Car Sharing and Mobility Hubs in Affordable Housing Pilot Project

Example Community Transportation Needs Assessment

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TransForm
Clean Mobility Options Webinar - March 11, 2020

Car Sharing and Mobility Hubs in Affordable Housing is funded by California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment—particularly in disadvantaged communities.
Presentation Overview

1. Mobility Hubs Project Background and Overview
2. Community Transportation Needs Assessment
3. Methods
4. Key Findings
5. Costs & Staffing
6. Lessons Learned
7. Next Steps
8. Q&A
Mobility Hubs Project
Background
Mobility Hubs Pilot Project

The Metropolitan Transportation Commission and TransForm received a $2.25 million grant from CARB to design and implement three mobility hubs at affordable housing developments in the Bay Area communities of Oakland, Richmond, and San Jose.

**Oakland**
Lion Creek Crossings
567-unit multifamily affordable housing development in East Oakland
Site Partner: East Bay Asian Local Development Corporation (EBALDC)

**Richmond**
Nystrom Neighborhood
Richmond neighborhood with about 1,158 units
Site Partners: Richmond Community Foundation (RCF) and the City of Richmond

**San Jose**
Betty Ann Gardens
76-unit multifamily affordable housing development in the Berryessa neighborhood
Site Partner: First Community Housing (FCH)
Project Goals

- **Increase access** for low-income residents and disadvantaged communities to economic opportunity, medical facilities, schools, parks, grocery stores, and other daily needs.

- **Provide tailored clean mobility options** to address resident needs identified through a community transportation needs assessment and meet equity goals.

- **Reduce greenhouse gases and criteria pollutants** from reduced vehicle trips and use of electric vehicles.

- **Reduce private vehicle ownership and vehicle miles traveled.**

- **Reduce transportation costs for residents.**
**Purpose**

- Important first step in identifying barriers, opportunities, and solutions best suited to meet the unique needs of residents in each community.
- Empowers residents to shape clean transportation and mobility investments in their communities.
- More effectively develop a tailored implementation plan for each site.

**Format**

- Original paper surveys developed with residents
- Focus groups
- Individual interviews
## Timeline

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>November</td>
<td>Partnership Building, Community Engagement, and Establish Site Level Teams</td>
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<tr>
<td>December</td>
<td>Survey Brainstorming</td>
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<tr>
<td>January</td>
<td>Design and Write Survey</td>
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<td>February</td>
<td>Survey Feedback and Revisions</td>
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<td>March</td>
<td>Survey Distribution and Collection</td>
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<tr>
<td>April</td>
<td>Focus Groups</td>
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<tr>
<td>May</td>
<td>Data Entry</td>
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<tr>
<td>June</td>
<td>Data Cleaning and Analysis</td>
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<tr>
<td>July</td>
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<td>August</td>
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Designating Site Coordinators

Site partner organizations selected a Site Coordinator at each site to serve as a direct community resource and guide local implementation of clean mobility services.

- 35-50% full time equivalent
- Main point of contact between the site partner organization and TransForm. Tasks include:
  - Helping organize and host meetings held on-site
  - Leading survey outreach and collection efforts
- Position is funded through the CARB grant
Establishing Site Level Teams

Advisory committee of approximately ten residents at each project site with the following roles:

- Sharing their knowledge, advice, and vision to design tailored solutions that will work best for all residents
- Conducting outreach
- Serving as neighborhood ambassadors

Residents are compensated for their time and expertise.
Kickoff Site Level Team Meetings

- Held primarily to build initial trust and rapport between TransForm, the Site Coordinators, and the residents.

- Important considerations:
  - Providing dinner and beverages to promote attendance as meetings are usually held on weekday evenings.
  - Translating meeting materials, including handouts and presentation slides.
  - Providing language interpretation – two-way simultaneous interpretation using headsets.

