


# Tompkins County/ Ithaca-Tompkins County Transportation Council Special Community Mobility Projects

Application for 2018 Grants

**Due to ITCTC on Friday, Nov 3, 2017, 4 pm**

**Contact Information:**

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1. **Project Name:** Chinese and Spanish Translation of Key Transportation Documents
2. **Project Description:**

Type of Project (Please Check One):

Operating Assistance: Mobility Management: Other Capital Project:

[ ]

[x]

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**Describe the proposed project goals and objectives. Is** it **a new or continuing project? How will the project be implemented?**

The project goals are for Chinese and Spanish speakers with limited English proficiency (LEP) to be informed about mobility services in Tompkins County through transportation information that is translated into Mandarin Chinese (hereafter referred to as "Chinese") and Spanish. In addition this audience will be able to use this information to best address their transportation needs including improving access to services such as medical facilities. This project will support the promotion, enhancement, and facilitation of access to transportation services and help by coordinating information on transportation options.

The project objective is to produce and distribute to the LEP Chinese and Spanish speaking audience in Tompkins County, six brochures, from six different partner organizations, who provide information on mobility services.

Way2Go is already translating three basic Way2Go transportation information documents. This proposed project is new in that Way2Go will translate into Chinese and Spanish, transportation information from

*partner* organizations who either offer transportation services or link people to the relevant services. These services include rides to medical appointments that often serve low income populations and transportation services for disabled and seniors. The organizations we are partnering with are GADABOUT, TCAT, Ithaca Carshare, FISH, Catholic Charities and Cornell University.

The documents to be translated are:

* + TCAT: Where's My Bus
	+ FISH (Friends in Service Helping): Free Transportation to Medical Appointments in Tompkins County
	+ Using Gadabout
	+ Ithaca Carshare: 24/7 access to reliable cars, near you and ready to go.
	+ Catholic Charities Tompkins/Tioga Samaritan Center Services for Tompkins County
	+ CU Bike Share: Big Red Bikes/Zagster Bike Share

The materials will then be reviewed by three people fluent in Chinese and three people fluent in Spanish, and attuned to cultural appropriateness in order to insure accurate translation and that the materials are culturally relevant. We will print 800 copies of each brochure. A portion will be given to the partner organizations, a portion will be given to entities that serve Asian and Spanish populations and have strong, existing relationships with our target audiences, a portion will be distributed by the Way2Go program through their communication, education and outreach efforts.

For Way2Go this means inclusion in Way2Go's Transportfolio (a compilation of information from 17 different organizations on topics that include biking, walking, busing, carsharing, ridesharing, vanpooling, taxis, assistance programs, and how to find additional information). The Transportfolio is provided to professionals such as human service providers, school personnel and medical receptionists, who work directly with people facing transportation barriers including Finger Lakes Independence Center, Challenge and Tompkins Community Action. The materials will also be distributed by Way2Go at events that attract newcomers.

Way2Go will promote materials with organizations and entities that serve Asian and Spanish speaking populations by giving them the materials to share through their own outreach efforts and where requested, Way2Go will do a training/presentation to introduce available mobility services to individuals and case managers. Target organizations include the Ithaca Asian American Association; teachers and students in the English as a Second Language program at TST BOCES; the International Students and Scholars Office; the Asian, Asian-American Center at Cornell (we would in part intend to reach those that are themselves disabled or working with disabled and those who have elderly family member living with them either in the short term or long term); the Latino Civic Association of Tompkins County; CUSLAR; and TC3 International Students Office.

Way2Go will be evaluating the program along the way. It will be important to ensure that the translations are accurate and the layout of the document is clear and culturally relevant. As noted earlier, we will work with three reviewers in each language who are well qualified to address these criteria. We will also evaluate that the documents are shared with the target population and evaluate their usefulness by collecting information from partners and organizations that particularly serve these populations.

**How will the project serve and benefit target populations {low income, seniors or persons with disabilities)?** We understand from our own learning and from organizations that work primarily with the LEP, Chinese­ speaking and Spanish speaking populations, that the need for transportation information is relevant across the spectrum of elderly, disabled, and low income.

