Coordinated Transit Committee, Section 5310 Program Management, Coordinated Transit Plan development and all amendments. Therefore, the CTC is a direct function of the MAPA transportation planning process. The CTC is a stakeholder committee to the Transportation Technical Advisory Committee (TTAC), which was created on behalf of the MAPA Board of Directors and the MAPA Council of Officials. The voting members of the Council of Officials and MAPA Board of Directors are composed of elected officials. Figure 3 displays the roles and responsibilities of the MAPA Council of Officials, Board of Directors, Transportation Technical Advisory Committee, and the Coordinated Transit Committee.

The MAPA Board of Directors annually confirms the appointment of a Coordinated Transit Committee Chair to facilitate meetings, confer with MAPA staff and work to forward the goals and actions of the Coordinated Transit Plan.

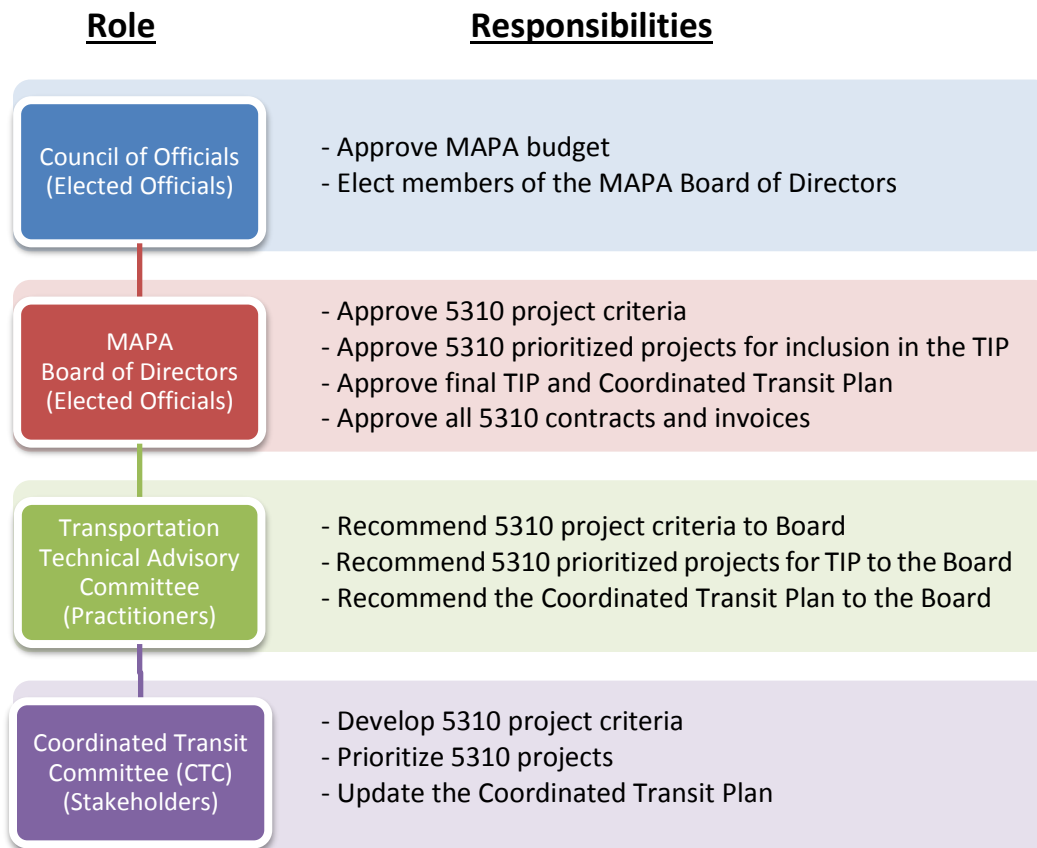


Figure 3: MAPA Roles and Responsibilities

As the primary mechanism for instituting the 5310 program goals and coordination effort is through the Coordinated Transit Committee, Table 1 details the responsibilities of the CTC and MAPA.

Table 1: Roles and Responsibilities
<u>Coordinated Transit Committee (CTC)</u>
Develop an inventory of existing transportation services available in the MAPA TMA
Create a list of unmet transportation needs that could be remedied by the use of Section 5310 funds
Develop strategies to address unmet transportation needs and deficiencies that could be funded by Section 5310 funds or a combination of other transit funding sources
Provide oversight and guidance in the development of the Coordinated Transit Plan
Development of the 5310 criteria, policy guide, and application
Evaluate and prioritize projects for federal funding
<u>MAPA Staff</u>
Planning and technical assistance
Mobility coordination
Development and management of the Coordinated Transit Plan
Development and management of the Transportation Improvement Program (TIP)
Development and management of the 5310 Program of Projects (POP)
Management and administration of 5310 apportionment balance
Grant management using FTA's grant management system and spreadsheets

Planning and Technical Assistance

MAPA, as the designated recipient of 5310 funding, may apply for up to 10% of each yearly apportionment to each program. These funds support program administration, planning and technical assistance. MAPA will make use of these administrative funds to offset administrative program oversight costs related to the development and maintenance of a coordinated transit plan, technical assistance to potential applicants, and maintenance of the management plan and processing of grant applications.

MAPA staff also facilitates and coordinates the Coordinated Transit Committee meetings, preparing meeting materials and agendas. MAPA works with “transportation service providers, human service agencies and related stakeholders to coordinate, encourage and implement plans, actions and programs to enhance the transportation opportunities of the elderly, disabled and economically disadvantaged.

FTA Requirements

FTA requires designated recipients to produce a Coordinated Transit Plan (CTP) and a 5310 Program Management Plan (PMP). The CTP is a locally developed plan which identifies transportation needs in the MAPA region, provides strategies for meeting those needs, and prioritizes transportation services and projects for funding and implementation. The PMP states the policies and procedures for administering the Section 5310 program. Both of these documents were produced with the help of the Coordinated Transit Committee (CTC).

FTA also requires projects be included in the MAPA Transportation Improvement Program (TIP), thus MAPA has aligned the 5310 selection process with the yearly development of the TIP. MAPA performs a single call for projects for all funding types, including 5310, in the fall/winter. Projects which are selected for 5310 funding are incorporated into the draft TIP.

Transfer of Funds

Per the requirements of the FAST Act, 5310 funds apportioned to large UZAs may not be transferred to other areas. Transfer of 5310 funds to other programs are also not permitted (C 9070.1G, p.III-6). However, States are allowed to transfer funds from rural areas to urbanized areas of less than 200,000 in population. MAPA will ensure that all Section 5310 funds are expended on projects for eligible 5310 activities within the MAPA TMA— including instances when state funds are made available to organizations and agencies in the MAPA region.

Coordination

MAPA works with the Nebraska Department of Transportation, the Iowa Department of Transportation, Metro Transit (the Transit Authority of the City of Omaha), and the Coordinated Transit Committee to encourage and enhance coordination at the project level. MAPA engages these partners as a part of the Coordinated Transit Planning process every five (5) years. Each year the CTC is responsible for developing project selection criteria that reflect the needs, goals, and strategies identified during the development of the Coordinated Transit Plan. Members of the Coordinated Transit Committee, personnel from the Nebraska Department of Transportation, and the Iowa Department of Transportation are involved with every step of this process and provide input and feedback on the project selection criteria. Members of the CTC, other non-profits, Metro Transit, and local governments develop projects which fulfill the goals, objectives, and strategies. These are scored by using the project selection criteria developed by the CTC. This process is shown in Figure 4.

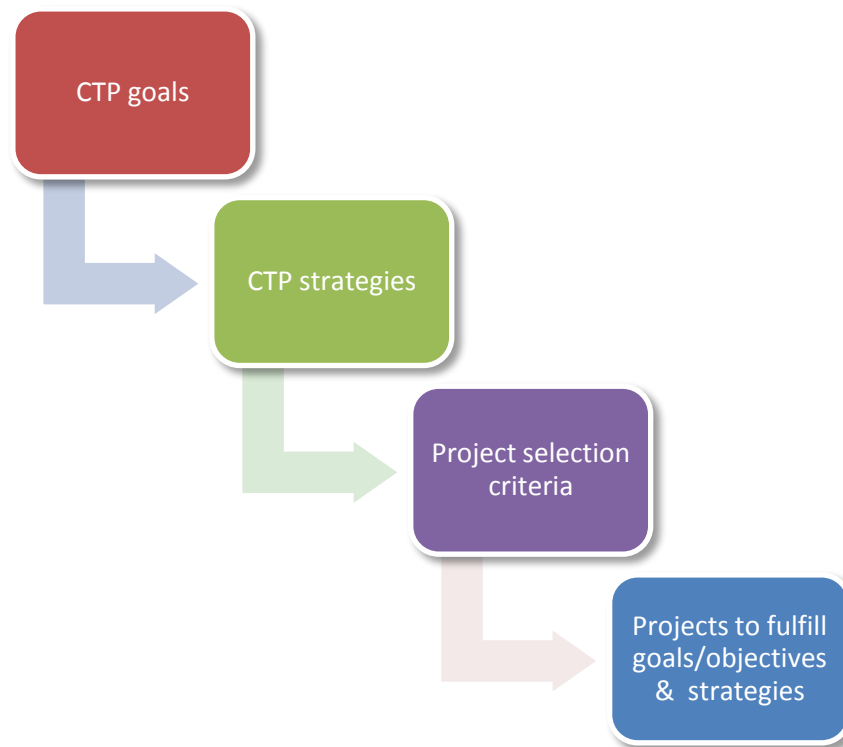


Figure 4: 5310 Coordination Process

The overall goal of the coordinated transit planning effort is to meet the expectations as defined by MAP-21 and the FTA for human service transit projects receiving federal funds under Section 5310.

Goals and Strategies

As a part of the development of both the 2018 Coordinated Transit Plan and Section 5310 Project Selection Criteria, the Coordinated Transit Committee (CTC) developed three goals for the committee and the region. They were developed through a collaborative development process over several months of CTC meetings and are included in the 2018 Coordinated Transit Plan, which was approved by the Transportation Technical Advisory Committee (TTAC) and the MAPA Board of Directors in. Before plan adoption the Coordinated Transit Plan undertook a 30-day public comment period.

1 Enhance Collaboration

Improve efficiencies through inter-agency cooperation.

2 Raise Community Awareness

Include additional, and more diverse, voices into the transportation planning process; highlight the issues of those with impaired mobility; and promote current services.

Bring more people into the conversation, shine a light on the challenges for those with limited mobility, and promote services that currently exist.

3 Provide Options and Connections

Maintain and improve transportation options for all in the region regardless of zip code and income.

The CTC decided on six strategies to achieve these goals. Combined, these goals and strategies serve as the basis for all work the Coordinated Transit Committee completes and are used when Section 5310 projects are selected annually.

- Continue to expand coordinated dispatching in the region through existing call centers
- Utilize the CTC message board to its fullest
- Develop resource list for area nonprofits
- Identify foundation grants and opportunities that CTC members may be eligible for
- Work as a committee to partner on grants and projects
- Raise funds through a special entity developed by the committee for events like Omaha Gives

C. Programming process

This section discusses the programming process including eligible activities, sub-recipients, the local match requirements, project selection, and the implementation mechanism.

Eligible Activities

The 5310 Circular, FTA C 9070.1G (6/6/14), provides very specific guidance on eligible activities and sub-recipients. At least **55%** of the apportionment must be spent on “Traditional” capital projects, such as those public transportation projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable. And up to **45%** of the apportionment may be utilized for “Other/New Freedom” types of projects that are:

- A) Public transportation projects that exceed the requirements of the ADA,
- B) Public transportation projects that improve access to fixed-route service and decrease reliance by individuals with disabilities on complementary paratransit,
- C) Alternatives to public transportation that assist seniors and individuals with disabilities.

* Note- Operating assistance for required ADA complementary paratransit service is not an eligible expense for the 45% “Other/New Freedom” category (C 9070.1G, p. III-15).

This prescribed eligibility list is partly due to the merging of New Freedom activities into the traditional Section 5310 program. But this adds a level of complexity to determining eligible activities, especially considering the 55% threshold is a floor, meaning a **minimum of at least 55%** must be spent on the “Traditional” capital projects. A detailed summary of eligible activities by category type are shown in Table 2.

Per the requirements of the FAST Act, government agencies using Section 5310 funds for traditional projects must either:

- Be approved by the state to coordinate services for seniors and individuals with disabilities, or
- Certify to the governor that there are no nonprofit corporations readily available in the area to provide the service

Other/New Freedom projects do not carry this requirement and can be undertaken by any eligible subrecipient.

