

Clean Mobility Options (CMO) Mobility Provider Roundtable

January 25, 2023

CMO Presenters







Sarah HuangCMO Program Administrator



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Program Administrative Team



















What type of organization are you representing today?

- a) Government Agency
- b) Transit Agency
- c) Tribal Government
- d) Nonprofit
- e) Community-Based Organization
- f) Other

Agenda



- CMO Program Overview
- Clean Mobility Provider Directory Overview
- Considering Mobility Partnerships and Budget
- Mobility Provider Introductory Presentations
- Networking and Partnership Breakout Rooms



CMO Program Overview

This section provides an overview of the program background, goals, and outcomes.





Clean Mobility Options Program

A statewide public program that empowers underresourced communities across California to identify and overcome mobility obstacles with funding for community needs assessments and clean, shared, zero emission transportation projects.

CMO Program Goals



- Increase zero-emission mobility choices for all Californians, including disadvantaged communities, low-income communities, and Tribes.
- Fund community-driven mobility solutions by centering the residents' primary needs.
- Improve access to clean mobility options that are safe, reliable, convenient, and affordable to communities throughout California.
- Reduce greenhouse gases and criteria pollutants.

Technical Assistance Support



One-on-One Support Available to All Prospective Applicants:

Access Assistance:

- Email
- Phone calls
- Online form
- CMO office hours
- Information Sessions

Get help with:

- Understanding eligibility
- Budget advice
- Project design
- Developing partnerships
- Trainings

Assistance is NOT:

- Filling out application
- Writing budget

Technical Assistance Support cont'd



Technical assistance can be accessed through:

- Completing the online form at <u>cleanmobilityoptions.org/help/</u>
- Calling into CMO Hotline 626-744-5670
- Scheduling a CMO Information Session for virtual or in-person one-on-one assistance: info@cleanmobilityoptions.org
- Attending a CMO Thursday Office Hours: 12 pm-1 pm PT weekly- ZOOM

CMO Webinar Series for Mobility Provider Voucher (MPV) Applicants



- MPV Application Phase 1- Walkthrough
 - o Dec 15, 2022, from 11 am-12:30 pm PT
- MPV Application Phase 1- Walkthrough for Tribal Governments
 - Dec 16, 2022, from 11 am-12:30 pm PT
- Setting Program Expectations for MPV Applicants
 - o Jan 18, 2023, from 11 am-12 pm PT
- CMO Mobility Provider Roundtable
 - o Jan 25, 2023, from 11 am-12:30 pm PT
- MPV Application Phase 2 Walkthrough
 - Feb 15, 2023, from 11 am-12 pm PT
- MPV Application Phase 2 Walkthrough for Tribal Governments
 - o Feb 16, 2023, from 11 am-12 pm PT

www.cleanmobilityoptions.org/events/



Clean Mobility Provider Directory Overview

This section provides an overview of the CMO Clean Mobility Provider Directory.

Poll #2:



Do you have mobility provider partner(s) in mind?

- a) Yes, already partnered and ready to go
- b) Almost, currently discussing with a potential provider
- c) Looking, using the directory to connect with providers
- d) Not yet, defining the project and have not contacted a provider

What is the Clean Mobility Provider Directory?



- A resource to help applicants with project development and mobility provider partnership.
- Supports Lead Applicants and Awardees in identifying operators and other applicable services suitable for their communities.
- Allows Applicants and awardees the ability to identify an experienced operator in a streamlined manner from the directory.
- Allows effective communication and information sharing about offerings from interested operators and service providers.

Mobility Provider Directory Minimum Requirements



(1) Registered to conduct business in California



(2) In good standing with the California Secretary of State



At least one year of demonstrated experience providing mobility services corresponding to their mobility provider category

What types of organizations are in the CMO Mobility Directory?



