

The Public Transportation COVID-19 Research Demonstration Grant Program

Applicant and Proposal Profile

Is this a resubmission? ☐ Yes ☒ No

Section I. Applicant Information

Applicant Organization Legal Name:

City of Portland

FTA Recipient ID Number (If Applicable):

N/A

Organization Chief Executive Officer:
(Name and Direct Phone Number)

Chris Warner

Applicant Eligibility:

- ☐ Public Transportation Agency
- ☒ State/Local Government Department of Transportation
- ☐ Federally Recognized Indian Tribe
- ☐ Private for Profit or Nonprofit Organizations
- ☐ Others

Project Location:

- ☒ Large Urbanized Area
- ☐ Small Urbanized Area
- ☐ Rural

Description of Service Provided and Areas Served (If Applicable):

The City of Portland, Oregon is the owner and operator of the state's third-largest transit system (by ridership), Portland Streetcar. Portland Streetcar provides critical transit service to Portland's central city and adjoining neighborhoods where the state's largest populations, employers, institutions and hospitals are located.

Prior to COVID-19, Portland Streetcar provided roughly 15,000 trips per day - more than all other modern streetcar systems in the country combined. People use the service to access jobs, education, recreation and social services with a large majority of riders originating in from the tens of thousands of housing units located along the alignment. Like most transit systems across the country, average weekday ridership dropped nearly 80% in March and April 2020. Unlike many systems however, ridership has rebounded to 60% of prior averages - indicating that those that live and work near the streetcar system rely on it for daily transportation needs.

Portland Streetcar's base service utilized fourteen streetcars running at 15-minute intervals - with service every 7.5-minutes on the interlined portions. The system runs on 100% renewable electricity and provides access to over 70 stations throughout Portland's central city.

Section II. Project Summary

Project Title: Healthy and Reliable Transit

Project Executive Summary:

Healthy and Reliable Transit is a project aimed at providing a clean, safe and secure transit system to support economic recovery in Portland, OR. The project will support a transition where riders have the tools and knowledge to make the safe and informed decision to return to transit in numbers seen pre-COVID. The Plan will invest in creating a cleaner rider experience, enhanced and more timely public education and direct support for transit riders and operators.

Project Statement of Work:

This project will improve perception and confidence in public transit by investing in clean, safe vehicles and rider education. A local non-profit will perform data collection and research to proof the project's efficacy and to inform partners across the nation. The project will support a transition to cleaner vehicles, improved public information at key shelters, and provide direct support to riders with trained professionals trained in public health and social service interventions.

Applicants may attach materials and documentation that supports the proposal submission, including graphics, maps, letters of support and any other documents, as appropriate. Applicants are encouraged to clearly reference any relevant attachment in the supplemental form.

List all supporting materials and documents included with proposal:

Portland Streetcar Ridership Profile
Letters of Support - Oregon Health Sciences University (OHSU), Cong. Blumenauer, Cong. Bonamici, Regional Disaster Preparedness Organization, Multnomah County Health Department, Portland Business Alliance.

Project Objectives:

Describe how the proposed project supports one or more of the stated program objectives:

The project directly supports the program's objectives by improving rider experience and strengthening public confidence in transit as well as providing a clean, comfortable user experience. Portland Streetcar already supports many of the goals of the program including contactless payments, regular cleaning (every 4 hours), mask requirements and maximum capacity for vehicles based on CDC social distancing guidelines. This grant will provide resources to advance on two other key aspects of the system by funding replacement of cloth seats with easy to clean vinyl and replacing out of date, static signage with real-time information screens at over twenty highly visible streetcar stations in Portland's central city. Additionally, the research aspect of the grant managed by Portland Streetcar, Inc. (PSI) a local non-profit, will provide qualitative and quantitative data on rider confidence, public perception, and data on best practices in supporting riders during a pandemic.

If applicable, describe how the proposed project supports the ROUTES Initiative:

N/A

Exemptions/waivers:

Please indicate if any of these exemptions or waivers are required to implement the project (i.e. A Buy America Waiver), and impacts to the project if waivers are not granted:

None - This project is ready to be implemented with no exemptions or waivers.