Table 2: Summary Table of Eligible Activities and Sub-Recipients

	Activities	Eligible Sub-Recipients
55% “Traditional” Capital Projects (Must)	<p>a. Rolling stock and related activities <u>for Section 5310-funded vehicles</u></p> <ol style="list-style-type: none"> (1) Acquisition of expansion or replacement buses or vans, and related procurement, testing, inspection, and acceptance costs; (2) Vehicle rehabilitation or overhaul; (3) Preventive maintenance; (4) Radios and communication equipment; and (5) Vehicle wheelchair lifts, ramps, and securement devices. <p>b. Passenger facilities <u>related to Section 5310-funded vehicles</u></p> <ol style="list-style-type: none"> (1) Purchase and installation of benches, shelters, and other passenger amenities. <p>c. Support facilities and equipment for Section <u>5310-funded vehicles</u></p> <ol style="list-style-type: none"> (1) Extended warranties that do not exceed the industry standard; (2) Computer hardware and software; (3) Transit-related intelligent transportation systems (ITS); (4) Dispatch systems; and (5) Fare collection systems. <p>d. Lease of equipment when lease is more cost effective than purchase</p> <p>e. Acquisition of transportation services under a contract, lease, or other arrangement. This may include acquisition of ADA-complementary paratransit services when provided by an eligible recipient or sub-recipient. Both capital and operating costs associated with contracted serve are eligible capital expenses. User-side subsidies are considered one form of eligible arrangement.</p> <p>f. Mobility management and coordination programs</p> <p>g. Capital activities (e.g., acquisition of rolling stock and related activities, acquisition of services, etc.) to support ADA-complementary paratransit service, so long as the service is provided by an eligible recipient/sub-recipient (C 9070.1G, p. III-10)</p>	<ul style="list-style-type: none"> • Private Non-Profit Organizations • State or Local Governmental Authorities that are either: <ul style="list-style-type: none"> ○ Approved by a state to coordinate services for seniors and individuals with disabilities; or ○ Certify that there are no non-profit organizations readily available in the area to provide the service

Table 2: Summary Table of Eligible Activities and Sub-Recipients (Continued)

	Activities	Eligible Sub-Recipients
45% “Other/New Freedom” Types of Projects (May)	<p><u>a. Public transportation projects (capital only) planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable;</u></p> <p><u>b. Public transportation projects (capital and operating) that exceed the requirements of the ADA.</u></p> <p>(1) Enhancing paratransit beyond minimum requirements of the ADA.</p> <p>a. Expansion of paratransit service parameters beyond the 3/4 mile required by the ADA;</p> <p>b. Expansion of current hours of operation for ADA paratransit services that are beyond those provided on the fixed-route services;</p> <p>c. The incremental cost of providing same day service;</p> <p>d. The incremental cost (if any) of making door-to-door service available to all eligible ADA paratransit riders, but not on a case-by-case basis for individual riders in an otherwise curb-to-curb system;</p> <p>e. Enhancement of the level of service by providing escorts or assisting riders through the door of their destination;</p> <p>f. Acquisition of vehicles and equipment designed to accommodate mobility aids that exceed the dimensions and weight ratings established for wheelchairs under the ADA regulations and labor costs of aides to help drivers assist passengers with oversized wheelchairs.</p> <p>g. Installation of additional securement locations in public buses beyond what is required by the ADA.</p> <p>(2) <u>Feeder services.</u> Accessible “feeder” service (transit service that provides access) to other modes, for which complementary paratransit service is not required under the ADA.</p> <p><u>c. Public transportation projects (capital and operating) that improve accessibility.</u></p> <p>(1) Making accessibility improvements to transit and intermodal stations not designated as key stations.</p> <p>(2) Travel training</p> <p><u>d. Public transportation alternatives that assist seniors and individuals with disabilities with transportation (capital and operating).</u></p> <p>(1) Purchasing vehicles to support accessible taxi, ride-sharing, and/or vanpooling programs.</p> <p>(2) Supporting the administration and expenses related to voucher programs for transportation services offered by human service providers.</p> <p>(3) Supporting volunteer driver and aide programs.</p>	<ul style="list-style-type: none"> • Private Non-Profit Organizations • Public Transportation Operators • State or Local Governmental Authorities • Private Taxi Companies (providing shared-ride taxi service)

Eligible Sub-Recipients

Specific criteria must be met for sub-recipients to be eligible for 5310 funding:

1. Projects must be submitted by eligible organizations within the MAPA TMA. The TMA encompasses Douglas and Sarpy Counties in Nebraska and the urbanized area surrounding Council Bluffs in Pottawattamie County, Iowa. This includes organizations within Bennington, Bellevue, Carter Lake, Omaha, Gretna, Council Bluffs, Ralston, La Vista, Crescent, Valley Papillion, McClelland, Waterloo, and Springfield. For a map of the MAPA TMA, please refer to Figure 2 on page 2.
2. The FAST Act designates two separate project types within the 5310 funding. These have differing eligible sub-recipients: “Traditional” and “Other”. Table 2 (on the previous page) provides a summary of the eligible activities and sub-recipients by 55% “Traditional” and 45% “Other”.
3. Projects must meet the intent of MAPA’s Long Range Transportation Plan as required by federal law and USDOT regulations.
4. Project must demonstrate consistency with the goals of the Coordinated Transit Plan at the time of application.
5. Have a minimum match of 20 percent for capital and 50 percent for operations of local (non-federal) funding as required by the FAST Act.

Following project selection, projects will be incorporated into the Transportation Improvement Program (TIP) and the Program of Projects (POP) will be attached to the Coordinated Transit Plan. MAPA will ensure the 55/45 split for each year is achieved as applications are reviewed, approved and programmed during the development of the Program of Projects (POP).

Local Share and Local Funding Requirements

Section 5310 funds are offered for capital purchases of vehicles with 80% of the cost provided by Federal funding. Operations funds can be offered directly to the sub-recipient or through Third Party Contracts at a maximum of 50% Federal funds. Additionally, operations can be capitalized through “capitalized cost of contracting” at the 80/20 capital split; however, specific conditions must be met before this can be approved by MAPA. A breakdown of the Section 5310 matching funds requirements are displayed in Table 3.

Table 3: Section 5310 Funds Matching Requirements	
Types of Funding	Federal Grant/Local Match
Capital	80/20
Operating	General Operations - 50/50 Capitalized Cost of Contracting - 80/20
Planning	80/20
Administration	100/0

Local Match

All local match funds for Section 5310 must be provided from sources other than those provided by the U.S. Department of Transportation. Such sources may include:

- State or local appropriations
- Other non-transportation federal funds that are eligible to be used for transportation, i.e.:
 - Temporary Assistance for Needy Families (TANF)
 - Medicaid
 - Employment training programs

- Rehabilitation services
- Administration on Aging
- Tax revenues
- Private donations
- Revenues for human service contracts
- In-kind donations such as volunteered services, as long as the value of the donations are documented and supported and are a cost that would otherwise be eligible under the program. (MAPA must confirm the in-kind local match is appropriate.)
- Income from contracts to provide human service transportation or other net income generated by social service agencies

Project Selection Criteria and Method of Distributing Funds

Application and Approval Process

The application process follows a predetermined set of requirements developed by the CTC. These requirements delineate the competitive project selection timeline and the 5310 policy guide (which includes the selection criteria and application) and are determined before the call for projects. An application for the Section 5310 funding is available to potential candidates on request and is on the MAPA website (<http://mapacog.org/projects/ctc/>). Completed forms and related information will be scored by MAPA staff and subsequently reviewed by the CTC.

Notice of Availability

MAPA, on behalf of the CTC planning committee, will follow the MAPA Public Participation Plan to disseminate information regarding potential Section 5310 funds and how to apply. Application information will be listed on the MAPA website. Additionally, MAPA will send notices to Coordinated Transit Committee stakeholders providing similar information. All public notices, access to information and dissemination of materials will be in accordance with guidelines stated in the MAPA Public Participation Plan (<http://mapacog.org/projects/public-participation-plan/>).

Application Form

Application forms for the 5310 funding source will be updated to optimize the selection process according to CTC preference. The application forms (Traditional-Capital and Other/New Freedom-Capital & Operations) are located online at: <http://mapacog.org/projects/ctc/> and are included in Appendix B.

Application Procedures

Applications for the 5310 program should be completed based on the criteria and eligibility requirements stated for the program. Applications will be reviewed once a year, currently in January. All applications should be submitted on or before the determined due date. Applications received after the deadline will be reviewed and prioritized in the next funding cycle.

Once received, project applications will be:

- Reviewed for eligibility based on the requirements for 5310 funding
- Forwarded for further review or rejected based on eligibility

Eligible projects will then be:

- Reviewed, scored, and rated on criteria established by the CTC
- Prioritized by the merit of the project
- Approved by the CTC and recommended to the TTAC and the MAPA Board of Directors
- Programmed in the MAPA TIP based on funding availability

Project Ranking

Following an initial eligibility determination, project applications are evaluated and scored by the 5310 Project Selection Subcommittee based upon their particular project type (capital, operations, or both) and the information supplied. MAPA staff will then present the scores to the CTC for review. The 5310 Project Selection Subcommittee will recommend a prioritization of projects to the CTC for approval to be incorporated into the draft MAPA Transportation Improvement Program (TIP) as allowed by fiscal constraint. All projects will be prioritized and programmed as funding amounts will allow. Projects not receiving funding will be put on a backup list, listed by their priority, in case additional funds become available.

All Section 5310 applications which meet eligibility requirements will be scored individually using MAPA's 5310 Project Selection Manual, the contents of which are included here:

Federal Transit Administration (FTA) Section 5310 project selection in the MAPA region is broken into two major categories – Capital Projects and Operations Projects. Capital projects include, but are not limited to, vehicles, accessibility add-ons, information technology systems, maintenance, communication equipment, and contracted services. Operations projects focus on administrative expenses and help to pay for wages, fuel costs, and other expenses that do not fall under the FTA's definition of capital project. Section 5310 funds carry the following restrictions:

- Projects must be geared toward serving the target population (disabled and elderly individuals)
- Projects must be transportation related
- At least 55% of the region's apportionment must be spent on capital projects; no more than 45% may be used for operations
- Up to 80% of a capital project's total cost can be paid for with Section 5310 funds, the remaining 20% must come from a local source
- Up to 50% of an operations project's total cost can be paid for with Section 5310 funds, the remaining 50% must come from a local source

Additional details about the Section 5310 program and its requirements can be found in [FTA Circular C 9070.1G](#).

5310 Project Selection Subcommittee

Evaluation of projects will be done by a subsection of MAPA's Coordinated Transit Committee. The subcommittee will consist of:

- 2 MAPA Staff Members
- 2 Nonprofit Representatives
- 2 Municipal Representatives
- 1 Representative from Metro Transit

Only those members of the CTC whose agencies are not being evaluated to receive funding that year will be eligible to sit on this subcommittee.

Evaluation of all projects will take a combined qualitative-quantitative approach. Committee members will score projects according to the criteria outlined below and will be empowered to adjust rankings in cases where quantitative measures are insufficient.

Analysis of Regional Significance

Section 5310 projects will be evaluated based on their contribution to the region. MAPA, assisted by a project selection committee comprised of non-award-seeking members of the Coordinated Transit Committee, will make this determination based on the following criteria:

- **Ridership**
Total ridership, ridership per vehicle, and ridership by population served will all be analyzed to help determine the significance of the agency's program. The goal is to ensure funds are used efficiently by awarding them to agencies with a large impact in the region.
- **Service Availability**
Where and when the agency operates are important considerations because it may be the only option for service in the area or at a specific time. If either of these are the case the agency will have increased priority for funding.
- **Priority of Service Type**
The project selection committee will consider the type(s) of service the agency provides. Medical trips are weighed most heavily, followed by Employment, Education, General Living (grocery, home needs), and finally Social/Recreational trips.
- **Sustainability**
Agencies must demonstrate an ability to carry on the program in the absence of these funds. In addition to a required letter of commitment to complete the project, the project selection committee will evaluate sustainability based on:
 - Letters of Support
 - Availability of other sources of funding identified by the applicant
 - The agencies capacity to bill for and adhere to the stipulations of the 5310 program through past successful experiences with state and federal funds
 - Plans for programs, both by the application and partner agencies, for how this project will expand future services and fill anticipated gaps in service

Capital Projects

All capital projects will be evaluated using the analysis of regional significance as outlined above. Applications will be separated into two categories: the Vehicle Replacement Program and New Capital Projects.

Vehicle Replacement Program

Capital funds in the MAPA region have historically been used for replacing vehicles in programs focused on transporting disabled and/or elderly individuals. MAPA's project selection process for capital projects takes this into account through a vehicle replacement program. MAPA maintains a database of eligible subrecipients and their fleets, evaluating their programs for regional significance when vehicles reach the end of their useful life.