The Mobility Directory is organized into four types of services and products offered to mobility projects:

- Mobility Operators
- Software Providers
- Vehicle Suppliers
- Infrastructure Suppliers



Mobility Operators



Mobility Operators lead the development and implementation for operating a mobility service, back-end systems such as user databases and payment platforms with front-facing activities such as vehicle fleet maintenance and day-to-day service provision.

Eligible project models and services include:

- Carsharing
- Bikeshare or scooter-share
- Carpooling and vanpooling
- Microtransit (Innovative transit)
- Fixed route transit
- Ride-on-demand



Software Providers



Software Providers are entities that supply and maintain software applications in support of mobility services.

Examples include, but are not limited to:

- Software for payment systems
- Mobility platforms (independent of a mobility provider full-service system)
- Analytical systems that allow for evaluation and system organization
- Reservation and on-demand ride platforms
- Trip planning platforms
- Multi-modal payment platforms
- Mobility-on-Demand routing and dispatching
- Mobility-as-a-Service (MaaS) platforms

Vehicle Suppliers



Vehicle Suppliers are entities manufacturing, selling, or supplying vehicles, bicycles, and electric bikes and other similar devices directly to the buyer.

CMO-eligible vehicle technologies and classes include:

- Electric vehicles
- Neighborhood electric vehicle (NEV)
- Plug-in hybrid (PHEV) technology for vehicle models with 6-seat capacity or above
- Light-duty passenger vehicles
- Medium-duty vans and shuttle buses
- Bicycles and scooters

Infrastructure Suppliers



Infrastructure Suppliers are entities that sell, install, and maintain CMOeligible infrastructure for vehicle charging or fueling, vehicle and equipment storage, right-of-way improvements and other safety equipment.

CMO-eligible infrastructure, include but are not limited to:

- Electric Vehicle Service Equipment
- Hydrogen Fueling Stations
- Solar Photovoltaic (PV) Equipment (qualified under 'Go Solar California')
- Bicycle, electric bicycle, and scooter infrastructure and safety improvements

CMO Experienced Partner Requirement



Each MPV team must include an organization/partner with at least one year of experience operating mobility services.

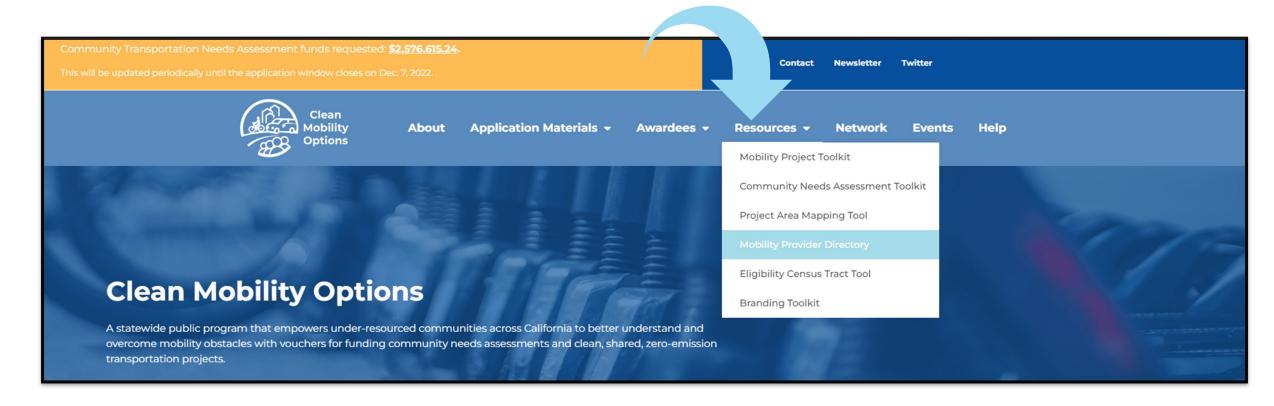
The "experienced partner" may be:

- A mobility operator- an entity that operates the proposed service.
- Project technical advisor.