Data Collection Management and Accessibility:

Describe the expected approach to data collection, data management and data access by the FTA and independent evaluators:

Healthy and Reliable Transit will be evaluated using a blend of data collection and customer perception intercept surveys. Portland employs customer relations staff today which administer surveys of riders and potential customers - for the sake of this project a new survey will be developed and administered by PSI using tablets for data collection. The data will be analyzed pre/post project intervention to determine any changes in customer perception and confidence in transit. Additionally, a local public relations firm will work to quantify the value and reach of new improved signage across the central city. All data is managed by PSI which has performed benchmark reporting and NTD submission for Portland Streetcar for twenty years including several FTA Pre/Post surveys.

The data will be analyzed and published in a report accessible to the FTA or others, and staff will be available for presentations, webinars or other opportunities to share findings and lessons learned.

Does the proposed project impact an Opportunity Zone pursuant to 26 U.S.C 1400Z-1? ☒ Yes ☐ No

- Project Type (select all that apply):
- ☒ Vehicle, Facility, Equipment, and/or Infrastructure Cleaning and Disinfection
 - ☒ Exposure Mitigation Measures
 - ☐ Multi-Modal Payment Innovative Mobility Systems
 - ☒ Measures That Strengthen Public Confidence in Transit
 - ☐ Other (Please specify)

If Other,
specify:

Project Budget

Item Description	Qty	Federal Amount (\$)	Local Match Amount (\$)	Other Federal Amount, if applicable (\$)	Other Federal Cost Share, if applicable (\$)	Total Cost (\$)
Seat Sanitation - Vinyl seat inserts	390	205	0	0	0	79,950

190469

Item Description	Qty	Federal Amount (\$)	Local Match Amount (\$)	Other Federal Amount, if applicable (\$)	Other Federal Cost Share, if applicable (\$)	Total Cost (\$)
Signage and Public Education (LED Screen Installation)	30	6,000	1,000	0	0	210,000

Item Description	Qty	Federal Amount (\$)	Local Match Amount (\$)	Other Federal Amount, if applicable (\$)	Other Federal Cost Share, if applicable (\$)	Total Cost (\$)
Rider Support - Public Health Interventions	2	60,000	30,000	0	0	180,000

Item Description	Qty	Federal Amount (\$)	Local Match Amount (\$)	Other Federal Amount, if applicable (\$)	Other Federal Cost Share, if applicable (\$)	Total Cost (\$)
Evaluation, Reporting	1	60,000	20,000	0	0	80,000

Total:		439,950	110,000	0	0	549,950
--------	--	---------	---------	---	---	---------

Matching Funds Information

Matching Funds Amount (\$): 110,000

Matching Funds Source:

The source of matching funds is as follows:

- LED signage - \$30,000 cash contribution from PSI
- Rider Support - \$60,000 of in-kind staffing match from PSI
- Evaluation - \$20,000 of in-kind staffing match from PSI

Matching Funds Documentation:

The matching funds will come from local non-profit Portland Streetcar, Inc. which is also under contract with the City of Portland for Operations Assistance, in the form of both cash contributions and in-kind staff support. The cash contributions are previously privately fund-raised dollars dedicated toward improving customer information and signage across the system. The in-kind staff support will come in the form of management oversight, overhead costs associated with employing personnel and direct contributions to project deliverables in the case of project evaluation. All sources of match are from PSI and will be provided to the FTA through audited financial statements or other acceptable forms of backup.

Project Scalability

Is project scope scalable? ☒ Yes ☐ No

Provide explanation of scalability:

The project budget is 100% scalable in that the project team can work within the budget provided to accomplish more, or less in the

same project area and on the same timeline. A reduced award would likely reduce the project impact and the team's ability to monitor, detect and publish any research findings, however.

Project Proposed Milestones (Timeline)

Timeline Item Description	Timeline Item Date
Seat Sanitation (3 months from NTP)	03/31/2021
LED Signage/Public Education (6 months from NTP)	06/30/2021
Rider Support/Public Health Education (Hire Date, 2 FTE for one year)	01/04/2021
Evaluation and Publication of Findings	12/31/2021

Congressional Districts (Place of Performance)

OR-001

OR-003

OR-005

Section III. Evaluation Criteria

Project Innovation and Impact:

This project seeks to address a three-legged stool of COVID-19 prevention and rider confidence through (1) replacement of less-sanitary cloth seat coverings with nonporous vinyl, (2) replacement of message boards at stops to allow for more flexible and informative messaging, and (3) hiring of public health-trained staff to ensure vehicles are properly sanitized and the system is adhering to all public health guidelines to prevent the spread of illness.

