

Clean Mobility Options Voucher Pilot Program

Community Transportation Needs Assessments:
Window 1 Evaluation Report

August 2024



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Options



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Goals of the Evaluation

The purpose of this report is to evaluate the Community Transportation Needs Assessments, a voucher program that falls under the Clean Mobility Options program. The evaluation presented here is solely for the 24 Community Transportation Needs Assessments that took place between November 2020 through May 2022 (Window 1). Awardees had nine months to complete assessments that studied their community's transportation system, its gaps, and solutions. They were required to analyze publicly available data on their transportation network and community, conduct a resident survey, and organize community outreach events to familiarize residents with clean transportation modes.

The goals of this CTNA Voucher Window 1 evaluation are to a) report how satisfied awardees were with the program, b) understand the degree to which the voucher process went according to plan for both awardees and the administrator team, c) to what extent the awardees felt the process prepared them to complete the requirements necessary to apply for a Mobility Project Voucher, or other regional projects, and d) challenges and solutions to community engagement

The Shared-Use Mobility Center (SUMC) is the program administrator team's Technical Lead, leading program design, technical assistance and program evaluation. SUMC designed and collected information throughout the implementation period between November 2020 – May 2022 for this evaluation and followed up as needed post-award close-out with awardees. Due to the restrictions on public gatherings and other pandemic impacts, awardees could extend voucher terms up to 3 additional months, with 13 requiring additional time to modify their final reports and 11 completing within the original time frame. This evaluation is based on awardee application materials, their final reports, post-award survey, and additional data collected by the program administrators on the technical assistance they provided.

Program Background

The Clean Mobility Options (CMO) Voucher Pilot program aims to improve clean transportation access and increase zero-emission mobility choices for disadvantaged and low-income communities. CMO 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 disadvantaged communities. It is available throughout California to eligible disadvantaged communities, as well as eligible low-income tribal and affordable-housing communities, to increase access to safe, reliable, convenient, and affordable transportation options.

Eligibility

The initial Implementation Manual for the Clean Mobility Voucher Pilot Program (IM V.1.0) was published on April 8, 2020. This version applied to voucher applications submitted for the 2020 Community Transportation Needs Assessment during June 2020 Voucher application window. The IM also set the program requirements for Window 1 Needs Assessment awards.

Eligible lead applicants for Window 1 funding for Community Transportation Needs Assessments included public agencies, nonprofit organizations that qualified for tax-exempt status, and

California Native American Tribes. Further, the projects had to be located in an eligible project area. Boundaries for the project area had to be located within one of the following geographies:

- SB535 Disadvantaged Communities as defined as census tracts in the top 25% of CalEnviroScreen 3.0 scores.¹
- Affordability housing facilities only when located within AB 1550-designated low-income communities.^{2, 3}
- Tribal lands, only within AB1550 designated low-income communities or SB 535 Disadvantage Communities.

These requirements restricted the geography of awardees as well as specific income and other demographic characteristics.

1 CalEnviroScreen was updated in 2022 to a 4.0 version which can be found here.

2 Affordable housing facilities located in SB 535 communities were automatically eligible.

3 Eligibility criteria was modified in 2022 to include all communities within [AB 1550-designated low-income communities](#), not only certain affordable housing facilities located in AB 1550-designated communities

Program Administrator Structure

The CMO program administrator team was tasked with designing and administering the CMO Program from beginning to end.⁴ The team was tasked with the initial program design, pre-application outreach, technical assistance for voucher applications, voucher processing and reimbursements, project implementation technical assistance, and other administrative functions. The program administrator leads the project on behalf of CARB. Regarding team division of labor, during window 1 CTNA implementation, CALSTART was the prime and administrative lead, SUMC was the co-administrator and technical lead, GRID Alternatives and Local Government Commission acted as subcontractors to support the main tasks of the program.

LEGISLATIVE BACKGROUND AND REQUIREMENTS

The California Air Resources Board (CARB) was directed under SB 350 to study the barriers for low-income and disadvantaged communities to access clean transportation options and recommend increasing access. The final guidance document, [Low-Income Barriers Study, Part B: Overcoming Barriers to Clean Transportation Access for Low-Income Residents](#) produced recommendations to increase access to zero-emission and near-zero emission mobility options, these include a focus on a) the dynamic, localized clean transportation and mobility needs of

low-income residents and disadvantaged communities, including accessibility, reliability, convenience, and safety; b) affordability of zero-emission and near zero-emission vehicles and supporting charging and fueling infrastructure, as well as other mobility options such as public transit; c) increased awareness of clean transportation and mobility options and supporting infrastructure, including outreach, education, and potential funding opportunities; and d) the need for permanent, long-term funding sources. As a result, the CMO program was a community-driven transportation policy: needs assessments and mobility programs were intended to be community-driven and financially, operationally, and environmentally sustainable.

Three additional bills – AB 1532 (Pérez, Chapter 807), Senate Bill (SB) 535 (de León, Chapter 830), and SB 1018 (Budget and Fiscal Review Committee, Chapter 39) signed into law in 2012 by Governor Brown established the Greenhouse Gas Reduction Fund (GGRF). GGRF authorized the state to receive and spend Cap-and-Trade auction proceeds to further the purposes of AB 32 (Nunez, Chapter 488, Statutes of 2006).⁵ These bills also focused on serving eligible tribal areas, low-income communities (as per SB 535 criteria, and [amended](#) under AB 1550), and communities most exposed to environmental hazards as defined by the CalEnviroScreen index (see [here](#) for how the CalEnviroScreen is composed).

⁴ For the time period covered under this evaluation the program administrator team consisted of CALSTART, SUMC, GRID Alternatives, Local Government Commission.

⁵ AB 32 requires California to reduce its GHG emissions to 1990 levels by 2020 – a reduction of approximately 15 percent below emissions expected under a “business as usual” scenario. Pursuant to AB 32, CARB must adopt regulations to achieve the maximum technologically feasible and cost-effective GHG emission reductions.

PROGRAM DEVELOPMENT AND STRUCTURE

The program developed through a grant solicitation process. The awarded proposal was led by co-administrators CALSTART and the Shared-Use Mobility Center (SUMC) in partnership with GRID Alternatives and the Local Government Commission (LGC).⁶ Public workgroups were held throughout 2019 to inform the program design elements, determining applicant eligibility, costs, voucher amounts, and more. The resulting design provided for two voucher types, both of which are ongoing programs.

The first voucher type is the Mobility Project Voucher (MPV), which supports community-driven mobility projects that increase resident access to key destinations by supporting the purchase of infrastructure, zero-emission vehicles and provides support to start-up, operations and maintenance, administrative and marketing costs, along with costs associated with ongoing community engagement. The second voucher type is the Community Transportation Needs Assessment (CTNA), which supports communities in assessing unmet transportation needs and planning community-driven solutions to fill gaps and needs identified through analysis and engagement. Communities eligible for an MPV must complete a needs assessment before applying. Prospective awardees can either complete a needs assessment on their own or with the support of the program through completing a CTNA voucher.

CMO is a first-come first-served program, meaning applications are awarded in the order received rather than scored through a competitive process. A first-come first-served approach intended to fairly distribute resources among eligible applicants who completed the required components of the application. Rather than try to measure and rank or weigh the quality of each application, which may vary based on an applicant's resources or previous application experience, the program administrators sought to distribute them randomly. As such, for Window 1 there was an "opening bell" where potential awardees could begin to submit applications; applications submitted via email were timestamped in the order they were received. Once the application window closed, the application review began in order of the timestamp. The review process consisted of reviewing for completeness and eligibility. Applications deemed ineligible or incomplete were flagged for follow-up by the program administrator. Applicants were allowed to make minor corrections relevant to the Administrator's request. This was done until all funding was exhausted and the final list of awarded applicants presented.

The first window of funding for CMO opened in 2020. \$21.15 million was available in total across both voucher programs. Out of that, \$1.15 million was available to communities seeking voucher support for their needs assessment.

Following the above process, the application window for CTNAs opened at 9:00 am on June 1, 2020. 37 applications were submitted on the first day, with 13 received in the first minute. As a result, 24 applicants were awarded up to \$50,000 vouchers each.

⁶ GRID Alternatives left the program administrator team as of Jan 2021 and the Local Government Commission (LGC) is now known as CivicWell.

All CTNA Window 1 awardees were placed into a single cohort within CMEA and provided access to a team of Technical Assistance providers to help guide them through the program. CMEA is a peer knowledge network, facilitated by the Shared-Use Mobility Center. It is a forum that offers awardees and other mobility providers and policymakers a space to learn from each other's experiences and to advocate for clean and equitable transportation policy. CMEA supports awardees in capacity-building through peer-to-peer networking, creating a community of practice to support CMO awardees throughout the assessment, planning, and implementation stages of zero-emission community-based mobility projects. Through CMEA, the awardees could access training, networking, collaborative problem solving, access to resources, and one-on-one technical support.

Awardees were required to sign a voucher agreement with the CMO program administrator that served as a "promise of payment." Per the agreement, the program administrator issued payments based on an approved budget, when an awardee reached certain project milestones, on a reimbursement basis.

Throughout the program, awardees were required to submit voucher payment requests to the program administrator to redeem the voucher. This process consisted of a payment milestone schedule for invoicing and could be done at least once monthly. Awardees had access to a host of resources the program administrator team provided to help guide them through this process.

In response to awardee feedback the administrator team made changes

to window two. Data that met the requirements for the Transportation Access Data Analysis was expanded for Tribal Governments and rural communities. The overall award amount was increased from \$50,000 to \$100,000 given some of the administrative burdens and the time frame was extended from 9 months to 12 months in response for the need for more time to conduct outreach and education before engaging with the community to distribute surveys.

COMMUNITY TRANSPORTATION NEEDS ASSESSMENT METHODOLOGY

The Community Transportation Needs Assessment awards intended to offer populations traditionally underrepresented in transportation planning decisions the chance to identify mobility preferences, needs and priorities. The methodology comprised of two components:

- 1. *Transportation Access Data Analysis.*** The analysis was intended to identify and improve the understanding of travel behavior and gaps in transportation access in the project area. The analysis needed to include at minimum three publicly available indicators of accessibility, reliability, and affordability for existing transportation patterns and options, and a resident survey about their travel behavior and mobility needs and preferences.

2. Community Engagement to Determine Transportation Gaps, Needs, and Preferences. Awardees were required to conduct meaningful, broad-based community engagement that was representative of the residents of the project area. Awardees were required to conduct at least two community engagement events (such as community forums, workshops, and focus groups) to learn about residents' mobility needs and preferences and to share information about clean mobility options.

Once the analysis and engagement were conducted, awardees were required to prepare a summary report linking the analysis findings to solutions for the community. Awardees could also optionally include project preparations and design to begin to formulate a clean mobility project.

DATA: COLLECTION AND ANALYSIS

The program administrator team collected regular feedback and data from all awardees to assess the program and evaluate the process and impact of the voucher. During the Window 1 CTNA award implementation, data was collected on program services, activities, and policies and procedures to determine whether program activities were being implemented as intended and resulted in specific outputs, what barriers were encountered, and what changes were needed.⁷

⁷ The program administrator put many changes in place dynamically during the study period to be responsive to awardee feedback. Some recommendations and observations reported on in this report have already been implemented.

Desk research was also conducted to gather organizational characteristics to determine project area focus, organization capacity by awardee staff size and sub applicants, organization leadership by race/ethnicity and gender, experience with state funding, and key variables for the awardees (and applicants) as a group. These variables included geographic coverage percent of population (urban, rural)

average walk score, average CalEnviroScreen score, average race, and ethnicity of project areas; household characteristics such as average median income, zero-emission vehicle per household; commuter mode splits; and vulnerable populations.

The awardee project areas and organization characteristics were reviewed for factors of geography, demographics, regional travel behavior, organizational size and makeup, and funding amounts to allow for an understanding of the populations of study participants proposed by awardees in needs assessment communities.