Agencies seeking to replace vehicles with 5310 funds must submit an application to be entered into the database. At this stage applicants must meet the following criteria:

- Vehicles to be replaced must be part of a program that meets federal requirements under Section 5310

- Vehicles to be replaced must be part of a program that is in line with the goals established in MAPA's Coordinated Transit Plan

Each year MAPA will develop a replacement program two years in advance. For example, in 2018 MAPA would develop the replacement program for 2020. Each year's program will be developed with the following process:

Step One: Evaluate vehicle condition

Eligible vehicles in MAPA's database will be sorted by useful life. Vehicles at or nearing the end of their useful life will be prioritized for replacement. A cut line will be established based on available funding.

Step Two: Evaluate programs for regional significance

Agencies with vehicles determined to be eligible for replacement in step one will undergo an analysis of regional significance.

New Capital Projects

Any capital project that is not strictly a vehicle replacement can apply for funds as a new capital project. Starting new programs is the true intent of the 5310 program and eligible new capital projects found to be regionally significant will be given priority over vehicle replacement. In addition to being analyzed for regional significance as outlined above, new capital projects must meet one of the following criteria:

- The project must be part of the creation of a brand new transit program
- The project must be part of a significant expansion (as determined by the Project Selection Subcommittee) of an existing transit program

Operations Projects

All operations projects will be evaluated using the analysis of regional significance as outlined above. Applications will be separated into two categories: Maintenance of Existing Service and Expanded/New Service.

Continuing Service Program

Similar to capital projects, operations funds in the MAPA region have historically been used for the continuing service program.

Agencies seeking to maintain service with 5310 funds must submit an application to be entered into the database. At this stage applicants must meet the following criteria:

- Operations must be part of a program that meets federal requirements under Section 5310
- Operations must be part of a program that is in line with the goals established in MAPA's Coordinated Transit Plan

Each year MAPA will develop a continuing service program two years in advance. For example, in 2018 MAPA would develop the program for 2020. Funds for a given year will be distributed based on an evaluation of each applicant's regional significance.

New Operations Projects

Any operations project that proposes benefits beyond maintaining existing service can apply for funds as a new operations project. Starting new programs is the true intent of the 5310 program and eligible new

operations projects found to be regionally significant will be given priority over continuing service. In addition to being analyzed for regional significance as outlined above, new operations projects must meet one of the following criteria:

- The project must be part of the creation of a brand new transit program
- The project must be part of a significant expansion (as determined by the Project Selection Subcommittee) of an existing transit program

Project Implementation

Projects are implemented through a tiered process. Project selection is the purview of the Coordinated Transit Committee (CTC). Projects selected and prioritized by the CTC will be presented to the MAPA Transportation Technical Advisory Committee and Board of Directors for final approval, programming, and implementation. As the CTC determines appropriate additional criteria, further categories may be included in the future. The MAPA CTC 5310 Policy Guide is reviewed annually and includes the most up to date criteria for project selection (<http://mapacog.org/projects/ctc/>).

Once a project is selected during the Transportation Improvement Program (TIP) development cycle it is included in the draft TIP document, which goes through a public participation process and is eventually approved. There may be instances when funding needs to be allocated outside of the annual process based on need, regulation, or other situations. For these projects, applications will be reviewed and approved by the Coordinated Transit Committee, TTAC, and the MAPA Board. Then the project funding will be amended into the current TIP document.

Concurrently, during the TIP development cycle, the projects selected for 5310 funding are listed in an annual Program of Projects (POP). The POP and two meeting minutes of the Coordinated Transit Committee will be attached to the 2014 Coordinated Transit Plan as a part of Appendix G. (The meeting minutes are required by the Iowa Department of Transportation.) The POP will go through the TIP public participation process, giving the public ample time to comment on the projects. The amended Appendix G of the Coordinated Transit Plan and a separate POP file will be uploaded to the MAPA website yearly. This information will be located at <http://mapacog.org/projects/ctc/>.

Actual funding provisions are at the discretion of the MAPA Board. Funding may be made available in total or in part for any given project.

Once a project is incorporated into the TIP and the funding is available, MAPA will insert the project into the Federal Transit Administration's (FTA) grant management system. The project description will include the date of TIP approval and inclusion in the Coordinated Transit Plan, along with other pertinent information, such as name of agency and purpose of the project.

Concurrent to approval in FTA's grant management system, MAPA will begin developing the contract between MAPA and the sub-recipient. This contract will be signed once the grant is approved in FTA's grant management system and portions of the grant agreement can be attached to the contract.

Finally, the sub-recipient can commence grant activity based on the day State TIP approval was granted. MAPA will work with the agency to ensure a complete invoice packet is submitted including all necessary supporting documentation and progress reports. The MAPA Finance Committee and the MAPA Board of Directors will approve the invoice packet. Following approval, MAPA will use the FTA grant reimbursement system, ECHO, to draw down funds and MAPA will cut a check for the sub-recipient. Figure 5 displays the project implementation schedule.

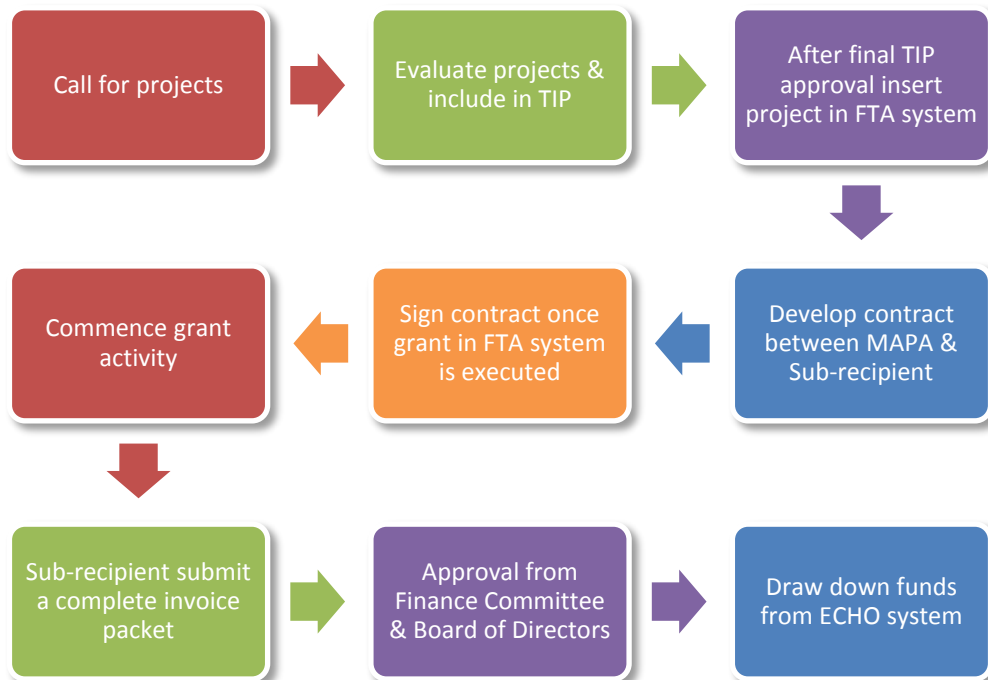


Figure 5: Project implementation schedule

D. Private Sector Participation

MAPA continues to work to increase the diversity of agency and organizational members of the Coordinated Transit Plan development and 5310 funding opportunities through targeted outreach. To date, there are few (if any) private providers of public transportation within the MAPA region; as such opportunities for coordination are limited. However, MAPA will continue to explore ways to enhance non-profit and private sector participation the Coordinated Transportation planning process.

Private sector transportation providers, along with transportation users from the private sector are invited to be involved in the monthly Coordinated Transit Committee meetings. Those providers and individuals will continue to be kept apprised of the transportation programs in their areas. Press releases, mailings and e-mail correspondence will be used to involve them and any other private sector entities that may be interested in the process for this program. Additionally, information about MAPA's programs and opportunities available to private providers will be made accessible on the MAPA website.

E. Civil Rights

MAPA fully complies with the requirements under Title VI of the Civil Rights Act of 1964, and assures the compliance of each third party contractor at any tier and each sub-recipient at any tier under the project.

MAPA will seek, from all approved candidates, a written certification of compliance pertaining to Civil Rights, Title VI, Equal Employment Opportunity (EEO), and Disadvantaged Business Enterprise (DBE) regarding the grantee's facility and services. MAPA will also insist on being informed, in writing, of any lawsuit, litigation or civil rights complaints made against the grantee organization. Additionally, MAPA will

accept, in writing, any updates on the status or outcome of active or pending lawsuits throughout the period of the approved grant. Furthermore, when selecting projects MAPA will prioritize projects that are located within the Environmental Justice areas and areas where transit dependent populations reside, but aren't currently served by the transit system.

MAPA, in turn, will make all documents related to Civil Rights reporting part of the permanent file of the project. The MAPA Title VI Plan and program is located on its website at <http://mapacog.org/about/what-is-mapa/civil-rights/>.

F. Section 504 and ADA Reporting

Section 504 of the Rehabilitation Act of 1973 prohibits discrimination on the basis of disability by recipients (and also sub-recipients) of federal financial assistance. The Americans with Disabilities Act of 1990 (ADA), as amended (42 U.S.C. 12101 et seq.), prohibits discrimination against qualified individuals with disabilities in all programs, activities, and services of public entities, as well as imposes specific requirements on public and private providers of transportation.

As in other federal assistance programs, special efforts to meet the transportation needs of disabled persons are confirmed through an ongoing process.

MAPA will seek, from all approved candidates, a written certification of compliance pertaining to ADA directives. MAPA, in turn, will make all documents related to ADA reporting part of the permanent file of the project. This documentation will include information regarding the ADA accessibility of vehicles purchased through the 5310 program and executed, contracted assurances for sub-recipients. MAPA will incorporate the relevant elements Section 5310 program administration into the agency's Title VI Plan. This plan provides the overarching framework for MAPA's administration of federal funds and programs in compliance with the ADA and other Title VI requirements.

The current MAPA ADA Compliance Plan and Policy Statement is located on its website at <http://mapacog.org/about/what-is-mapa/civil-rights/>.

G. Program Measures

MAPA will require sub-recipients to submit annual reports containing federally established measures for the 5310 program (C 9070.1G, p.II-2.). These include, but not limited to:

Traditional Section 5310 Projects

1. **Gaps in Service Filled.** Provision of transportation options that would not otherwise be available for seniors and individuals with disabilities measured in numbers of seniors and people with disabilities afforded mobility they would not have without program support as a result of traditional Section 5310 projects implemented in the current reporting year.
2. **Ridership.** Actual or estimated number of rides (as measured by one-way trips) provided annually for individuals with disabilities and seniors on Section 5310– supported vehicles and services as a result of traditional Section 5310 projects implemented in the current reporting year.

Other Section 5310 Projects

1. **Increases or enhancements** related to geographic coverage, service quality, and/or service times that impact availability of transportation services for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year.
2. **Additions or changes** to physical infrastructure (e.g., transportation facilities, sidewalks, etc.), technology, and vehicles that impact availability of transportation services for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year.
3. **Actual or estimated number of rides** (as measured by one-way trips) provided for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year.

H. Section 5310 Program Management

The Section 5310 program management will be completed by multiple facets of the MAPA agency. The transportation section planners and manager will provide the program management, general review of projects, overall program financial tracking, and review invoice packets. The MAPA Finance Committee and the MAPA Board of Directors will review and approve contracts and invoices. The Administrative Services Director will track the financial aspect of each project, complete draw downs, and review invoice packets. Additionally, the Administrative Services Director will coordinate financial management, accounting systems, audits and management or financial reviews, the close out process, and required reporting.

Procurement

MAPA coordinates with the Nebraska Department of Transportation and the Iowa Department of Transportation to procure vehicles for the 5310 program. Both states maintain FTA compliant procedures and documentation related to the procurement of vehicles with federal funds.

Financial Management

MAPA maintains the FTA financial management systems for financial reporting and accounting records. All systems and procedures for financial management must comply with 49 CFR 18.20, the “Common Rule.”

MAPA develops contracts with approved sub-recipients for operations projects and some non-vehicle purchase capital projects. These contracts include a detailed scope of work and budget. For projects including capital elements, the type of equipment and its intended use must be included. For operational assistance scopes of work, the clients, service area, time-period, and other pertinent information must be included. These contracts are not be signed by MAPA and the sub-recipient until the grant has been executed and FTA funds are secured.

As the 5310 program is a reimbursement-based program, all project related capital and operating expenditures must be incurred locally and reported to MAPA after the contract has been executed. As stated previously, the appropriate local share requirement (20% capital and 50% operational) must be met before reimbursements will be granted. Sub-recipients must retain the original receipts for all eligible project expenditures and attach them to reimbursement requests. In the case of capital projects, sub-recipients will be required to attach copies of vendor invoices to reimbursement requests.