The Tompkins County's Chinese-speaking, limited English proficiency population is over 1600 and meets the threshold for protected status under Title VI. Under Title VI, Spanish is a language of interest. The documents we have chosen to translate speak to the needs and situations of low income, seniors, and persons with disabilities. These materials will allow people to understand, in their primary language, details about how to utilize transportation services, where services are located, and what services are available. Ultimately we don't want transportation, and limits to transportation information, to be barriers to people fully living their lives.

Way2Go will work with organizations that have strong, existing relationships with our target audiences, in part providing them the materials to distribute, ensuring that these resources reach the people that need them.

**How will the project coordinate with existing transportation services in the service area?**

The project has at its core, coordination with existing transportation services in the area. The organizations we have partnered with are all in full support of translation of their informational documents and are grateful for the opportunity to make these materials available. Staff at Ithaca Carshare said that translation in Chinese is "indeed probably our highest need" and although translated materials are available online, they admit that "the website doesn't provide all information, and certainly not to people without web access." The Director of FISH, a service that provides essential transportation within Tompkins County for elderly, handicapped, or low­ income individuals noted that the LEP Chinese speakers "is a segment of the population we should be helping. TCAT was very excited to have their flyer with information on the new apps translated. The Communications and Marketing Manager said "Thank you so much for thinking of us! !!"

1. **Project Budget** (Present the budget including assumptions.)

## Budget Assumptions:

***(What are the unit prices, cost per trip, cost per person, cost per hour; payment per mile, number of units, trips, hours, instruction hours, etc.)***

**Show Itemize expenses and revenues {add rows as needed)?**

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| --- | --- | --- |
| **E> penses** | **Unit Price/Cost per hour** | **Total Cost** |
| Translation of 6 Brochures in Two Languages | $166.66/brochure | $2,000 |
| Printing of 6 Brochures in Two Languages, 800copies each | .20/.40 per brochure | $3520 |
| Staff Time | $38/hour x 50 hours | $1900 |
| **Total Expenses** |  | **$7420** |
| **Income/Local In Kind** |  |  |
| In Kind, Described Below |  | $1,984 |
| **Project Total** |  | **$9,404** |

**How will Federal funds will be matched?**

Local match with in-kind resources

**Local match options include cash or in-kind resources. Please describe** in **detail.**

6 reviewers at .75 hour/brochure at $24/hour rate=$1,296

State benefits for 1 Way2Go staff person doing project management for 50 hours at $20/hour =$400 1 person from each of the 6 organizations for 2 hours distributing materials at $24/hour\*=$288

Total in kind match $1,984

\*($24 per hour rate based on calculations by the Independent Section, [www.independentsector.org/resource/the-value-of-volunteer-time/](http://www.independentsector.org/resource/the-value-of-volunteer-time/)

1. **Project Evaluation**

**How will you measure the performance of the project? What are the most important outcomes? Describe criteria you will use to measure the project's performance.**

The most important outcomes are:

|  |  |
| --- | --- |
| **Outcome** | **Criteria for Measuring Success** |
| Clear translation and layout of documents | Confirmation by three Chinese-speaking and three Spanish speaking reviewers/users that the material is accurately translated, clear and culturally relevant |
| Documents are shared with LEP Chinese-speaking population | Each of the six organizations make their translated brochure available to the target populations; inclusion of the six brochures, translated in two languages, in Way2Go's Transportfolio, which is shared with a minimum of 4 helping professionals in either the same or different organizations |
| The translated documents are useful to the target audience | Staff and clients at agencies, organizations and University offices who engage with the target populations provide feedback on usefulness and whether people are using the materials |

1. **Certification by Chief Executive Officer of Applicant**

I hereby certify all information and data in this application are true and correct to the best of my knowledge and belief and are supported by our records. I certify, as applicant, we will comply with all applicable Federal requirements.

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| Name: Kenneth Schlather | Title: Executive Director, |
|  | Cornell Cooperative Extension of |
|  | Tompkins County |
|  | Date: *1/ .J /;?* |
| Signature: |  |