

**STATE OF CALIFORNIA  
FTA SECTION 5311(f) PROJECT CAPITAL APPLICATION  
PART III – CATEGORY 4 – PLANNING AND MARKETING STUDIES  
FEDERAL FISCAL YEAR 2017"**

**General Information:**

Name of Applicant: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Amount of Federal Section 5311 (f) Funds Requested: \_\_\_\_\_

**Planning and Marketing Studies**

Planning Study (i.e. intercity transit coordination plan, ridership forecast/survey)

Feasibility Study (i.e. to determine new service or routes)

Marketing Study (i.e. strategic marketing, research and/or innovation)

Other (specify): \_\_\_\_\_

**I. Project Description (Refer to Program Guidelines)**

- Describe in detail your proposal as it relates to the Intercity Bus Program definition.

- Describe your project's functional relationship to the California intercity bus network such as the ability to connect to network that may include maps, schedule(s), and terrain.

**II. National Objectives and State Emphasis (See page 4 of 5311(f) FY2015 Guidelines)**

- Provide and describe how this project supports the National Objectives and the State Emphasis. Refer to Section V of the Guidelines.

### **III. Purpose and Need**

- Provide detailed discussion of need and purpose (i.e. fill service gaps, improve/or establish service connectivity, increase ridership/capacity)

- Discuss if this project is in response to a transit plan and/or unmet need hearing within your service area. Include copies of materials or documentation to support this.

- What is the intent of this study (i.e. seamless travel options, mobility and accessibility, inter-regional connectivity)?

#### **IV. Project Management, Scope of Work, and Location**

##### **A. Planning/Feasibility Study**

- Describe the management structure. Include an organization chart and functional relationship(s) of the team that will be responsible for this project. Identify responsible personnel for the day-to-day operations.

- Provide a plan of action and milestones that show specific project goals and objectives, possible constraints (i.e. scope, quality, time and budget) to bringing about the successful completion of this proposed project.

- Identify the study area of the proposed project. (i.e. map).

**B. Marketing Study**

- Describe the content(s) of the marketing plan (i.e. goals, objectives, and milestones).

- The marketing plan may include, but not limited to items such as enhancement of service, coordination, ridership, or efficiency.

- Identify the study area of the proposed project. (i.e. map).

- Identify your marketing strategy, research and/or innovation (method or approach) that directly relates to the California Intercity Bus Program/Network.

**PROCUREMENT SCHEDULE**

	<b>Date</b>
<b>Invitation for Bid</b>	
Bid Review	
Award Contract	
Begin Work	
<b>Project Completion</b>	

**V. Project Budget/Capital**

**Subrecipient:** \_\_\_\_\_

**Project Description:** \_\_\_\_\_

ITEM DESCRIPTION (Attach quote or three like-kind bids)	COST
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>NET PROJECT COST:</b>	<b>\$ _____</b>

**LOCAL SHARE**  
(Itemize by Fund Source (State, County, & City) & Toll Credit included)

	AMOUNT
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>TOTAL LOCAL SHARE* = Allowable Percentage _____%</b>	<b>\$ _____</b>
<b>TOTAL FEDERAL SHARE* = Allowable Percentage _____%</b>	<b>\$ _____</b>

*FUNDING PROGRAM	LOCAL SHARE	FEDERAL SHARE
5311(f) (Equipment, Shelters, Facilities)	11.47%	88.53%
5311(f) (Vehicles/Preventive Maintenance)	11.47%	88.53%
Project using Toll credit and CMAQ projects may be equal up to 100% at the discretion of the Regional Planning Agency Certification per Part II and prior approval from Caltrans.	11.47%	88.53%