Additionally, data was collected through an exit survey and a community engagement reporting form submitted at the end of each awardee's voucher term. The exit survey captured awardee perceptions and satisfaction with the program's processes, tools, CMEA, and

technical assistance through Likert-style questions and written feedback.⁸ The community engagement form captured engagement events' frequency, type, representation, and purpose. Awardees also submitted a quarterly status report to report progress, delays, and challenges

⁸ A scaling method, measuring either positive or negative response to a statement

throughout the voucher term. An exit survey included the submission of the final summary report, to ensure a 100 percent response rate to the survey.

The evaluators parsed final summary reports and counted how frequently awardees used tools and resources provided by the technical assistance team. The evaluators incorporated in their analysis how frequently awardees modified the templates and tools the technical assistance team provided to better meet the needs of their communities. The evaluators looked for conclusions that awardees reached in their final reports, and compared their findings in the final reports to awardee expected findings they stated

in their applications. The evaluators also identified the most and least common transportation indicators in final reports, and limitations common across needs assessment final reports.

Using this data, the evaluation presents an overview of the program and voucher process and continues with an analysis of the reported satisfaction of program administrator's technical support, resources, and tools. The evaluation continues with an overview and analysis of the program's outputs. Overall findings and conclusions are offered, and recommendations to improve the program are presented.

Overview of Awardees: Who and Where They Are

GEOGRAPHY

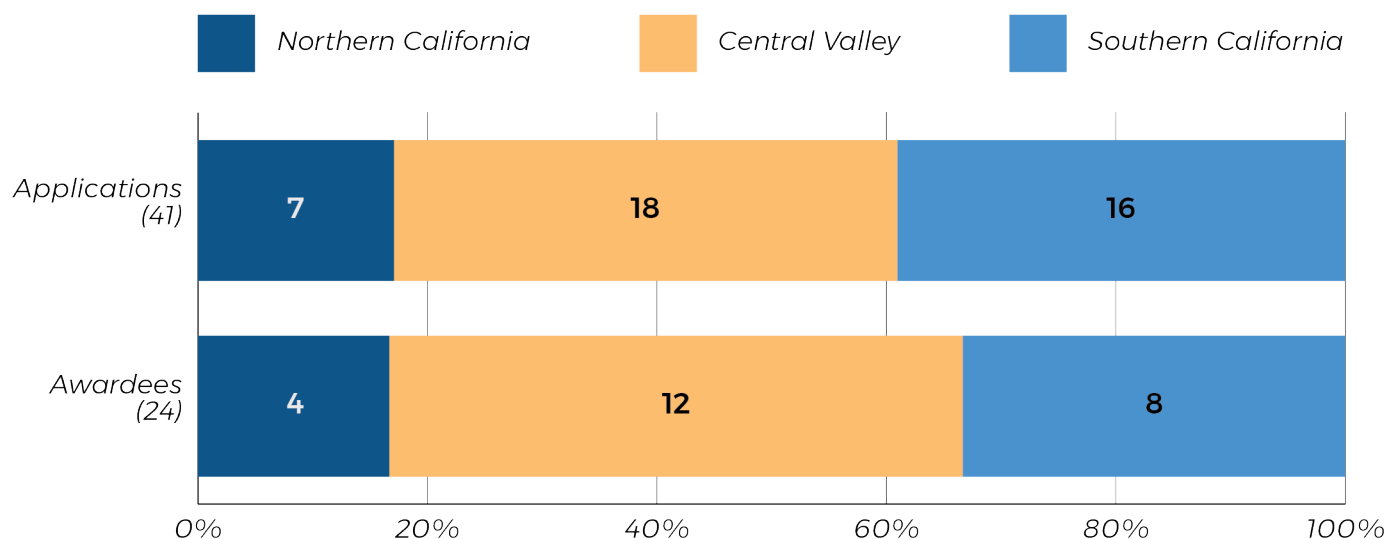
The 24 CTNAs span the state, from northern Tehama to Campo on the southernmost border with Mexico, with clusters in the Central Valley (four projects are in Fresno) and in Southern California (three are in San Diego).⁹ The assessments include sizeable rural representation – one-third of projects were in Census-designated rural areas, and two-thirds (66 percent) in urban ones.

The project areas range in size, with larger

and less populated projects in rural areas to denser and smaller urban projects.

The median population size among all projects is 17,400 people, up to 26,400 among urban projects and 9,500 among rural ones. A larger government agency, the Kern Council of Governments, represented one of the largest projects in both area (3,426 square miles) and population (nearly 135,000 people). In contrast, the Urban Collaborative Project, a San Diego-based project, spans just three miles and over 33,300 residents.

Figure 1:
CTNA Applicants and Awardees by Region



⁹ For a full list of applicants and awardees see Appendix D

ORGANIZATION SIZE AND MAKEUP

The typical awardee is an organization with fewer than 100 employees; the median organization is 19 employees, with four workers at the 25th percentile, and 134 at the 75th percentile. The boards of these organizations are scaled accordingly; the median number of board members is six, and generally range between four and eight. Though relatively small, the organizations are generally well-established: the youngest organizations are five years old, but most have existed at least four decades.

Of the 41 CTNA applications, 46% featured a sub-applicant partner while 54% of the 24 projects selected had a sub-applicant (figure 3).

Households in disadvantaged communities in California tend to have less access to smartphones or home internet service (table 1). This is true of communities in CTNA project areas as well; 23 percent of households in CTNA project tracts do not have access to a smartphone and 22 percent do not have home internet. Households in funded CTNA project areas also slightly less access to private vehicles than the state as a whole; seven percent of California households have no household car, compared to eight percent of households in CTNA project areas.

Table 1:
Statewide statistics - Household technology and income; 2015-2019 American Community Survey data

	State	Disadvantaged Communities	Low-income Communities	CTNA Applications' Proposed Project Area	Not Funded	Funded
Avg. Median Income	\$80,808	\$50,917	\$54,919	\$58,793	\$65,949	\$47,851
Zero-Vehicle Households	7.1%	10.8%	10.6%	8.7%	9.1%	8.0%
No Smartphones	15.4%	18.8%	19.0%	17.7%	15.0%	22.7%
No Internet	10.6%	17.9%	15.9%	15.3%	11.8%	21.8%
Average Commute Time (minutes)	29	29	29	26	25	27

Table 2:**Statewide statistics - Household transportation options; 2015-2019 5-Year American Community Survey data**

	State	Disadvantaged Communities	Low-income Communities	CTNA Applications' Proposed Project Area	Not Funded	Funded
<i>Drove Alone</i>	73.7%	73.0%	71.6%	73.6%	73.3%	74.0%
<i>Carpool</i>	10.1%	12.2%	11.7%	11.7%	9.3%	15.9%
<i>Public Transit</i>	5.1%	6.0%	6.4%	4.1%	5.0%	2.7%
<i>Taxi/TNC</i>	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%
<i>Bike</i>	1.0%	0.7%	1.0%	0.8%	1.0%	0.4%
<i>Walk</i>	2.6%	2.6%	3.3%	2.7%	3.1%	1.9%

With more rural tracts, rates of walk, bike, and transit-based commutes are lower among funded CTNAs than those not funded (Table 2). Single-occupancy vehicle rates reflect statewide trends, and trends among disadvantaged communities. Carpooling, often ideal for lower density areas, is the main alternative for non-SOV commuters across all geographic units.

FUNDING AMOUNT

Nearly every project reported receiving approximately \$50,000, with two exceptions (A2 Urban Collaborative Project received \$18,750, A23 Fresno County Rural Transit Authority received \$36,885).

Overview of Program Administration Technical Support

At onboarding all awardees were provided with an Onboarding Packet that outlined the program background, project implementation support, Clean Mobility Equity Alliance participation, and Voucher reimbursements and reporting requirements. Awardees were onboarded on a rolling basis as insurance compliance was confirmed. Awardees were onboarded beginning in November 2020 through March 2021.

PROJECT IMPLEMENTATION TECHNICAL ASSISTANCE¹⁰

Awardees had access to a variety of channels for technical assistance in window 1, including 1:1 support, peer-to-peer exchange, capacity building training through CMEA, and capacity building tools such as the [Community Needs Assessment](#) and [Mobility Project Implementation](#) toolkits. Some of the tools awardees had access to include a workplan and scheduling template, public relations toolkit and brand guide, data collections guide, community engagement guide, survey templates in English and Spanish, a survey platform, and a summary report outline and

sample. Additionally, to support project design, awardees had access to a project design guide, financial sustainable fact sheet and funding sources, and sample Mobility Project Voucher applications for awardees to reference as they developed their needs assessments.

Once vouchers were executed and insurance was deemed in compliance, awardees were onboarded to the program, became part of CMEA, and were assigned to a cohort. Awardees faced no cap on TA requests; in fact, awardees were encouraged to request as much TA as they needed to complete their assessments. Common topics covered through TA included budget modifications, communications, community engagement, data collection, equity, reporting requirements, summary report assistance, and surveys.

VOUCHER PROCESSING AND REIMBURSEMENTS

CMO was a voucher reimbursement program, meaning voucher funding can be reimbursed only for approved expenses outlined in the CMO Program Requirements. Awardees could only be reimbursed after the voucher agreement was executed, awardees were deemed insurance compliant, and they had incurred expenses. Eligible costs related to the following categories, 1) capital

¹⁰ For the purposes of this review, we focus on post-application (award) technical assistance.

costs, 2) operations and maintenance, 3) outreach and marketing, 4) voucher administration (including data reporting and CMEA participation) and 5) project planning and design. In addition to eligible categories, specific caps were only placed on capital and infrastructure costs. In order to request a payment, awardees needed to have completed a payment request form with attachments to show proof of costs incurred, such as travel mileage, subcontractor invoices, labor rates, etc. In addition, they needed to include a current project milestone schedule. Awardees were required to consult the approved Payment Milestone Schedule for the approved frequency,

dates, and amount of each payment request for their project. This schedule coincided with the completion of key project activities. Payment Milestone Schedules were approved prior to voucher execution and could be modified throughout the project with CMO program administrator team approval. As this was a cost-reimbursement voucher program, costs needed to be incurred prior to requests for payment. An invoice template was required, along with an invoice narrative form. Only awardees were allowed to receive direct payments from CALSTART, with subcontractors and sub-applicants being reimbursed by the awardee.

Awardee Satisfaction with the Process

Awardees were required to answer a series of questions upon submitting their final report (see the Appendix for the full survey). The 31 questions focused on the attributes of each submitting organization, overall satisfaction with the program, Clean Mobility Equity Alliance, 1:1 Technical Assistance, Tools and Resources, MPV Readiness, and whether they planned to remain involved with CMO after voucher closeout. The questions were a combination of radio button choices with open text boxes allowing for direct feedback. The evaluators used this feedback to determine awardee satisfaction with various part of the program and to better understand how to improve the program for the next window and current awardees.

Overall, awardees reported high satisfaction with the overall CTNA process. We did not see significant differences based on organization type (tribal/agency/nonprofit), whether they had a consultant on staff, or by the amount of technical assistance they received. Most (60 percent) of projects were satisfied or very satisfied with the overall CTNA process, and 15 percent expressing dissatisfaction.

“The program launched during an unprecedented and ongoing emergency health crisis. Throughout the program, administrators were relatively clear and concise about the program expectations and the need to modify program as necessary based on evolving conditions.”

When asked about specific components of the program, satisfaction varied more. Several projects rated the reimbursement process negatively (a quarter expressed dissatisfaction with it, 35 percent neutral, and nearly 40 percent satisfied), and, while most projects took no issue with the reporting requirements, three groups were dissatisfied with them, citing administrative costs involved in producing the required paperwork. As one awardee stated:

“Positives: There was excellent support and tools provided throughout the process. Negatives: The administrative requirements were out of step with the scope of grant. We're on our 2nd budget adjustment right now, which is not reasonable for a \$50K grant. The number of meetings and trainings we were required to attend was overwhelming.”

Budgeting proved a frustrating component to the CTNA process for several awardees. Adjusting the budget, in particular, could be challenging, as one recipient explains:

“The requirement for a budget adjustment if we had more than a 10% change to each budget line item was unreasonable for a project of this size. Changes to our staffing and even minor changes to print costs triggered budget adjustments, which took time away from project implementation.”

