2020 Call for Projects Application Manual
FFY 2019 & 2020 Funding Apportionment

49 U.S.C.
Section 5310: Enhanced Mobility of Seniors and Individuals with Disabilities

Application Release Date:
Monday, June 1, 2020

Application Due Date:
Wednesday, July 15, 2020
4:00 pm CST

For information contact:

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I. INTRODUCTION
The Mid-America Regional Council (MARC) is requesting applications for mobility-based transportation projects to be funded through the Federal Transit Administration (FTA) program: Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310).

A. Background
This competitive selection of Section 5310 projects is based on the FFY 2019 and 2020 urban area formula-based apportionment for the Kansas City urban area. As the Designated Recipient of the Kansas City Urbanized Area, the Kansas City Area Transportation Authority (KCATA) may submit Section 5310 applications for FFY 2019 and 2020 funding equivalent to the amount apportioned to the region by FTA. For this reason, applicants in the Lee’s Summit area should coordinate with the city to apply through MoDOT, and rural area applicants of both states should apply directly to their State DOTs. A map of the Kansas City Urban Area (depicted in green) is included below, and an online map can be accessed here.

In order for the KCATA to submit an application to FTA for funding as the Designated Recipient, it must identify a program of projects to be included in the application document, and certify that the distribution of those funds was fair and equitable. As outlined in a Memorandum of Understanding (MOU) between the two organizations, MARC will manage the competitive selection process for the portions of the FFY 2019 & 2020 apportionments being released through that process. The Mobility Advisory Committee (MAC) will assist in the review of applications and the development of a program of projects to be recommended to the Regional Transit Coordination Council (RTCC), the Total Transportation Policy Committee (TTPC), and the KCATA Board of Commissioners.
B. Funding Availability
The current surface transportation legislation went into effect on December 4, 2015 when President Barack Obama signed into law—the Fixing America’s Surface Transportation Act (FAST Act).

The FAST Act requires that a minimum of fifty-five percent of the total Section 5310 funds be used to fund vehicle purchases and/or certain capital projects. Once the 55 percent threshold has been met, the other 45 percent of flexible funds can be used for administrative costs, other capital projects, and operations projects. The following chart represents the region’s funding allocation:

<table>
<thead>
<tr>
<th>5310 Funds for KC Region in 2019 and 2020 (apportionments)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$1,328,614</td>
</tr>
<tr>
<td>2020</td>
<td>$1,370,334</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,698,948</strong></td>
</tr>
<tr>
<td>Admin (MARC)</td>
<td>$94,463</td>
</tr>
<tr>
<td>Admin (KCATA)</td>
<td>$175,432</td>
</tr>
<tr>
<td><strong>TOTAL minus all Admin</strong></td>
<td><strong>$2,429,053</strong></td>
</tr>
<tr>
<td>Operations (45%)</td>
<td>$1,093,074</td>
</tr>
<tr>
<td>Capital (55%)</td>
<td>$1,335,979</td>
</tr>
<tr>
<td><strong>Funds to be Programmed</strong></td>
<td><strong>$1,335,979</strong></td>
</tr>
</tbody>
</table>

As shown above, for the 2020 programming cycle, the competitive selection process will include only capital projects. The KCATA will retain the operations funding to implement regionally-significant mobility projects, travel training, and mobility management. The competitive selection process will therefore award the $1,335,979 of capital funds available.

C. Eligible Applicants

Eligible applicants for Section 5310 capital projects include:
- Private nonprofit organizations; or
- State or local governmental authorities that:
  - Are approved by a state to coordinate services for seniors and individuals with disabilities; or
  - Certify that there are no nonprofit organizations readily available in the area to provide the service.

D. Direct Costs (Matches and Fees)

This is a cost-reimbursement program, as opposed to a standard grant or fixed amount award.