Accounting Systems

The MAPA Accounting system shall establish and maintain accounts for the project in a manner consistent with OMB Circular A-133 and in accordance with applicable provisions of 23 CFR 172. Expenditures shall be in conformance with the standards for allowability of costs set forth in OMB Circular A-87 and the contract cost principles and procedures set forth in 48 CFR Part 1.31.6 of the Federal Acquisition Regulation system. MAPA shall establish and maintain separate accounts for expenditures for each federal grants.

MAPA shall establish and maintain a system of controls over sub-recipient monitoring. As a part of the sub-recipient monitoring, MAPA shall require sufficient documentation to be provided as support for pass-through expenditures. MAPA shall also monitor the matching effort and project budgets.

Property Management

The Nebraska Department of Transportation and the Iowa Department of Transportation handle the procurement of vehicles for MAPA's 5310 program. Such vehicles are governed by the program management plans of their respective states. Recipients of these vehicles are required to follow all pertinent management procedures and restrictions of the program management plan of the procuring agency.

Iowa DOT State Management Plan:

<https://iowadot.gov/transit/publications/StateManagementPlan.pdf>

Nebraska DOT State Management Plan:

https://www.nebraskatransit.com/NDOR_Documents/General_Transit_Documents/SMP-approved-aug2015.pdf

Audits and Management or Financial Reviews

MAPA and the sub-recipients shall maintain an accurate cost-keeping system as to all costs incurred in connection with the subject of the FTA project and shall produce for examination books of account, bills, invoices and other vouchers, or certified copies thereof if originals are lost, at such reasonable time and place as may be designated by MAPA, FTA or a designated Federal representative and shall permit extracts and copies thereof to be made during the contract period and for three years after the final FTA-MAPA audit is completed, resolved and closed.

MAPA and the sub-recipients shall at all times afford a representative of MAPA, FTA, or any authorized representative of the Federal government, reasonable facilities for examination and audits of the cost account records, shall make such returns and reports to a representative as he may require, shall produce and exhibit such books, accounts, documents and property as the representative may desire to inspect, and shall in all things aid him in the performance of audit duties.

MAPA and the sub-recipients shall be responsible for meeting the audit requirements of OMB Circular A-133, or any revision or supplement thereof. OMB Circular A-133 states that when expenditures of total federal awards, whether pass-through or direct, exceed \$500,000 in a fiscal year, an A-133 Audit is required. Pass-through monies from MAPA shall be separately identified on the Sub-recipients' Schedule of Expenditures of Federal Awards as reported in their financial audit.

Close out

After the project has been completed in accordance with the written agreement between MAPA and the sub-recipient, MAPA will close out the contract. If this is the last project within a grant in FTA's grant management system, then that grant will also be closed out.

Reporting

Sub-recipients will be required to prepare a variety of financial and program progress reports on a quarterly basis. These reports will begin based on the date agreements/contracts are signed with sub-recipients and will continue until the project is closed out. These will include a project narrative, local matching sources used, number of passenger trips provided, vehicle miles traveled, and revenue service hours provided. Sub-recipients will also be required to report on an annual basis their efforts in purchasing from DBE vendors and a vehicle condition report.

The sub-recipient is responsible for submitting vehicle information on an annual basis. A form will be provided upon award and includes sub-recipient's name, address and phone number; vehicle year, make, and model; date accepted; included equipment; location; grant number; federal percentage share; date last inspected, recorded mileage, maintenance schedule, and condition; type of funding used for the purchase; and other information used by MAPA for program review and reporting. The information obtained from these reports will become part of the inventory record along with the title and certificate of collision insurance coverage. Vehicles must be maintained in accordance with MAPA's vehicle maintenance plans (provided to sub-recipients upon award and attached in Appendix C). To ensure that the vehicles are properly maintained, MAPA randomly reviews vehicle maintenance records and physically inspects vehicles as part of the on-site visits. These visits are conducted annually.

I. Other provisions

This section describes the process by which the recipient complies with other federal requirements such as environmental protection, Buy America provisions, pre-award and post-delivery reviews, restrictions on lobbying, prohibition of exclusive school transportation, and drug and alcohol testing, including the state's procedures for monitoring compliance by sub-recipients.

MAPA will seek a signed certification of compliance pertaining to applicable Certifications and Assurances from 5310 sub-recipients. MAPA, in turn, will include this documentation in the permanent file of the project. MAPA will also randomly complete audits of sub-recipients to ensure compliance with applicable provisions.

Environmental Protection

The President's Executive Order on Environmental Justice expanded upon Title VI of the 1964 Civil Rights Act (42 U.S.C. 2000d-1) when it stated that "each federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations."

When determining if a particular program, policy or activity will have disproportionately high and adverse effects on minority and low-income populations, mitigation and enhancement measures and potential offsetting benefits to the affected minority or low-income populations will be taken into account. Other factors that will also be taken into account are comparative impacts, design, and the number of similar

existing system elements in nonminority and non-low income areas. The evaluation will determine if alternatives studied will be more or less disadvantageous to the population considered.

However, any program, policy or activity that has the potential for disproportionately high and adverse effects on the affected populations will only be carried out if there is a substantial need for the program, policy or activity based on overall public interest; or alternatives that would have less adverse effects have either adverse social, economic, environmental or human health impacts that are more severe or would involve increased costs of an extraordinary magnitude.

Restrictions on Lobbying

Recipients of federal grants from any source exceeding \$100,000 annually must certify that they have not and will not use federally appropriated funds for lobbying.

Prohibition of Charter and School Bus Service

As defined by the FTA, “Charter Service” means transportation provided to a group of persons who travel together under an itinerary specified in advance or modified after having left the place of origin. Title 49 USC 5323(d) places limits on the charter services that federally-funded public transportation operators may provide. Title 49 USC 5323(f) places limits on school transportation that federally-funded public transportation operators may provide. 5310 grantees are prohibited from using this program’s funds to provide charter service or school service.

Drug and Alcohol Testing

Recipients or sub-recipients that only receive 5310 assistance are not subject to FTA Drug and Alcohol testing rules, but must comply with the Federal Motor Carrier Safety Administration rule for employees to hold Commercial Drivers’ Licenses (49 CFR part 382).

Section 5310 recipients and subrecipients that also receive funding under one of the covered FTA programs (Section 5307, 5309, or 5311) should include any employees funded under Section 5310 projects in their testing program (C 9070.1G, p. VIII-9).

J. Monitoring, Evaluation, and Update

Monitoring and Evaluation

MAPA shall continually monitor 5310 grantees through the invoice review process. The Administrative Services Director will review invoices from 5310 grantees to ensure they comply with applicable regulations and are submitted for eligible expenses. If invoices do not match regulations, they will be rejected and will be investigated further. If MAPA determines a project is no longer compliant with the 5310 program, funds will be removed from the sub-recipient.

MAPA will perform an evaluation annually providing program measures and other applicable information including tracking of funding and the remaining apportionment balances. MAPA will utilize the 5310 Program Checklist found in Appendix A to ensure MAPA is taking all appropriate measures in administering and managing the 5310 program. The results from this checklist will be included in the annual evaluation document.

MAPA will also review projects for their consistency with the Coordinated Transit Plan, the Long Range Transportation Plan, and the project's application itself. These evaluation measures will inform future project selection cycles and ensure that Section 5310 funds are making the desired impact among awardees.

Program Management Plan Update

All 5310 Coordinated Transit Management Plan revisions, as well as any actions required to administer 5310 funds, will be reviewed by the MAPA Coordinated Transit Committee and recommendations will be forwarded to Transportation Technical Advisory Committee and to the MAPA Board of Directors for review and disposition.

The MAPA Board of Directors has final approval of all changes revisions and amendments to the 5310 Coordinated Transit Management Plan. Additionally, the MAPA Board of Directors has final approval of all grant applications submitted for consideration and approved for funding disbursement.

Appendix A

5310 Program Checklist

This checklist is reviewed on an annual basis to ensure compliance with all applicable Federal regulations.

- ☐ Ensure the private sector is invited to Coordinated Transit Committee meetings and planning activities
- ☐ Confirm all pertinent information is on the MAPA website
 - Coordinated Transit Plan
 - Program Management Plan
 - Coordinated Transit Committee Agendas and Minutes
 - Annual 5310 Call for Projects
- ☐ Seek written certification of compliance pertaining to the following, from all 5310 sub-recipients
 - Civil Rights
 - Title VI
 - Equal Employment Opportunity (EEO)
 - ADA directives
 - Disadvantaged Business Enterprise (DBE)
- ☐ Prioritize projects that are located within Environmental Justice areas and areas where transit dependent populations reside
- ☐ Complete an annual 5310 program evaluation using the federal program measures (Section H)

Traditional Section 5310 Projects

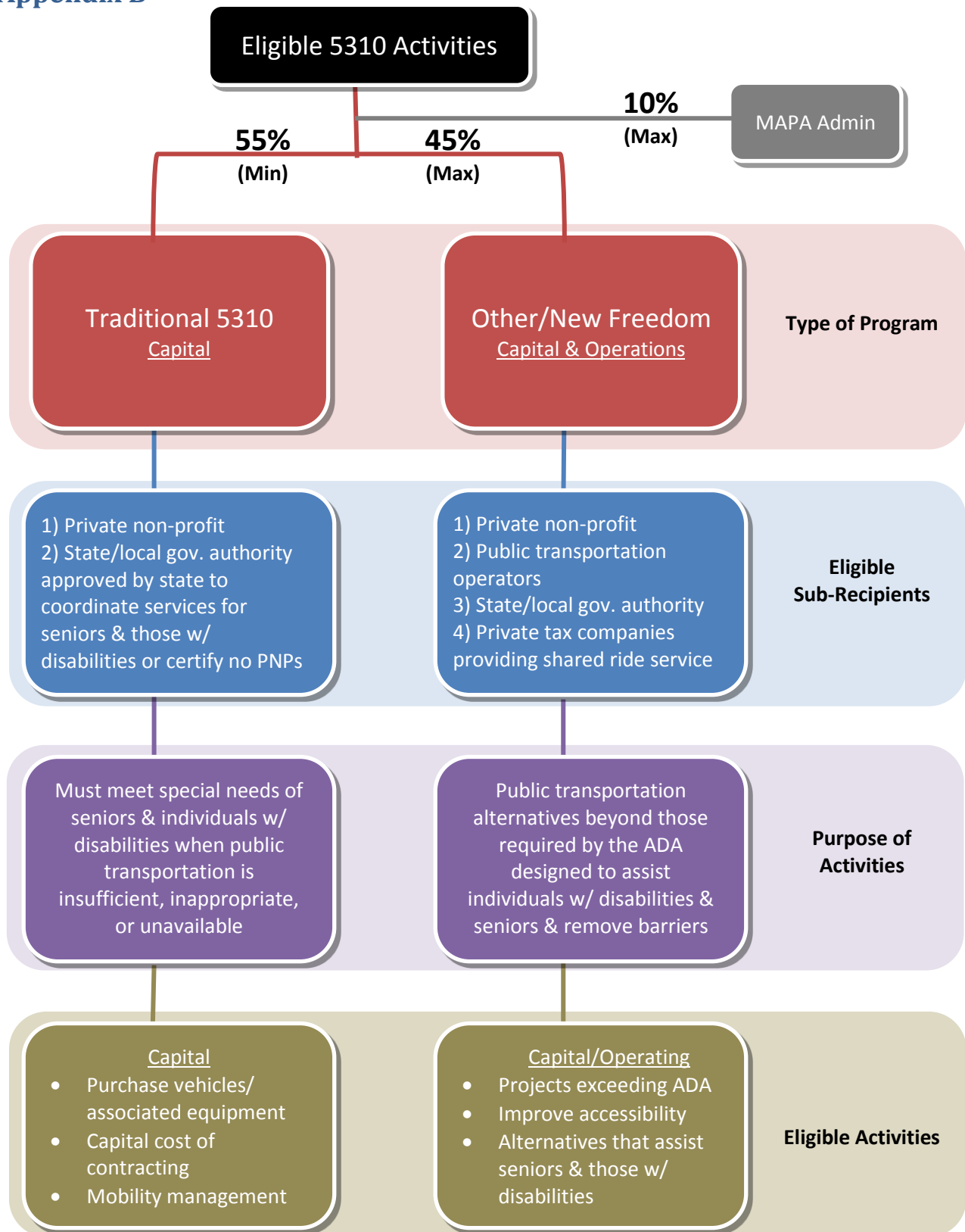
- _____ **Gaps in Service Filled.** Provision of transportation options that would not otherwise be available for seniors and individuals with disabilities measured in numbers of seniors and people with disabilities afforded mobility they would not have without program support as a result of traditional Section 5310 projects implemented in the current reporting year
- _____ **Ridership.** Actual or estimated number of rides (as measured by one-way trips) provided annually for individuals with disabilities and seniors on Section 5310–supported vehicles and services as a result of traditional Section 5310 projects implemented in the current reporting year

Other Section 5310 Projects

- _____ **Increases or enhancements** related to geographic coverage, service quality, and/or service times that impact availability of transportation services for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year
- _____ **Additions or changes** to physical infrastructure (e.g., transportation facilities, sidewalks, etc.), technology, and vehicles that impact availability of transportation services for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year
- _____ **Actual or estimated number of rides** (as measured by one-way trips) provided for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year
- ☐ MAPA will verify sub-recipients have a written drug free policy, non-smoking and no texting while driving policy

Appendix B

Eligible 5310 Activities and Applications



STRATEGIC COMMUNICATIONS PLAN



METROPOLITAN AREA PLANNING AGENCY COMMUNICATIONS PLAN

[AUGUST 2018]

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The MAPA Communications Plan will serve as a guiding document for the agency's communication and outreach efforts. It will be used as the foundation for building communication strategies.

