Clean Mobility Options Voucher Pilot Program

Clean Mobility Provider Directory 2.0
RFI Walk-through Webinar

December 2, 2020
Introduction to Webinar Team

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Agenda

- Clean Mobility Options Voucher Pilot Program (CMO) Overview (10 minutes)
- Developing Partnerships with Lead Applicants (5 minutes)
- CMO Clean Mobility Provider Directory Overview (5 minutes)
- 2.0 RFI Walk-Through (10 minutes)
- Q&A (30 minutes)
Clean Mobility Options Voucher Pilot (CMO) Program Overview
CMO Program Overview

- CMO provides voucher-based funding for zero-emission mobility projects in California disadvantaged communities
- Funded by California Climate Investments (CCI)
- Aims to reduce Greenhouse Gas (GHG) emissions and increase transportation access
- Will develop local solutions that inform statewide projects
CMO Program Goals

Improve access to clean mobility options in disadvantaged communities (DACs) 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
Needs Assessment and Mobility Project Voucher Funding

Window 1 - Summer/Fall 2020

- $21,150,000 total was available to eligible applicants statewide
  - $2,150,000 of the total was set-aside for tribal communities

Window 2 - Mid/Late 2021

- New round of funding for CMO
  - Total funding amount TBD

Maximum Mobility Project Voucher Budget

- Up to $1,000,000 per project for new service
  - Up to $600,000 for expanding service
Eligible CMO Applicants

Lead Applicants

- Public Agencies
- Nonprofit Organizations
- Native American Tribes

Partners (Sub-Applicants)

- Any entity with Lead Applicant eligibility
- Public, private, or nonprofit organizations
  - Can include providers of mobility services, charging infrastructure, related infrastructure, community outreach, technical services
Eligible Project Areas

- CalEnviroScreen 3.0 Disadvantaged Communities (DACs)
  - Top 25th Percentile
- Deed restricted affordable housing
  - Within AB 1550 Low-Income Communities
  - DACs
- Tribal Lands
  - Within AB 1550 Low-Income Communities
  - DACs

Legend
- SB 535 Disadvantaged Communities (DACs)
- Affordable Housing Properties w/in AB 1550 Low Income Communities
- Tribal Lands w/in AB 1550 or SB 535 areas
Eligible Project Models

- Electric Carsharing*
- Bike/Scooter-sharing
- Carpooling/Vanpooling
- Innovative Transit Services
- Ride-on-Demand Services

*Includes fuel cell electric vehicles (FCEV)
Eligible Project Costs

- **Planning** – e.g. partner contracting, infrastructure siting, environmental compliance and permitting
- **Capital** – e.g. vehicles and associated hardware, reservation software, EV charging equipment, infrastructure installation
- **Operations and maintenance** – e.g. leases, subsidies, insurance, repairs
- **Outreach and marketing** – e.g. community outreach & input, and service promotion
- **Administration** – e.g. payment requests, meetings with Administrator, data collection for reporting and evaluation
Developing Partnerships with Lead Applicants
Partnership Considerations

Program Rooted in Mobility Equity and Justice

- Accessibility
  - Prioritize mobility needs of community by working with them to address unmet transportation needs and existing barriers
  - Ensure platforms and vehicles are accessible and safe for all users

- Community-led projects
  - Services must be derived from the findings of a Community Transportation Needs Assessment
    - Transportation Access Data Analysis
    - Community Engagement
    - Summary Report
Partnership Considerations

Program Rooted in Mobility Equity and Justice

- Affordability and Sustainability
  - Work with the community to develop and offer affordable services
  - Create projects that will continue beyond the funded term to support community mobility needs
  - Develop payment solutions for all types of residents
    - Underbanked/unbanked
    - Technology burdened (e.g., no smart phones)
    - Ability to drive (e.g., no driver’s license)

- Reliability
  - Employ consistent services
    - Timely, clean, comfortable, etc.
  - Ensure users understand new technologies
    - Minimal barriers to entry

Clean Mobility Options
Partnership Considerations

Business Model Equity Considerations

- Develop partnerships early to cultivate knowledge of the community and its needs
- Adapt business model, outreach, and marketing strategies to be culturally relevant and responsive

Business Models and Contracting

- **Business-to-Government (B2G)**
  - Public access to service provided through a local public agency
  - Often priced through fee-for-service contract to fund transit operations

- **Business-to-Customer (B2C)**
  - Individual consumers access and pay for the service directly
  - Often priced through user fees (per ride or subscription basis) to fund operations
  - Operator assumes risk / reward by relying on user fees to fund operations
  - Public-private partnership: Revenue guarantees / Revenue-sharing / Price subsidies
Partnership Considerations

