

Introduction

Purpose

This document presents key questions and a sample Summary Report outline to help CTNA Awardees comply with their Final Summary Report deliverable, and to ensure MPV applicants answer all required questions in their needs assessment for their MPV application in compliance with CMO program guidelines. This serves as a quick reference document but pulls the related information from the Implementation Manual (IM) to assist CTNA awardees as they prepare their Final Summary Report deliverable and is also intended to support MPV applicants to appropriately document how their proposed project is responsive to community needs.

CTNA Voucher Fulfillment and MPV Application Requirements

For fulfilling the CTNA Voucher Award, the report must be received by the Program Administrator 30 calendar days before Voucher Agreement end date, or 30 calendar days prior to needs assessment completion date, whichever comes first ([Section U.2 of the IM](#)). For fulfilling the MPV application requirements, any needs assessment activities must have been conducted within at least 4 years of the application submittal date ([Section G.1 of the IM](#)).

Keep in mind, however, that the MPV application includes questions that reference your needs assessment. When writing and formatting your needs assessment, consider the MPV application and how else you may want to leverage this document. Some additional ways to leverage your needs assessment include pursuing additional funding opportunities, marketing, public communications, community engagement, policy, community advocacy, and coalition building, business development, and more. Depending on the use-case, the document will look and read differently.

Requirements of a CMO Needs Assessment Summary Report

A Final Summary Report. This refers to a report summarizing findings from the transportation access data analysis and the community engagement events. The report should include how the two elements of the assessment reinforce or contradict one another, what mobility solutions emerged as the highest community priority, considerations for ongoing community engagement, how the results will be reported back to the community and local decision-makers, and more. Reporting back could, for example, include presenting the results to community participants either for one final opportunity for input; concluding the needs assessment process and recognizing all parties who were involved; and/or developing a plan for ongoing engagement through project design and development phases.

Minimum Summary Report Requirements

Per [Section U.2](#) of IM, the Summary Report must include the following items **at a minimum**:

1. Overview of the assessment from inception through the end, including community background, partnerships, summary of data analysis and community engagements, and funding sources. Please see the outline below for more details.
2. The following subsets of data from Appendix F (where applicable) must be reported:
 - a. Section F-2.C User Survey
 - b. Section F-3.C Job Creation
 - c. Section F-3.E Community Engagement and Outreach
3. Best practices and lessons learned.

For a suggested outline for developing a summary report, please see section [U.2 of the IM](#).

CMO Boilerplate Language and Logos

All Summary Reports *funded by a CTNA Voucher* must include the CMO logo, Clean California Investment (CCI) logo, the California Energy Commission logo, and CMO boilerplate language that reads as follows:

“Clean Mobility Options is part of 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 under-served communities, and California Energy Commission’s Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.”

Summary Report Themes

Four Critical Questions

There are four key questions for you to use to write your report through an equity lens.

- How are existing transportation system(s) in the community structured and what options are currently available? Who has access to the current options?
- What is the transportation planning process like in your community? Who is/are the lead entities and who has been traditionally involved or excluded from transportation planning?
- What populations in the community have been traditionally underrepresented?
- What are community perspectives on transportation needs, preferences, and input on potential mobility solutions?

Noting Use of Technical Assistance (TA) - For CTNA Grant Awardees Only

CTNA awardees are able to receive technical assistance (TA) whenever necessary from the program administrator. If you use TA at any point in your project, please include that in your summary report.

Throughout the project period, CTNA awardees will have opportunities to learn together with fellow awardees through the Clean Mobility Equity Alliance (CMEA). This is also a form of TA, and you should mention it in your summary report, especially if it was used to overcome challenges to your project's success.

How to Use Sample Outline and Sample Reports

We structured this needs assessment outline based on [Section U.2](#) of CMO Implementation Manual (IM¹) and needs assessment Summary Reports from the first window of CTNA Awardees. There are three needs assessment referenced in this document:

- [Big Pine Paiute Clean Mobility Needs Assessment](#) - Big Pine Paiute Tribe, 2021
- [La Presa and Spring Valley Community Transportation Needs Assessment](#) - County of San Diego 2022
- [City of Watsonville Clean Mobility Options Community Transportation Needs Assessment](#) - Social Good Fund project Regeneración, 2021

For this summary report outline, we included a cover page, introduction section, methods section, limitations section, results section, and discussion and lessons learned section. Where applicable, we referenced the respective questions the section addresses from the MPV application and included additional questions you should consider when writing a comprehensive needs assessment.

