

CONSIDER YOUR COSTS

Budget Considerations



BikeVentura staff Zuleima Jimenez collecting a survey response at a free pop-up bike repair in La Colonia, Oxnard

The budget should consider the two primary phases of the project: planning and construction and project operations. The main costs stem from initial start-up requirements, permitting costs, capital equipment, and outreach and marketing during the planning and construction phase. Planning and construction activities will be supported up to one-year post voucher execution.

At the end of the planning and construction period (up to 15 months), the operations launch date needs to occur and the project operation period begins. Once the pilot project launches, operational and maintenance and repair costs become more prevalent.

Considering this, this section summarizes the important components of these two primary phases.

Phase 1: Planning and Construction

Before the launch of a project, costs consist of project start-up planning and upfront capital and construction costs. These are necessary to consider when planning a mobility system that will operate sustainably for many years.

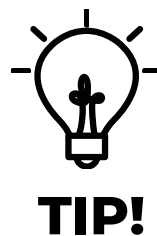
Partnerships formed with experienced providers will help to clarify the actual costs based on the equipment selected.

Administration costs include labor expenses (including total staff time and labor costs) and other administrative costs, including travel expenses, participation in CMO activities such as the Clean Mobility Equity Alliance (CMEA), office supplies, equipment, data collection, IT set up, office space, utilities, and insurance. For the reimbursement period, all projects need to account for voucher administration costs. The voucher costs need to be directly related to the project after the voucher execution date. Voucher funding can be "stacked" or leveraged - and project teams are encouraged to do so with other funding sources to increase the project's scale. The eligible reimbursable voucher administration costs fall under multiple cost categories below.

Planning costs include staff time dedicated to writing the project plan and general project planning, design, project management, initial outreach, and other direct costs. The budget should also consider direct costs such as license fees, permit fees, general supplies. The Eligible Project Costs listed in the [Section D.7 of the Implementation Manual](#) provides an overview of allowable voucher categories. However, to assist in long-term project planning and budgeting undertaken during the planning phase, further suggested topics and questions are below. One activity of the project planning stage is developing a plan to carry out the project's construction, launch, and operations.

Worksheet

A checklist of considerations has been developed to help make note of the type of line items to include in your budget/cost plan. See if there are any line items that you need to add to your budget or discuss with your Mobility Project Team.



Remember that all worksheets can be downloaded from the [CMO Website](#) under Application Resources > Implementation Toolkit.

Office Planning

- Assess if new equipment is needed, such as office furniture, phones, computers, printers.
- Assess the need to install or upgrade the internet connection.

Site Selection

- Refine current and identify future site selection and planning costs.

Permitting

- Determine the cost and lead time to acquire different types of permits needed to site, launch, and operate the project.

Parking

- Do dedicated parking spots for the vehicles need to be acquired? Is there another great way to increase engagement efforts by meeting residents where they are at?
- Is there a need to develop a parking plan and rebalancing strategy per municipal guidelines?

Local Outreach

- Coordinate recruitment costs and efforts with mobility providers to hire workers from the local service area to build local capacity and promote workforce development efforts.
- Plan and coordinate outreach and launch events (include staff time – planning and day of, venue rent, equipment, cleaning supplies, etc.).

Insurance

- Are additional comprehensive insurance coverages needed as the fleet grows or as more users join the program?
- Did you account for general liability, volunteer, cyber, and other insurances needed for you and your team in this program?

Customer Service/User Needs

- Is there budgeted staff time or a dedicated person to address unexpected user needs?
- Plan for staff time to deal with non-user complaints/concerns (i.e., vehicle blocking a driveway or curb ramp).

Fleet Management

- Ensure adequate staffing to run the project.
- Factor in the correct fleet size and fuel costs for rebalancing (dependent on mode).
- Schedule and plan for proper training for drivers.
- Consider costs associated with asset recovery if the shared mobility offerings go outside the service area for an extended period.
- Budget for GPS or other telematics devices to track fleet usage and other key indicators.

- Plan and budget to address crashes or incidents requiring relocation and recovery of assets.
- Consider ongoing costs associated with cleaning and disinfecting vehicles and stations (per CDC guidelines).

ADA Compliance and Staff Training

- What type of accommodations are needed? For example:
 - Hand controls for carshare, carpool, or vanpool vehicles.
 - Wheelchair accessible vehicles.
 - Adaptive bicycles/scooters.
 - Web applications need accessibility options for visually and deaf and hard of hearing persons.
- Is training needed for staff to assist persons with disabilities?
- Costs associated with service animal accommodation.
- For additional guidance on ADA compliance, please reference [FTA **Transportation Services for Individuals with Disabilities**](#) and further explained in the [FTA Shared Mobility FAQ](#) and [Shared Mobility FAQs: Americans with Disabilities Act \(ADA\)](#).

Warehouse Space

- Identify the cost of adequate warehouse space near the service area and tools for operations and maintenance.

Data Management

- Identify costs associated with the acquisition or development of a comprehensive data management system.
 - A comprehensive data management system needs to include secure data storage and other security access features.

- Develop clear expectations of partners and stakeholders about data reporting needs.
- Dedicate staff time for collecting data and other relevant information, as well as time to process the data to report on project performance measures and general effectiveness.

Voucher Administration Cost for Awardees

- Determine the cost of having members of the Mobility Project Team participate in orientations, trainings, recurring meetings, reporting, and workgroups.
- Include an estimated cost for coordinating with the CMO Administrative Team for one-on-one technical assistance.

There are more details on specific cost categories to consider during the planning and construction stage continue in the next subsections.

