

Allowable Costs for Operating Assistance and Mobility Management Projects

All requested 5310 project costs for Mobility Management and Operating must be documented and comply with the executed Standard Agreement. Final determination of eligibility on all requested reimbursement costs will be made by the 5310 Program Branch.

1. Operating Assistance

Eligible operating assistance expenses include maintenance of existing service, introduction of new transit service, and expansion of existing service. The following are examples of eligible expenses for operating assistance:

- Full Time Personnel (40 hours per week)
 - Driver Salaries (including benefits).
 - Dispatcher Salaries (including benefits).
 - Maintenance Mechanic Salaries (including benefits).
 - Administrative Staff Salaries (including benefits) directly related to the project.
- Part Time Personnel (less than 40 hours per week)
 - Salaries are allowable but not benefits.
- Other Direct Expenses
 - Fuel and Oil.
 - Tires, Parts, Maintenance.
 - Vehicle Licenses.
 - Vehicle Insurance.
 - Uniform/Purchase.
 - Capital Cost of Contracting.
 - Purchased Transportation (Third Party Contract).

- Advertising

a. The term advertising costs means the costs of advertising media and corollary administrative costs.

Advertising media include magazines, newspapers, radio and television, direct mail, exhibits, electronic or computer transmittals, and the like.

b. The only allowable advertising costs are those which are solely for:

- (1) The recruitment of personnel required for the performance by the governmental unit of obligations arising under a Federal award;
- (2) The procurement of goods and services for the performance of a Federal award;
- (3) The disposal of scrap or surplus materials acquired in the performance of a Federal award except when governmental units are reimbursed for disposal costs at a predetermined amount; or
- (4) Other specific purposes necessary to meet the requirements of the Federal award.

c. Unallowable advertising costs include the following:

(1) All advertising costs other than as specified in subsection b.

- Public relations costs.

a. The term public relations includes community relations and means those activities dedicated to maintaining the image of the governmental unit or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public.

b. The only allowable public relations costs are:

(1) Costs specifically required by the Federal award;

(2) Costs of communicating with the public and press pertaining to specific activities or accomplishments which result from performance of Federal awards (these costs are considered necessary as part of the outreach effort for the Federal award); or

(3) Costs of conducting general liaison with news media and government public relations officers, to the extent that such activities are limited to communication and liaison necessary keep the public informed on matters of public concern, such as notices of Federal contract/grant awards, financial matters, etc.

c. Unallowable public relations costs include the following:

(1) All advertising and public relations costs other than as specified in subsections b.

- Communication costs.

Costs incurred for telephone services, local and long distance telephone calls, telegrams, postage, messenger, electronic or computer transmittal services and the like are allowable.

- Training

The cost of training provided for project specific employee development is allowable. The cost of training is not to exceed 5% of the projects cost.

2. Mobility Management

a. Mobility Management is intended to build coordination among existing public transportation providers and other transportation service providers with the intended result of expanding the availability of transportation services to the public.

b. The only allowable Mobility Management costs are:

(1) The promotion, enhancement, and facilitation of access to transportation service that results in more service options or increases the efficiency of trips for passengers.

(2) Short term management activities to plan and implement coordinated services.

(3) Support State and local coordination policy bodies and councils.

(4) Operation of transportation brokerages to coordinate providers, funding agencies and customers.

- (5) Provide customer-oriented travel navigator systems and neighborhood travel coordination activities such as coordinating individualized travel training and trip planning activities for customers.
- (6) Development and operation of one-stop transportation traveler call centers to coordinate transportation information on all travel modes and to manage eligibility requirements and arrangements for customers among supporting programs.
- (7) Operation planning for the acquisition of intelligent transportation technologies.
- (8) Salaries
 - Full Time Personnel (40 hours per week)
 - Dispatcher Salaries (including benefits).
 - Administrative Staff Salaries (including benefits) directly related to the project.
 - Part Time Personnel (less than 40 hours per week)
 - Salaries are allowable but not benefits.

c. Unallowable mobility management costs include the following:

(1) All mobility management costs other than as specified in subsection b.

- Advertising

a. The term advertising costs means the costs of advertising media and corollary administrative costs.

Advertising media include magazines, newspapers, radio and television, direct mail, exhibits, electronic or computer transmittals, and the like.

b. The only allowable advertising costs are those which are solely for:

(1) The recruitment of personnel required for the performance by the governmental unit of obligations arising under a Federal award;

(2) The procurement of goods and services for the performance of a Federal award;

(3) The disposal of scrap or surplus materials acquired in the performance of a Federal award except when governmental units are reimbursed for disposal costs at a predetermined amount; or

(4) Other specific purposes necessary to meet the requirements of the Federal award.

c. Unallowable advertising costs include the following:

(1) All advertising costs other than as specified in subsection b.

- Public relations costs.

a. The term public relations includes community relations and means those activities dedicated to maintaining the image of the governmental unit or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public.

b. The only allowable public relations costs are:

- (1) Costs specifically required by the Federal award;
- (2) Costs of communicating with the public and press pertaining to specific activities or accomplishments which result from performance of Federal awards (these costs are considered necessary as part of the outreach effort for the Federal award); or
- (3) Costs of conducting general liaison with news media and government public relations officers, to the extent that such activities are limited to communication and liaison necessary keep the public informed on matters of public concern, such as notices of Federal contract/grant awards, financial matters, etc.

c. Unallowable public relations costs include the following:

- (1) All advertising and public relations costs other than as specified in subsections b.

- Communication costs.

Costs incurred for telephone services, local and long distance telephone calls, telegrams, postage, messenger, electronic or computer transmittal services and the like are allowable.

- Training

The cost of training provided for project specific employee development is allowable. The cost of training is not to exceed 5% of the projects cost.

The 5310 Program does not reimburse indirect costs.