All projects will require matching funds. Capital projects require:
- Twenty (20) percent of total project cost (i.e. federal funds may not exceed 80-percent of the total award), except in the case where:
  - The acquisition of vehicles is for the purposes of complying with the Americans with Disabilities Act (ADA) or the Clean Air Act (CAA), in which case the federal share may be increased to 85-percent (i.e. a revenue vehicle that complies with 49 CFR part 38 may be funded at 85-percent federal share).
The vehicle-related equipment or facilities (including clean fuel or alternative fuel vehicle-related equipment or facilities) is being purchased for the purposes of complying or maintaining compliance with the CAA or ADA, in which case the incremental cost of the equipment required by ADA or CAA may be funded up to 90-percent with 5310 funds. FTA considers vehicle-related equipment to be equipment on and attached to the vehicle.

There are many eligible sources for local matching funds. The Section 5310 Program is unique in that it is permitted to match federal funds with federal funds, provided that those funds do not originate from the Department of Transportation.

- State or local appropriations
- Dedicated tax revenues
- Private donations
- Revenue from service contracts
- Transportation development credits
- Net income generated from advertising and concessions
- Non-cash share (provided adequate documentation is provided) such as:
  - Donations
  - Volunteered services
  - In-kind contributions
- Non-DOT federal funds eligible for expense in transportation:
  - Employment training
  - Aging
  - Medical
  - Community Services
  - Rehabilitation Services

MARC collects a fee equivalent to 1.0% of any federal funds awarded to projects through this programming cycle. Sponsors of projects awarded funding will be invoiced for this fee in 2019. Learn more about this policy by clicking on the links below:

- MARC Project Fee Policy

E. Eligible Projects

There is a required funding floor of 55% that must be spent on certain types of capital projects. For the 2020 competitive selection process, only capital projects will be selected. Below is a breakout of allowable projects:

Eligible capital expenses that meet the 55% requirement:

- Rolling stock and related activities for Section 5310 funded vehicles
  - Acquisition of expansion or replacement buses or vans, and related procurement, testing, inspection, and acceptance costs; vehicle rehabilitation or overhaul; preventative maintenance; radios and communication equipment; and vehicle wheelchair lifts, ramps, and securement devices
- Passenger facilities related to Section 5310 funded vehicles
  - Benches, shelters, other passenger amenities
• Support facilities and equipment for section 5310 funded vehicles
  o Extended warranties; computer hardware and software; transit-related ITS; dispatch systems; fare collection systems
• Lease of equipment when lease is more cost-effective
• Acquisition of transportation services under a contract, lease or other arrangement
• Projects that support mobility management and coordination programs among public transportation providers and other human service agencies providing transportation
  o Promotion, enhancement, and facilitation of access to transportation services
  o Short-term management activities to plan and implement coordinated services
  o Support of state and local coordination policy bodies and councils
  o Operation of transportation brokerages
  o Provision of coordination services such as travel training and trip planning
  o Development and operation of one-stop transportation traveler call centers
  o Operational planning for the acquisition of ITS technologies to help plan and operate coordinated systems inclusive of GIS mapping, GPS tech, coordinated vehicle scheduling, dispatching and monitoring tech, as well as tech to track costs and billing in a coordinated system, and single smart customer payment systems.
• Capital investments that support ADA-complementary paratransit services
  o For example:
    ▪ Acquisition of transportation services under a contract, lease, or other arrangement. Both capital and operating costs associated with contracted service are eligible capital expenses. User-side subsidies are considered one form of eligible arrangement.

More details on eligible Section 5310 sub-recipients and eligible Section 5310 projects can be found on pages III-9 through III-15 of the Section 5310 Program Circular (C 9070.1G).