The reimbursement process burdened organizations with constrained budgets. Organizations operating paycheck to paycheck could be hard-pressed to have sufficient funds on hand for expenditures if the reimbursement process lagged. One awardee outlined some problems with the budgeting process:

“There are some cumbersome details that were challenging and time consuming to navigate. It also takes a very long time to receive the payments, which posed a hardship for several of our partners. And, the fact that it's a reimbursement presents a hardship for several partners. The insurance requirements were far too high and required us to re-do our budget numerous times, were very time consuming and weren't actually relevant to the project we were conducting.”

Based on survey responses, technical assistance and implementation tools that the TA team developed (e.g., mapping tool and survey templates) were universally popular. The technical assistance (TA) team supported awardees in completing their Transportation Access Data Analysis, refining and deploying their community survey, and conducting their broad-based community engagement activities. Surveys and survey TA were consistently well received by awardees. Surveys were also consistently modified by awardees with support from the TA team. Over the 9-month award period, awardees requested approximately 230 initiations of technical assistance from the TA team. No awardee expressed dissatisfaction with TA or the tools and resources offered by the administrative team, and 70 percent responded they were “very satisfied” with technical support.

In their exit surveys, awardees voiced repeatedly that despite issues they had with program requirements, they felt supported by the technical assistance staff.

“We found that one-on-one tutorials and reviews with technical staff related to the Alchemer tool... and the ArchGIS... was the most helpful. Staff was super knowledgeable, professional, and overall a joy to work with. We especially recognize the diligent work of program staff... in keeping us updated on program status and relevant resources that strengthen project outcomes. This includes encouraging tapping into TA and attending workshops.”

"For the most part, the difficulties did not result from the way the process was designed. The process was logical. But it took some learning on our part to adapt to the procedures. We appreciate the way the administrators helped us through the hoops."

"It was definitely difficult but I feel like it was important for a small organization to get the practice of calculating billing rates and detailed budgeting. Also, Technical Assistance was extremely helpful and patient!"

"I really enjoyed the process of the community needs assessment, working with a great team of people and learning from the community. The technical support from SUMC was incredibly strong."

Overall awardees were very satisfied with technical assistance provided for data collection and analysis with a 100% satisfaction rate of awardees who indicated they received TA for these topics.

"[TA Provider 1] helped me to figure out ways to analyze our data that was most relevant to us and our project."

"[TA Provider 2] did a lot of work to help me pull data from relevant maps and even create a map of our 7 Census tracts. This was incredibly useful!!"

Assembling technical data in repository such as the ArchGIS database was a significant trove of data. We would encourage the CMO continue this practice. We also encourage that CMO upload additional, region-specific data, as requested by project or applicant."

Some awardees asked for help more than others, which might be a function of having fewer resources within their organizations. Awardees ranged in how many resources they had at hand, which we can proxy with number of employees, whether they had a consultant on the project, and whether they received state funding for a clean mobility project in the past. Small organizations - those with fewer than fifty employees - made up the majority (75 percent) of awardees. These small organizations were more likely to ask for technical assistance than larger awarded organizations (with a median of ten requests, versus 5.5 for large organizations).

Consultants were quite common - two-thirds of all awardees included one, a figure that was constant between both small and large organizations. We defined consultants as organizations that are not a community-based organization, public agency or nonprofit. Awardees without consultants asked for slightly more technical assistance (nine median TA requests for groups without a consultant, compared to eight for groups with a consultant).

Finally, past experience with state-funded clean mobility projects could also predict more capacity to conduct a needs

assessment. The majority (63 percent) of project areas previously received state funding for a clean mobility project, which may point to an information gap in who was aware of the funding opportunity or resource gap between organizations that could continue to apply for funding and those that could not. By virtue of successfully submitting a completed application, organizations showed they had the administrative know-how, time, and sufficient expertise to undertake a grant application in the first place. Organizations in project areas that had previously received state mobility grants were less likely to ask for technical assistance (median number of TA requests for groups with previous grants was seven, compared to 11 for groups without that previous experience). However, as we note, we are unable to distinguish whether the organizations themselves received the previous funding.

CMEA proved a popular support system for many projects. CMEA offered awardees space to learn from and support each other, as one awardee describes:

***“Being able to give feedback on the process alongside fellow awardees made us feel more comfortable giving that feedback, to learn from other awardees' experiences, and not feel so alone in our challenges, which is always good for morale.*”**

Just one organization voiced dissatisfaction with CMEA, and nearly half were “very satisfied” with it. While in some cases, awardees did raise dissatisfaction with the number of meetings or the unexpected time required to join trainings, project representatives found

it helpful to learn from other awardees and to get additional one-on-one support from the administrative team. As one awardee stated in their exit survey:

***“One-on-one meetings with the CMEA team were generally more useful and informative than the group trainings or working groups. We appreciated the flexibility and openness of staff to meet with us to talk project-specific issues throughout the process.”*”**

CMEA provides a flexible format to address challenges that awardees face as they arise, and to offer capacity-building training sessions based on awardee feedback. In its first year, awardees attended sessions that focused on capacity building (mapping tools, community engagement, and survey outreach) and offered breakout sessions for more freeform discussions. CMEA sessions can be adapted to the needs of any given cohort. Future sessions could, for example, be broken up by population needs (rural versus urban residents), or by specific mobility projects (electric charging infrastructure, or active transportation improvements).

One awardee suggested in their exit survey that awardees receive more support with regards to communicating shared mobility policies with their communities:

***“Provide a platform for agencies to have more frequent communication among themselves about the challenges they face and any successes they have had. Particularly around framing the conversation about shared mobility with the public.*”**

SECTION SUMMARY

Overall, awardee satisfaction with the program was high; most (60 percent) of projects were satisfied or very satisfied with the overall CTNA process, and 15 percent expressed dissatisfaction with no variation between awardee type.

Awardees recognized the program launched during an unrepresented health crisis and recognized that CMO is a pilot program. Most dissatisfaction was a result of the reimbursement process, which was found to be burdensome and time consuming. Requirements for budget adjustments were also challenging.

Implementation technical assistance, however, was favorably rated with no awardee expressing dissatisfaction with TA and responded as “very satisfied” with the technical support. Smaller organizations were the most likely to ask for support as well as awardees whose team did not contain a consultant. Additionally, awardees who had not previously received state funding requested TA more frequently. CMEA was also very popular with awardees, receiving high marks of satisfaction and feedback. But awardees recommended a platform to connect awardees further beyond the voucher term.

Project Area Populations: Who is the Community?

The Community Transportation Needs Assessment is meant to build capacity by directly providing education and information on clean transportation and mobility options to communities. This capacity building allows residents to be better informed and take on a meaningful role in the planning process. A needs assessment aims to support awardees in identifying or confirming transportation challenges, needs and possible solutions by directly engaging residents. These assessments are not without challenges; many communities are over studied or are understudied due to factors such as language barriers, mistrust of outside researchers, and distrust that their input will make a difference. Community-led needs assessment studies are meant to bridge that gap but require resources and support.

OVERALL AWARDEE PROFILE

CTNA residents live within some of the most disadvantaged communities in the state. Before we dive deeper into the selected methods and findings from final reports, below is a snapshot of the population characteristics present within CTNA project areas.

DEMOGRAPHICS

The median unemployment rate across all project areas is ten percent higher than the rest of the State for that year (three percent in 2019, based on American Community Survey data). However, unemployment rates varied considerably, ranging from three percent in the Santa Cruz project area to nearly 18 percent in the Fresno project area.

Low-income status is common among residents within many of the project areas and many income and employment indicators are low relative to the rest of the State. While the median household income in California in 2019 was just over \$80,400, the median household income across all project areas is \$46,700; household incomes ranged, however, from just under \$25,000 in a Riverside project area to \$63,000 in Ventura.

Most of the project areas are in majority-Latino/a areas (with the remainder in one Asian-majority area, and three in tribal areas). Table 3 breaks down the racial/ethnic breakdown of residents across all project area census tracts alongside population proportions across the State, disadvantaged communities, low-income communities, and unfunded CTNA application areas.

Table 3:
Statewide Statistics - Racial and Ethnic Profiles

Race/Ethnic Group	State	Disadvantaged Communities	Low-income Communities	CTNA Tracts	Not Funded	Funded
<i>White</i>	37.2%	15.1%	23.7%	25.7%	32.6%	15.9%
<i>Black/African American</i>	5.5%	8.3%	7.0%	7.8%	9.6%	5.5%
<i>American Indian</i>	0.4%	0.3%	0.4%	0.3%	0.2%	0.4%
<i>Asian/Pacific Islander</i>	14.6%	9.5%	11.9%	9.1%	10.0%	7.7%
<i>Hispanic</i>	39.0%	64.8%	54.6%	54.8%	44.9%	68.9%
<i>Other/Multi-Ethnic</i>	3.3%	1.9%	2.5%	2.3%	2.8%	1.5%

Source: 2019 American Community Survey

Racial/ethnic makeup of awarded needs assessments closely tracks the makeup of disadvantaged communities statewide.

Immigrants are, relative to the state, more prominent in CTNA areas. Across California, 27 percent of the population was foreign born in 2019; in CTNAs, the median foreign-born population size is 31 percent, but varies from 11 percent in a tribal area to over half in an immigrant destination in Monterey County. A similar proportion of the population speaks English as a second language (a median of 34 percent across project areas, ranging from seven to 73 percent).

Rates of disability, which may indicate a significant barrier to mobility, ranged across CTNAs from 7 percent to 20 percent. Among all CTNA census tracts, the median proportion of people with disabilities hovered at 12 percent, slightly more than the state (11 percent in 2019). Disability rates increase with age, and among CTNA project areas disability rates roughly track alongside the older adult

population. The proportion of residents aged 65 and older moderately correlates (0.6) with the proportion of disabled residents.

REGIONAL TRAVEL BEHAVIOR

Residents in CTNA project areas, for the most part, travel like most other Californians, namely, by car. The majority - 92 percent - either drive alone or carpool to work; a figure that surpasses the state as a whole (83 percent of whom drove alone or carpooled, based on pre-pandemic data from 2019 that includes people who worked from home). While commute travel choices offer an incomplete picture of people's overall travel behavior, they are useful for comparing travel across places. Lower incomes tend to suppress mobility, which, in a car-oriented landscape, can mean driving less, and not necessarily using alternative travel modes more. Lower income workers may also be less likely to work from home; residents in CTNA

census tracts were, compared to the state, less likely to work from home. See Table 4 for more commute statistics.

Commute travel choices in the CTNA projects, even accounting for rural and urban differences, strongly suggest that projects are in places that are less transit-accessible than the rest of the state. Whereas five percent of Californians take public transportation to work, just two percent of CTNA residents do (up to nearly four percent in urban areas). To compensate, residents carpool more. Compared to the state carpool rate (at 10 percent), CTNA residents are much more likely to share rides to get to work (16 percent do, in both rural and urban areas).

Commute choices also offer a glimpse into differences in active transportation options. While few people in California walk or bike to work (2.6 percent and 0.9 percent, respectively), even fewer residents in CTNA census tracts do so (1.9 percent and 0.4 percent, respectively). Those differences remain true even in urban CTNA areas, which suggests that residents live in areas that may be less safe for walking or biking – there may be more traffic arterials, less shade, fewer sidewalks and bike lanes – and may have fewer mixed-used areas where residents can take short trips between destinations.

Table 4:
Commute Mode Share for All Project Areas -
2019 American Community Survey Data

Commute Mode	California	CTNA Projects	Rural CTNAs	Urban CTNAs
<i>Single Occupancy Vehicle</i>	73.5%	76.0%	79.0%	74.0%
<i>Carpool</i>	9.8%	15.9%	15.6%	16.0%
<i>Transit</i>	5.2%	2.0%	0.4%	3.8%
<i>Walk</i>	2.6%	1.9%	1.7%	1.9%
<i>Bike</i>	0.9%	0.4%	0.1%	0.5%
<i>Taxi/ Motorcycle/ Other</i>	1.7%	0.1%	0.1%	0.2%
<i>Work from home</i>	6.3%	2.9%	2.6%	3.2%

Vehicle ownership among all CTNA project residents is similar to the state overall: eight percent of California households had no private vehicle available in 2019, compared to seven percent, the median among CTNA residents. Vehicle ownership varied, with a pronounced and unsurprising gap between rural and urban areas (the median for proportion of households without a vehicle went from nine percent among urban projects to five percent among rural project areas).