Financial Sustainability

Core Funding and Revenue

- Voucher funding from CMO
- Partner cost-sharing ("resource contributions")
- User fees
- Additional public funding

Additional Sources of Revenue (Examples)

- Third-party brand sponsorship
- Advertising on/in vehicles
- Major employers subsidizing commute programs
Clean Mobility Provider Directory Overview
Clean Mobility Provider Directory

The Directory is an informational resource to:

- Allow the CMO Program Administrator to effectively communicate and share information about offerings from interested mobility service and product providers
- Screen mobility service and product providers on basic qualifications in order to be listed in the program’s Directory
- Support lead applicants in identifying providers suitable for their communities in an informed and timely fashion
Clean Mobility Provider Directory (continued)

- The Directory is an informational resource for lead applicants; **not** an exclusive listing of eligible mobility services and product providers.
- The Directory **does not** constitute endorsement or recommendation for the mobility providers listed on it.
- Providers not listed in the Directory are eligible to partner with lead applicants.
Clean Mobility Provider Directory

- Clean Mobility Providers Directory 1.0
  - 19 providers responded to RFI
    - 17 listed in Directory
    - 16 as of July 2020
  - Single category “Mobility Providers”
  - 1st issue February 2020; Updated July 2020
Mobility Provider Directory 2.0
Important Dates

- RFI Issued: Monday November 9, 2020
- Webinar for potential RFI respondents: December 2, 2020
- Submission of RFI Responses: Friday December 11, 2020 by 5:00pm PT
- Mobility Provider Directory 2.0 Publication: March 2021
Clean Mobility Provider Directory 2.0 RFI Walk-through
Mobility Provider Minimum Requirements

- Registered to conduct business in California
- In good standing with the California Secretary of State
- At least one year of demonstrated direct experience providing services in the category applying to in Directory 2.0:
  - Mobility Services
  - Software
  - Vehicles
  - Infrastructure
## Directory 2.0: Changes

<table>
<thead>
<tr>
<th>Mobility Operators</th>
<th>Vehicle Suppliers</th>
<th>Software Providers</th>
<th>Infrastructure Suppliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carsharing</td>
<td>Electric vehicles</td>
<td>Software for payment systems or multi-modal payment platforms</td>
<td>Electric Vehicle Service Equipment</td>
</tr>
<tr>
<td>Bikeshare/Scooter-share</td>
<td>Neighborhood electric vehicle (NEV)</td>
<td>Reservation and on-demand ride platforms</td>
<td>Hydrogen Fueling Stations</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>Plug-in hybrid (PHEV) technology for vehicle models with 6-seat capacity or above</td>
<td>Trip planning platforms</td>
<td>Solar Photovoltaic (PV) Equipment</td>
</tr>
<tr>
<td>Innovative Transit Services</td>
<td>Light-duty passenger vehicles, Medium-duty vans and shuttle buses</td>
<td>Mobility-as-a-Service (MaaS) platforms</td>
<td>Bicycle, electric bicycle, and scooter infrastructure and safety improvements</td>
</tr>
<tr>
<td>Ride-on-Demand Services</td>
<td>Bicycles and scooters</td>
<td>Mobility-on-Demand routing and dispatching</td>
<td></td>
</tr>
</tbody>
</table>
RFI Application Walkthrough

Provide the following

● Category(ies) a provider wishes to be listed in
● Name, position, email and phone number of point of contact
● Stand-alone organization's logo file
● Between three and six images describing mobility products and services
● Three References

Respond to the questionnaire

● Screening for Mobility Provider Directory
● Mobility Services and Products: Cost and Revenue Models for each chosen category
● Statements on Sustainability, Equity, and Data Privacy
Providers can be listed in more than one category if their services meet the specific requirements for each category:

- Applicants must demonstrate that each of the mobility services or products they offer are reasonably distinct and offered independently from each other.
- If a provider wishes to be listed in more than one category, they will need to submit separate RFI responses per category.
- Since sections I and III are about the company, the same responses can be used for multiple applications.
- Images and references are specific to each service.
The total length of the response must **not exceed 12 pages**

Responses must include all required materials requested in this RFI

Do not include any information you consider proprietary, classified, confidential, trade secret, or sensitive in your response. A response does not bind or obligate the provider to any agreement of provision or procurement of services referenced.
RFI Application Walkthrough (continued)

- RFI responses due Friday, December 11, 2020 at 5:00PM Pacific Time
  - Submit electronically to: RFI@cleanmobilityoptions.org
- The email **subject line should contain a reference** to the Clean Mobility Options RFI
Any questions, comments, or concerns regarding this RFI may be submitted in writing via email to:

RFI@cleanmobilityoptions.org
Thank you!