The Communications Plan is one of the actions resulting from the MAPA strategic plan and the strategic planning process. The Strategic Planning process is the first to involve the Board and full staff in MAPA's recent history. It is intended as a foundation that will be reviewed annually and updated as part of the budgeting and goal-setting process conducted each year.

ABOUT MAPA

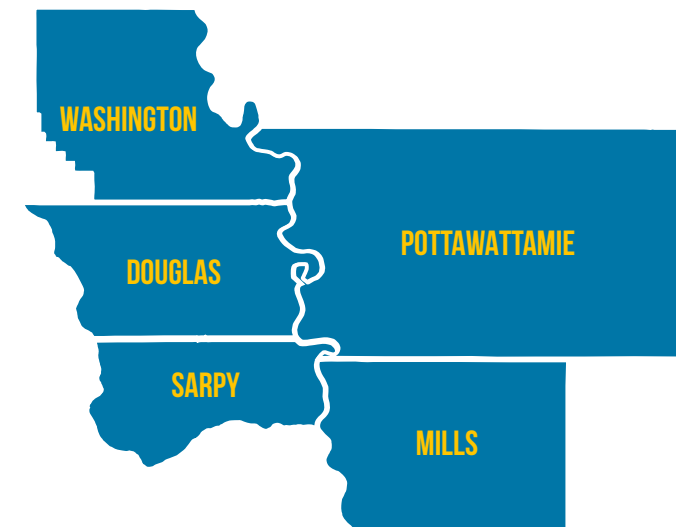
As a Metropolitan Planning Organization (MPO) and a regional Council of Governments (COG), the Omaha-Council Bluffs Metropolitan Area Planning Agency (MAPA) is a unique organization, which serves multiple governments and communities in a variety of fields such as long-range transportation planning, community and economic development, and air quality in three and five counties encompassing eastern Nebraska and western Iowa respectively. In addition, MAPA's Heartland 2050 regional visioning project focuses on key areas such as infrastructure, economic development, natural resources and housing and development.

MAPA's uniqueness stems from the recognition it receives as an independent voice working for the common good of the Omaha-Council Bluffs metro area. In the past, MAPA was seen as a silent partner working quietly behind the scenes to support its members and place member communities in the forefront of the news media and other external audiences. Now the agency, at the request of the MAPA Board of Directors, has an opportunity to take a more public role and become a thought-leader in the region.

In addition, a larger, big picture conversation is unfolding about transportation, particularly public transit, in the Omaha-Council Bluffs metropolitan area and how it can be enhanced to close the gap in a number of disparities such as access to education, employment, and health care. This continuing conversation provides another opportunity for MAPA to use its expertise to not only convene the parties involved in this work from the fields of business and industry, philanthropy, the non-profit sector and government, but to lead and drive the discussion.

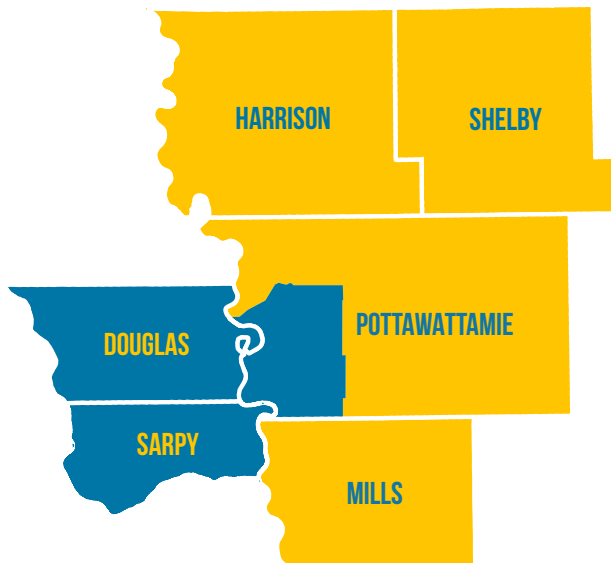
This opportunity creates some communication challenges due to the complexity and diversity of MAPA's service areas, audiences, and membership. In the past, MAPA's various departments have often worked independently of each other without emphasis on how their respective work is interrelated in a common goal. This has led to challenges, which include a lack of cohesive and coordinated messaging about the agency and how plans and projects interrelate and support the same goal, and confusion among staff members about MAPA's mission and goals. In addition, some of MAPA's external audiences have competing needs, interests, and perspectives due to their locations, populations, and even political affiliations, which create another challenge for messaging.

MAPA REGION



COUNCIL OF GOVERNMENTS

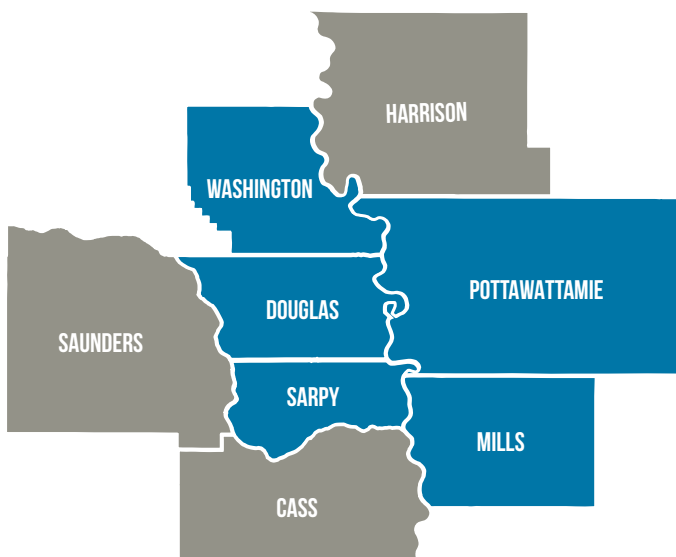
MAPA is governed by a 63-member Council of Officials, representing each of the 64 governmental units which comprise MAPA within the five counties it serves. They include: Douglas, Sarpy, and Washington Counties in Nebraska; Pottawattamie and Mills Counties in Iowa. The Council's roles include approving the agency's long range plan and setting overall policy.



TRANSPORTATION PLANNING AFFILIATIONS

In its role as a Metropolitan Planning Organization, MAPA is the pass-through agency for millions of dollars in federal transportation funding for the Transportation Management Area (TMA) it serves which consists of Douglas and Sarpy Counties in Nebraska and western Pottawattamie County in Iowa (mainly the boundaries of the City of Council Bluffs). In addition, MAPA also serves as the administrator for Iowa Regional Planning Affiliation 18, which includes the counties of Harrison, Mills and Shelby, and the non-urbanized portion of Pottawattamie County.

MPO = BLUE
RPA-18 = YELLOW



HEARTLAND 2050

At the time of its inception in 2011, the work of the Heartland 2050 Regional Visioning project included the eight counties in the Omaha Metropolitan Statistical Area (MSA). The MSA counties include all five counties in the MAPA region plus Saunders and Cass Counties in Nebraska and Harrison County in Iowa. Heartland 2050 has evolved into the Heartland 2050 Regional Planning Committee and it will focus its core work on the five counties in the MAPA region.

AUDIENCE

Audiences for MAPA can be divided into external and internal categories.

The following groups are included in the external category: Member Governments, Elected and Appointed Officials, Heartland 2050 members, Project Partners and Non-Profits, Stakeholders and Committee Members, Funders/Potential Funders, the public and the media.

For the internal category the following groups are included: Council of Officials, Board of Directors, Committees and Employees/Staff.

These groups can also be divided into "Recipients of MAPA services and those who help support MAPA through services or financially."

OBJECTIVES

One of MAPA's key goals, as outlined in the agency Strategic Plan, is to enhance communication by developing a comprehensive marketing and communication strategy where external communication is consistent and coordinated.

MAPA's key audiences and MAPA staff need to be more engaged with each other so MAPA's audiences have a better understanding about the higher-level mission of MAPA or the agency's multiple roles, and so MAPA staff have a better understanding of the functions of MAPA's audiences. Through increased understanding of MAPA's mission, one objective is to have MAPA's audiences communicate MAPA's many roles and the benefits of regionalism.

The following information is a breakdown of the objectives, challenges, primary messages and communications tools for each MAPA audience.

BOARD OF DIRECTORS/COUNCIL OF OFFICIALS:

Objective:

- Be MAPA's champions.

Challenges:

- They have many roles/responsibilities competing for their time which creates challenges to establishing a level of continuous engagement. They lack comprehensive knowledge of long range planning and the connection of regional projects to their local communities.

Primary Messages:

- Talk about higher-level/big picture focus of MAPA and link community connections to MAPA's services and benefits, be accountable to local priorities and values, emphasize the value and benefits of regionalism: More can be accomplished together, and pooling resources and sharing services is critical to the region's success.

Communication Vehicles:

- Executive Director's report during monthly board meetings linking work to big picture, one-on-one meetings, possible one page summary of current projects with link to big picture, possible monthly email updates. Develop opportunities for Board and Council members to introduce or lead meetings and discussions where appropriate. Develop opportunities in the media for MAPA's Board Chair to speak on behalf of the agency. Establish phone tree among Council of Officials members to improve representation at meetings.

COMMITTEES:

Objective:

- Be small-scale champions & better able to inform about MAPA.

Challenges:

- There are a variety of committee types/purposes. It's difficult to fit messaging for everyone.

Primary Messages:

- Be able to inform about big picture and explain the connection between local projects and the regional picture.

Communication Vehicles:

- Quarterly email updates, engage committees in the process by showing them what MAPA is to enable them to carry that message.

STAFF OF LOCAL GOVERNMENTS:

Objective:

- Be MAPA's champions, be able to talk about big picture & promote MAPA services.

Challenges:

- Competing perspectives, limited staff/lack of resources.

Primary Messages:

- MAPA can serve both urban and rural interests. Promote as a trusted resource for data and information, a strong partner on local projects and responsive and accountable to local concerns.

Communication Vehicles:

- Quarterly updates via email/print, one-on-one meetings and local government meetings, and MAPA's work for local interests in having community leaders identify areas of mutual concern and actions to take on them. Have MAPA leadership make presentations to county boards at least annually. Share value of MAPA services visually and consistently.

ELECTED & APPOINTED OFFICIALS:

Objectives:

- Be MAPA's champions and promote MAPA's services to their communities.

Challenges:

- There are competing interests, misinformation spread about MAPA and a lack of engagement from different groups.

Primary Messages:

- Talk about higher-level/big picture focus of MAPA and link community connections to MAPA's services and benefits, be accountable to local priorities and values, emphasize the value and benefits of regionalism: More can be accomplished together, and pooling resources and sharing services is critical to the region's success.

Communication Vehicles:

- One-on-one meetings, regular email updates and introductory letters to new members/office holders.

HEARTLAND 2050 MEMBERS:

Objective:

- Have a better understanding and awareness of what MAPA is and does, as well as be engaged with MAPA.

Challenges:

- There is a lack of knowledge and understanding from a large variety of organizations. There is also a different level of engagement from each organization.

Primary Messages:

- Explaining how Heartland 2050 fits into the big picture of MAPA.

Communication Vehicles:

- Monthly newsletter, emails to working groups, summits, and help members and partners share their stories about their work and how it is a part of Heartland 2050.

PUBLIC:

Objective:

- Have a better awareness of MAPA and what it does.

Challenges:

- A lack of knowledge of MAPA and its lack of visibility to the public.

Primary Messages:

- Have a basic, big picture awareness of MAPA punctuated by specific projects (e.g. knowing why it matters).

Communication Vehicles:

- Social media, public meetings, flyers, project materials and MAPA's website.

MEDIA:

Objective:

- Obtain more news coverage of regional issues and topics from a regional perspective.

Challenges:

- There is a lack of knowledge of MAPA, plus frequent staff changes among reporters.

Primary Messages:

- Publicize and broadcast more information about MAPA.

Communication Vehicles:

- News releases, news conferences, media opportunities and one-on-one meetings.

EMPLOYEES/STAFF:

Objective:

- Share information and messaging about MAPA with one voice. Need to increase the understanding of how each person's role contributes to MAPA's overarching goals.