Portland Streetcar's upholstered cloth seats have an unfortunate tendency to absorb liquids and become dirty, which has become a public health challenge during a pandemic in which the COVID-19 virus is spread through aerosolized droplets. Replacing the cloth seat coverings with nonporous, easy-to-sanitize vinyl coverings would allow staff to more efficiently and effectively sanitize transit vehicles both at the end of and during the service day. This measure will provide a significant impact to prevent the spread of COVID-19 in addition to allowing for easier cleaning of other spills and stains in ongoing operations.

Portland Streetcar's existing message boards are relatively rudimentary and can provide real-time arrival times and very limited messages, and as such are usually only updated in the event of service disruptions. By upgrading to more comprehensive, modern displays at stops Portland Streetcar can provide both arrival information as well as public health messages, updated guidance for safety and other new information as the pandemic continues to evolve. These displays will likewise be valuable in the future for other types of service disruptions, planned construction alerts or disaster response.

By hiring and training personnel specific to public health information and education, Portland Streetcar can work to ensure sanitary conditions, adherence to public health guidance and boost rider confidence without relying on transit operators to enforce rules and educate riders in the course of their work. New personnel could be modeled on Portland Streetcar's existing customer service

representatives who ride the system, help with wayfinding, affix posters and other updates to vehicles and shelters, and otherwise work to increase rider confidence and comfort on-board. By tailoring new personnel to the needs of the current public health crisis, Portland Streetcar can create a new model for responding to such a circumstance with ongoing rider education and public health information. The measures included in this project will provide a multi-pronged approach to transit operations during the public health crisis that will protect riders and employees alike from the spread of COVID-19 while keeping riders informed about current public health guidelines to help them feel safe and confident riding public transit.

Project Approach:

The Portland Bureau of Transportation will work with its contractor nonprofit Portland Streetcar, Inc. on this project, allowing a level of private-sector partnership that will aid in the collection of data and execution of the project. Portland Streetcar Inc is a 501c3 non-profit providing operations support and best practices for streetcar projects in Portland and across the nation. Portland Streetcar, Inc. currently manages communications and rider information for Portland Streetcar and has been engaged in regular work with public health agencies throughout the region to ensure employees and riders are kept up-to-date with public health guidance and best practices to prevent the spread of COVID-19 on public transit. With the measures outlined in this proposal Portland Streetcar can provide a direct conduit from public health experts to thousands of riders per day, maintaining an audience that can be kept informed about ways to keep themselves and their families safe from illness and what public transit officials are doing to maintain clean, sanitized vehicles and equipment. Portland Streetcar maintenance crews are willing and able to install vinyl seat coverings and new message boards, and hiring additional personnel would both create non-operator jobs that will help riders stay safe and educated during the pandemic.

National Applicability:

This project has significant potential for national applicability to bus and rail systems alike. Replacing cloth seat coverings with nonporous vinyl will allow for much easier cleaning and sanitizing, which systems could easily adopt if it proves successful on Portland Streetcar. Likewise, updated and more comprehensive message displays at stops could provide nearly endless uses in other systems during closures, disasters, inclement weather, civic events and more. The ability to provide real-time arrival information in addition to variable messages that are easily conveyed to riders will allow for a flexibility and agility in rider communication that many systems do not currently have access to. These two measures will be evaluated by surveying riders to learn whether they feel safer and better informed, which can help guide other transit systems in making similar upgrades.

Most significantly, hiring additional personnel trained in COVID-19 response and public health guidelines will create a blueprint for non-operator transit staff deployed to specifically respond to the pandemic and other major potential events in the future. The ability of a transit system to place public health staff on vehicles and at stops to help riders understand guidance and safety measures will both help the community be better informed while also providing riders confidence in the system's response to the pandemic.

All three measures of this project are broadly applicable to both bus and rail systems in a variety of climates and locales, providing an opportunity to showcase a rider-focused approach to keeping the public safe and healthy while providing ongoing transit operations during a crisis. Portland Streetcar will gladly share survey results with other transit systems both regionally and nationally to ensure access to data collected to help inform other systems' responses to COVID-19.