KEY TAKEAWAYS

While located across the state, awardees are constrained by program requirements to SB 535 disadvantaged communities, Tribal Government lands located in SB 535 or AB 1550 census tracts, and Affordable housing communities located in AB 1550 communities that were deed-restricted. Median and average demographic data reflects these designations with the population of those who resided in the project areas of awarded CTNA teams. Regional travel behavior showed a difference in how residents traveled that state averages;

residents were less likely to telecommute and less likely to walk and bike, but more likely to travel by car and share rides to get to work.

DIVING DEEPER: IDENTIFYING COMMUNITY

Defining a community is easier said than done for many larger project areas home to diverse populations. Project areas were required to be designated as disadvantaged or affordable housing communities in low-income communities, and located on tribal lands but that doesn't tell the whole story or define the community. How does a project define its community? Here, we dive deeper into the awardee target populations.

TARGETING SPECIFIC POPULATIONS WITH PROJECT AREAS

In their applications, many awardees listed target population groups they planned to target their outreach efforts towards. In some cases, projects defined their communities broadly as all residents in their project area. One awardee, a county government, provided demographic data on the residents of their project areas alongside their county averages, and did later compare the demographics of their survey respondents to those in their project areas to ensure they included a representative sample (they did not collect demographic information from residents that participated in community workshops, but stated they were primarily white and older adults).

Other projects planned to focus on a subset of residents in their project area, such as farm workers or students, and faculty and staff of a community college. Table 5 lists these groups alongside the proportion of awardees that named them in their applications.

Table 5:
Populations Studied in CTNAs

Target Population	%	Total Awarded
<i>Low-Income</i>	92%	22
<i>Latino</i>	83%	20
<i>Non-English Speakers</i>	75%	18
<i>Carless</i>	58%	14
<i>No Driver's License</i>	54%	13
<i>Immigrant</i>	54%	13
<i>No Internet</i>	50%	12
<i>Unemployed</i>	46%	11
<i>Tribes</i>	42%	10
<i>Farm Workers</i>	33%	8
<i>Students</i>	29%	7
<i>Older Adult</i>	21%	5
<i>Community Worker</i>	21%	5
<i>Undocumented</i>	17%	4
<i>Single Parent</i>	17%	4
<i>School Faculty/Staff</i>	13%	3
<i>Homeless</i>	8%	2
<i>Businesses</i>	4%	1

Identifying groups to target for engagement is much more straightforward when membership to a group is clearly defined, such as a Native American tribe, or when the project area is small and circumscribed, such as a college campus. When the organization is trusted and known to residents, such as a tribal leader, then residents are also more likely to respond to outreach efforts. The Manzanita Band of Kumeyaay, for example, were able to include every adult member of their tribe in their needs assessment. Outreach is also easier when communication channels and outreach methods are straightforward or already-established, and the leading organization has experience conducting outreach. For example, a government agency or consultant group might benefit from its experience conducting focus groups or developing reports and regional plans. However, experience does not always guarantee success. One county agency was able to use its records to mail its survey flyer along with utility bills. However, perhaps because residents did not have a history of personal interactions or relationships with the public agency, those flyers failed to yield many survey responses.

In contrast, organizations with strong ties to other community groups or public agencies, like a nonprofit, university, or consultant group that routinely collaborates with other community groups, were better able to encourage local participation. Awardees that appointed a “project champion” who was familiar with where residents often gathered, such as meeting residents gathering after church services or in line for a food giveaway, could generate large turnout, even if the organizations were relatively small.

Certain target populations are also intrinsically more difficult to reach than others, due to the built environment or technology or issues of social or linguistic isolation. Groups with minimal internet or computer access, for example, will inherently be harder to reach with the cheapest form of survey outreach (online or app-based surveys). Similarly, older people in rural areas who do not regularly participate in social gatherings are also hard to reach; they are more distantly located and thus take longer to get to and may not be connected with social groups that organizations traditionally try to network through.

SECTION SUMMARY

Broad-based engagement does not necessarily mean awardees had to try reaching every project area resident. In many cases, awardees were concerned with a priority population within their project area and focused engagement on these groups. How easily an organization can capture its residents' voices depends on the community's characteristics - its population and geography - and the type of organization conducting a needs assessment. Whereas a tribal group may be able to reach every member in its project area, due to its small group size and close network ties, a less known organization might struggle to establish trust among residents and collect many responses. Natural and built environment also play a role in outreach: an organization conducting a needs assessment in a rural area where jobs and residents are dispersed and people have inconsistent access to the internet may have more trouble engaging the population than one working in a project area smaller in size, where residents live near each other.

Conducting Community-Led Transportation Studies

Community-led studies intend to allow for more community participation in the planning process. The analyses should draw directly from the community's needs, challenges, and perspectives. However, there are many challenges and pitfalls associated with conducting needs assessment at any level, let alone at already under resourced communities with problems that often eclipse transportation issues.

Here we outline the ways awardees studied and connected with their communities. Connecting with residents can be challenging even for experienced, local organizations, and even more challenging for public agencies already facing resident resistance to engagement. Yet, benefits of this engagement can provide ways to build trust and identify gaps that are not currently captured in existing analysis or plans. We outline how awardees and technical assistance went through the steps of the needs assessment process. In Section G, we go deeper into awardee application of these tools and resources.

THE TRANSPORTATION ACCESS DATA ANALYSIS: METHODS AND TOOLS

Identifying the target population was the first step to conducting the Transportation Access Data Analysis. The analysis

required a community survey and three additional data sources using publicly available indicators' data below. Provided through technical assistance, Awardees had access and support using a series of customized and public databases. Awardees also used a variety of methods of engagement to connect and gather feedback from residents.

This section provides an overview of the types of publicly available data awardees used and avoided, their approach devising their own community travel surveys, and the technical assistance they could reach out for to conduct their data analyses.

ACCESSING AND USING PUBLICLY-AVAILABLE DATA

A key part of technical assistance for the CTNAs included walking organizations through analyzing publicly available data or developing customized tools to support awardee analysis. Organizations used a wide range of publicly available datasets and tools developed by the technical assistance team. Awardees relied on these resources to better understand 1) sociodemographic characteristics of their project areas, such as race/ethnic composition 2) transportation infrastructure and quality in their region 3) environmental quality indicators, such as air pollution burden, and 4) employment and cost

of living indicators. We also recognized through this processes that particularly for tribal and rural communities using traditional sources of data collection was challenging, and the TA team was able to provide guidance on how to identify and collect data that suited and reflected their community's needs.

PROVIDED TOOLS AND GUIDES

The technical assistance lead partner, Shared-Use Mobility Center (SUMC) developed manuals, toolkits and guides, including a step-by-step guide to data sources to aid in the process and a mapping tool. SUMC also provided no charge access to a survey platform, community engagement guide, survey templates, communications templates, and a project design guide. Awardees used the tools in various ways, resulting in application of survey templates, mappings tools, toolkits and guides, indices, and tables that provided useful data for their analysis.

Table 6:
Categories of Resources and Tools Projects Used

Tools	% CTNAs	Number
<i>Survey Templates</i>	100%	24
<i>Mapping Tools</i>	83%	20
<i>Toolkits/Guides</i>	83%	20
<i>Indices</i>	54%	13
<i>Table/Calculator</i>	50%	12

COMMUNITY SURVEYS

A key requirement of the Transportation Data Access Analysis was to conduct a resident survey of local attitudes towards existing mobility options and potential clean mobility alternatives. Surveys could be administered through in-person interviews, paper or online questionnaires. Projects were required, however, to provide an option for residents that did not have access to a computer or the internet. All awardees (100%) used the provided templates by the Program Administrative team, with the caveat that most awardees had to modify the survey to fit their community profiles. 70% of awardees requested TA support specifically on surveys, and the vast majority (94%) reporting being satisfied or very satisfied with the TA provided.

For many awardees, this was the first foray into developing and conducting a large-scale survey, and SUMC offered a step-by-step guide, live tutorials, and one-on-one technical assistance to help carry them out. Projects could devise their own survey, or borrow from the English and Spanish language templates that SUMC shared and adjust it based on their community's need (e.g. translating from English and Spanish to another language, or adding their specific area's transportation options into the survey).

Each awardee was given an opportunity to undergo a private 1:1 training session on survey design and software use for surveys. Awardees were also provided a no-cost license to a survey platform with preloaded transportation access survey templates in both English and Spanish, as well as support to learn how to use the platform.

A key part of this training was to help awardees narrow in on what they wanted to get out of their survey and how to go about deploying the survey to the residents of the project area.¹¹ One project, BikeVentura, was primarily interested in gauging how familiar residents were with clean mobility options, and where those options might be most useful. Their survey findings – that many people were unfamiliar with options like e-bike share – informed their outreach events, where they provided demos of the various travel modes.

“The survey prioritized asking about current modes used, familiarity with modes not currently used in Oxnard (bikeshare, carshare, scootershare) significant barriers to mobility, where folks were having a hard time going, and the respondent’s primary language. The community’s answers to these questions would inform the remainder of our engagement.”

MAPPING TOOLS

Maps offer a user-friendly interface and are perhaps more intuitive compared to running more involved statistical analyses of survey responses through the survey platform. Mapping tools can be straightforward to interpret: they can show how areas compare when they are ranked based on a certain measure, and they can provide small tables for each area.

83% of awardees used a proprietary mapping tool “CMO Needs Assessment Mapping Tool” only available to CTNA awardees to support in their analysis (see

Image 1 on page 28 for a sample output).

The technical assistance team came up with the mapping tool to ensure that applicants for the program could easily determine their eligibility and quickly gather pertinent census data for their project areas.

While the Data Collection guide offered guidance on possible data sources, a number of them – particularly large datasets offered by the Census or cases requiring use of Geographic Information Systems (GIS) software – may still be prohibitively time-intensive for applicants. SUMC’s non-profit subscription access to ESRI’s ArcGIS Online platform presented an opportunity for additional technical assistance. Over several months, the SUMC TA Team worked on the ‘CMO Needs Assessment Mapping Tool,’ aggregating various indicators and program-specific geographies such as:

- CCI Low-Income and Disadvantaged Communities (areas eligible for CMO funding), with detailed CalEnviroscreen scores
- Electric vehicle charging location and type, as well as AB 1236 (EV permit streamlining) compliance at the city and county level
- Census information relating to population, housing, race/ethnicity, travel-to-work patterns, vehicle availability, disability status, and internet connectivity (among others)
- All current fixed-route transit lines in the state of California
- The latest available location of microtransit, micromobility, and carshare services

¹¹ A full list of CMEA activities is listed in Appendix A

The ArcGIS Online platform offers typical features of an interactive map, such as search function and the ability to change the underlying ‘base layer’ to underlying map to emphasize specific features (built environment, topography, etc.). In addition to this, the CMO Mapping Tool included several custom ‘widget’ functions offering users:

- The ability to add data to the map by searching for layers in ArcGIS Online (an open repository of user-uploaded data) or local files.
- A measurement tool for straight line distance or area
- The ability to select features on the map via right-click or ‘lasso’ tool to highlight and/or export data of specific layers features.
- A one-click export to PDFs or image files of the current page display



Image 1:
ArcGIS Online “CMO Needs Assessment Mapping Tool” screen shot

The TA Team developed a brief user guide, but for the most part instruction for the CMO Mapping Tool came via 1:1 assistance and live demonstration at CMEA meetings. Difficulties using the tool usually centered around the 'select' widget and how to export highlighted data. These 1:1 sessions were also useful to explain some limitations of the tool. For instance, Census layers in the map are connected to ESRI's 'living atlas' of pre-formatted, live datasets available to subscription holders as an added perk. While this allowed for easy integration and ongoing quality control (the layers are refreshed with each annual Census), this ceded the ability to customize data displays in a manner that might be more intuitive to a casual user. Ultimately though these quirks could be worked through in TA sessions.