F. Plan Compliance
In 2018, MARC staff developed the Coordinated Public Transit – Human Services Transportation Plan (the Coordinated Plan) in partnership with the Mobility Advisory Committee (MAC). The Coordinated Plan includes a list of goals and strategies to advance enhanced mobility services in the Kansas City region. Applicants are asked to explicitly detail how their proposed projects would help the region achieve these goals:
1. Maintain existing service levels
2. Expand service levels
3. Improve quality and accessibility of information available to the public
4. Bridge infrastructure gaps

A more detailed explanation of these goals, and the strategies which would achieve those goals, can be found in the Coordinated Plan document. Applicants are expected to specifically identify (by the number/letter designated in the Coordinated Plan), which goals and strategies their projects are compliant with.
II. SECTION 5310 PROGRAMMING SCHEDULE

Programming for Section 5310 funds will occur every other year or as determined by the memorandum of understanding between MARC and KCATA, and by the designated recipient’s Program Management Plan (PMP). The schedule for the 2020 programming round for the FFY 2019 and 2020 apportionments is provided below. This schedule may change for subsequent rounds after consultation with the Mobility Advisory Committee.

The deadline for project applications is 4:00 pm CDT, Wednesday, July 15, 2020. The online application is to be completed and submitted by that deadline at [http://marc2.org/tr_5310](http://marc2.org/tr_5310).

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Monday, June 1, 2020</td>
<td>Public notice and call for projects opens.</td>
</tr>
<tr>
<td>Wednesday, June 10, 2020, 9:30am Virtual meeting via Go-to-Meeting</td>
<td>Pre-Application Workshop.</td>
</tr>
<tr>
<td>Wednesday, July 15, 2020</td>
<td>Project submittal deadline. Staff review begins.</td>
</tr>
<tr>
<td>July 16-31, 2020</td>
<td>Eligibility Review / Administrative Scoring of Applications</td>
</tr>
<tr>
<td>August-September 2020</td>
<td>MAC and RTCC prioritize projects and prepare recommendations (MAC meeting will be on 8/12)</td>
</tr>
<tr>
<td>Tuesday, September 15, 2020</td>
<td>TTPC Release for Public Review and comment</td>
</tr>
<tr>
<td>October 2020</td>
<td>TTPC and Board Approvals (KCATA and MARC)</td>
</tr>
<tr>
<td>December 2020 / January 2021</td>
<td>KCATA submits program of projects/FTA approves applications</td>
</tr>
</tbody>
</table>

After MARC staff reviews all of the eligible projects, applicants will have an opportunity to review staff comments before presenting to the Mobility Advisory Committee. Applicants will then be given no more than five minutes to describe their proposal, after which point the committee will allow for up to five minutes of questions for the applicant. The Mobility Advisory Committee, in partnership with MARC and KCATA, will then review applications and prioritize projects. The committee will recommend a program of projects based on the evaluation criteria and goals/strategies identified in the *Coordinated Plan*.

MARC, KCATA and the RTCC require agreements to be signed within 120 days of award notification with the expectation that applicants will begin projects as soon as possible after funding is awarded. Funding for applicants that do not meet this criterion will be returned to the Section 5310 funding pool for redistribution.

After recommended projects are approved for funding, responsibility for implementation and management will transition to KCATA. Applicants will work directly with KCATA to complete funding agreements, submit invoices, comply with reporting requirements, etc.
III. SECTION 5310 PROGRAM FUNDING REQUIREMENTS

A. Plan Compliance

The FAST Act requires that the Section 5310 Program be derived from a locally developed, Coordinated Public Transit–Human Services Transportation Plan (Coordinated Plan). To meet the FAST Act requirement for a Coordinated Plan, MARC, in cooperation with older adults; persons with disabilities; representatives from public, private, nonprofit transportation and human service providers; and other members of the public, developed the Kansas City regional Coordinated Public Transportation – Human Services Transit Plan (Coordinated Plan). The Coordinated Plan was incorporated into Transportation Outlook 2040, the Kansas City region’s metropolitan transportation plan, as an appendix in 2018. With the adoption of Connected KC 2050 (anticipated in June 2020), the Coordinated Plan will transition to a stand-alone planning document. While the Coordinated Plan was not updated as part of Connected KC 2050, as part of implementation, the data sets in the Coordinated Plan will be updated during 2020/early 2021.