Commercialization and/or Knowledge Transfer:

The success of this project will be determined both by the public health evaluation of the transmission of COVID-19 and by rider surveys and feedback about the implementation of the three measures included. This data will be made broadly available by way of the Portland Streetcar website, outreach to publications such as Mass Transit Magazine and Passenger Transport, industry associations, conferences and webinars with peer transit agencies.

Portland Streetcar leadership will gladly share findings and lessons learned with other agencies in the industry, and public health training programs can be made available to other agencies seeking to replicate the hiring of public health personnel to ride their systems. Portland Streetcar staff will also maintain a record of public health messages and guidance disseminated through upgraded message displays so that the industry may learn from both the messages themselves and the ways in which they are conveyed to riders to inform and instruct in how to stay healthy amid a viral pandemic.

Portland Streetcar has a long history of rider surveys that have been gathered efficiently for a variety of purposes and has a rider survey tablet application that can be manipulated to track survey questions specific to this project. This experience and institutional knowledge will serve the data collection for this project, allowing high-quality rider survey data to be collected in a short period of time to better inform other interested parties in the industry about the reaction to the project and what lessons can be learned.

Technical, Legal, and Financial Capacity:

The Portland Bureau of Transportation and Portland Streetcar, Inc. are both well-equipped to deliver this project financially, legally and operationally. The Portland Streetcar maintenance team has already changed the upholstery on one vehicle to vinyl, providing a

100469
prototype that can be easily replicated with the help of federal funding. Likewise, maintenance personnel are experienced in wiring and replacing message displays at shelters and will be able to quickly deploy upgraded message displays to begin providing riders with regularly updated public health messages and guidance. Hiring and training additional personnel is well within the ability of human resources staff and public health agency partners in the region.

APPLICATION FOR FEDERAL ASSISTANCE SF-424 - MANDATORY

1.a. Type of Submission:

- ☒ Application
☐ Plan
☐ Funding Request
☐ Other

Other (specify):

1.b. Frequency:

- ☒ Annual
☐ Quarterly
☐ Other

Other (specify):

1.d. Version:

- ☒ Initial ☐ Resubmission ☐ Revision ☐ Update

2. Date Received:

Completed by Grants.gov upon submission.

STATE USE ONLY:

3. Applicant Identifier:

5. Date Received by State:

4a. Federal Entity Identifier:

6. State Application Identifier:

4b. Federal Award Identifier:

1.c. Consolidated Application/Plan/Funding Request?

Yes ☐ No ☒

Explanation

7. APPLICANT INFORMATION:

a. Legal Name:

City of Portland

b. Employer/Taxpayer Identification Number (EIN/TIN):

93-6002236

c. Organizational DUNS:

0549711970000

d. Address:

Street1:

1221 SW 4th Ave

Street2:

City:

Portland

County / Parish:

State:

OR: Oregon

Province:

Country:

USA: UNITED STATES

Zip / Postal Code:

97204-1900

e. Organizational Unit:

Department Name:

Portland Bureau of Transportat

Division Name:

Development Permit and Transit

f. Name and contact information of person to be contacted on matters involving this submission:

Prefix:

First Name:

Sheila

Middle Name:

Last Name:

Craig

Suffix:

Title: Financial Analyst III

Organizational Affiliation:

Telephone Number: 503-823-6863

Fax Number:

Email: sheila.black-craig@portlandoregon.gov

APPLICATION FOR FEDERAL ASSISTANCE SF-424 - MANDATORY**8a. TYPE OF APPLICANT:**

C: City or Township Government

Other (specify):

b. Additional Description:

9. Name of Federal Agency:

DOT/Federal Transit Administration

10. Catalog of Federal Domestic Assistance Number:

20.530

CFDA Title:

Public Transportation Innovation

11. Descriptive Title of Applicant's Project:

Healthy and Reliable Portland Transit

12. Areas Affected by Funding:

Portland, Oregon

13. CONGRESSIONAL DISTRICTS OF:

a. Applicant:

OR-001

b. Program/Project:

OR-001

Attach an additional list of Program/Project Congressional Districts if needed.

