

Clean Mobility Options

Voucher Pilot Program

Work Group Meeting #4: Program Design and Outreach Updates

July 17, 2020



Welcome and Introductions

Today's Agenda

1. Welcome and Introductions
2. Program Background
3. Introduction to CMO Program Admin Team
4. Application Window Timeline
5. Health Crisis Impacts and Resources
6. Updates on Program Design
 - a. Tribal Allocations
 - b. Minor Clarifications on Eligibility Criteria
7. Wrap Up and Next Steps

Program Background

Program Goals

Improve access to clean mobility options in disadvantaged communities (DAC)* that are safe, reliable, convenient, and affordable while also furthering:

- » Mobility equity
- » Climate mitigation and local air quality
- » Increased zero-emission vehicle (ZEV) adoption
- » Reduced vehicle miles travelled (VMT)
- » Workforce development

Prioritize mobility equity and implement SB 350 recommendations

**DACs are defined as 75th percentile in CalEnviroScreen 3.0*

Program Success Factors

- » Streamline access to funds for underserved communities
- » Support “small-scale” & place-based projects
- » Ensure equitable distribution of funding
- » Build capacity to support voucher recipients in achieving the project goals
- » Ensure the longevity of projects

Process for Developing Program Design

- » Proposed eligibility criteria are based on a variety of factors, including but not limited to:
 - » Anticipated project costs
 - » Lessons learned
 - » Stakeholder feedback
 - » Mobility Equity
- » Criteria are refined and finalized through a robust public process
 - » Three public work groups held in 2019
- » Implementation Manual is the guiding document for the program

Introduction to CMO Program Admin Team

CMO Administrator Team



Application Window Timeline

Application Window Timeline

- » **Community Transportation Needs Assessments**
Window opened June 1, closed June 2 at 6pm
 - » \$1 million dollars - up to \$50,000 per project
 - » Applications are still under review
- » **Mobility Project Window 1** aims to open **October 20, 2020**
 - » \$19 million dollars - up to \$1 million per project

Health Crisis Impacts and Resources

Health Crisis Impacts and Resources

- » Timing of Mobility Project Voucher App Window
- » Community engagement strategies for higher-risk communities focusing on:
 - » Communities of color and other disadvantaged communities disproportionately impacted by health crisis
 - » Transit-dependent populations in greater need of mobility options due to transit service cuts
- » Needs Assessment Implementation

List of Resources

- » SFU's [Safe and Equitable Engagement Spaces in the Age of COVID-19](#)
- » International Association for Public Participation-Canada [Digital Engagement, Social Media and Public Participation](#)
- » Nelson Nygaard's [Principles for Equitable Public Outreach Engagement during COVID-19](#)
- » Smart Growth America's [Virtual Engagement: A springboard for inclusive community engagement](#)

Traditional Community Outreach	Health Crisis Modification	High Level Steps	Timeline
Administering surveys	Phone calls, online survey platforms, mass texting	Develop survey questions Identify residents and gather phone numbers	1 - 4 months
Workshops, Community Meetings, House Meetings	Video conferencing, teleconferences, virtual town halls	Identify CBOs or other organizations (such as PTAs in the community) to work with Research target populations Train community members in the use of online conference platforms Develop questions	1.5 - 2 months
Focus groups, Interviews	Mass texting (multi-lingual), mailers with feedback cards, phone calls, documentation (i.e. note-taker or recording*)	Work with existing organizations and their network, engage with thought leaders Research on key issues and target objectives Develop questions	1 - 1.5 months

Traditional Community Outreach	Health Crisis Modification	High Level Steps	Timeline
Flyers posted in public places	Distribute flyers with QR codes at main points of interest	Identify points of interest and coordinate with businesses for posting flyers (points of interest could include mailboxes, grocery stores, pharmacies, bus stops, adding flyers into local food bank bags)	1.5 - 2 months
Mailers	Mailers with feedback surveys for completion	<p>Use for targeted populations without access to internet or are unable to leave their homes (i.e. seniors)</p> <p>Develop questions and design format of survey to work for target populations (i.e. increased font size)</p>	2-3 months

Open Discussion

Answer in the Chat:

- » How have your organizations' priorities shifted during the pandemic?
- » What impacts have the current social movements been on your abilities to participate in CMO?
- » What can the Administrator Team do to help organizations move forward with submitting Mobility Project Voucher applications on the opening date?

If the chat is not accessible to you, please email your questions to Kathryn.Canepa@arb.ca.gov.

Discussion

- » Poll: What kind of technical assistance might be most helpful in light of health crisis?

Updates on Program Design

Tribal Allocation Proposal (1)

» Community Transportation Needs Assessments

- » Current budget: \$1 million
 - » Up to \$50,000 per project
 - » Tribal set-aside: None
- » Proposed adjustment:
 - » New budget: \$1.15 million
 - » Tribal set-aside: Make \$150,000 of \$1 million Mobility Project set-aside available to fund tribal Needs Assessments

Tribal Allocation Proposal cont. (2)

» Mobility Projects

- » Current budget (Window 1): \$19 million
 - » Up to \$1 million per project
 - » Tribal set-aside: \$1 million
- » Proposed adjustment (Window 1)
 - » Tribal set-aside: Use reserve funds to increase to \$2 million in Window 1 (October 2020)
 - » New total budget: \$20 million

Tribal Allocation Proposal cont. (3)

- » Mobility Projects (cont.)
 - » Original Budget (Window 2 - 2021): \$6-8 million
 - » Tribal set-aside: undetermined
 - » Proposed Adjustment (Window 2)
 - » Tribal set-aside: \$2-3 million in Window 2

Discussion

Minor Updates

- » Allow unincorporated community groups and nonprofits to participate as applicants if they have a fiscal sponsor
- » Update requirements for applicant registration with the CA Secretary of State
 - » Certain tribal non-profits exempt

Discussion

Next Steps

Next Steps

- » CMO Voucher Pilot Implementation Manual Update: **July/August 2020**
- » Mobility Project Voucher Window opens: **October 20, 2020**
- » Technical Assistance Window continues to be open
- » Clean Mobility Options Network: **November/December 2020**

Clean Mobility Options

Vouchers for Disadvantaged Communities

THANK YOU!

WEBSITE: www.cleanmobilityoptions.org

EMAIL: Please submit questions and comments by **July 24th**
to: info@cleanmobilityoptions.org