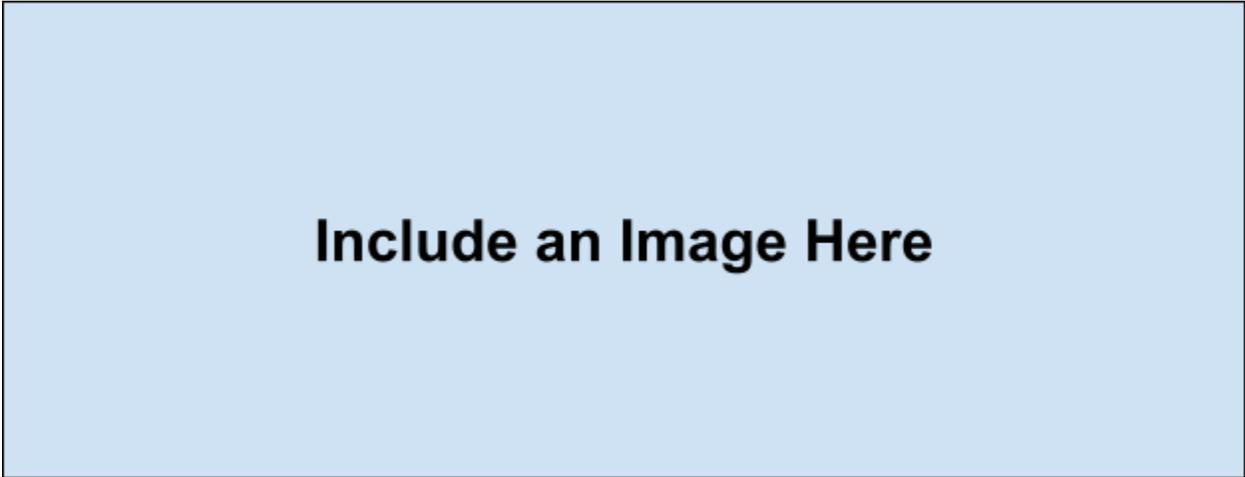
Additional Support

You should include as much information necessary to address all the required questions and demonstrate how any proposed services are supported by residents and address their needs, preferences, and goals. If you require additional support, please contact the Program Administrator Team for [technical assistance](#).

¹Awardees should note that they will be upheld to the guidelines of the IM in place at the time of application submission. The IM may be updated several times per year to accommodate operational process changes and thus change eligibility requirements. The IM at the time of CTNA Application submission was dated June 27, 2022.

Needs Assessment Sample Outline

CTNA Report Cover Page



Clean Mobility Options Voucher Pilot Program (CMO)

[Organization] - [Project Area] Community Transportation Needs Assessment

[Date, Year] of Submission

Prepared by: [Organization]



Table of Contents

The Table of Contents (outline) below is robust enough to help you develop your needs assessment report in compliance with CMO Program Guidelines and requirements.

Acknowledgements

Executive Summary

Introduction

- Project Background
- Project Team
- Project Area
- Community Transportation Needs Assessment
- Purpose of Report

Methods

- Timeline
- Designating Engagement Teams
- Engagement Team Recruitment
- Survey Development
- Survey Distribution and Collection
- Focus Groups
- Data Entry
- Data Cleaning
- Data Analysis

Results

- Demographics
- Current Transportation Behavior and Preferred Transportation Benefits
- Familiarity with New Shared Mobility Options and Interest in Modes
- Banking, Debit/Credit Card Access and Phone Technology

Limitations

- Time Restraints
- Limited Access to Data
- Limited Available Studies
- Cultural Bias

Discussion and Lessons Learned

- Key Findings from Needs Assessment Results
- Personnel and Non-Personnel Costs
- Lessons Learned from the Needs Assessment Process

Next Steps

- MPV Application
- Ongoing Community Engagement
- Coordinating with Additional Advocacy

Acknowledgements

Use this section to thank or acknowledge any stakeholders for their contributions to the project. Also use this space to include the CMO boilerplate language that reads as follows:

“Clean Mobility Options is part of 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 under-served communities, and California Energy Commission’s Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.”

Example: [See Social Good Fund’s Report](#) (pg 2)

Executive Summary

Provide a snapshot of your needs assessment methodology, results, lessons learned, and overall takeaways. An Executive Summary is thorough yet succinct and typically no more than three pages in length.

Example: [See Social Good Fund’s Report](#) (pg 3)

Introduction

Project Background

The Project Background explains what the needs assessment is, the project area to some degree, and contextualizes the project so the reader knows what to expect from this report.