Portland_2020LHRGrant_applic

Add Attachment

Delete Attachment

View Attachment

14. FUNDING PERIOD:

a. Start Date:

01/01/2021

b. End Date:

12/31/2021

15. ESTIMATED FUNDING:

a. Federal (\$):

439,950.00

b. Match (\$):

110,000.00

16. IS SUBMISSION SUBJECT TO REVIEW BY STATE UNDER EXECUTIVE ORDER 12372 PROCESS?☐ a. This submission was made available to the State under the Executive Order 12372 Process for review on:☐ b. Program is subject to E.O. 12372 but has not been selected by State for review.☒ c. Program is not covered by E.O. 12372.

APPLICATION FOR FEDERAL ASSISTANCE SF-424 - MANDATORY**17. Is The Applicant Delinquent On Any Federal Debt?**Yes ☐No ☒

18. By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

** I Agree ☒

** This list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix:

First Name:

Middle Name:

Last Name:

Suffix:

Title:

Organizational Affiliation:

Telephone Number:

Fax Number:

Email:

Signature of Authorized Representative:

Date Signed:

Attach supporting documents as specified in agency instructions.

APPLICATION FOR FEDERAL ASSISTANCE SF-424 - MANDATORY

Consolidated Application/Plan/Funding Request Explanation:

APPLICATION FOR FEDERAL ASSISTANCE SF-424 - MANDATORY

Applicant Federal Debt Delinquency Explanation:

CERTIFICATION REGARDING LOBBYING**Certification for Contracts, Grants, Loans, and Cooperative Agreements**

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

*** APPLICANT'S ORGANIZATION**

City of Portland

*** PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE**

Prefix: Mr.

* First Name: Ted

Middle Name:

* Last Name: Wheeler

Suffix:

* Title: City of Portland

* SIGNATURE: Completed on submission to Grants.gov

* DATE: Completed on submission to Grants.gov

IMPACT STATEMENT

Legislation title: *Accept a grant in the amount of \$439,950 from Federal Transit Administration Public Transportation Research and Demonstration Grant for Portland Streetcar's Healthy and Reliable Transit project (Ordinance)

Contact name: Rich Eisenhauer

Contact phone: 503-886-9907

Presenter name: Catherine Ciarlo

Purpose of proposed legislation and background information:

- The City of Portland – Portland Streetcar – applied for, and was awarded \$549,950 in grant funds from the Federal Transit Administration (FTA) to help mitigate the significant loss in transit ridership due to COVID-19 and to implement demonstration projects aimed at improving consumer confidence in public transit moving forward out of the pandemic. The grant includes a match of \$110,000 in contributions from Portland Streetcar, Inc. – The City's partner in delivering streetcar service.
- FTA issued a Notice of Funding Opportunity (NOFO) for the COVID-19 Research Demonstration Grant Program in the fall of 2020. In response to the NOFO, FTA received 104 eligible project proposals totaling approximately \$63.4 million.
- On January 19, 2021, the FTA announced approximately \$15.8 million in grant selections through the COVID-19 Research Demonstration Grant Program, including the City of Portland's application. Portland Streetcar was the only grant recipient in Oregon.
- Grant funds will be used to improve confidence in public transportation by investing in clean, safe vehicles for its streetcars including replacing cloth seat coverings with easy-to-sanitize vinyl coverings; educating riders with new message boards at stops; and hiring public health-trained staff to ensure vehicles are properly sanitized and the system is adhering to public health guidelines to prevent the spread of COVID-19.
- Specifically, the grant is funding four categories of intervention and research:
 - Replacing cloth seats on the streetcars with easy-to-clean vinyl (\$80,000)
 - Upgrading digital signage at up to 25 platforms with larger, LED screens to improve communications with riders and the general public (\$210,000)
 - Launch a new Rider Ambassador program to support the riding public, ensure adherence to public health guidelines without police intervention. (\$180,000)
 - Data collection and publication of findings. (\$80,000)

Financial and budgetary impacts:

- All expenses related to this project will be posted to project T01162, grant TR000322.
- This project will be added to the FY 2021-2022 budget as part of the Fall Budget Monitoring Process (BMP).

- There will be no additional expenses to PBOT or the City as the local match will come from Portland Streetcar, Inc.

Community impacts and community involvement:

- There is not expected to be any opposition to this ordinance. This grant will improve confidence in public transportation by investing in clean, safe Streetcar vehicles.

Budgetary Impact Worksheet**Does this action change appropriations?**

☐ **YES:** Please complete the information below.

☒ **NO:** Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

mjc 6-9-2021