Applicants should identify specific goals and strategies within the Coordinated Plan that their proposed project complies with. Additionally, projects should comply with Smart Moves 3.0 and the Transit Accessibility Guide. Finally, applicants are expected to comply with all federal regulatory requirements applicable to DOT grant recipients, including demonstrating a reduction in greenhouse gas emissions, and service to environmental justice tracts and/or populations.

B. Performance Measures

Other requirements of applicants are derived directly from the Section 5310 Program Circular. The circular requires that certain performance measures be gathered; as such applicants will be asked to report the existing performance measures and projected performance measures (if the project was to receive funding) within the application. The required performance measures are as follows:

- Traditional Section 5310 Projects (Vehicle Purchases)
  - 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 older adults and persons with disabilities 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, 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.
IV. CRITERIA FOR EVALUATING PROJECTS

All applications for Section 5310 Program funds will be objectively evaluated by specified criteria. The goal is to direct funding towards services that help meet the following goals:

- Maintain existing service levels
- Expand service levels for mobility service users in the region
- Improve quality and accessibility of information available to the public
- Bridge infrastructure gaps

The criteria for project selection were generated through the Coordinated Planning process, and vetted by MAC and the RTCC. Selected MARC staff will first look at each applicant’s profile information that is provided. This is to ensure that each project is eligible for funding and meets all Federal Transit Administration requirements. Second, staff will review submitted information regarding characteristics of the service, such as service coordination, project sustainability and scalability of the project. Below are each of the criterion that projects will be evaluated on.

A. Evaluation Criteria

- Uses data to demonstrate need
  - Applicants are expected to utilize data in their application to demonstrate a need for their proposed project, and to estimate its impact. Projects that make a clear, data-driven case for their project, estimate potential impacts, and designate anticipated performance measures will be rated higher than projects
- Engages with service populations
  - Applicants should illustrate how the community was involved in the design, implementation and management of the proposed service. A project with strong levels of public involvement in the design, implementation and management of the service requesting funding will be rated higher than projects that only identify a service population, service area and hours of service.
- Demonstrates cost effectiveness
  - (Project Sustainability) Applicants should illustrate receiving funding support from other service organizations or sponsorships from local governments. Projects that have funding agreements with other organizations/local governments will be rated higher than projects that have no other funding support in place.
- Establishes partnerships
  - Applicants should illustrate how the organization applying for funding coordinates service delivery with other service providers and/or local governments. A project with documented service agreements and/or contracts that form service partnerships will be rated higher than projects that only identify government sponsorships and/or informal service agreements.
- Communicates services effectively
  - Applicants should explain how they publicize their services, and/or how they intend on informing the public and/or their clientele about their proposed project.
- Service is regional in nature
  - Applicants should illustrate how the project improves an individual’s ability to access the region. Projects that are multi-jurisdictional or contract with other service providers/local governments to be multi-jurisdictional will be rated higher than projects that are single-jurisdictional in nature.
B. Other application requirements
These factors are required for each project application, but will not be factored into each project’s final score.

- **Scalability**
  - Applicants should demonstrate how the project could be scaled down while achieving similar goals as the current proposal. Applicants that provide a detailed and feasible response of how the project could be applied in funding scenarios (e.g. 75%, 50%, 25%) will be rated higher than projects that only state that the project is scalable.

- **Accessibility**
  - Applicants should illustrate how the project improves access to communities within Environmental Justice tracts, improves geographical coverage or offers expanded service times, and improves access for older adults and persons with disabilities.

- **Cost and Feasibility for Competitive Ranking**
  - Applicants should describe the project budget, resources, institutional administrative support, including, the cost per one-way segment of the trip, and any factors that explain the cost estimates, such as servicing larger than standard wheelchairs, longer trips, etc.