Where to find the Clean Mobility Provider Directory:

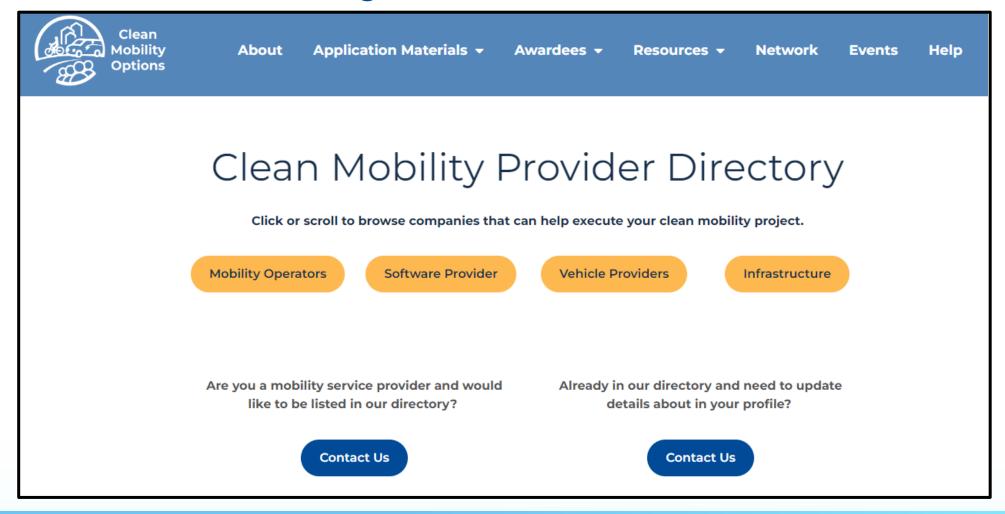




Mobility Provider Directory link- https://cleanmobilityoptions.org/mobility-provider-directory-2-2022/

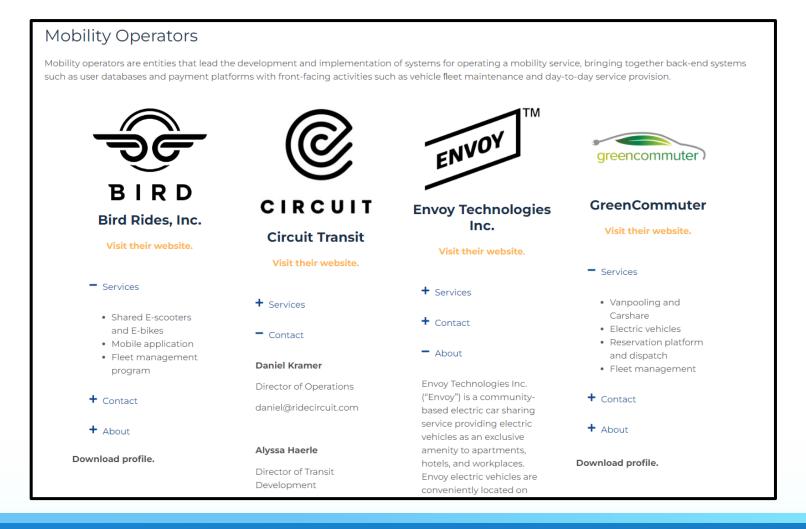
Where to find the Clean Mobility Provider Directory cont'd:





Where to find the Clean Mobility Provider Directory cont'd:





Clean Mobility Provider Directory





























Routematch



It's how we roll.



Questions?



REMINDER

Prior to asking questions, please state:

- Full name
- Organization





Considering Mobility Partnerships and Budget

This section provides an overview of project design considerations for partnering with mobility providers.

Poll #3:



What type of mobility service model are you looking for?

- a) Carsharing
- b) Bike/scooter-sharing
- c) Carpooling/vanpooling
- d) Microtransit services (or innovative transit service)
- e) Ride-on-demand service
- f) Fixed-route transit service

Questions to Consider:



- What types of mobility services best address your community's mobility needs?
- Do you have 1+ years of experience operating your proposed service model?
- What are your priorities in finding a mobility service provider?
- What providers serve your area or are willing to serve your area?
- What type of support will you need?
- What aspects of the project do you want to lead?