In addition to contributions to WI CTNA reports, a number of layers generated for the tool have apparently been useful to the broader ESRI ArcGIS Online community. One aspect of the platform is that data featured in published web maps are then made available for other users to search, find, and incorporate into their projects. As of April 2023, some of the most popular layers in the CMO Mapping Tool are (in order of times a layer was opened):

- Public EV charging, statewide - 2,032
- RTD rail service, Sacramento - 1,761
- GIG carshare, Sacramento - 1,528
- Envoy carshare, Sacramento - 1,520
- Spin scooters, Sacramento - 1,424
- CCI eligible tracts, statewide - 1,417

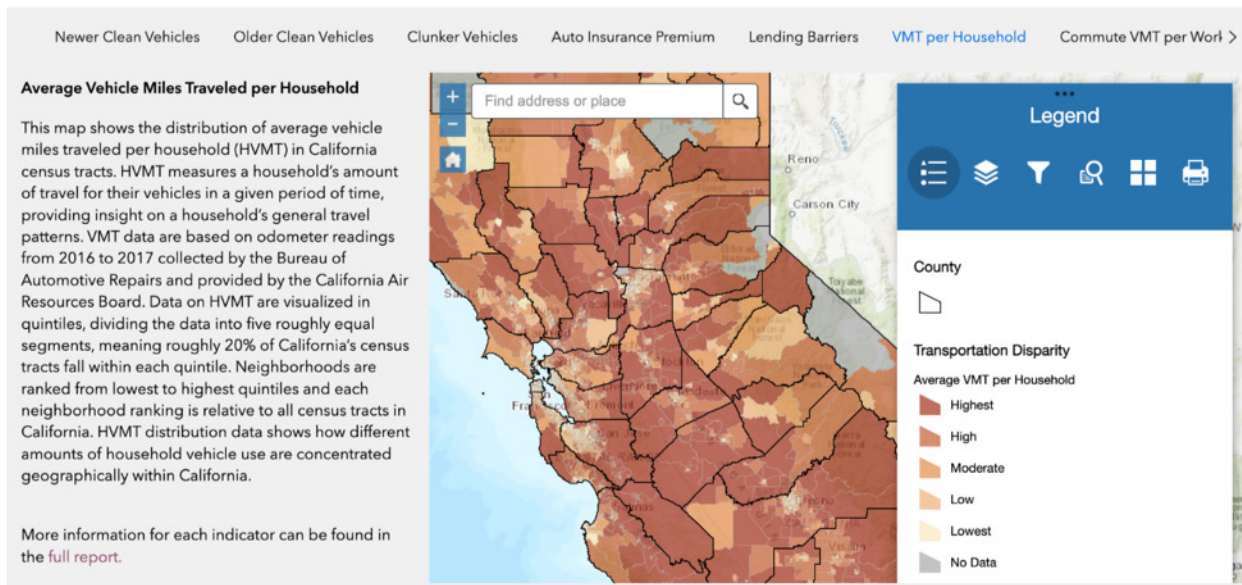


Image 2:

VMT ranking by census tract using the California Transportation Disparity Mapping Tool; the tool gives a legend, as well as a short description of the data, and offers links for additional information.

In addition to this tool, other mapping tools were also used as well. The California Transportation Disparity Mapping Tool, developed by UCLA's Center for Neighborhood Knowledge, lets users easily either point-and-click a census tract on a map or input an address, and then displays characteristics of that area related to transportation, accessibility, socioeconomic factors, housing and health. The tool also offers color-graduated maps for a variety of measures - such as the distribution of auto insurance premiums, and VMT per household - so users can easily visualize how their project area ranks compared to other parts of the state.

THE DATA COLLECTION GUIDE

83 percent of awardees rated and used the data collection guide to help them identify and use public data sources. The data collection guide ([link here](#)) began with an overview of the ways that accessibility, reliability and affordability determine mobility patterns, and then offers indicators, survey questions, and data sources that measure each. The guide also provided step-by-step instructions ([link here](#)) on how to use multiple databases.

The guide specifies that not every area will have reliable data on each measure, particularly rural and tribal project areas, and offers alternative measures to supplement data where needed, including walk/bike audits, community or asset mapping, on-the-ground observations, or reaching out to the local transit provider to see if they can share additional data.

INDICES

Like maps, indices are relatively straightforward to use. 53% of awardees used one of many indices listed in the data collection guide. Many of the index tools were in a map format, allowing users to visualize how their area's index value compared to other regions. Most index tools require a zip code or other geographic measure and then calculate a single number that which users can compare to other regions. An index can be useful when the specific determinants of an outcome vary across places. While simple to use, indices tend to obscure all that goes into that single figure, which in turn makes applying them in an analysis tricky. By its very nature, an index, by combining and weighing various measures into one, hides any single measure. So using indices, while useful, don't always tell the whole story, highlighting the need for additional data sources and direct community engagement.

As an example, the Environmental Protection Agency's National Walkability Index was the most common index applied to the needs assessment data indicators. The Walkability Index is a composite of indicators that include the mix of employment types (retail, office, industrial), mix of employment and housing, proportion of commuters that carpool, and density of intersections. Walkability measures vary: they can prioritize how quickly people can get to their destinations - with distance and time to transit, or proximity in distance to destinations - or they can weigh more heavily subjective measures.

As a result, several groups expressed surprised by how highly their region scored. As an Awardee in Richmond stated (Yoots):

"Although the EPA National Walkability Index characterizes focus communities as having above average... this walkability did not reflect participants' lived experiences. Even in cases where the desired destination is within walking distance, participants—especially youth participants—in focus groups did not feel safe walking, primarily due to a need to cross busy streets. Some focus group participants also expressed concerns about the physical condition of sidewalks, mentioning that some are in need of maintenance. The table below includes key comments on walkability to parks for each of the focus communities in this study. Within each of these targeted neighborhoods, there are pockets of inaccessibility, demonstrating a need."

This may reflect scale: while a census tract might be ranked as very walkable, there could still be pockets within it with very dangerous intersections. It might also be an issue of missing variables. A place with a high mix of land uses might still be a very dangerous place to walk through. A walkability score, such as the one many CTNA projects used, might not factor in street collision rates to indicate areas where vulnerable road users are at highest risk. Moreover, many factors that affect whether a place is considered walkable or not are difficult, though not

impossible, to measure. Some aspects of the built environment, such as curb cuts or broken sidewalks, may be small but significant barriers to safe travel. Others, like large surface parking lots, may not be dangerous per se, but make for a dreary and unshaded walking path. If, for instance, an awardee finds that their area's walk score is high, but most people continue to drive most places, they will need to supplement that index with other data to understand obstacles to active transportation better (something we address in the final recommendation section of this report).

TABLES AND REPORTS

In addition to indices and mapping tools, most other data was generally found in either a report or study, in a table format, or as a kind of calculator tool. 50% of awardees cited using reports or studies to support their analysis. The most common, and relevant, reports that groups used for needs assessments were their regional transportation plans. A regional transportation plan (RTP) includes a policy element that identifies regional transportation needs and policy objectives that address them, a sustainable communities strategy that forecasts environmental impacts of population growth and land use changes, an action element that outlines how the region plans to implement its sustainable land use and transportation policy goals, and a financial element that identifies how the region plans to fund its plan.

Other key resources used include American Factfinder, and the Longitudinal Employer-Household Dynamics (LEHD) website, "OnTheMap," a product of the U.S. Census' 2002-2019 LEHD Origin Destination Employment Statistics (LODES) trip data.

American FactFinder from the U.S. Census offers a simple to use table-making function that many groups could use to extract demographic and travel data for their project area's census tract(s). The LEHD-LEDE data contains job and residence travel flow information that organizations can use to see where people in their project area travel to work. To use the online interface, a person needed only to put in the location they were interested in, the job types they are interested in, and other specifics they can tailor (such as commute distance and comparison areas). Trip data can be used in needs assessments to answer a wide range of questions. For example, knowing where people commute allowed some teams to better gauge where to place potential shared vehicle infrastructure.

KEY TAKEAWAYS

Awardees used a range of tools and methods to conduct the transportation data access analysis. As intended, publicly available data offered projects a broader viewpoint of how people in their area traveled beyond the sample they surveyed or interviewed. But no one tool is sufficient to capture all conditions present in a community. Awardees that focused on a single figure offered more limited insights into their transportation system. In contrast, awardees that most effectively triangulated their analysis considered how each data source told part of the story of their area's transportation system and the opportunities and challenges residents faced reaching their daily destinations. They considered what one data source could say and what it couldn't. For example, even though an index may combine different factors like land use and intersection density,

it potentially neglects other key factors that influence travel choices such as crash rates. Moreover, indices do not offer a clear path to policy steps. However, if supplemented with other sources, such as census data on commute trips, awardees could better pinpoint the gaps and potential interventions for transportation improvements. They could also use the publicly available data to discover what they wanted to better understand that existing datasets lacked, and thus tailor their community survey to answer their questions.

CONDUCTING MEANINGFUL COMMUNITY ENGAGEMENT

Meaningful broad-based community engagement requires an intentional and tailored approach to reach the diverse populations of a community. The needs assessment process therefore required awardees to conduct outreach to ensure they expanded their CTNA process to be as inclusive as possible. Awardees as part of the need assessment process had to conduct at least two engagement events to offer opportunities for resident to provide input on mobility solutions, ensuring accessible, transparency, and ensuring representation reflective of the community. A community engagement guide along with an appendix that provided an overview of many engagement types, 1:1 TA and CMEA training session were provided to awardees to support this component of the program.

FOCUS GROUPS, INTERVIEWS, WALKING AUDITS

Awardees were required to “ground” their findings from studying more aggregated publicly available data with qualitative assessments of their community’s travel behavior and accessibility. As part of the community engagement requirements of the program, awardees were tasked with directly speaking with resident stakeholders, either through focus groups, interviews, or some other workshop such as a walking audit or community meeting.

As with the resident survey and data analysis, awardees varied in the extent to which they involved residents in these qualitative assessments. Five awardees did not complete the requirement, and even among those that did, several fulfilled the letter of the requirement more so than the spirit. Some checked the boxes: they had some conversations with a handful of residents, or reached out to a small set of residents they had previous contact with and did not extend outreach far beyond a sample of convenience. Others, particularly organizations or agencies with previous experience conducting interviews and focus groups, and organizations with pre-existing strong ties to their community members, were able to organize events or help direct existing events and garner robust participation.

Focus groups were the most popular tool (two-thirds of projects used them), perhaps because they offered a flexible format for groups that shifted to virtual events but still wanted to offer residents a platform to discuss transportation in their community. Interviews could similarly be conducted by phone or computer as well as in person, but just under half (45 percent) of groups used them.

OUTREACH AND EDUCATION

Outreach/engagement (we use the terms interchangeably) and education may be considered the most essential aspect of a needs assessment. The line between community engagement and community study, however, is not always clear. Administering surveys in a project area involves reaching out to residents, introducing their organization and the program, and, often, describing and defining forms of clean mobility. A fuzzy distinction between the two may be the difference between teaching and learning. Outreach is, broadly, the former: it involves raising awareness around clean mobility options and the organization itself. Surveys are the latter: they offer organizations a chance to learn from residents about their travel preferences and constraints.

The organizations that conducted needs assessments benefited from the community engagement requirements in several ways: they established relationships and trust with residents as well as other organizations they could partner with in future, they also learned why residents might hesitate to travel a certain way, and perhaps encourage people to test and adopt alternatives. The final reports nearly uniformly and unambiguously stressed how important outreach was for the success of any future mobility intervention.

Outreach varied based on the project area and on an awardee’s capacity, network, and enthusiasm. For example, in rural areas, awardees had most success in attending events that regularly drew attendance, such as after church services. Some awardees had preexisting close community ties, such as an American

Indian tribal awardee that was able to get 100% of its residents to participate in its survey thanks to its strong community ties. And while some awardees checked the boxes for engagement – tabling at an event or mailing their surveys out with little follow-up – others created community events that blocked off streets for residents to test clean mobility options like e-bikes, or created partnerships with schools and universities to encourage students to become involved in conducting the CTNA. Key to a CTNA’s successful outreach was a project champion: awardees with an enthusiastic leader at the helm were, more likely than not, able to encourage widespread participation.