- SLT meetings are held on an ongoing basis as a way to update residents and receive feedback on survey results and implementation efforts.
Survey Development

Survey Development Leads

Site Level Teams

Project Partners

Project Advisory Committee

Site Coordinators

TransForm

SHARED-USE MOBILITY CENTER

MT

CALIFORNIA AIR RESOURCES BOARD

13
Survey Development

1. Brainstormed survey questions with staff at each partner organization
2. Reviewed previous transportation surveys
3. Site Coordinators indicated that paper surveys rather than electronic would be more appropriate

1. Developed a draft survey
2. Gathered feedback from partners
3. Held Site Level Team meetings to present the draft survey and gather feedback from residents

1. Incorporated feedback and finalized survey
2. Contracted with Ladon Language Services to translate the survey into Spanish, Chinese, and Arabic
3. Worked with a local printing company to deliver surveys to each site
Final Survey

- 34 questions, including multiple choice and free response questions
- Took about 10 minutes to complete
- Cover page includes project overview and definitions of mobility options (e.g., EVs, car share, bike share, e-scooters)
- OK to skip questions you are not comfortable answering
- Resident feedback helped ensure questions were simple and engaging
  - Removed any questions that were deemed unclear or confusing
Eligibility

- Must be age 16 or older
- Must be a resident of the community

Incentives

Each survey respondent was compensated for their time

<table>
<thead>
<tr>
<th>Site</th>
<th>Eligibility</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>No limit on the number of surveys per household, but maximum 2 gift cards per household</td>
<td>$15</td>
</tr>
<tr>
<td>Richmond</td>
<td>No limit on the number of surveys or gift cards per household</td>
<td>$30</td>
</tr>
<tr>
<td>San Jose</td>
<td>Maximum 1 survey and 1 gift card per household</td>
<td>$30</td>
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Survey Questions

Designed to accomplish the following:

● **Understand residents’ current transportation habits and needs.**
  ○ “Please indicate how often you currently use the following: drive alone, BART, bicycle...”

● **Understand residents’ challenges accessing and utilizing various mobility options.**
  ○ “Do you have a driver’s license?”

● **Understand the demographic profile of the residents.**
  ○ E.g. age, race/ethnicity, preferred language.

● **Gauge residents’ interest in using new shared mobility options at an on-site mobility hub.**
  ○ “If car sharing was available at Betty Ann Gardens, would you be interested in using it?”

● **Collect baseline data to measure progress on project goals.**
  ○ “How affordable are your everyday transportation costs?”
## Survey Distribution & Collection

<table>
<thead>
<tr>
<th>Site</th>
<th>Surveyors</th>
<th>Distribution</th>
<th>Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>Lion Creek Crossings residents and one neighborhood resident</td>
<td>● Door-to-door</td>
<td>● Majority of surveys completed in-person</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>● Additional surveys turned in to Family Resource Center</td>
</tr>
<tr>
<td>Richmond</td>
<td>Site Level Team Members</td>
<td>● Door-to-door</td>
<td>● Many surveys completed in-person</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Through community networks (e.g., churches, schools)</td>
<td>● Additional surveys collected by the surveyors and returned to the Richmond Community Foundation office</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Community events (e.g., neighborhood clean-up day)</td>
<td></td>
</tr>
<tr>
<td>San Jose</td>
<td>Site Coordinator</td>
<td>● Door-to-door</td>
<td>● Site Coordinator returned to the apartments at a later date to collect surveys</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>● Additional surveys turned in to the leasing office</td>
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</table>
Focus Groups and Individual Interviews

- **Purpose:**
  - Gain additional qualitative data on specific survey topics

- **Participants:**
  - Randomly selected from those who indicated on the survey that they would like to participate
  - Filtered by age, ethnicity, and public transit use to create a diverse array of participants

- **Format:**
  - Round table discussion of 12 open-ended questions:
    - “Has anyone tried car sharing before? How did it go?”
  - One to two hours

- **Incentives:**
  - Participants were compensated for their time with gift cards