Challenges:

- There is always a variety of ongoing projects or work areas, as well as a lack of understanding outside each employee's department.

Primary Messages:

- MAPA's internal employees/staff must be interconnected.

Communication Vehicles:

- Staff meetings and general talking points.

STAKEHOLDERS/NON-PROFITS/PROJECT PARTNERS:

Objective:

- Educate companies/organizations about MAPA and be informed about MAPA, be partners on promotion assistance.

Challenges:

- Varied interests/backgrounds, limited staff and resources for non-profits and ownership, limited engagement and ownership, knowledge of MAPA often limited to a particular project.

Primary Messages:

- Be informed on and promote MAPA's projects/services and the big picture of how MAPA applies to them.

Communication Vehicles:

- Email updates and lists, social media, project update, committee, public and one-on-one meetings and annual reports. Find opportunities to coordinate messaging with project partners.

FUNDERS/POTENTIAL FUNDERS:

Objective:

- Promote MAPA and what their money is funding and why it's important. This group needs to relate it back to their audience.

Challenges:

- There are conflicting priorities on programming, receiving and retaining funding.

Primary Messages:

- Promote the benefits of MAPA and how MAPA aligns with their own organizational goals.

Communication Vehicles:

- Quarterly reports, websites, end of year reports, annual reports, newsletter and earned media.

MAPA will need assistance implementing the communications strategy being developed. In general, two of the key challenges MAPA faces with its vast external and internal audiences are their lack of knowledge or understanding about MAPA's multiple roles and the big picture, which contributes to a lack of engagement in some of these audiences. With many of the external audiences, explaining the link between MAPA's plans and projects and the overall mission would help create more awareness among external audiences and help make them our champions. This can be accomplished through board meetings, one-on-one meetings and prepared hand-outs.

For the media, news releases, e-newsletters, social media and one-on-one meetings would help create greater awareness of MAPA. Some of these items are tools used already and others could be increased in frequency.

For the MAPA staff, monthly staff meetings and lunch and learns should continue to help better educate staff members. An official mission statement for MAPA should be drafted to help link the work of staff members to MAPA's mission as a whole. In addition, specific messaging and talking points should be developed and shared with all MAPA staff. A training session should be scheduled with MAPA staff to review the messaging/talking points.

TOOL INVENTORY

MAPA uses a variety of tools to communicate with its audiences. They have been categorized into four segments: paid media, earned media, shared media, and owned media/outreach.

MEDIA TYPE

PAID

Promotional content which runs in print, broadcast, digital and other mediums that the organization pays the provider to post and promote.

EARNED

News coverage of an organization or its events, and activities which occurs without a paid media campaign and is generated by news releases or news tips.

SHARED

Information about an organization which the organization itself posts on its social media platforms and is shared with its followers through those platforms. Followers are able to respond to or comment on posts.

OWNED/OUTREACH

Information an organization publishes about itself and disseminates and/or resources it has available in the public view, e.g. websites, newsletters, etc.

PRINT

- **NEWS RELEASES**
 - Inform the media about events, plans and any other agency news.
- **NEWSLETTERS**
 - Inform our members and the public about recent MAPA events and involvement.
- **MAPA CALENDAR**
 - Inform our members about important MAPA dates in the form of a giveaway item.
- **ANNUAL REPORTS**
 - Provide MAPA and Heartland 2050 members and the public with an annual review of the agency's projects and accomplishments.
- **PUBLIC NOTICES**
 - Inform the larger community about upcoming meetings, projects and events.
- **PUBLISHED PLANS**
 - Provide in-depth information about strategic plans for the transportation, economic development and community outreach within the MAPA region.

EVENTS

- **SUMMITS**
 - Spread awareness of current projects and involvement to MAPA and Heartland 2050 members.
- **COUNCIL OF OFFICIALS**
 - Connect mayors and community leaders in the MAPA and Heartland 2050 regions.
- **BOARD OF DIRECTORS**
 - Monthly meetings for MAPA members to know about MAPA's regional efforts and discuss any projects, reports or issues.
- **MEETINGS**
 - Host a variety of events and meetings for members and the public who are interested in MAPA projects or involvement.

DIGITAL

MAPA

- **WEBSITE**
 - Serve as a news resource to MAPA members, the public and host all publications.
- **FACEBOOK**
 - Inform the public about MAPA projects and other regional stories relating to MAPA or planning.
- **TWITTER**
 - Provide quick updates to the public about MAPA's projects or newsworthy information in the region.
- **LINKEDIN**
 - Provide information to business professionals, including open positions and important agency news.
- **EMAIL LISTS**
 - Send out information about MAPA's projects and involvement in the region.
- **BLOGS**
 - Provide information about MAPA projects and related news within the region.

HEARTLAND 2050

(These platforms may change with the realignment of Heartland 2050)

- **WEBSITE**
 - Serve as a resource for Heartland 2050 information, updates, projects and events.
- **FACEBOOK**
 - Inform the general public about Heartland 2050's projects and events, as well as regional news that aligns with the Heartland 2050 mission and goals.
- **TWITTER**
 - Provide quick updates to the public about Heartland 2050 news, project updates and event details.
- **EMAIL LISTS**
 - Send out a monthly newsletter about Heartland 2050 upcoming projects and events.

SOCIAL MEDIA AUDIT

MAPA has focused on growing its online presence over the past year. The implementation of this communication plan aims to continue MAPA's online growth, outreach, and influence; in addition to creating strategies and procedures for internal communication. By outlining each platform's mission, MAPA will use those guidelines to curate/tailor content best suited for each site's strengths and target audience to accomplish the desired communication goals.

MAPA's primary digital media tools are Facebook, Twitter and its website. All past social media strategies have centered on informing the audience of all current projects, news, events and future project involvement in the Omaha-Council Bluffs region. MAPA strives to be a transparent, informative and reliable source of information available for the public by producing a steady flow of printed and online materials (newsletters, annual reports, social media posts, event information, public notices, blogs, etc).

All social media sites are managed proactively and updated to ensure all external information is current. As a result, MAPA has become a predictable news source - the public can expect certain printed publications bi-monthly (MAPA's "What's Happening" Newsletter) and annually (MAPA's Annual Report). Social media activity has gone from haphazard, project-oriented posts to adopting a consistent schedule for weekly posts. This change has eliminated periods of online inactivity and moved towards a continuous, deliberate posting schedule that has increased MAPA's audience interaction and reach. In addition, all of MAPA's social media tools are used interdependently. This tactic has been successful by increasing MAPA's outreach. By sharing content across three sites, the audience has more exposure to the intended message which has increased overall audience interaction.

What can MAPA's current social media strategies do better?

- Transportation email
 - MAPA needs to decide if the transportation email is worth keeping as a means of external communication. It was created and is distributed by the Transportation Department. If MAPA decides to keep this approach, it should be reviewed by and possibly distributed by the Communications Department in order to keep MAPA's brand consistent and reduce duplicative content as well as content that does not align with MAPA's core goals and mission.
- Digitize more community materials.
 - Create a place on MAPA's website where community forms, pamphlets, etc. information is available. Move toward digital publishing in addition to printed materials.
- Continue to increase follower involvement.
 - Create more opportunities for the audience's participation online. Start posting more conversational posts to engage in a larger dialogue.
 - Invest in more boosted posts. There is an inconsistency with how many users MAPA's posts reach from organic posts (varies from 50-200+ viewers). Boosted posts allow MAPA to reach a larger audience (varies from 800-3,000+ people).
- Need to increase MAPA's internal communications efforts.
 - MAPA needs more departmental communications. There is a disconnect between each department with ongoing or completed projects. Develop a regular schedule of short, weekly update meetings which discuss the work ahead for the next two to three weeks.

TIMELINE

MAPA has been posting consistently about current projects and involvement. MAPA has taken advantage of Facebook, Twitter and its website to ensure all communications are shared effectively and appropriately. MAPA focuses its involvement in projects relating to transportation development, community and economic growth and development, air quality, solid waste management, energy and data. In addition to promoting and preserving projects and plans that improve the quality of life for residents in the Omaha-Council Bluffs region, MAPA will continue to engage and endorse projects concerning these topics in the future.

PROJECTED PROJECTS:

1. Update all remaining MAPA flyers, brochures and handouts to include current logo and agency colors. (1 item a month)
2. Update and create extra options for MAPA presentation templates such as PowerPoint, etc. (1 item per month starting in the second/third quarter)
3. Develop basic messaging for employees to describe to public what MAPA is and does. (Second quarter)
4. Develop social media strategy and plan for Heartland 2050. (Third quarter)
This is subject to the changes taking place within the Heartland 2050 structure
5. Develop promotional packet for MAPA. (Fourth quarter)

RETENTION/MAINTENANCE PLAN

Successful strategic communication plans include a period for re-evaluation. This step is as valuable as creating and implementing the goals and efforts. After examining the communication plan's results, one can determine if the outcome was successful or unsuccessful. Have the strategies been useful? What worked well? What was unsuccessful? What needs adjustment?

MAPA plans to re-evaluate its communication plan every fiscal year. MAPA will audit all communication efforts to determine if the plan is successful. This will determine if MAPA has met all desired communication goals by looking at its social media analytics and earned media. This process will ensure that MAPA's communication efforts are being upheld over the course of a year or what changes need to be made to achieve its objectives.

STAFF INSIGHT

Communication needs to be at the forefront in every MAPA department, and it is crucial to communicate clear, concise messages effectively to the target audience. MAPA managers were interviewed to gain a clear understanding of each department's perception of MAPA's overall communication efforts, areas in need of improvement, and the biggest challenges MAPA faces as an organization.

From the interviews, one of the biggest concerns was MAPA's messaging. MAPA needs to provide a consistent communications style. The MAPA staff feels as if there are multiple 'MAPA voices' instead of one, uniform voice. All information released should be tailored to its target audience, in a cohesive style. In addition, all communications should be layman friendly and omit any specific jargon or terms to further confuse the audience. MAPA should recognize its audience and speak to it on its terms. With that said, MAPA should be presented as an organization dedicated to serving the public. By establishing a clear, visible, unified message, MAPA would eliminate any excess confusion regarding its mission or services provided and be seen as a thought leader and valuable resource for its communities.

The other main area that needs to be clarified is with Heartland 2050 and how it fits in with MAPA. There is a huge disconnect with MAPA and Heartland 2050, and Heartland 2050 needs to be better incorporated with MAPA. Heartland 2050 needs to have a bigger identity within the MAPA brand. It needs to be positioned as a MAPA project and be linked to MAPA accordingly. There needs to be a greater awareness about the Heartland 2050 mission and goals - how does it fit into the values and daily work of MAPA? Heartland 2050 and MAPA need to be on the same page to further communication efforts.

ONE-ON-ONE INTERVIEWS:

In addition to inquiring about MAPA's overall communications, staff members were asked to analyze each department's communication strategies, and how they can improve to further MAPA's communication efforts:

Administration

- Have an agency-wide communication plan.
- Place communications at the center of the department.
 - Have all departments work together to communicate any internal notifications or updates relating to MAPA projects, ongoing or involvement.
 - Continue to look for new ways to communicate internally.
 - Know how to communicate MAPA's mission effectively.

Heartland 2050

- Emphasize that Heartland 2050 is part of MAPA and integrate the work
- Focus on message and audience
 - Define areas of focus: what we own - what we support - how to communicate it
- Account for broad message of Heartland 2050
- Grow recognition among core audience and find more ways to be visible and communicate
- Create toolkits for outside promotion
- Collaborate with partners on the variety of events
- Connect with staff and show how they fit into the vision

Community & Economic Development

- Emphasize MAPA's services.
 - MAPA needs to take a proactive role to stress its work and services to the public.
 - Highlight the importance of MAPA's work and its positive effects on communities.
 - MAPA should be giving information to its audience, while educating them on MAPA's outreach and how it can help the public.
- Highlight more of MAPA's projects and involvement.
 - Announce grant opportunities, make community announcements and mark project milestones.
 - Feature more projects MAPA is supporting. MAPA may not be the front-runner but has a background role, so MAPA should take advantage and partner with those communities to increase project awareness to MAPA's audience.
- Distinguish clear messaging tactics for MAPA's different audiences.
 - Maintain and strengthen relationships with MAPA's core groups and communities.
 - Strategize news differently for bigger cities. Recognize that the way MAPA communicates will vary between different areas in the region. MAPA must think about how different audiences will interpret MAPA news.
 - Take an active role and support more projects in racially diverse/economically-poorer communities.

Transportation

- Have more support for written communications.
- Communicate meetings, plans and projects effectively.
- Celebrate accomplishments.
- Connect with other agencies and jurisdictions.
- Know and understand process of how we do the work that supports end goals.
- Be seen as more open and accessible to the public.
- Determine where we get the best value and input for our outreach.
- Focus on using specific messages for audiences, especially those who may not be a part of the planning world.
- Create a combined Transportation and Economic Development plan.