KEY TAKEAWAYS

Meaningful community engagement requires meeting residents where they are. That may mean attending existing popular meetings or community events, rather than creating new ones. It may also mean hiring a local leader who can champion the project and leverage their existing ties with community groups. It also requires testing survey and outreach tools to make sure that the language is accessible to non-native English speakers, not overly technical, and a platform that works as a springboard to stronger partnerships with other community leaders and groups.

What They Looked For, and What They Found

Awardees may likely already have had a notion of the specific transportation needs in the communities prior to conducting a needs assessment. Done poorly, a project team may allow its preconceived notions to bias the final findings and offer a skewed set of recommendations. Done well, a project team will allow the data and community feedback to drive its findings, which either confirm or perhaps run counter to the team's ideas of what a community's mobility needs are. Using the tools and methods above, outcomes varied. Awardees sought to reach target populations, validate needs and identify indicators that best reflected their communities.

COMPARING INTENTIONS WITH OUTCOMES

During the application phase, prospective awardees had to submit a project narrative and proposed approach. This included an explanation of why a transportation needs assessment was needed, a history of social and environment challenges, and populations who had been historically underrepresented in the community and/or through transportation planning. Awardees entered the program, therefore, with a pre-existing set of initial ideas of their community's transportation

needs which may have colored their final report's recommendations. We therefore examined the extent to which the mobility needs awardees stated in their applications aligned with those they stated in their final reports. One imperfect way to check the extent to which teams went into the program with initial ideas of community transportation needs, and whether they aligned with their final findings, is to compare their project applications with their final reports.

REACHING TARGET POPULATIONS

It is one thing to define and identify a target population, it is another to succeed in reaching them. When we compared CTNA applications to their final reports in particular the populations that organizations stated they aimed to include compared to the ones their final reports included in their analyses, we see that most groups did reach their target populations.

A few populations that organizations named in their reports as priorities, however, were absent in some of the final reports, including people who were carless, unemployed, undocumented, and working in or owners of local businesses. Awardees explained that they faced challenges in reaching these populations due to the ongoing health crisis during implementation or general mistrust of these populations to engagement.

VALIDATING NEEDS

Community mobility needs identified in applications broadly fell under five categories: costs, accessibility, health, safety, and knowledge. Applications ranged in their depth, and not every application offered the same detailed hypothesis or as much depth of information. It is noteworthy, however, that no application listed lack of knowledge as a barrier to mobility, but over half (54 percent) listed limited community knowledge/awareness around clean mobility options in their final report. Similarly, surprising is that very few (just 17 percent) of awarded applications listed safety as a mobility barrier, but the majority (63 percent) discussed safety in their final reports.

Given the differences presented in Table 7, we find a clear gap between what awardees expected to find and what they found as most stated needs, further highlighting the need that in many cases without directly engaging the communities there can be misconceptions by decision makers about what is important or not to engaged communities, often underestimating mobility needs such as safety and knowledge, and barriers such as access and costs.

Table 7:
Stated Needs in Applications vs. Found Needs in Final Report

Mobility Barrier/ Need	Stated in Application	Found in Final Report
<i>Access</i>	54%	79%
<i>Cost</i>	50%	88%
<i>Health</i>	25%	17%
<i>Knowledge</i>	0%	54%
<i>Safety</i>	17%	63%

INDICATORS

The program requirements gave organizations great flexibility in deciding which indicators they wanted to measure and analyze in their reports. Applicants provided a description of proposed data indicator approach.

Table 8 lists some categories of indicators that organizations measured. The most common indicators used looked at travel behavior (88%) and accompanying systems (83%), followed by demographic indicators income (79%), race/ethnicity (79%), and poverty (75%). The least used indicators included gender, with only a few organizations included it as a key variable of interest (29%). Further, 21% of awardees did not include income or race/ethnicity in their analysis, which is interesting given these are direct indicators of disadvantaged communities. One possible explanation for this, is they felt that using census data was redundant here compared to other studies and wanted to dive into more different set of indicators for their communities such as tech access, pollution, employment status.

Table 8:
Indicators Projects Analyzed

Indicator	% CTNAs	Number
<i>Income</i>	79%	19
<i>Race/Ethnicity</i>	79%	19
<i>Gender</i>	29%	7
<i>Poverty</i>	75%	18
<i>Tech Access</i>	63%	15
<i>Employment Status</i>	54%	13
<i>Pollution</i>	63%	15
<i>Transportation System</i>	83%	20
<i>Travel Behavior</i>	88%	21

WHAT THEY FOUND

The needs assessments generally confirmed what publicly available travel behavior data show: that most residents drive most places. Needs assessments uniformly highlighted how car-centric their project area was. Most found that most residents relied primarily on private vehicles to travel most places. Some final reports compared travel times and distances between residents in their project area and their larger region and found that low-income residents sometimes experienced longer commutes than their regional average. Low-income residents sometimes also had limited access to a personal vehicle when multiple household members vied for the same car.

Organizations in project areas where most residents had car access also found that they were generally satisfied with their degree of mobility, though traffic and transportation costs remained a

concern. Some needs assessment surveys asked residents how much they spent on vehicle travel, and how much they would be willing to spend on clean mobility alternatives. The costs of driving posed a costly burden on low-income travelers; some surveyed residents in Kern County reported spending between \$300 and \$500 per month on transportation, which represented mostly driving expenditures.

One report from the Fresno Metro Ministry noted that the majority of residents in their survey sample were licensed to drive, had multiple vehicles per household, and typically spent \$200 per month on car costs. While the majority (three-quarters) of residents they surveyed expressed interest in shared mobility alternatives to private vehicle travel, it is less obvious that they would be willing to shift travel modes as they already enjoyed a high degree of mobility via their private vehicles:

***“There are really very few gaps in transportation currently in Fresno based on respon[ses] to the first survey which asked if it was easy for people to get around. Only 9 [percent] (8 out of 88) of respondents said they had challenges getting where they need to go in Fresno. Transit services are readily available in the three Census tracts with an average AllTransit score of 7.67, yet 76 of respondents don't use transit and cite that it takes too long to get where they need to go as a primary reason. The majority of respondents to both surveys indicated they use the personal automobile as their primary source for transportation*”**

and that they mostly drive alone. Less than 45 percent of respondents were interested in shared mobility as a replacement for an automobile. The respondents showed an aversion to using shared mobility for work commuting, school trips, or medical appointments which all have a common theme of requiring on-time arrival at the destination; reinforcing the deduction that a personal automobile is preferred over shared mobility because of the greater freedom of movement a personal automobile provides the user. This also seems to explain why available transit services are not being used by residents in the study area.

Transit service quality, not burdensome fares, seem to be the primary barrier to higher transit use, even among low-income residents. Even in relatively transit-rich areas, surveyed residents rarely used transit, and generally found transit services to be too infrequent and sparse to rely on if they could avoid it.

Safety and distance proved two big barriers to more active transportation. Needs assessments highlighted how few residents walked or biked; nearly every project area lacked the protective infrastructure to do so safely. As other studies confirm, riding alongside vehicle traffic is unpleasant, and, unsurprisingly, one of the most common reasons people choose not to ride bikes (Pearson et al., 2023). People rightfully are concerned about aggressive drivers and fear getting struck by a car. As one awardee, Bike Ventura, described:

“There may be a generally walkable street network and transit may be close by. However, these neighborhoods are bound by dangerous arterial roads that present significant safety and access barriers for residents who travel outside of the neighborhood by foot or bicycle. From the perspective of residents, navigating these busy arterials on foot or bike would be understandably scary. In conclusion, we feel there is a strong need to calm traffic, improve safety, and enhance the network of pedestrian crossings and protected bicycle lanes along the major transportation arterials that connect Oxnard's neighborhoods.”

For people with physical disabilities, or in project areas that are rural or subject to extreme heat, an active transportation may not be a feasible transportation method. In more urban areas, however, protective bike infrastructure could make active shared mobility programs, like a scooter or bikeshare, more viable. While the CMO program is largely designed to enable CTNA awardees to apply for mobility vouchers, vouchers cannot address the major safety concerns that can limit an active transportation program's success.

Shared mobility alternatives can be challenging to push forward in spread-out places where walking or biking is impossible, and there are too few people to support a transit service on a fixed schedule. In places where fixed route transit and active transportation is challenging, areas could turn to

alternative clean mobility options, such as a carshare program or on-demand shuttles. But, as the needs assessments stressed, most residents were not familiar with shared mobility options apart from some well-known ridehail services. Getting community buy-in to unfamiliar forms of travel requires outreach. When residents cannot see themselves doing anything other than driving, they might not immediately adopt a shared mobility program, as one awardee, the Paskenta Band of Nomlaki Indians, describes:

“No one considered that transportation could be different because getting around in a car was the normal form of transportation... The attendees did not have solutions besides expressing a strong desire for easier or cheaper ways to get around on the roads. They cited the issues of being in a rural community with a different schedule from their nearby neighbors. Sharing rides could not work for them because their kids might get off school at separate times, or they might need go to an appointment.”

In other cases, awardees were surprised by resident enthusiasm for clean mobility options in places where none exist. The Native American Environmental Protection Coalition, an awardee who represented tribal members on a rural reservation, described feeling encouraged by resident support for electric vehicles but also cautious about its limitations:

“One of the things I didn't anticipate was that anyone would actually be interested in electrical vehicles. But there is. And that's, that's a huge positive. But again, we have to be transparent when we talk about those electric vehicles because most often, if you're like me and you're using your heater, your air conditioner, your radio, all of these things are a drain on the battery. And I know that taking an electrical vehicle up to the Palomar mountain. The people driving it were afraid that they weren't going to make it because the battery drains so quickly going uphill.”

Awardees used the community engagement events to spread awareness around clean mobility options. Some organizations included descriptions of the various travel modes in their surveys. Another group, Bike Ventura, provided a demonstration of various electric vehicles, including an electric school bus, two electric vehicles, and testable electric bikes and scooters; the group also offered a bike safety course for children. The public response was quite positive:

“Feedback from community members was positive. Many were interested in having a program similar to EZBike in Oxnard. More than one resident asked if the bikes were for sale or where they could purchase one, and others were interested in how much an e-bike cost. Some people commented that they thought these bikes were only for 'rich' people, others were interested in the possibility of a bike share for low-income people.”

Manzanita Mobility Project: NAEPC & Manzanita

Manzanita Mobility Project | Findings

- **Findings/outcomes:** we are still determining the outcomes but we are certain there is high interest in EV in a rural area but charging options limited.
- **Impact metrics:** Rural areas are not understood, rough and unpaved roads, lack of sidewalks or even street lighting leaves little options
- **Successes to highlight**
 - *All community adults participated!*
 - *Every adult shared an opinion on transportation*

Needs Assessment showed that:

100%

Never uses alternative transit options

Alternative Transportation

Is a three mile walk away.

Image 3:

Slide from awardee presentation by NAEPC and the Manzanita tribe at final CMEA meeting. Slide depicts the Manzanita tribe’s CTNA findings/outcomes (they found high interest in EV in rural areas but charging options were limited), impact metrics (rural areas are not understood, rough and unpaved roads, limited lighting), and successes (every community adult participated). They found 100% of the population never used alternative transit, and the closest alternative transit option was three miles walk.

Awardees like LEAP Kettleman City also tried to engage with residents by connecting with them over issues they were familiar with, such as air pollution:

“One of the challenges [we] faced was that community members were unfamiliar with some of the alternative transportation methods so they would quickly lose interest. During training staff came up with multiple talking points that engaged residents on issues that mattered to them. Although they were unfamiliar with electric vehicles, they were very familiar with the bad air quality around them.”

CLEAN MOBILITY RECOMMENDATIONS FROM AWARDEES

Organizations varied in how detailed or specific their recommendations were for furthering clean transportation in their project areas. Some awardees broadly recommended expanding clean mobility options, others provided an extensive list of clean mobility modes, and others provided specific plans for how they would implement a certain program, like an electric vehicle lending library.

