

UNDERSTAND STAFFING POSITIONS

Project Staffing Needs

Most Mobility Project Voucher (MPV) project staffing needs will fall into four main categories:

- (1) project management and administration;
- (2) community outreach, engagement, and marketing;
- (3) site construction, installation, and maintenance;
- (4) mobility service operations.

Some of these staffing needs are necessary throughout the project, while others may only be necessary during a particular phase of the project (e.g., planning, construction, or implementation phase).



CARB voucher recipient, Social Good Fund Project Regeneration, survey team members tabling at Farmers' Market in Watsonville.

Project Management & Administration

An important project need is the overall management and administration of the project. CMO has many moving parts that will require an experienced and knowledgeable individual or team to plan, manage, and oversee overall project implementation and ensure processes, meetings, and tasks are completed on time to meet project goals and objectives.

Project Management & Administration tasks include:

- *Project and team coordination*
- *Project plan development*
- *Project design*
- *Project budgeting and accounting*
- *Vehicle or device acquisition*
- *Permitting and contracting*
- *Job outreach, hiring and training*
- *Program reporting*
- *Technical assistance*
 - *Attendance at CMEA meetings and trainings*

These tasks can be incorporated into a single role or distributed among various members of your team. Project management and administration roles will likely be full-time and long-term due to their importance in ensuring project success.

Community Outreach & Engagement

Community outreach and engagement are important to the planning process and throughout the launch and implementation stage.

Community Outreach & Engagement tasks include:

- *Community outreach and engagement planning*
- *Communications and marketing*
- *Survey implementation*
- *Event planning and coordination*
- *Creation and distribution of outreach materials*
- *Coordination with local CBOs and businesses*
- *Attendance and presentations at community meetings*
- *Translation and interpretation services*
- *Ambassador programs*
- *Training and education*
 - *Training community members on how to use services*
 - *Training volunteers or ambassadors on outreach*

Because tasks that fall under community outreach and engagement cover a range of skills and experience, there is a lot of variability in what kind of hiring is needed. These roles can be full-time, part-time, volunteer, paid through a stipend, short-term, or long-term. It is important to make sure that outreach is conducted by organizations and individuals who reflect the community so the project is for the community and by the community.

For ambassador programs, it is especially important to hire community members who are representative of those who live in the service area and who understand the culture and historical context of the community.

Site Construction & Installation

Site construction and installation is a project task that requires specific skills and technical experience. The exact task can vary depending on the service model and what infrastructure (if any) is needed for the project.

Site Construction & Installation tasks include:

- *Electric vehicle charging station installation*
- *Hydrogen fuel station installation*
- *Solar photovoltaic installation*
- *Wi-fi set-up for hubs*
- *Construction and installation of docking equipment and stations*
- *Telematics installation*
- *Changes to the right-of-way*

Due to the technical skills needed, level of safety required, and requirements from state legislation, certified electricians and contractors are required for solar and EV charging infrastructure installations.

Solar photovoltaic installation requires a contractor holding a C-10, C-46, or B license in good standing with the State of California Contractors State License Board. These are usually contracted positions and are often short-term to meet specific construction and installation needs before service launch.

Starting in 2022, [AB841](#) specifies that all EV charging infrastructure located for customers funded or authorized by state entities be installed by a contractor with the appropriate license classification and have at least one electrician with [Electric Vehicle Infrastructure Training Program \(EVITP\)](#) certification. Additionally, if a state-funded project includes EVSE that supplies 25 kilowatts or more, 25% of the electricians working in the crew must have EVITP certification.

Mobility Service Operations

Mobility service operation tasks support the operational success of the project and improve the overall user experience. In accordance with the [Implementation Manual \(IM\)](#), the project needs to include an “experience partner” with at least 1 year of experience operating mobility services¹. This role may fall within mobility service operations or it may be a project technical assistance advisor role who supports project management and operations staff.

Mobility Service Operations tasks include:

- Fleet operation and management
- Customer service and membership services
- Vehicle repair and maintenance
- Data collection and reporting
- User survey implementation

Depending on the specific service model, this may also include:

- Hiring and training drivers
- Coordination of drivers
- Fleet rebalancing
- Roadside assistance
- Software or application development
- Management of reservation or booking system

The specific needs of each project will vary depending on the chosen service model(s). For example, certain tasks can be full-time, part-time, contract, short-term, or long-term.

See Table 1 on the next page for the types of positions that are recommended for each project area.

¹ See the [Experienced Partner and the Clean Mobility Provider Directory](#) of the Implementation Manual for more information.

Table 1: Types of positions by project stage

See Table 1 below for the types of positions that are recommended for each project area.

	Project Management & Administration	Community Outreach & Engagement	Site Construction & Installation	Mobility Service Operations
Full-time	✓	✓	✓	✓
Part-time	✓	✓	✓	✓
Volunteer		✓		
Contract	✓	✓	✓	✓
Stipend-Paid		✓		✓
Short-Term (<6 months)		✓	✓	✓
Long-Term (>6 months)	✓	✓		✓

Table 2: Potential team positions by project stage

Table 2 below shows potential team positions that could be created.

<p>Project Management & Administration</p> <p>Project Lead / Manager Project Team Coordinator Project Team Planner</p>	<p>Community Outreach & Engagement</p> <p>Marketing / Outreach Manager Outreach Associate Community Ambassadors</p>
<p>Site Construction & Installation</p> <p>Electrician Solar Panel Installation Technician</p>	<p>Mobility Service Operations</p> <p>Launch Manager General / Operations Manager Operations Associate Customer Service Representatives Vehicle Driver</p>

It is recommended to look for local construction/electrician unions that are close to your project area. They will have greater familiarity with municipal requirements and regulations, understand local weather patterns, and other local construction issues. Please see some of the resources listed below to get started on finding a local group or a specific contractor in your region.

1. International Brotherhood of Electrical Workers

a. Electrical Workers Minority Caucus

2. National Electrical Contractors Association - Directories

3. Contractors State License Board

4. Department of Industrial Relations - Certified Electrician and Electrician Trainee List

Need some guidance on setting up contracts? Visit the [CMO Website](#) for the [Finalize Contracts and Procurement Guide](#) and the [Plan the Site Guide](#) for guidance on developing contracts.