MAPA REVIEW

There are many challenges MAPA faces as an organization. One large challenge is communicating with MAPA's target audiences which are diverse and include its members, project partners and the public. A large portion of the public is unfamiliar with MAPA and its services. A major reason is because the public cannot define a Council of Governments (COG), Metropolitan Planning Organization (MPO) or a Metropolitan Statistical Area (MSA). MAPA needs to have a simple, visible message to educate the public of its mission. Another significant challenge is the lack of involvement or engagement in social media by MAPA's membership. Social media is an impactful, immediate, and affordable way to share information about MAPA's plans and programs. However, while the public and some project partners are active users and followers of social media, many of MAPA's members are not. This situation provides a challenge for finding the most effective way(s) to share information about MAPA.

There are also more specific political, economic, social and technological factors that influence MAPA and how it communicates to the public. These factors are listed on the next page (17).

POLITICAL:

- Staying neutral is crucial, but must still pursue MAPA's goals and plans.
 - MAPA cannot take a side, and must be seen as independent.
 - MAPA can communicate what audiences believe, but not the organization as a whole (especially on controversial topics).
Example: Pushing transit in conservative areas. (Omaha Streetcar)
- Different political influences in the MAPA region.
 - Nebraska vs. Iowa
 - Urban vs. Rural
 - Omaha-centric vs. other jurisdictions
- Leadership
 - Omaha is the largest city in MAPA's region; therefore, the City's actions can affect MAPA's messaging. Omaha's activities must be balanced with other partner communities.
 - The Board of Directors is not appointed by MAPA. Its influence and opinions change when new members are selected.
 - MAPA needs to balance leadership role with other key partners to build a consensus about each other's roles and responsibilities.
 - MAPA needs to maintain positive relationships with its partners.

ECONOMIC:

- Funding and Budget
 - Economic climate has direct effect on MAPA's funding.
 - MAPA is tax-payer funded - it's mostly insulated but is still affected by the economy.
 - Federal funding though relatively stable for transportation is less consistent for community and economic development, which depends largely on grants and contracts for service
 - Philanthropic funding for Heartland 2050 is very competitive and requires a lot of time communicating the value of the work to potential funders.
 - Predicting infrastructure costs is a huge challenge.
 - There is no budget for communications - besides staffing and printing.
 - Local taxes affect MAPA's budget and organizational effort.
- There is an undercurrent of anti-planning attitudes whether it is a city, council or regional office.
- Members are affected by economic fortune. People are content when the economy is thriving; but when the economy slows, the community is fractured and people do not have a positive view of their community.
- MAPA needs to communicate equity and economy effectively in a manner that shows its audience that no one is being left behind.

SOCIAL:

- All of MAPA's work affects the public.
Example: Transit and CTC affect low-income audiences directly.
- The MAPA region is always changing demographically, and MAPA needs to embrace changes in order to better communicate with its audience.
 - MAPA needs to understand how different demographics receive news, and take more time crafting its specific messages.
 - MAPA needs to consider providing documents in Spanish.
 - MAPA needs to bring in more underrepresented members into the conversation
Example: African-American Community Leadership
 - Demographics change in each region.
 - MAPA needs to figure out how to get more people involved in each region.
- MAPA needs to stay up-to-date on generational/societal shifts.
 - Needs of millennials and empty nesters drive change.
 - Many social issues are intertwined.
Example: Transit is connected to many issues with land use, development and community service needs.
- Equity
 - Committees look into underrepresented populations.
 - Not everyone agrees with it - It could be a divisive issue in the population.

TECHNOLOGICAL:

- As technology progresses, it will change the way MAPA communicates.
 - The government is slow to adapt toward technological advancements.
 - MAPA wants to be a leader for cutting-edge technology, but MAPA is limited when utilizing new technology because of audience restrictions/ability.
- MAPA will have to look at the budget in order to license new software for employees.

CRISIS COMMUNICATIONS

The handling of crisis communications properly is crucial for any agency or organization. While MAPA does not find itself in crisis situations very often, they can occur and the agency and its leaders need to be ready to respond to them quickly.

In the event MAPA or any of its employees become embroiled in controversial issues or events which have the potential to damage the agency's reputation or place the agency in a negative light, an established protocol for crisis communications and management will be followed.

That protocol will include a meeting with MAPA's leadership team and the Information Officer to determine the appropriate course of action. In any crisis situation a swift response from MAPA is crucial. This response may include a variety of elements such as written statements, interviews with the news media, email communications, phone calls, and one-on-one meetings with those at the core of the controversy, members, stakeholders or project partners. Depending on the significance or severity of the situation, communications will include acknowledgement of the issue/problem or conflict and state any steps taken to remediate MAPA's involvement, actions or policies. It cannot be emphasized enough that if a significant event were to occur, it is imperative MAPA's leadership act quickly and all communications be transparent and informative about corrective measures not only being discussed but being put into action as a means of reassuring our members, project partners, and the general public that the issue is being addressed. Depending on the issue or situation repeated communication may be needed.

Any responses will be determined by MAPA's leadership team and MAPA's Information Officer. The Information Officer will draft and disseminate these responses. The Board Chair and members will be informed of matters of this nature. All verbal communications of this type will be made by the Executive Director and the Information Officer or a staff member designated by the Executive Director. No other staff members should be discussing this type of MAPA business with outside parties including, but not limited to, the news media, project partners, stakeholders, board and committee members, and the public.

Pertaining to non-crisis communications, all planned interviews should be coordinated through the Information Officer. Messaging should be reviewed and potential questions should be discussed prior to the interview.

RECOMMENDATIONS

OUTREACH

OVERALL COMMUNICATION EFFORTS

- Place communications emphasis on elected officials, stakeholders and project partners, as well as other elected officials not on MAPA's Board or committees, due to MAPA's limited staffing resources. Adopt showing versus telling approach.
- Educate our audience on the region's issues, so they can make more connections between issues. Increase "boots on the ground" efforts.
- Be more visible and transparent when addressing issues and take on a larger leadership role, when appropriate.

HEARTLAND 2050

- Make sure benefits and positive impacts of equity and economic issues are part of the messaging. Make the connection to the bigger issue that MAPA is working with other agencies to address these issues.
- Connect MAPA's message with issues of concern to future leaders.
 - Showcase Young Professionals events
- Encourage consistency for communications with Heartland 2050 Implementation committees. (This need may fluctuate with the Heartland 2050 realignment).
- Improve consistency among MAPA staff when informing others of its activities and Heartland 2050 working groups. Share materials with entire staff through staff meetings and brown bag lunch and learn sessions. Review progress and changes in staff meetings.

TRANSPORTATION

- Contextualize transportation topics, ideas as a bigger picture, not simply as transportation for transportation's sake.
- Communicate more of the "why" with projects and the associated benefits (e.g. why is a project happening or what is the current report?).
- Review weekly Transportation Department email to determine if it meets branding guidelines and aligns with MAPA's mission, consider ceasing its publication or reducing its frequency to avoid repetitive content.
 - Consider creating one branded agency-wide weekly or bi-weekly email with updates on MAPA's projects, plans and events.
 - Use more digital communications for public involvement about project status, such as podcasts and videos.
 - Provide as much information as MAPA can so the public can provide feedback or attend events.
- Find ways to support the Coordinated Transit Committee (CTC) and Equitable Growth Profile through more communications.

COMMUNITY & ECONOMIC DEVELOPMENT

- Have the next update to the Comprehensive Economic Development Strategy (CEDS) show how MAPA's role as a resource to communities in the Council of Governments (COG) benefits equity. The role should be how to help areas of equity.
- Talk about being good stewards of funding and MAPA projects to ease any planning concerns.

MAPA REPRESENTATIVES:

- Utilize our Board of Directors and Council of Officials as day-to-day representatives of MAPA.
- Have new political partners share messaging while MAPA stays focused on center message.
- Engage other partners and provide resources to engage with other members of the community while promoting MAPA's mission and message.
- Have Board members and elected officials out front to lead conversations about the benefits of regional collaboration to communities

INTERNAL

- Use lunch and learns to focus on major projects in other departments within MAPA to build understanding among employees of each other's work and MAPA's different roles.
- Provide a copy of all news releases to managers once they are disseminated to the media to help boost internal communication of projects and events (underway).
- Educate staff about the process to request changes for documents from the Communications Team to maintain brand integrity.
- Create a Microsoft Word template for reports to create a consistent format.
- Encourage departments to have communications be a primary focus for plans and events.
- Create more resources for staff to communicate.
 - Determine where we get value and input for MAPA outreach.
 - Decrease the need to contract our work, including but not limited to hiring staff.
 - Have PIT Crew coordinate interdepartmental work on agency projects (underway).
- Present our staff as experts in their fields and have MAPA be seen as a community resource through organizational involvement, award submissions and leading conversations about public involvement.
- Establish a schedule of short, frequent update briefings to discuss the work ahead in the next two to three week period.

PAID MEDIA

- Establish a budget for communications for the agency and also within the Transportation and Community and Economic Development Departments and Heartland 2050.
- Pay to boost MAPA's social media posts more consistently instead of relying on organic posts most of the time (underway).

EARNED MEDIA:

- Incorporate more media into communications (underway).

SHARED MEDIA

- Establish social media calendar and content strategy for Heartland 2050 to coordinate social media outreach. (This need may fluctuate with the Heartland 2050 realignment).
- Consider expanding media monitoring services provided by Universal Information Services to include social media so additional analytics can be collected and monitored.
- Create more conversational social media posts to supplement content-driven posts.

OWNED MEDIA

- Update all forms/publications with current brand/logos (underway).
- A business card to hand out during events (underway).
- Create consistent process for use of all MAPA and MAPA-related letterhead.

These recommendations are from the Communications Department and MAPA Department Managers

MAPA department managers met with the Information Officer to determine the following priority actions for MAPA from the full list of recommendations.

PRIORITY ACTIONS:

- Create a one-page document explaining MAPA and its services
- Create an agency-wide weekly or biweekly email with updates on MAPA's projects, plans and events
- Utilize MAPA's Board of Directors and Council of Officials as day-to-day representatives of MAPA.
- Create a Microsoft Word template for all design elements for reports and plans.
- Establish a line item budget for communications for the agency overall and also within the Transportation, Community and Economic Development and Heartland 2050 departments.



MAPA

Omaha - Council Bluffs
Metropolitan Area
Planning Agency

Connect. Plan. Thrive.

BRAND GUIDE

PRIMARY LOGO

COLOR VERSION



BLACK/GREY VERSION



BLACK VERSION



REVERSE VERSIONS



PMS 2185C



PMS 415C



PMS 7548C

C 100
M 38
Y 17
K 02

C 22
M 14
Y 23
K 38

C 00
M 12
Y 98
K 00

R 00
G 118
B 165

R 145
G 147
B 136

R 255
G 198
B 00

#0076A5

#919388

#FFC600

NOTE:

The color on this printout/screen may not be an accurate representation of the actual colors.



MINIMUM SAFETY AREA

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MINIMUM SIZE

The logo may not be reproduced smaller than 1" wide

RESTRICTIONS



Do not distort the logo in any way



Do not use any alternative color schemes for logos



Do not place the logo on competing backgrounds

PRIMARY LOGO + ID

COLOR VERSION



BLACK/GREY VERSION



BLACK VERSION



REVERSE VERSIONS



PMS 2185C



PMS 415C



PMS 7548C

C 100
M 38
Y 17
K 02

C 22
M 14
Y 23
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PRIMARY LOGO + ID + TAG

COLOR VERSION



BLACK/GREY VERSION



BLACK VERSION



REVERSE VERSIONS



PMS 2185C



PMS 415C



PMS 7548C

C 100

M 38

Y 17

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Connect. Plan. Thrive.