Key Questions

- Who did what?
- Why did you decide to pursue a needs assessment?
- What were some of the project goals?

Example: [See Social Good Fund’s Report](#) (pg 6)

Project Team

The Project Team section explains who was involved in the project, distributions of labor, and why said team members were part of the team.

Key Questions

- Who was involved? What are their missions and project vision?
- What did they do?

- Why were they selected?

Example: [See Social Good Fund's Report](#) (pg 7)

Community Transportation Needs Assessments

This section helps the reader understand how the needs assessment is part of a bigger picture. It provides more information about CMO and its type of vouchers, why a needs assessment was conducted, any requirements of the needs assessment, and more.

Key Questions

- What is CMO²?
- How is CMO funded³? And what vouchers does it provide (reimbursement for x,y,z, etc.)?
- What are the three requirements of the Needs Assessment⁴?

Example: [See County of San Diego's Report](#) (pg 2)

Project Area

The purpose of the project area section is to clearly convey to readers where the project area is, the type of built environment, and more. Include images, maps, statistics, and more to best demonstrate your project area to the reader.

Key Questions

- How do you describe the project area?
- Why was this project area selected over others?
- What Census Tracts is the project area in? Do images better represent the information?
- What is the current state of transportation in the area?
- What is the history of the area that has led to transportation inequities?
- What demographic information is relevant to your needs assessment and context for the project?

Example: [See Big Pine Paiute's Report](#) (pg 6)

Purpose of the Report

The purpose of the report is similar to discussing the needs assessment, but discusses why a certain project service may have been selected as part of the program.

Key Questions

- What will you discuss? How else may this report be used?
- What should readers of the report understand?

² See the CMO website for more information. <https://www.cleanmobilityoptions.org/about/>.

³ See the CMO website for more information. <https://www.cleanmobilityoptions.org/about/>.

⁴ See [Section O.1-O.3](#) of the IM. Note that you will be upheld to the IM at the time of application submission. The IM for CTNA Awardees was dated June 27, 2022.

- What should be expected?

Example: [See County of San Diego's Report](#) (pg 1)

Methods

Timeline

The purpose of the timeline is to convey when you conducted certain needs assessment elements.

Key Questions

- When did you plan and start the transportation access data analysis?
- When did you plan and conduct community engagement?
- How do you sequence your approach to the assessment?

Example: [See County of San Diego's Report](#) (pg 4)

Transportation Access Data Analysis - Selecting Indicators

This section explains why you selected certain data sources to reflect community-identified needs.

Key Questions

- Which data sources and indicators did you use and why?
- How were the selected indicators chosen (i.e., who chose or what public process helped select them)?
- What resources did you use to collect data, including but not limited to program TA, etc.?

Example: [See County of San Diego's Report](#) (pg 7)

Transportation Access Data Analysis - Resident Survey Development

This section explains the process for developing the resident survey.

Key Questions

- How did you develop your resident survey?
- Who helped develop it? Resident groups, TA, etc.?
- Why did you select certain questions for the resident survey?
- Did you alter the survey for different approaches? Did you offer it in different languages?
- How did you administer the resident survey/collect responses, and why did you select those options?
- Were there different iterations of the survey?

Example: [See Social Good Fund's Report](#) (pg 18)

Transportation Access Data Analysis - Data Collection and Survey Deployment

This section explains how you actually performed the work. When thinking of this section, think about the sequence of your narrative -- why did you start with those indicators and what was your plan for collecting information.

Key Questions

Data Collection

- For indicators, how did you actually collect the data? Did you use existing TA resources such as the Data Collection Guide or Survey Guide?
- For collecting your Data indicators, did you use one-on-one TA, or did you use something you learned in a CMEA meeting, or from another awardee?
- How long did you collect responses for? Was it an iterative process? Which is to say, did one data set lead you to choose another?

Survey Deployment

- For the survey, how and where did you collect the survey responses?
- Did you set out to get a certain number of responses? What was your response rate?
- Did you provide incentives? How did you distribute incentives? Did you have a process to ensure incentives were widely distributed, and more?
- How did incentives affect participation? Or a lack of incentives?
- Did you administer the surveys in different languages, etc.?

Example: [See Social Good Fund's Report](#) (pg 13)

Community Engagement Rationale

This section discusses how and why you chose to carry out certain community engagement events.