V. STEP-BY-STEP APPLICATION PROCESS
As in previous years, the application process for these programs will be completed using an internet-based submittal form. The application instructions, resources, maps, and online form are available online at the following address: [http://marc2.org/tr_5310](http://marc2.org/tr_5310).

A single project application may be used to apply for multiple “projects” serving the same program, if eligible. For example, if you are applying for two vehicles that will be used for the same service or program, submit one application indicating the type of vehicles you need, as opposed to two separate applications.

A. Registration
New Users
1. The first step in the application process is applicant registration. Registration provides access to the form and allows the applicant to edit and update previously submitted projects before the application deadline. An individual applicant need only register once. To register, please take the following steps:
   b. At the bottom left of the page, click on *Create New User*.
   c. Complete the information on the following page. All information is required.
   d. Once all fields have been completed, click on *Create Account*.
   e. Please be sure to note the user name and password you choose as they will act as your login information. Once registered, applicants may begin the application submission process by clicking *Add Project* on the next screen.

Returning Users
2. At the bottom left of the page, click on *Log in to Account*.
3. Enter the previously established user name and password.
4. Users have the option to enter a new project or edit a previously entered project. Projects may be edited at any time before the application deadline at 4:00 PM on July 15\textsuperscript{th}.

B. Application Structure

The application consists of the following seven sections:

1. **Organization information**
   a. Project Applicant Description
      o Applicants are asked to describe their organization, its status (e.g. for-profit, 501(c)3, municipality, etc.), and its mission relating to older adults and individuals with disabilities.
   b. Organizational Capacity/Feasibility
      o Given that 5310 is a cost-reimbursement program, the local match can be up to 20% of project costs, and that the MARC project fee constitutes a 1% assessment on all granted funds, applicants are asked to ensure that they are capable of carrying the financial burden of their proposed project.
   c. DUNS Number
      o The Data Universal Numbering System (DUNS) is a standardized methodology for uniquely identifying businesses, including non-profits, 501(c)3s, and government agencies.
   d. Sam.gov Listing
      o The System for Award Management (SAM) combines federal procurement systems and the Catalog of Federal Domestic Assistance into one new system. All applicants will need to provide the listed expiration date on their sam.gov profile.
   e. Link for Care Listing
      o Applicants should ensure that the organization applying for funding is listed on the online resource database, Link for Care.
   f. Geographic Boundaries
      o Maps may be attached on the third and final application page, but here applicants are asked to provide a narrative description of the service they provide.

2. **General Project Information**
   a. Project Title
      o The title of your project should be a brief, easy way to identify your project and distinguish it among other projects.
   b. Project Classification
      o This question requires the applicant to categorize their project and identify the funding programs(s) they would like to apply for. Applicants will need to classify their project as a vehicle purchase, other capital project or operations project.
   c. Vehicle Information
      o If applicants are requesting funds for a vehicle purchase, they should identify which vehicle they intend to purchase. Please consult with your State DOT for a comprehensive list of vehicle typologies and pricing options. Applicants should be as specific as possible about their needs in this category. See vehicle cost guidance in the toolbar on the right-hand side of the 2019-2020 5310 Call for Projects page.
   d. Project Description
      o This is the brief overview of your project that tells the reviewers how you intend to spend the grant funds should they be awarded to your project. Applicants should elaborate on the purpose of the project (e.g. new vehicle, vehicle replacement, taxi coupon program, mobility management, pedestrian infrastructure, way-finding,
subsidizing passenger costs, travel training, etc.). Refrain from describing overarching programs or the organization in general, and focus exclusively on the proposed project.

e. Project Need and Expected Outcomes
   o Applicants are expected here to anticipate expected outcomes and milestones. The description should include information about who would benefit from this investment and how.

f. Project Readiness
   Applicants will be expected to sign agreements with KCATA within 120 days of notification that grant funds have been awarded. Applicants are asked here to describe their readiness to implement their project, and what barriers may exist to implementation.

g. Communication
   o Please describe how your services are marketed or otherwise communicated to your service populations and/or the general public. Additionally, describe any additional actions which might be undertaken specifically for the proposed project.

h. Geographical Information
   o Identify where your proposed project is to take place.

i. Scalability
   o Applicants are asked to describe how their projects could be feasibly scaled while meeting goals. If a project’s goals could be accomplished with fewer resources, that information should be supplied here.