Relative to zero emission shared vehicles, which a majority (three-quarters) recommended, active transportation was a lower priority recommendation (58 percent recommended active transportation improvements). It makes sense that most projects emphasized clean mobility vehicle needs rather than active transportation, both because

most project areas are car-oriented, making vehicle improvements a more immediate solution, and because active transportation requires longer-term investments and broader coalitions to approve and implement. Moreover, the majority (74 percent) of awardees planned to apply for a Mobility Project Voucher, and 13 ultimately did apply, which is restricted to different types of clean mobility fleet purchases and operations rather than street improvements and other land use reforms that make walking and cycling more convenient and safer.

Other recommendations that stemmed from final needs assessment reports included: improving transit (63 percent), carshare/carpool (75 percent), clean energy infrastructure (67 percent), safety and street design (67 percent), and education around clean mobility options (54 percent).

Recommendations reflected, at least in some cases, an organization’s motives. Some awardees included advocacy groups or consultant groups that specialized in a specific mode, such as bicycle advocates and electric vehicle specialists. Others advocated for trips to certain locations, such as to outdoor recreation facilities or to a public library. Organizations who chose to align their needs assessments with their mission statements could therefore structure their recommendations and outreach around a specific travel mode or destination.

One awardee, for example, included a coalition of organizations committed to improving access to outdoor recreation.

The Yoots-Richmond Outdoors Coalition recommended clean mobility options, such as a community shuttle service, that would facilitate organized trips to outdoor recreation. Their recommendations seemed to relate more to their general mission statement and less to their needs assessment findings - the vast majority (95 percent) of residents they surveyed had access to at least one household vehicle, and those who did not have reliable car access to outdoor recreation were generally youth who relied on others to access a car. Their survey questions seemed designed to elicit responses that would support their case for their preferred mobility program; for example, their final report states:

“Survey participants were asked, ‘If local organizations offered free transportation to participate in their programming locally at locations like a state park and beach, would your family participate more frequently?’

A staggering 88.5% of adult respondents and 72.2% of youth participants replied affirmatively.”

Another awardee group, the Sacramento Public Library, included a nonprofit that assists with electric vehicle rebates, and who used their needs assessment to make sure their target population would use their proposed carshare program. They therefore targeted their outreach around electric vehicles, both to raise

awareness of their program and to understand how their target population could most benefit from a proposed electric vehicle rideshare program. In their resident survey and interviews, the awardee asked whether residents were interested in participating in a rideshare program, their concerns, and the types of trips (purpose and location) they would use the service for. Using publicly-available data they were able to tailor where to best place rideshare stations and a mobility hub: with LEHD-LODE data they ascertained where most residents traveled to and from for work, and the walkability index highlighted an area where residents could more easily walk from a mobility hub to their homes.

Other awardees found it challenging to garner support from residents for clean mobility recommendations. One awardee explained in their exit survey that the final report template did not include sections for awardees to discuss challenges to implementing surveys or gathering and reporting feedback from residents regarding their disinterest in shared mobility:

“Questions about the challenges [we] faced in getting the surveys completed, or feedback from residents indicating they were not interested in sharing mobility services. The program is making assumptions about the public interest in shared mobility that are not aligned with reality in many cases.”

KEY TAKEAWAYS

Even with community-based organizations taking a substantial role in community engagement, awardees did not report consistently reach the target populations identified in their applications. It may be that awardees successfully included their target populations, but without measuring demographic characteristics of their participants, they were unable to substantiate who actually was included in their needs assessment. Another interesting finding was that there was a clear gap between what awardees identified as the major barrier or needs in their communities and what they found as a result of their efforts. Several

awardees found that their residents, who generally relied on private vehicle ownership, were already satisfied with their current transportation system, but also found that many communities were open to new alternatives. Community engagement events uncovered further feedback and awardees were able to connect with awardee over common local issues to yield insight into mobility needs and wants. Finally, awardees found a wide variety of recommendations such as increase access to outdoor recreation, or car share services, criticism focused on the predetermination of the program to focus on clean mobility options, when in reality many other issues are present.

Challenges and Solutions to Engagement: Privacy, Modifications, Ease of Access to Participate, and Incentives

A priority for both awardees and for the CMO TA team was to ensure that all surveys and community outreach was sensitive to the specific context of each community. That might mean ensuring that people without reliable internet or computer access could participate, or translating resources into languages that residents were more comfortable communicating in. It could also mean identifying the types of questions and answers that could vary based on residents' experiences, attitudes, community context, and cultures. Or providing compensation or other incentives for time spent participating in activities or responding to surveys.

PRIVACY

Asking people for their personal information - such as their age or race/ethnicity - and how and where they travel every day can feel intrusive, particularly when a resident is unclear what the information will be used for must be done with care. In developing travel surveys, awardees were careful to communicate clearly the purpose of the survey and that the responses will be de-identified. They must balance asking personal questions

that people may avoid answering truthfully, if at all, and encouraging people to share information that will help inform transportation policy. Asking about driver's license status highlights these tensions. One project, for example, chose to remove the question around driver's license status to be sensitive to resident privacy concerns. Residents were hesitant to reveal that they drove without a license, or that they feared that applying for an AB 60 license could make them vulnerable to deportation. The awardee, the Yoots-Richmond Outdoor Coalition, explained:

"We also... had long conversations and removed the 'Do you have a driver's license?' [question] from our survey because some of our community leaders gave the feedback that a lot of people actually have to drive, even when they don't have a driver's license and that includes undocumented members of the community. And by asking that question that would immediately... turn them off of the survey or might not make them feel safe to answer it honestly."

Needs assessment awardees ensured that residents trusted them to shield their privacy, which was difficult for some organizations working in areas where residents were skeptical of what they perceived as outside interventions. One awardee, the LEAP Institute in working in Mecca, whose final report showed that half its survey respondents did not have a driver's license, explained how difficult survey outreach could be in more communities that were particularly privacy-cautious:

“The residents of these areas showed distrust during the surveying process and would often question what the trade-off was for their willingness to participate. These closed-knit communities are often suspicious of outsiders, which complicates the relationship. Even with the offer of free hand sanitizers and facemasks as collateral, they were still hesitant to engage.”

Several assessments that did ask about license status found that many residents considered being unlicensed a primary barrier to their mobility. Another report found that educational attainment correlated with license status: while most residents had a driver's license (75 percent), 90 percent of residents who completed high school were licensed compared to just 63 percent who had not completed high school. There may be several reasons a person does not drive apart from being unable to get a license. They may not have a license because they never had the opportunity to take driver's education, because their license

is currently invalid (and for what reason), due to their citizenship status, or because they have no use for a license because the costs of vehicle ownership were too high.

Eliminating certain questions, such as driver's license status, can carry the risk of obscuring why people cannot travel as freely as they would like. Community context, therefore, is key to establishing which questions awardees incorporate, edit, or avoid asking. Several groups asked community leaders to review the surveys before deploying them to ensure that they were appropriate.

The survey training was careful to incorporate context sensitivity throughout. For example, when developing survey questions, the training offered the following advice: “Sensitive questions might not yield useful data due to chronic question skipping, answer selections respondents think are the “right” answer instead of those that honestly reflect their situation, or can upset the respondent enough so they drop out of the survey altogether.”

ADDRESSING COMMUNITY AND AWARDEE NEEDS AND GOALS

Awardees and their communities, as we previously described, varied in terms of their land use and transportation (especially the rural/urban divide) and the organization's transportation background. An tribal awardee in a rural area, for example, may want different things out of a needs assessment than a carshare or bikeshare company participating in

a CTNA. In this section we discuss the ways some awardees tailored their needs assessment to match their community and their own interests.

Surveys proved an important CTNA component that awardees often adjusted. While most projects largely borrowed from the provided templates, they also altered those templates according to individual need. Three-quarters of projects, for example, asked the survey in at least one other language, including Spanish (a template that the technical assistance provided). And over half of the projects tested their surveys before deploying them or went back and changed their surveys to garner more responses or more accurate responses. Some organizations needed to edit the survey substantially; as one awardee described their experience conducting a CTNA in a rural tribal area:

“We did use this survey, but we had to really work hard with our key informants on the reservation because they were like - this does not work for us. We don't have sidewalks, we don't have bicycles... I mean they might own bicycles but that's just to drive around, you know, cruise around in the yard, so to speak.”

Often, projects found that residents were unwilling or unable to complete their longer, comprehensive survey. Survey length seemed to be a major sticking point in the CTNA process. The template provided was meant to be adjusted and changed by awardees to suit their needs. Several awardees did resort to shortening their survey to increase response rates. One group wrote in their final report that

they could have combined several survey questions, and expressed regret at not having changed their survey partway through. In contrast, another project, unable to encourage many residents to fill out all forty questions of their initial survey, managed to collect far more responses with their second, fourteen-question survey. The answer format also affected response rates. For example, one team found that survey takers dropped off after questions that asked them to rank answers by moving boxes.

Narrowing the scope of CTNA surveys could help projects develop a potentially more productive survey. If a group knows with publicly available data, for example, that their community is poorly served by existing transit, but that existing studies do not address how receptive residents would be towards alternative mobility services or what types of destinations they would be most likely to use the service to travel to, they could gear their survey to answer those open questions.

To devise a narrow survey, however, organizations need to have a clear idea of 1) studies and reports that have been conducted on transportation and related land use policies in their region, 2) who their target community is - how they tend to travel, and how to engage with them without burdening them. One project stated in their final report that, in retrospect, they wished they had concentrated only on asking about commute trips, to both shorten their survey (and increase response rate) and they most wanted to focus on employment trips in their final analysis. That group's experience speaks to how important an initial strategy in survey development is: if groups can identify a specific gap - both in knowledge (it is

not available in publicly available data) and potentially in existing safe and clean transportation options – then they can tailor their survey to meet that need.

Several organizations wanted to use the CTNA process as an opportunity to build relationships with their community. Some used the longer survey template for online survey deployment and developed a very short survey for in-person engagement events. One such organization only administered the longer survey at a conference limited to nonprofit organizers. To supplement it, they developed a four-question survey for residents at their other community engagement events; that survey briefly gauged how well their current transportation options met their mobility needs, whether they were interested in alternative travel modes, and if they would like to participate in the CMO process in the future.

Several awardees planned to implement a specific mobility program following the CTNA. The Needs Assessments gave them the opportunity to tailor the program to fit their residents' needs. Depending on the type of project, awardees could learn how to optimize where to place vehicle stations, determine where to establish fixed routes and timetables, and establish pricing schemes. One organization asked residents about their willingness to pay for various clean mobility options, including purchasing a private electric vehicle or electric bicycle, and renting on an hourly or monthly basis. They also asked residents how interested they were testing various clean mobility options, which also signaled to the awardee which program may be most promising for their area.

Based on previous awardees success, we recommend that needs assessments awardees first consider what they specifically want to get out of their assessment and tailor their surveys after first strategizing. After conducting an analysis of their area's existing travel patterns and future transportation plans, they can then ask what is missing. Do they want to broadly understand how residents travel? Or do they more narrowly want to understand why a certain subpopulation (e.g. older adults) are less likely to use a specific mobility service? Once they know who their target population is, and what kinds of questions they need answered, they can tailor their survey questions, target sample size, incentive structure and outreach. Technical assistance tools developed by SUMC guided awardees around specific components of the survey process, including how to determine a minimum survey sample, survey length, and how to tailor the survey templates, as well as tips for projects who wanted develop or adapt the survey to their own community.

ENSURING BROAD PARTICIPATION THROUGH LANGUAGE AND WORD CHOICE

Broadening participation in transportation decisions is precisely the purpose, and advantage, of community-based transportation studies. Depending on the local context, overcoming language barriers can therefore be key. Language barriers proved another obstacle to longer, more comprehensive surveys. For small organizations, language differences added translation costs. "Language access is vital, and expensive,"

one organization stated succinctly. One project area was home to many underserved workers indigenous from Mexico who spoke primarily Mixteco. The awardee team, Bike Ventura, explained that they prioritized a shorter survey to facilitate deeper in-person conversations and smoothed some of the barriers to translating terms into Mixteco:

“The full team started the survey development process by reviewing the example survey template provided by SUMC and CARB. The team decided that a survey of that length would be cumbersome to administer for several reasons. One was that we anticipated the questions requiring significant context around why we were asking them. Sensitivities to the community's priorities during the peak of the COVID pandemic made us want to ask questions more relative to residents' experiences and priorities of that moment. Another reason was our choice to prioritize one-on-one interaction for survey collection, knowing that this was the only way to collect surveys in the Mixteco language, which is not a language with consistent or standardized written form. For in-person survey collection, we felt that a shorter survey would help collect more surveys quickly, but also allow for conversation and relationship building that could be expanded on later.”