- **Individual phone interviews:**
  - Conducted at sites with low turnout
# Response Rate

<table>
<thead>
<tr>
<th>Site</th>
<th>Surveys Received</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>235</td>
<td>15% of residents</td>
</tr>
<tr>
<td>Richmond</td>
<td>316</td>
<td>8% of residents (neighborhood population)</td>
</tr>
<tr>
<td>San Jose</td>
<td>32</td>
<td>42% of households (restricted to 1 survey/household)</td>
</tr>
<tr>
<td>Total</td>
<td>583</td>
<td></td>
</tr>
</tbody>
</table>
Data Entry

- Used Google Forms for data entry
- Richmond hired and trained site level team members to assist with survey data entry ($20/hour)
Data Analysis

- SUMC performed survey data analysis
  - Data combined into a single dataset
  - “Other” and open-ended questions were reviewed for common themes and quantified
- Advanced statistical software not necessary

Sharing Results with Residents

- Held site level team meetings with residents to present the findings
- Gave residents the opportunity to respond to the results and offer any additional insights based on their personal experiences
Majority of residents ride public transit regularly

Do you use public transit (e.g., bus, BART) regularly?

- Oakland (n=225): 71% Yes, 29% No
- Richmond (n=294): 53% Yes, 47% No
- San Jose (n=32): 56% Yes, 44% No
Residents are interested in car sharing

If car sharing was available at [location], would you be interested in using it?

- Yes: 46% (Oakland n=221, Richmond n=297, San Jose n=31)
- Probably: 38% (Oakland n=221, Richmond n=297, San Jose n=31)
- Not Sure: 35% (Oakland n=221, Richmond n=297, San Jose n=31)
- Probably Not: 28% (Oakland n=221, Richmond n=297, San Jose n=31)
- Definitely Not: 23% (Oakland n=221, Richmond n=297, San Jose n=31)
Residents are interested in car sharing

- Many residents are not familiar with car sharing (54-68%) or electric vehicles (48-63%), emphasizing the need for a strong outreach and education program.

- In Oakland and San Jose, the majority of households own 0 or 1 vehicle(s).
  - Households with low car ownership are expected to benefit most.
Many residents do not have a driver’s license

Do you have a driver’s license?

- Oakland (n=218): 50% Yes, 50% No
- Richmond (n=286): 59% Yes, 41% No
- San Jose (n=32): 75% Yes, 25% No
Many residents do not have a driver’s license

- A large number of residents would not be able to use the car share program as a driver.
  - 50% in Oakland, 41% in Richmond, 25% in San Jose
- Resulted in reducing the number of EVs at each mobility hub.
  - Exploring a car share ambassador program for residents to drive neighbors to their destinations.
- Indicates a need to provide clean mobility services that do not require a driver’s license.
  - Transit passes, bike share, Lyft/Uber ride credits play a critical role.
Many residents are unbanked and do not regularly use a smartphone

Which of the following do you use regularly?

- Smartphone: 68%, 66%, 63%
- Cell phone: 28%, 41%, 43%
- Bank account: 29%, 19%
- Credit card: 25%, 40%
- Debit card: 22%, 27%
- Phone data plan: 12%
- Prepaid debit card: 4%, 7%, 7%

Oakland (n=213) | Richmond (n=282) | San Jose (n=30)
Many residents are unbanked and do not regularly use a smartphone

- Most survey respondents do not regularly use a bank account, credit card, or debit card, which are required to use some mobility services.
  - Pursuing cash payment options and other strategies.
- 32 to 37% do not regularly use a smartphone, which are also a requirement for some mobility services.
  - Conducting outreach to residents about existing programs that provide free or discounted smartphones (e.g. California LifeLine).
Preferred Transportation Benefits

Which of the following would you like to have available? (Select top 3)

- Clipper cash: 81% (Oakland n=224), 79% (Richmond n=293)
- Lyft/Uber rides: 71% (Oakland n=224), 70% (Richmond n=293), 81% (San Jose n=31)
- Bike share: 17% (Oakland n=224), 42% (Richmond n=293), 48% (San Jose n=31)
- E-scooters: 13% (Oakland n=224), 45% (Richmond n=293), 39% (San Jose n=31)
- AC Transit passes (only asked in Oakland): 71%
Key Findings

- **Clipper cash, AC Transit passes, and Lyft/Uber rides** were most popular.
  - Residents indicated that these options are more convenient and accessible.