MINIMUM SIZE

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Do not use any alternative color schemes for logos



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SUPPORT ASSETS

LANDSCAPE

COLOR VERSIONS



BLACK VERSION



REVERSE VERSION



PMS 2185C



PMS 415C



PMS 7548C

C 100
M 38
Y 17
K 02

C 22
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Do not place the logo on competing backgrounds

SUPPORT ASSETS

LANDSCAPE - STACKED

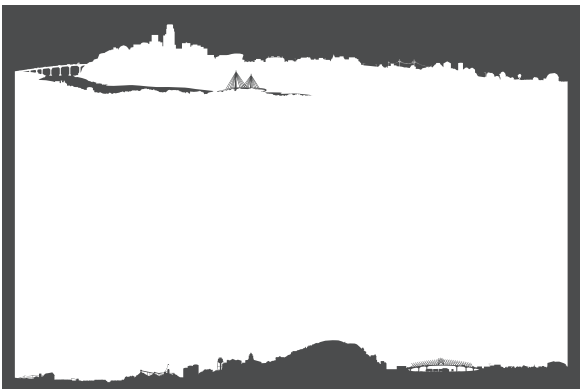
COLOR VERSIONS



BLACK VERSION



REVERSE VERSION



PMS 2185C



PMS 415C



PMS 7548C

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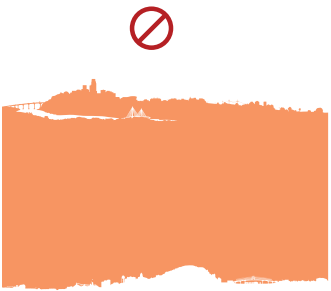
NOTE:

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RESTRICTIONS



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Do not use any alternative color schemes for assets



Do not place the logo on competing backgrounds

COLOR PALETTE

SPOT COLOR
PRINTING
(SCP)

PMS 2185C

PMS 415C

PMS 7548C

FOUR COLOR
PRINTING
(FCP)

C 100
M 38
Y 17
K 02

C 22
M 14
Y 23
K 38

C 00
M 12
Y 98
K 00

WEB/SCREEN
(W/S)

R 00
G 118
B 165
#0076A5

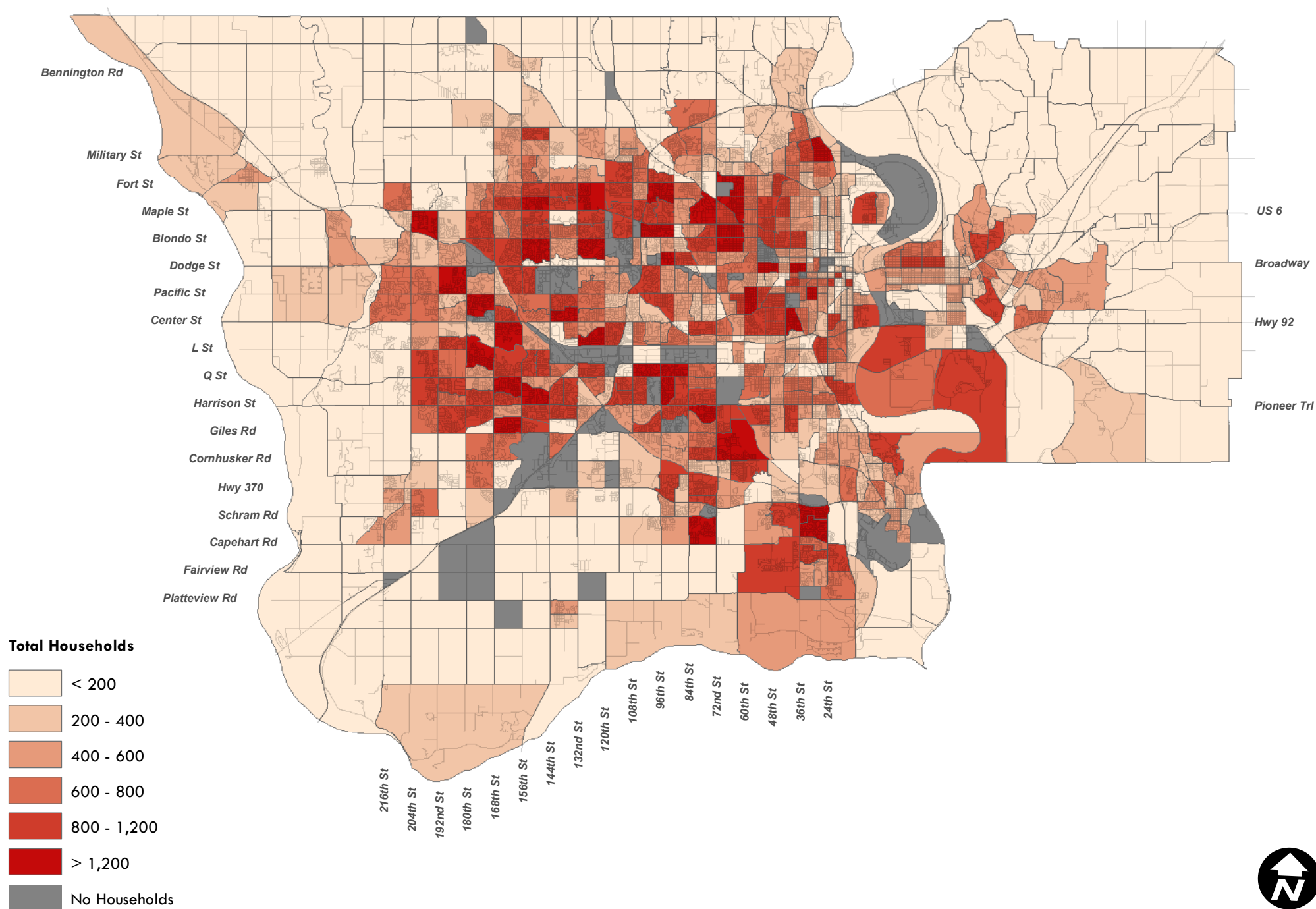
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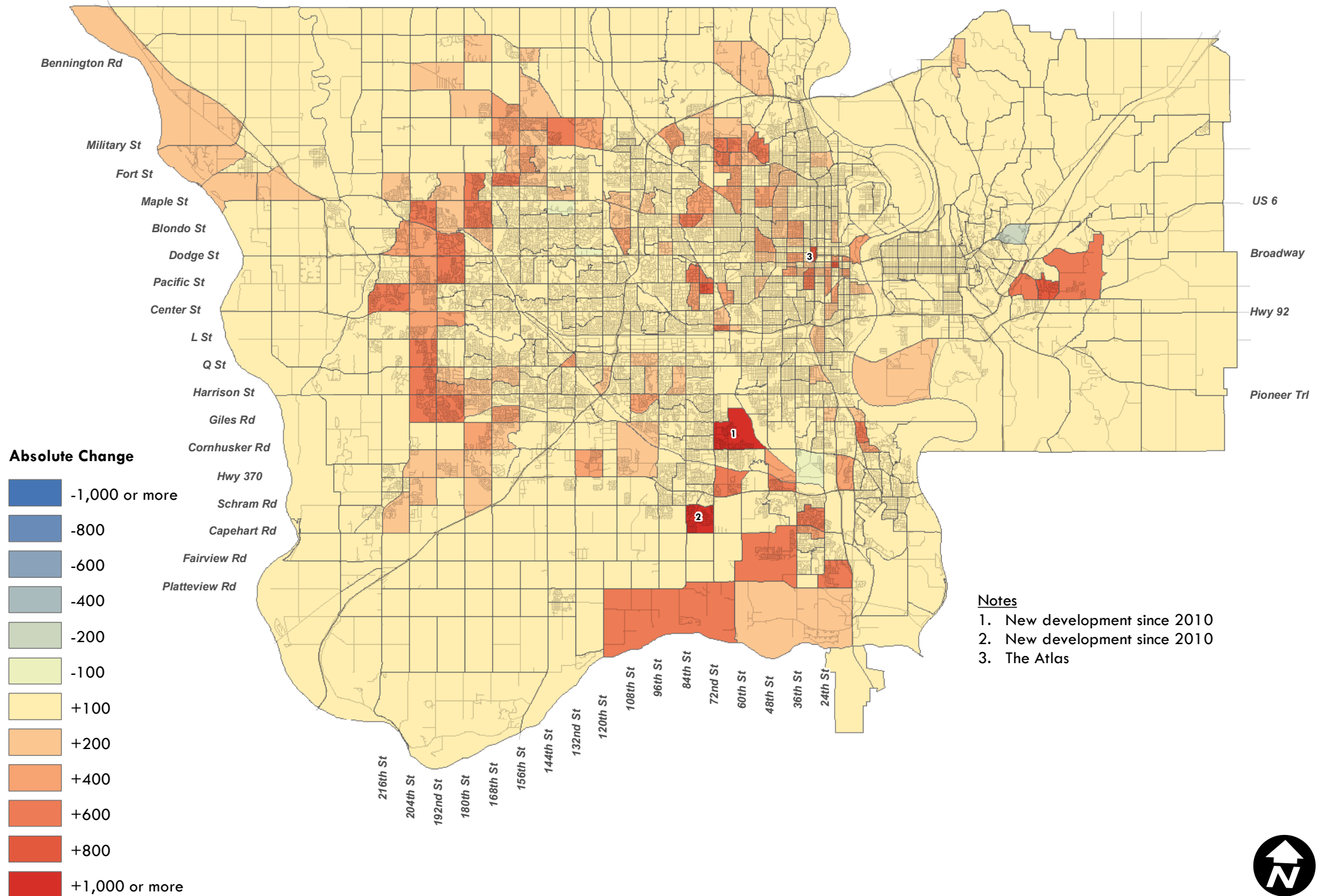
NOTE:

The color on this printout/screen may not be an accurate representation of the actual colors.

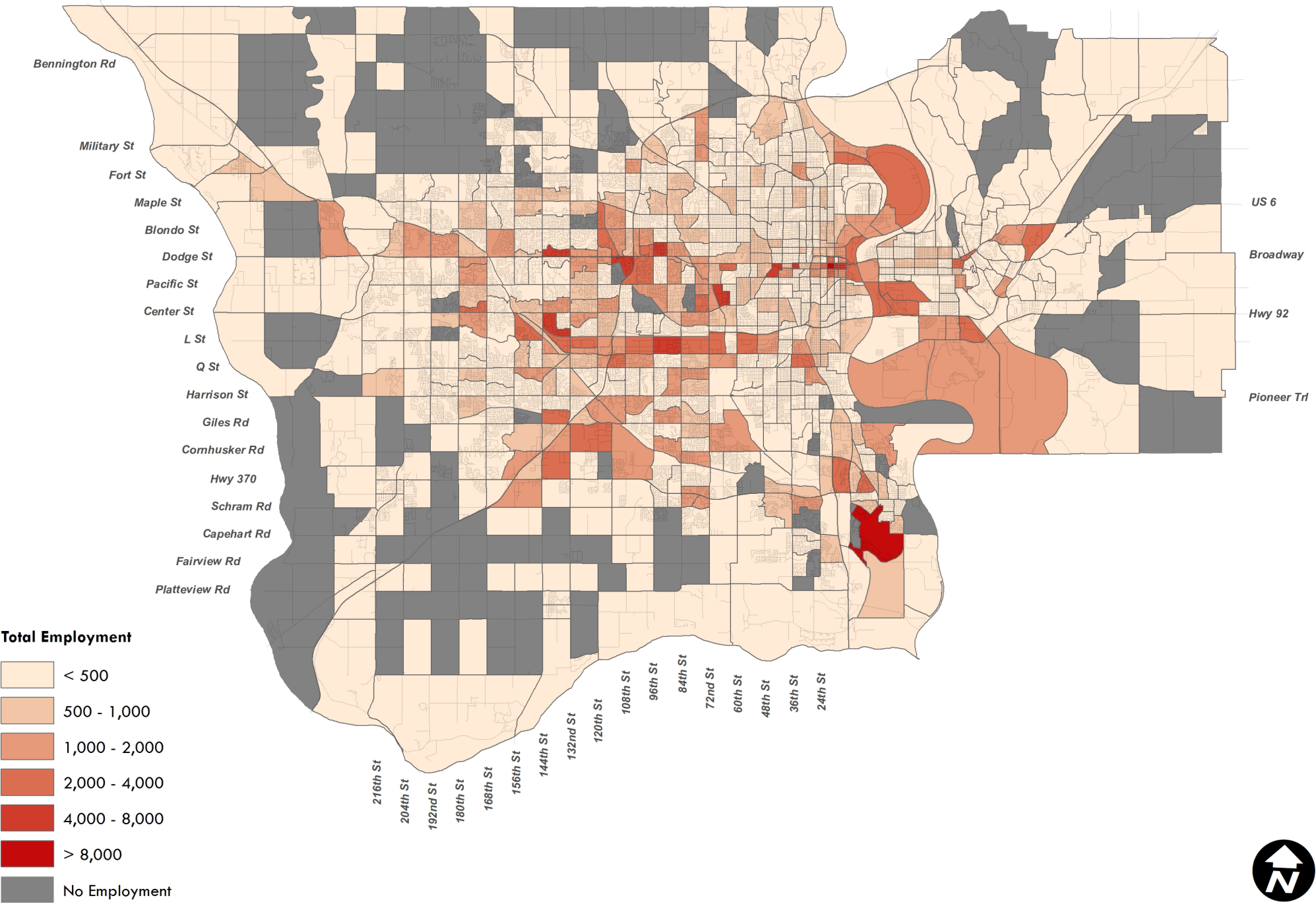
Total Households 2015 Parcel Based Land Use



Absolute Change in Households 2010 Base vs 2015 Update



Total Employment
2015 Parcel Based Land Use



Absolute Change in Employment 2010 Base vs 2015 Update