Mobility Provider Partnership Considerations



Affordability

Reliability





A shared mobility fleet

• Platforms and vehicles accessible and safe for all types of users.

Mobility Provider Partnership Considerations cont'd



- Payment solutions for underbanked/unbanked
 - Serving residents without mobile devices
 - o Serving those without the ability to drive (e.g., no driver's license)

• Experience working with underserved communities

Experience with outreach and marketing in underserved communities

Mobility Service Offering



- Vehicle procurement
- Vehicle telematics and other hardware
- Payment platforms
- Reservation/dispatch systems
- Routing technology
- Fleet management
 - o Maintenance, insurance, etc.
- Service operations/staffing

- Electric vehicle supply equipment:
 - Procurement
 - Installation
 - Operations
- Bicycle/scooter parking or charging equipment:
 - Procurement
 - Installation
 - Operations

Partnership Approaches, Business Models and Contracting



Business-to-Government (B2G):

- Public access to service provided through a local public agency.
- Often priced through a fee-for-service contract to fund transit operations.

Partnership Approaches, Business Models and Contracting cont'd



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.

Additional Partnership and Community-Based Approaches



Project Technical Advisor:

- Partner with an experienced mobility provider to act as a technical advisor.
- Learn from their expertise and have greater ownership and management of operations.

Project Lead or Local CBO Operated:

- Transit agencies with experience operating the proposed services can serve as the experienced mobility provider.
- Local CBO can help operate and implement services while serving as the technical advisor.

Financial Sustainability



Core Funding and Revenue:

- Voucher funding from CMO
- Partner cost-sharing
 - Resource Contributions
- User fees
- Additional public funding

Additional Sources of Revenue:

- Third-party brand sponsorship
- Advertising on/in vehicles
- Major employers subsidizing commute programs



Disclaimer: The following slides do not necessarily reflect the views and policies of the California Air Resources Board and CMO Team, nor does the mention of trade names or commercial products as a result of being in the Directory constitute endorsement or recommendation for use.



Mobility Provider Introductory Presentations



CIRCUIT



Circuit offers a turn-key solution for on-demand microtransit. Allelectric vehicles with low gross per vehicle hour operating cost.

EXPERIENCE

- Founded 2011; offices in LA, NYC, and South FL.
- Programs in 30+ cities, 200+ vehicles, 350+ employee drivers
- Chula Vista Community Shuttle from CMO MPV Round 1
- Chosen for DC Mobility Innovation District and NYSERDA Electric Mobility Challenge.

REFERENCES

- City of Chula Vista
- Los Angeles Cleantech Incubator
- City of San Diego
- City of New Rochelle

SERVICES

- Rider app
- 100% electric vehicles
- Hiring & mgmt (W2 drivers)
- Software & infrastructure
- Data reports & analysis
- Systems & insurance
- Back-end management
- Revenue share from fare and 3rd party ads (optional)

EQUITY

- Community engagement
- Multilingual app
- Unbanked and non-smartphone access
- ADA accessible vehicles

If you're a senior and need a ride in Chula Vista, this free new service can help



Chula Vista resident Joanie Corey got a first-hand look last week at the city's free on-demand shuttle for seniors. (Tammy Murga / The San Diego Union-Tribune)



Chula Vista Community Shuttle

- Funded through the CMO MPV Round 1
- Free on-demand rides for those 55+
- 6 vehicles (5 electric Kia Niros, 1 ADA accessible electric van)

Goals: Improve mobility options for seniors, provide connections to public transit and key community services, improve health, reduce greenhouse gas emissions, improve air quality, and reduce congestion.