- **Bike share and e-scooters** were less popular.
  - The majority of residents are not familiar with bike share and e-scooters (59 to 67%).
  - Pursuing this as an opportunity to build community awareness.

- **Not all residents are aware of discounted transit programs** that they qualify for (e.g., youth/senior discounts, fare discounts through the use of Clipper card).
  - Promoting these programs to residents through project outreach and education.

- **Personal safety** is a major concern, especially for walking, biking, and transit.
  - Pursuing strategies to increase safety at mobility hubs, e.g. resident input on which physical locations will be safest, especially at night.
Costs & Staffing
**Site Level Staffing**

Site Coordinator hours dedicated to needs assessment activities:

<table>
<thead>
<tr>
<th>Site</th>
<th>Hours</th>
<th>Peak % FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>188</td>
<td>75%</td>
</tr>
<tr>
<td>Richmond</td>
<td>85</td>
<td>50%</td>
</tr>
<tr>
<td>San Jose</td>
<td>200</td>
<td>85%</td>
</tr>
</tbody>
</table>

Resident hours:

<table>
<thead>
<tr>
<th>Site</th>
<th>Role</th>
<th>Responsibilities</th>
<th>Hours</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>(4) Community Surveyors</td>
<td>Survey outreach</td>
<td>185</td>
<td>Rate: $17/hour</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cost: $3,145</td>
</tr>
<tr>
<td>Richmond</td>
<td>(3) Site Level Team Members</td>
<td>Data Entry</td>
<td>18</td>
<td>Rate: $20/hour</td>
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<tr>
<td></td>
<td></td>
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<td>Cost: $360</td>
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Lessons Learned
Key Lessons

- Needs assessment allows for clean transportation and mobility investments to better address community needs and interests.

- It was necessary to build trust with partner organizations and residents prior to beginning the needs assessment process.

- Collaborative survey development with communities is an iterative process and considerable time and resources should be dedicated to this phase.

- Presenting a draft version of the survey to residents allowed for final materials were meaningful, engaging, and easy to use.
Key Lessons

● Paper surveys require significantly more time and staff resources than electronic surveys, but were the most suitable and accessible format for our audiences.

● In-person survey outreach allowed Community Surveyors and Site Coordinators to answer questions and address any concerns the residents shared about the survey or the project more directly.
  ○ E.g., many residents were concerned about sharing their personal information

● Site Coordinators were vital to the success of the needs assessment process.

● Hiring and training residents for survey outreach and data entry is a great way to support complimentary workforce development goals.
Finalize Needs Assessment Report

- Includes a comprehensive breakdown of the survey development process and key findings as described today
- Connects the needs assessment results to services provided
- Designed to be a useful reference for other organizations considering conducting a needs assessment
- To be provided as a resource for the Clean Mobility Options program in the next few months
Implement Services and Ongoing Community Engagement

- Project team now focused on implementing mobility hubs and services that meet resident identified needs
- Ongoing Site Level Team meetings are being held to engage residents at each step and incorporate their feedback
  - E.g., which type of protected bike parking would best meet your needs (e-lockers, bike room)?

![Electric Vehicle](image1)
![Car Share](image2)
![Bike Share](image3)
![Transit Passes](image4)

![Bike Parking](image5)
![E-Scooter Share](image6)
![Lyft/Uber Rides](image7)
Thank you!

For further information: https://www.transformca.org/landing-page/mobility-hubs-affordable-housing-pilot