Key Questions

- How and why did you select your community engagement events?
- How far in advance did you plan for these events?
- What approaches did you use to maximize participation, inclusiveness, and awareness of the events?
- How did you reach out to hard-to-reach residents?
- How did you involve residents in the decision-making process?
- Were certain events catered to specific populations or areas?
- Did you translate at certain events? How did you determine the need to offer translation? Were there challenges to providing translation?
- What was the purpose of this event? And why this event/activity over other options?
- Did you develop new partnerships for these events?
- How did you plan for transparent, clear, representative, and transparent feedback?
- How did you create systems to ensure input was received?

Example: [See County of San Diego's Report](#) (pg 14)

Community Engagement - Activity 1

This section discusses how you actually carried out your community engagement event. In other words, give us a step-by-step on how you collected information during the event, how you created it, and more. Include pictures, slides from presentations, screenshots, and other visuals to enhance your summary.

Key Questions

- What kind of event did you hold?
- When and where was it held, and how long was the event?
- Who facilitated the events and how? Did you use Zoom, etc? What actually happened?
- What information did you share? Was there guided discussion, a list of questions, or did you allow for free flow conversation (**make sure to attach your presentation materials as an Appendix**).
- Who did you invite and why? How did you encourage anyone interested in attending to attend?
- How many participants attended and who were they? Were they younger, older, male, female, other, etc.?
- How were participants allowed to participate? Did participants receive incentives for participation?
- How did you ensure accessibility such that all residents interested could participate?
- How did you ensure transparency -- who took notes, collected notes, did you record session?
- How did you convey that you'll follow-up and maintain engagement?
- Which type of events were community members most responsive to in terms of attendance and feedback?
- Any other insights?

Example: [See Big Pine Paiute's Report](#) (pg 17)

Community Engagement - Activity 2

This section discusses how you actually carried out your community engagement event. In other words, give us a step-by-step on how you collected information during the event, how you created it, and more. You may answer the same questions or discuss the same items as the first community engagement event. But do note if your approach changed because of anything you learned from the first engagement event.

Data Entry

This section explains what you did with the data, survey responses, community engagement feedback, and comments you collected and prepared them for any needed data analysis.

Key Questions

- Where did you store all the comments and feedback? How did you store this data? Did you

evaluate any themes in advance?

- Who stored the data?
- Was any special software or processes used?
- Was translation necessary for any of the data sources or responses?
- Describe in detail the methodology used.

Example: [See Social Good Fund's Report](#) (pg 18)

Data Cleaning

This section explains how you made sure that all responses, feedback, and comments were legitimate and in accordance with the needs assessment process.

Key Questions

- How did you make sure all resident survey responses were legitimate? What was the process for verifying data integrity? Did you go response by response as they came in, or did you wait for a specific time?
- Who did this work? Did you use TA? Or was it organization specific?
- Did you remove any duplicate survey responses? How many did you remove and why? How did you identify themes from engagement? Or what was the count for themes that you identified?
- Did you control for a specific population, like making sure it was age 16 and older etc.?
- Were there any themes that you felt didn't apply to the engagement you conducted?
- Why did you follow processes to the questions above?
- How did you verify and validate that after you cleaned the data, you got responses that you ultimately needed?

Example: [See Social Good Fund's Report](#) (pg 19)

Data Analysis

This section explains how to actually analyze and evaluate data to identify themes from the indicators, resident survey, and community engagement events.

Key Questions

- How did you analyze it? Did you use a specific software, platform, TA, etc.? When and where was it analyzed? iteratively or sequentially?
- Who analyzed all the data and why?
- Did you enter all data into a specific software and then classify it as such?
- When and where did you do this? Iteratively or sequentially?
- Describe in detail the methodology used

Example: [See Big Pine Paiute's Summary Report](#) (pg 28)

Results

Demographics

This section is all about your resident survey respondents. Tell us who they are, why this information is important, and more. You can present the results for each question from your resident survey as graphics.

Key Questions

- Did you collect demographic data? What is the race, gender, age, and other demographic distributions? Why is this important?
- What are the overall income levels, education, work status, and more?

Example: [See Social Good Fund’s Report](#) (pg 22)

Current Transportation Access, Behavior, and Preferred Transportation Benefits

This section explains how residents in your community travel, their preferences, and more. Again, feel free to include graphs that show the results for questions in your survey.