Results: 1,300+ 8 min 4.9

Monthly Rides Avg Wait Time Avg Rider Rating



Vehicle Agnostic to Fit Your Needs











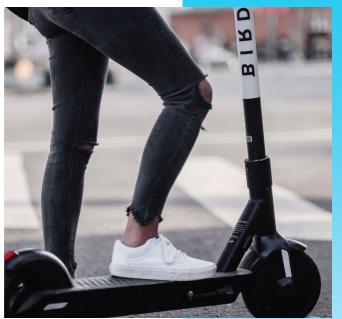
Bird's Story

Founded in 2017, Bird saw instant success as a pioneer in the space.

Today....

5 Continents. 25 Countries.450 Cities. 150M+ Rides.

Most-trusted micromobility provider in the country.







Our evolution as mobility pioneer





Local Run Operations

Our Fleet Managers are local small businesses or organizations responsible for managing a fleet including charging, repairs, and various performance tasks.

Local Touch:

- Deep community ties, and local knowledge
- Fast issue resolution
- Economic Opportunity
- Aligned incentives

Back by the Industry Leader:

- World-class technology & compliance tools
- Operational know-how
- Industry's Safest Vehicles



Being a fleet manager has enabled me to take care of my family, and provide employment opportunities in a time where we all need help.

- Chris, Atlanta, GA.







EFOV is an international Mobi-tech™ holding company bringing electric micromoblity solutions as a single point of deployment for Hardware (vehicles), Mobility as a Service (operations), Technology (software), and Power (infrastructure). Our company takes a holistic approach across our brands to achieve alternative transportation goals while building communities through our operators and community partners. We believe transportation is a promising way to effect climate change globally.

EFOV is committed to building a sustainable and equitable future by providing electric vehicles to communities that empower residents and visitors to enjoy and explore their surroundings outside of a single occupied vehicle. By offering a variety of options (shared system, bike library or subscription service), we work with our partners to structure affordable systems that become a part of the fabric of our communities.



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Deployment Models

Dockless Shared Use Hub Based Community Deployments Subscription Employment Transport

eBike Libraries Paired with Buyer Incentives

Neighborhood Electric Vehicles (Shared/Ondemand/Ownership

Asset Types



Tech Enabled



















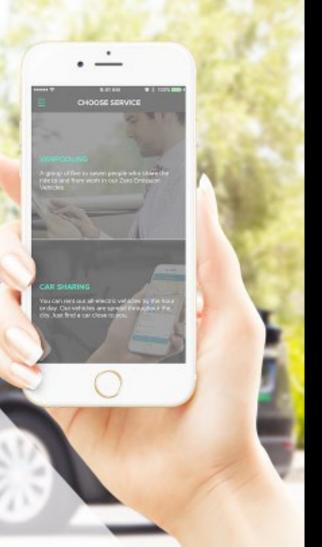




MOBILITY & COMMUTING

SAVING

MONEY + TIME + PLANET



focused on improving air quality and reducing emissions

100% zero emissions vanpool, car share, on-

greencommuter It's how we roll.

100% zero emissions vanpool, car share, ondemand microtransit, shuttle, and fleet management provider

Minority-woman-owned benefit corporation

We deploy electric vehicles, medium duty and below, in traditionally disadvantaged communities where electric vehicles provide direct public health and environmental benefits



RIDECO

Who is RideCo?

Industry-leading on-demand and paratransit solutions.

Mission: RideCo partners with public and community transportation agencies to provide innovative, sustainable technology that enables inclusive, equitable, and spontaneous personal mobility

Main US Office: Los Angeles, CA

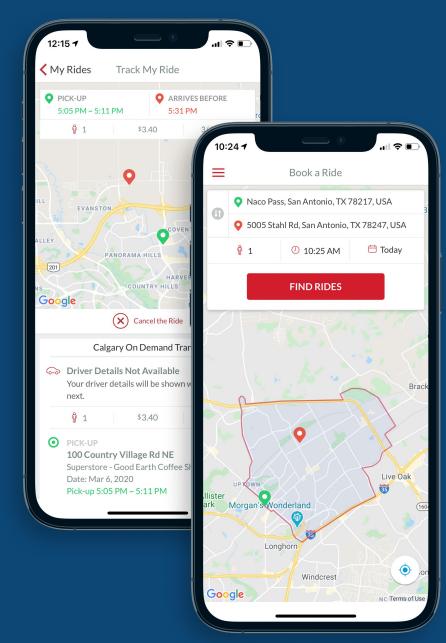
Headquarters: Waterloo, ON

Employees: 100+

Partners: 65+ public transportation agencies across

North America

Focus: Direct Software, Fleet Partners/Transit Management Companies, Technology Enablers





