Clean Mobility Options:
Community Transportation Needs Assessments

March 11, 10:00am
Today’s Agenda

○ Welcome and Introductions
○ Clean Mobility Options Voucher Pilot Overview
○ Community Transportation Needs Assessment
○ Q&A
○ Example needs assessment - Presentation from TransForm
○ Q&A
○ Wrap-up and Next Steps
Clean Mobility Options Voucher Pilot Overview
Goals:

- Improve access to transportation that is safe, reliable, convenient, and affordable to communities throughout California
- Reduce greenhouse gases and other local air pollutants
- Fund place-based and community driven mobility solutions
How can Clean Mobility Options help?

- In June 2020,
  - $19 million available for small-scale shared mobility projects
  - $1 million available for conducting community transportation needs assessments
- Community of practice for implementers to develop successful mobility projects
  - Education & training
  - Toolkits
  - Technical assistance
$20 million in June 2020 -- First come, first-serve

**Project Vouchers**
- $19 million in mobility project vouchers available statewide
- At least $1 million of this set-aside for tribes
- **Maximum Project Budget:** $1 million per project

**Needs Assessment Vouchers**
- $1 million in community transportation needs assessment vouchers available statewide
- **Maximum Project Budget:** $50,000 per project
What kind of projects can this fund?

- Carsharing
- Bike and scooter-sharing
- Carpooling/vanpooling
- Innovative transit service
- Ride-on-demand service
- Other transportation enhancements (like transit subsidies)
Who can apply?

- **Lead applicants**
  - Non-profits
  - Public Agencies
  - California Tribal Governments

- **Sub-applicants**
  - Any organization with lead applicant eligibility
  - Public & private organizations including
    - Mobility service providers
    - Charging infrastructure providers
    - Community outreach partners
Eligible Project Area

- All CalEnviroScreen 3.0 Disadvantaged Communities (top 25%)
- Affordable Housing properties in low-income communities
- Tribal lands in low-income communities (including property owned by non-federally recognized tribes)
What is a community transportation needs assessment?

An evaluation of transportation access gaps that identifies mobility needs, preferences, and priorities of local residents through meaningful and representative community engagement.
Why is community engagement essential to transportation planning?
A History of Transportation Injustice

Source: Josh Begley
Redlining California
Distributing CCI Funds with CalEnviroScreen 3.0
So, why conduct a community transportation needs assessment?

**Mobility Equity**
Prioritizes the needs of low-income people of color and addresses historical neglect from past and current transportation designs and practices.

**Restorative Approach**
The Clean Mobility Options Voucher Program takes a restorative approach to past & ongoing harms in California communities by ensuring that this time, they are included in the planning process.

**Community Need**
Mobility projects must be responsive to community-identified needs to ensure that they are filling transportation gaps and are well-utilized by community members.
Community Transportation Needs Assessment: Goals

○ Build capacity in the community by providing education to residents on clean transportation and mobility options

○ Identify community transportation challenges, needs, and priority solutions by directly talking to residents

○ Develop relationships and build trust between project implementers, local decision-makers, community representatives, and residents
Community Transportation Needs Assessment: Requirements

- **Transportation Access Data Analysis** such as resident surveys and analysis of existing data/indicators that explore reliability, accessibility and affordability of current transportation options.

- **Community engagement** through at least two venues such as workshops, house meetings, focus groups, interviews, etc.

- **Report** summarizing conclusions. Mobility project applications must demonstrate a connection between the needs assessment and proposed project.
Funding for Community Transportation Needs Assessment

- Organizations may apply for up to $50,000 to develop a needs assessment.
- Application requirements:
  - Project Background & Narrative
  - Project Area Profile
  - Budget

Needs assessment voucher recipients may apply for a mobility project voucher in future rounds of funding.
Transportation Access Data Analysis

Objective: Identify and improve understanding of travel behavior and gaps in transportation access in the community through a comprehensive data analysis.

- **Resident survey** (required)
- **Utilize at least three additional data sources.** Possible data sources include:
  - EPA Walkability Index
  - Vehicle ownership per household
  - Cost of existing transit and average cost per week for fueling car
  - Demographic census data: Median household income, commute characteristics, etc.
  - Existing transportation options in the community (public transportation stops, bike route, etc)
Community Engagement

Objective: Understand perspectives on transportation needs via meaningful, broad-based, and representative community engagement process. Examples of community engagement include:

- Community Forums
- Public Workshops or Meetings
- Focus Groups
- House Meetings
- Establishing website and/or social media
- Outreach to existing community groups
- Interviews with multiple residents

At least two modes of community engagement are required.
Guiding Principles for Community Engagement

**Clarity** - Is the purpose of the needs assessment, and its role in the mobility project, clear to community members?

**Accessibility** - Is the meeting at a time and location that is convenient for residents?

**Representative Outreach** - Will the engaged residents reflect the broader community? Were existing community-based organizations engaged to expand outreach and compensated for their time?

**Transparency** - Was notice of the event given well in advance and provided through multiple channels? Will notes and other materials be provided with clear follow-up?
Previous Outreach & Engagement Eligibility

Mobility project applicants may have already fulfilled some requirements with previous community engagement activities. To be eligible for this program, previous efforts must:

- Have been conducted **within the last four years** and engaged residents of the **proposed project area**
- Reflect community-identified needs and have been **updated as needed**
- Demonstrate a **direct connection** between findings and proposed mobility project
- Meet all three components:
  - **Community Engagement**
  - **Transportation Data Analysis**
  - **Summary Report**
Q & A
Further Resources

- Individualized technical assistance
  - Send requests to info@cleanmobilityoptions.org, or call (626) 744-5670
- Visit our website at cleanmobilityoptions.org for:
  - Needs assessment survey example and online platform
  - Fact sheets on project models, partnerships, etc.
  - Mobility Provider Directory: Company profiles and contact information
  - Case studies and other materials on https://learn.sharedusemobilitycenter.org/
  - And more!
Thank you!