3. Data
   a. Annualized Service Characteristics
      o Applicants should detail existing service characteristics, and any anticipated changes should their proposed project receive funding. Service characteristics could include one-way fares, number of one-way trips, service hours, service area, populations reached, gaps in services provided, etc. Please provide all data in “per year” format.

   b. Performance Measures
      o Grantees will be required to track and report their progress throughout the grant cycle, and determine the overall impact of their project when all funds have been expended. This item asks applicants to identify what particular measures will be monitored and how they will be reported. More information can be found in Section III. B. of this guidebook.

4. Proposed project partnerships
   a. Project Partners
      o Describe existing partnerships which support the deployment of services specific to the proposed project, including funding, referral, service (e.g. contracted drivers or service providers), or other partnerships. MOUs, IGAs, Letters of Support, or other documentation of partnerships may be uploaded at the end of the application.

   b. Local Government Partners
      o Please indicate which local governments are supporting the project and in which ways.

5. Planning and Regulatory Compliance
   a. Coordinated Plan Compliance
      o Applicants are asked to cite the specific goals and strategies their project addresses, according to their listing in the Coordinated Plan.

   b. Local Plan Compliance:
o Applicants will need to cite how the project ties to regional initiatives via MARC’s regional transportation plans. Plans to cite include Transportation Outlook 2040, Smart Moves 3.0, Complete Streets Policy, Creating Quality Places and/or Transit Accessibility Guide.

c. TIP
o Applicants will need to identify their TIP number if their project is currently listed in the Transportation Improvement Program. The project listings can be found here.
o The TIP number for 5310 projects dating to 2015 is: 995193

d. Greenhouse Gas & Carbon Based Fuel Reductions
o Applicants will need to illustrate how the project reduces greenhouse gases and/or reduces the amount of carbon based fuels used by the organization.

e. Environmental Justice
o Please identify which environmental justice tracts are affected (or potentially affected) by your proposed project where applicable. If your service does not serve an environmental justice tract, please detail how your proposed project will impact minority or low-income (200% of the federal poverty line or below) populations.
o The MARC Environmental Justice map can be accessed here, or in the toolbar on the 5310 online application landing page. Note: This map has the Connected KC 2050 projects automatically turned on, as well as the environmental justice tracts. To turn off the projects (so you just see the tracts), click on the layer list and uncheck “Connected KC 2050 Projects.”

f. For infrastructure projects only:
o Infrastructure projects will be asked to comply with MARC’s Complete Street Policy, or to request an exception for that policy.

6. Financial Information
a. Amount Requested
o Applicants will need to state how much federal funding, local funding, funding from other sources and total funding is to be attributed to the project. The MARC project fee is a one-time cost assessed on the total grant amount at the time of programming. Please calculate the fee and enter it into the Year One box only.

b. Match Funding
o Applicants will be asked to identify the source(s) of their match funding.

7. Supporting Documentation
a. The final section of the application provides applicants an opportunity to upload supporting documentation for their application. This documentation might include items such as:
o Project map
o Detailed cost estimate
o Detailed timeline
o Project photograph(s), or drawings
o Any other supporting documentation, such as resolutions or letters of support, maintenance agreements, etc.
o A maximum of four files per application can be uploaded through this process. Each file is limited to a maximum size of 3 MB and must be of the following file types: PDF, JPG, Microsoft Word, and Microsoft Excel. To submit other file types, including available GIS files for the project, please contact Laura Machala at 816-701-8244 or lmachala@marc.org.