On-Demand/Paratransit Software & Solutions



Fixed Route Replacement



Mixed Density



Mixed density
FMLM | Under Served



Paratransit | Rural





Mixed density



Commingling | Faring
Differentiation | Multi-Zone



Low density | Rural



Employee Commuting



Paratransit



Low-Density



Low-Density



Low-Density

Built to solve transit pain points





FIRST-LAST-MILE



UNDERPERFORMING BUS ROUTES



PARATRANSIT & NEMT



EMPLOYEE COMMUTING



LONG-DISTANCE COMMUTING



Via provides everything you need to deliver an efficient microtransit service.



Service design + community engagement



Vehicle sourcing



Service operations



Driver acquisition + onboarding



Dispatch + customer service



Configured rider app, web portal, driver app



Unmatched access to data and analytics



Proprietary & Confidential.



CMO Awardee: Richmond and Via

4.8

out of 5 average rider rating

33%

increase in riders per month since launch

9 min

average wait time

Problem

Increasing traffic congestion, few alternatives to single-occupancy vehicle travel, and inefficient first-and-last-mile connections to regional fixed route transit

Solution

Launched "Richmond Moves" on-demand service in April 2022 with a fleet of three PHEVs, funded by the Clean Mobility Options Voucher Pilot Program servicing connections to BART, Amtrak, and the San Francisco Bay Ferry



How Via can help you secure a CMO grant:

- Conduct a needs assessment
- Leverage Via's simulation tools to create a service design
- Help plan EV infrastructure
- **Build a financial plan**
- Help you apply





LABYRINTHSmart



Clean Mobility Options Voucher Pilot Program (CMO) Labyrinth Smart Mobility (LSM)

Community Mobility Program

Healthy Food



LSM provides a *Horizontal Elevator™ to ease travel through the zones without concern of ability to pay for the service but instead built into the infrastructure as an equitable amenity.

Driving Access to Community Resources

Healthcare and vaccine:



City Services



Parking and mobility



PublicTransportation



Employment



Entertainment



How it works



This on-demand service is free and will pick anyone up within a zone and take them directly where they want to go in an electric shuttle with an ambassador driver.

LSM provides safe, scalable, sustainable, and equitable electric mobility solutions married with technology.



- Complete Turn-Key System: Vehicles, Drivers, Insurance, Technology and Management.
- Data is collected and shared based on needs of the community, (e.g. time, demographics, origin, destination, purpose, etc.)

Contact: Mark Minden, EVP Business
Development Labyrinth Smart Mobility
E: M.minden@labyrinth-mobility.com
Cell: 314-719-6812



URBAN MOBILITY INC



(Earlier HYPERCOMMUTE™)