Phase 1: Planning and Construction Continued

Capital equipment costs occur with the acquisition and purchase of vehicles and associated hardware, charging or fueling equipment, and the associated installation costs. Vehicle purchases and charging/refueling infrastructure and infrastructure improvements are all eligible capital costs for the Mobility Project Voucher. See the [Implementation Manual](#) for eligible costs and the Cost Guidance by Mode section for detailed cost estimates.



Social Good Fund project Regeneration survey team after final day of canvassing for the Community Transportation Watsonville Needs Assessment.

Additional transportation enhancement costs are eligible up to 25% of the total voucher amount requested per project may be dedicated to activities or services directly supportive of, but not essential to, implementing the core project model. These enhancements may include other transportation resources or assets beyond capital equipment purchases that complement the core project model. Transportation enhancements provide additional options to improve accessibility, reliability, convenience, safety, and/or affordability for participants. See [Implementation Manual, Section D.5](#), for details on eligible expenses.

Outreach costs include labor and material costs to encourage community participation, plan launch events, and encourage overall demand for the project. Conducting outreach is an opportunity to build trust and develop community support to cultivate a comfort level for residents to use shared mobility. The CMO program requires each program to provide a minimum of \$25,000 or 10% of the total voucher, whichever is more, with a maximum of 30% of the total voucher program, for outreach.

Outreach to understand accessibility challenges in the community, gauge potential demand for accessibility equipment, and reflect in project design will require special accommodations and targeted outreach to hear from those most affected.

Typical outreach activities include:

- Website design/hosting
- Participation in local community events
- Outreach to local businesses and community organizations
- Press releases or media opportunities
- Mailings to target neighborhood businesses and residents
- Outreach to neighborhood organizations, community groups & local churches
- Partnerships with local area businesses
- Neighborhood events
- Community workshops and carshare orientation events
- Development of equity programs and engagements

The planning stage is also the time to plan for the launch event. This could be a single or series of events that "opens" the service for the community. This plan should consider the costs associated with the launch. One recommendation is to highlight the community's contributions and the project's purpose during the launch event. It is important to get community input on what the launch event will look like and who will "cut the ribbon" on the project to plan the costs associated with such an event. Costs of specific engagement activities will depend on the type of engagement and outreach intended. Planning for an in-person event should consider costs such as venue rent, supplies, AV equipment rental, refreshments, translation costs, participation incentives, personal protective equipment (PPE), and childcare. Note, not all of these costs are eligible for reimbursement (e.g. childcare) but are all necessary costs to

consider when planning an event. Eligible planning costs begin in [Section D.7](#) of the Implementation Manual.

Operations and Maintenance (O&M) costs are not a primary concern during the planning and construction phase. Reimbursable O&M costs for voucher-funded services are allowed once the new service, or expansion of the existing service is actively operating, but not before. This is true for both new and existing services and should be carefully considered before launch of the service.

The official operations launch date is marked by the first day participants start using the service. This date is also important as it is also determining the start date for the remaining 4 years of service necessary to fulfill the voucher agreement. While O&M costs are not a primary concern when actively planning and constructing a project, they need to be based on the design plan's output. O&M costs are the bulk of long-term costs associated with a mobility project and will continue throughout the life of the project. Resources will be required to meet the vehicles' operational demands and to maintain sustainability and service reliability throughout the project duration.

Phase 2: Project Operations

Project operations begin after the operations launch date (the day participants start using the service). At this time, budget priorities shift away from planning intensive activities to focus primarily on operations and maintenance costs. Additional staffing needs shift toward operations management and outreach and costs associated with vehicle operations and maintenance increase.

Operational staffing costs should include budgeted labor for additional staffing for user assistance activities such as customer service, ambassadors, and fleet operations and management, in addition to managerial and administrative costs. As the project progresses, data on the project's performance will become available; staffing should include hours to collect, process, and report on this data. If working with an operator, pay attention to staffing and local hiring and safety compliance protocols included in the Occupational Safety and Health Administration (OSHA) [California State Plan](#).

As in the planning and construction phase, administration costs continue throughout the entire project operations period, with eligible costs reimbursable over the funded period.

Capital equipment and additional transportation enhancements during operations will consist of acquiring and replacing parts/devices for all capital acquisitions due to normal wear and tear, vandalism, and damage due to accidents. Also, as the project progresses, new transportation enhancements may be identified to improve accessibility, reliability, convenience, safety, and/or affordability for participants in addition to those planned for in the planning stages.

Outreach and community engagement activities and the associated costs continue throughout the entirety of the program. Through marketing and outreach, the project team can identify additional considerations for costs such as subsidized memberships based on income or other economic factors into the suite of programs. Training sessions and demonstration events for new and prospective users will likely have higher costs than an outreach campaign handing out materials. Community outreach and engagement activities also often require permits if using public space. Each municipality, transit agency, or private property owner will have different permitting and insurance requirements. Check required permitting needs with each entity.

Ongoing operations and maintenance costs support the operational processes that enable the project to run smoothly and meet the pilot project users' needs. Examples of eligible Operations and Maintenance costs are below.

Labor expenses (including total staff time and labor costs):

- Identify staffing gaps and needs
 - Can staff be reassigned or reorganized to new phases, or is there a need for new hires?

Other direct costs for operating and maintaining the mobility services after the launch of the service:

- Additional insurance coverage
- Price subsidies for the end-user
- Mode-specific safety courses for users
- Warehouse rent
- General costs related to operation and maintenance for motor vehicles micromobility vehicles and infrastructure