Key Questions

- What facets of transportation equity does the community prioritize – access, affordability, safety, reliability, etc.?
- What do these words mean to residents? What is their definition of safety, access, etc?
- What are the factors limiting access to certain modes, including shared-mobility options?
- Is it easy for people to travel to key destinations? How do residents currently travel and what limits access to the key destinations, etc.? Were these responses validated during engagement?
- What is the mode distribution and preferred existing vs. new methods? Willingness to pay? How many vehicles per household? Public transit ridership rates in the area?
- What transportation improvements would residents like to see to existing modes?
- Do certain populations travel differently?

Example: [See Social Good Fund’s Report](#) (pg 22)

Familiarity with New Shared Mobility Options and Interest in Modes

This section explains what types of mobility options residents are interested in. Again, feel free to include graphs results per each question from your survey backed by any community engagement feedback.

Key Questions

- What modes do people want to know more about?
- Did you provide zero-emission technology education to residents? If so, how?
- Ability to drive, etc.?

Example: [See Social Good Fund’s Report](#) (pg 23)

Banking, Debit/Credit Card Access and Phone Technology

This section explains any technology access that may impact a project service.

Key Questions

- Do residents have access to technology (e.g., cellphones, reliable internet, computers)? Who does not?
- What payment methods do residents have access to/prefer?
- What technology is required to use mobility now in the project area?
- How would this impact delivery of any potential services, and how can services be adapted?

Limitations

This section discusses how external events or circumstances may have influenced the outcomes of your needs assessment. Acknowledging limitations demonstrates your needs assessment did the best it possibly could with the current circumstances. Further, it shows how future work could be improved if we account for these challenges.

What were some factors that limited your project?

Example: Some examples of limitations include

- **Time restraints:** there was not enough time to conduct engagement due to COVID, so things had to be rushed.
- **Limited Access to Data:** not every resident in your community wanted to be engaged and not every data point was available, making it unclear whether this is supported by the entire community.
- **Limited Available Studies:** For some areas, this assessment was the first of its kind, meaning there was no precedent to adequately conduct the work. This could be a limitation because you created something completely new.
- **Cultural Bias:** Some residents may view clan mobility differently and this may have impacted the way we discussed projects. It's important to recognize that not every approach works in every area, and future projects will better address this situation in a more robust fashion.

Example: [See County of San Diego's Report](#) (pg 27)

Discussion & Solutions

Key Findings from Needs Assessment Results

This describes key findings from the needs assessment that necessitate further creative thinking to develop meaningful clean transportation and mobility solutions (e.g., unbanked populations or those lacking a driver's license).

Key Questions

- What are the underlying causes of mobility gaps and challenges in the project area?
- What factors could contribute to successful transportation options in the project area?
- What actions could be taken to enhance clean mobility in the community? How did you identify and prioritize these actions?
- Are community members supportive of solutions that are eligible project models for Clean Mobility Options Project Voucher funding?
- Are there any “quick start” actions (i.e., small, simple, inexpensive projects like installing a bicycle rack, etc.) that could be implemented to immediately improve the quality of the built environment for transportation in a community?

Example: [See Social Good Fund’s Report](#) (pg 45)

Lessons Learned from the Needs Assessment Process

This section describes lessons learned from the Needs Assessment Process

Key Questions

- What did you learn from this experience?
- How could lessons learned be applied to other projects or programs in your area?
- How could this needs assessment be improved in the future?

Example: [See County of San Diego’s Report](#) (pg 27)

Next Steps

This section explains any next steps for needs assessment.

Key Questions

- Are any additional assessments and measurements needed to better understand some of the issues raised in the assessment?
- Are there any entities with whom this information could be shared to help promote better land use and transportation planning needs (i.e., local planners, elected officials), and explain how this information will be provided to them? How do findings align with existing planning efforts by the local jurisdiction with land use implications for transportation?
- Could the findings from this engagement be used to apply for other grants or leverage other funding sources?
- How will you monitor progress in increasing access to clean transportation and mobility options will be monitored over time.?
- What is your plan for ongoing communication and engagement with community members and key decision-makers in the community?
- Will you pursue an MPV application?

Example: [See Social Good Fund’s Report](#) (pg 49)

Clean Mobility Options Project Operation and Design (Optional and If Applicable)

This section describes any project design for MPV Application.

Key Questions

- What are some opportunities for continued community engagement to prioritize or choose specific clean mobility solutions?
- What are some potential sites/general locations for shared mobility stations, mobility hubs, chargers, etc.?
- Who could be some key project partners? What more is needed to support project partner identification and building?
- How feasible are different types of infrastructure?
- What could a one-million-dollar budget support? What are some possible funding sources in addition to CMO vouchers?

Example: [See County of San Diego's Report](#) (pg 25)