Intelligent and Interactive Tools for Optimizing Mobility

URBAN MOBILITY INC

584 Castro St #2130 San Francisco, CA 94114-2512 support@hypercommute.com















Products & Services





Vanpool





Bike Share



Community **Taxi Service**























Intelligence Gathering

Inteligence Building

Operator Assistance

Service Tuning











Proof of Concept





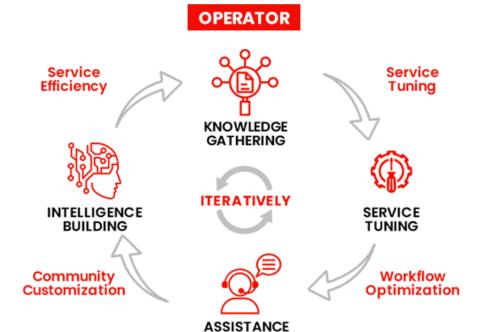




How We Do It









Equity Value & Practices



Easily Adaptable to community needs



Can work with local players



Adjust to the operating constraints

PRACTICES



Hands-on Consultation



Customer Centric Selections



Data Transparency



Customer Support





eMobility as an Amenity™

Exclusive *electric*car-sharing
solution for
apartments, hotels
and workplaces



Turn-Key Mobility Amenity





Full Service Mobile App

Registration, reservation, and vehicle access and control

Fully EV Fleet

Insurance Roadside Assistance Data Platform Car Wash & Maintenance

Building Electrification

Installation of EV chargers for Envoy and privately owned vehicles onsite



Experience Counts.





6 years In Operation



200 Communties



255 Community EVs



100,000+ Bookings



5,400+ Unique Users



2M+ E-Miles Driven



500+ mT

Carbon **Emissions Saved**



\$4M+

ARR



26.5M+

Driving Minutes



Attract and Retain Tenants with Envoy

Envoy provides financial & social value to properties & tenants alike



Rental Property Owners

- ✓ Tenant acquisition & retention: mobility is an amenity tenants want
- ✓ **Measurable effectiveness:** ability to track usage and ROI
- ✓ **Economical:** low cost amenity
- √ Exclusive: residents only
- ✓ Clean: achieves sustainability goals
- ✓ **Beneficial:** development incentives / parking reductions

Tenants

- ✓ **Affordable:** cheaper than owning a car
- √ Flexible: book for minutes or days via the app
- ✓ **Convenient:** vehicles parked on site
- ✓ **Exclusive**: for tenants only
- ✓ **Growth:** ability to be part of the future national network
- ✓ Environmental: lower carbon footprint







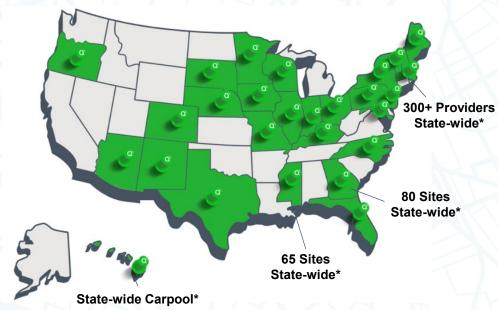


QRyde Software Multiple Models Deployed Nation-Wide

QRyde Cloud

Single Integrated Platform for all your:

- State-wide Demand Response (Over 200 agencies including NH,GA, and MS)
- NEMT Brokerage (MA,ME,MN)
- Carpool / Rideshare (HI)
- Sustainable MicroTransit (MA, SD, NC, PA, OH, IL)
- Mobility as a Service (MaaS)(MI, TX, NJ)
- AARP Ride50 (Nation-wide)
- Veterans Transportation Portal (TX, MA, NC, SD)



QRyde Family

APlus, NY

All Points Transit ,CO

Anne Arundel County Public Schools, MD

Bloomington Public Transportation

Corporation, IN

CICOA Way2Go, IN

City of Carlsbad, NM

Collier County, FL

Dubuque - IA

Dallas Area Rapid Transit, TX

Delaware County Transit Board , DE Easter Seals New Hampshire, NH

EZRide, NJ

Feonix Mobility Rising , NE AARP

Gadabout Transportation, NY

Georgia DOT, GA State-wide

Greater Attleboro /Taunton Regional Transit Authority

(GATRA), MA

Hawaii DOT (Statewide Car-pooling), HI State-wide

Macon County Transit, NC

Medica, MN

Mississippi DOT, MI State-wide

Montachusett Regional Transit Authority, MA

Owen County, KY

Ozaukee & Washington Counties, WI

Penn Highlands Healthcare, PA

Penquis CAP, ME

Prairie Hills Transit, SD

Prescott Valley, AZ

Regional Transit Authority, MA

Regional Transit Authority, MA Region 8 Regional Transit Authority, IA

RTD Denver, CO

St. Clair County Transit District , IL

Transit Authority of North Kentucky, KY Transportation Authority, MA

Over 700 sites and GROWING!







Pedal Movement

Empowering communities through sustainable transportation

Off-Grid Mobility Hub



- Secure Parking
- Electric Bicycle Fleet
- Electric Cargo Bicycle



- Off-Grid Charging & Repair Center
- Public Placemaking & Engagement

Hardware & Software





Operations Framework



- Experience working with underserved communities
- Internal Marketing & Engagement
 Team
- Workforce Development
- First CMO ebike project to launch



*Interline



- → Interline Technologies is a small business founded in 2018 and based in the SF Bay Area (Alameda, CA)
- → Our clients include transit agencies, cities, metropolitan planning organizations, state transportation departments, and private mobility firms across the United States
- → We specialize in "open" solutions
- → More info at www.interline.io

Open-source software

Open data formats:

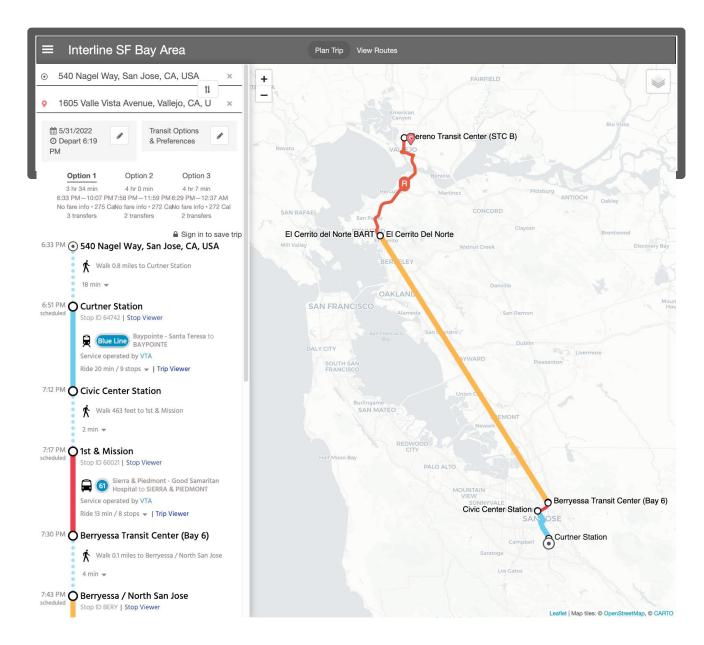
GTFS, GTFS Realtime, GBFS

OpenStreetMap for road, bike, pedestrian networks

Open APIs for use with other vendors, web apps, or mobile apps

Interline trip planner

- → Customized for each client/city/region
- → Always enables travel by:
 - fixed-route transit (with real-time)
 - biking (with low-stress routing)
 - walking
- → Optionally enables travel by:
 - flex/on-demand transit
 - bikeshare
- Don't have data? Our team and partners will help
- → Contact for more info and to create a quote: drew@interline.io





drop

drop End-to-end micromobility partner

Amber Wason
VP Growth & Innovation
amber@dropmobility.com
202-640-9004

www.dropmobility.com



Drop Mobility

Enabling sustainable, local, micromobility for cities & campuses







Networking and Partnership Breakout Rooms

Network and connect one-on-one with Mobility Providers

Breakout Rooms: Rules of the Road



Breakout rooms:

- o Each Clean Mobility Provider has a dedicated breakout room for you to meet.
- o You can switch breakout rooms at any point.

Breakout Rooms: Rules of the Road cont'd Clean Mobility Options

- Please join a Mobility Provider breakout room and feel free to move between breakout rooms to better understand what Mobility Providers can offer your project team.
- Breakout rooms will be open for the full duration of this event.

- For support:
 - Stay in the main room for questions related to CMO program requirements and projects.



redal Movement

Thank You!