One awardee in Mecca described the process of getting their survey translated into an indigenous language, and how it helped create relationships with community partners and residents:

“One of the main successes that we had was, again, this was a very large Indigenous population that speaks their Indigenous language. So we were able to partner with one of our partners here in Porterville, who actually is one of the folks who actually still translates most of the language to the Purépecha language, and so he actually just recently published his own dictionary on this so he's definitely a nationally recognized person that is able to, you know, translate these surveys into the Indigenous language. So we came up with the whole survey. We were able to get it translated, and we actually had folks in the community who work in Purépechado the surveys in their actual native language so that was something really cool. We were able to get a lot of responses, using that connection and it was definitely the way their faces would light up when they would see that it was written in their native language, it established that trust that we definitely needed.”

Long surveys were especially challenging for communities unfamiliar with many clean mobility options. Several groups found that residents were unsure about, or had different interpretations, of transportation terms like “mobility”

and “transportation barriers.” One group reported that respondents were “universally confused” by the term mobility, associating it with bodily movement rather than travel. They stopped using the term, swapping it instead for “transportation.” Others found that translating terms was particularly challenging when clean mobility options were new to residents, who relied on driving and perhaps traditional public transit modes. Even after offering descriptions of the various transportation modes mentioned in the survey, one group reported that respondents were still uncertain what they referred to; yet adding more background information would have made an already lengthy survey even longer.

Translating some technical transportation terms into other languages was also cumbersome for some groups. In some cases, technical terms did not translate perfectly without changing the meaning of the word, and in others, the technical term was not the colloquially-used or dialect-specific term respondents were familiar with. One project area, located near the border to Mexico, used the Spanish term for car, which they later learned was not the same as the regionally-used word. These stumbling blocks over translation could depress response rates. For online surveys, respondents might choose to skip questions they were not sure of. In-person surveys enabled organizations to talk through what the terms meant, but also added time. In one final report, the group said that technical terminology limited community engagement early in the process. In another project, the organizers stated that the residents hired to conduct survey outreach themselves

were unfamiliar with clean mobility options, and struggled to answer resident questions related to transportation concepts.

In project areas with significant non-native English speakers, organizations should either partner with a language access organization or other interpretation service, or ensure that native speakers facilitating the CTNA be trained on transportation subject matters. Translating documents can help awardees establish trust with residents in their communities. However, given the costs of translation, CTNA awardees need to consider how much to budget for multilingual community engagement.

INCENTIVES AND COMPENSATION

To compensate and encourage people to participate in surveys, most groups offered some kind of incentive. A quarter of projects offered no incentive to fill out surveys; of the remaining projects, half offered money (typically as a gift card, such as to a local grocery store) and half offered an alternative incentive, such as face masks and hand sanitizer. Several groups relied on students to carry out their surveys, motivating them with money, in some cases, extra credit in others, and overall offering them a learning experience.

KEY TAKEAWAYS

Based on feedback from awardees, and our review of final reports, we offered a few key takeaways for best practices. First, to make the most of a community survey, CTNA organizers should first research what reports and studies already

exist to ascertain which questions are unanswered, or who may be missing in them. A survey is one of many data sources that a needs assessment organizer can potentially use; as such, survey data should be triangulated with other data sources, such as census data and travel diary data, to confirm results and/or explain potential discrepancies. An existing transportation study that did not include the target population, for example, may differ in the transportation needs it highlights.

Local context matters, and certain language – especially translations – may or may not make sense or be appropriate. Prior to deploying surveys, organizers should also consult with community leaders about potentially sensitive questions, issues they had perhaps not considered, and where and when organizers might best engage in survey outreach. When there is a significant

non-native English speaking population, organizations should either partner with a language access organization or other interpretation service, or ensure that native speakers facilitating the CTNA be trained on transportation subject matters.

Surveys should be written and deployed so as to balance personal questions that people may avoid answering truthfully, if at all, and encourage people to share information that will help inform transportation policy.

We also encourage needs assessment organizers to offer different survey lengths for different types of outreach: a short survey when interactions are brief and targeted towards establishing relationships and expanding participation, and longer surveys respondents can fill out when they have more time and that yield more in-depth findings.

Benefits and Recommendations

Lastly, we present the recommended steps for improvement in future iterations of needs assessments, including how to maintain lasting impacts, building meaningful partnerships, further capacity building, minimize repetition in studies.

LASTING IMPACTS

Including a target population in the resident survey is one thing, but meaningfully involving residents in the needs assessment process requires more outreach, both during community engagement events and after the project is complete. The extent to which projects use their needs assessment programs to benefit their communities after the program ended depended, in part, on the effort organizations put into the assessments to begin with. Extensive outreach during a needs assessment predicts continued outreach after the final report is completed. Projects that established partnerships with other organizations and public agencies kept them apprised of the final report and shared their findings with the broader community. The majority (75 percent), but not every, awardee stated in their final report that they shared their needs assessment findings with their community.

Installing new vehicles alone is often insufficient to changing travel behavior. Needs assessments provided organizations the opportunity to advertise

upcoming mobility options, and to help residents familiarize themselves with potentially new forms of transportation. Resident input, moreover, can help guide those programs, such as where routes would be most useful and popular, which forms of payment would be simplest and most convenient, and other obstacles to using the service that might not be obvious. Some needs assessments found, for example, that their residents were not interested in using a vanpool service because their schedules and caregiving responsibilities made coordinating schedules difficult; a carshare service would offer them greater flexibility. The Paskenta Band of Nomlaki Indians awardee described:

“We asked for input into what might be improved upon, what was missing, what needs or preferences they might have for transportation. The attendees did not have solutions besides expressing a strong desire for easier or cheaper ways to get around on the roads. They cited issues of being in a rural community with a different schedule from their nearby neighbors. Sharing rides could not work for them because their kids might get off school at separate times, or they might need to to to an appointment.”

At the conclusion of the program, awardees presented on their needs assessment findings and how they planned to move forward. An awarded transit agency in a rural county, the Fresno County Rural Transit Agency, presented their plans for an electric microtransit/rideshare program. They also planned to host bike workshops; they learned through the needs assessment process that the top reason residents provided for not owning a bicycle was because they did not know how to ride one.

One awardee, Bike Ventura, immediately used their needs assessment findings to support a variety of grant applications for active transportation in their city. They succeeded in winning a grant from the Union Pacific Foundation to carry out bike education programs for youth, and to carry out bike audits of local streets to identify unsafe conditions and ways to improve them. The awardee stated that final CTNA report was especially useful in certain parts of grant applications, specifically applications' "problem statement" sections, and previous experiences they could draw on in future work.

Another project, the Porterville Unified School District, conducted considerable outreach with the various schools in the school district, the city government, its county association of governments, parents, students and school staff, a nonprofit, and the DOT's Safe Routes to Schools program. They maintained these relationships after completing the needs assessment and outlined their strategy moving forward to implement their findings.

The School District planned the following next steps: first, they would advance active transportation projects by building a ten-year plan for safe transportation to school. After reviewing their resident survey results, the group collaborated with the Safe Routes Partnership to conduct walking audits to identify and rank intersections that needed improvements near school zones. Second, they continued to work with public agencies to increase awareness and expand a rails-to-trails project, as well as with a local engineering firm to identify and improve high-risk intersections. Third, the group worked with the Center for Transportation and the Environment to develop a plan to transition their school bus fleet to electric-powered buses and consider other school vehicles to transition to zero-emission technology. Fourth, the school district aimed to increase awareness among the school community around the various existing clean mobility programs. Finally, to ensure that the school district could finance their proposed reforms, they outlined a funding plan that established the costs of each clean mobility project they proposed, identified funding sources for each, and the application requirements. Among their planned funding sources, the school district planned to apply for the Clean Mobility Options voucher program.

BUILDING LASTING COMMUNITY PARTNERSHIPS

Broadly, needs assessments offer organizations the opportunity to confirm, expand or qualify existing transportation studies for their area, such as regional transportation plans/

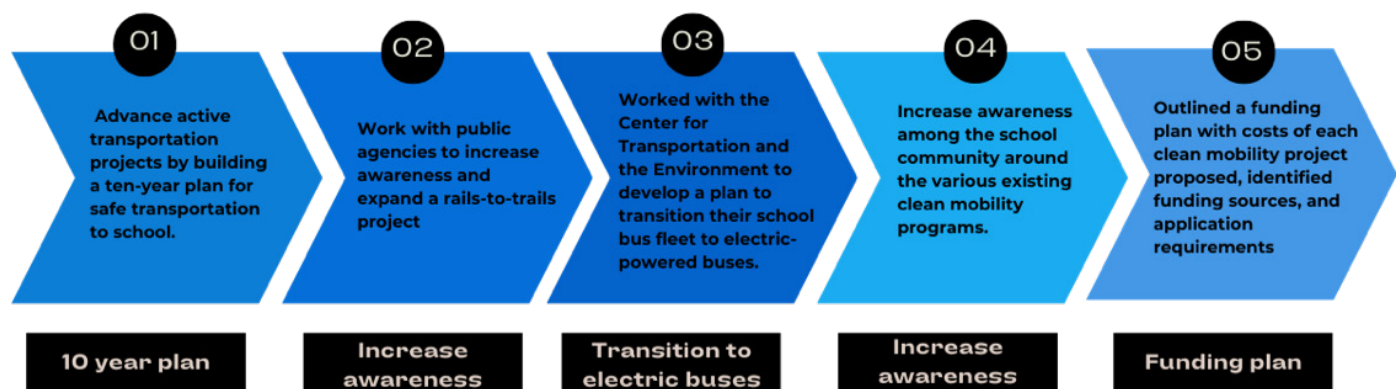
reports. They invite residents to engage in transportation studies, and to offer additional insights that can help mobility programs better cater to the needs of residents. The California Air Resources Board, in their part B of a study on barriers to implementing SB 350 (the Clean Energy and Pollution Reduction Act), wrote that a goal of the community needs assessments would be to “help identify opportunities within specific communities, and build-upon the ongoing efforts of local and regional agencies to incorporate the needs of low-income and transit-dependent residents in local and regional transportation and land use plans.” The same study identified outreach as a key barrier to clean mobility, and recommended expanding and better coordinating education, outreach, and exposure to clean transportation among low-income residents.

Needs assessments helped awardees to establish relationships with nonprofit and community-based organizations as well as public agencies, and opened opportunities to collaborate on mobility projects and other funding opportunities.

They offered important engagement opportunities to connect mobility program organizers with potential future users, as well as with other agencies, such as schools, planning agencies, and mobility providers, that they can collaborate with to enact additional, complementary transportation changes. One awardee described how they used the needs assessment process to strengthen ties with community-based organizations:

“There are some already local groups that have been doing great work and advocating in these communities. And so we just wanted to kind of strengthen those groups... One of the ones that we were able to connect with in Mecca was Comite Purépecha. This was sort of an organized unofficial group that we were able to connect and we were able to come up with a name for them, and work together to complete this transportation needs assessment.”

Porterville Unified School District next steps



One final report from the Porterville Unified School District highlighted how important establishing partnerships with public agencies was to implement clean mobility solutions:

“Gaining a strong working relationship with transit government agencies will be crucial in the adoption of clean mobility projects. When it came to active transportation measures at schools, the safe routes partnership was an invaluable resource for us. Their experience in designing active transportation plans for school districts guided our survey and walk audits. However, any street infrastructure updates are impossible without collaboration and buy-in from the relevant government agencies.”

CAPACITY BUILDING

The needs assessment process offers both organizational capacity building as well as community capacity building. In the former, organizations can use the process to learn to apply for future grants and network, implement mobility programs, and advocate for policy changes. In the latter, residents and community-based organizations can benefit from outreach events, like community forums, to foster social infrastructure such as decision-making and partnerships.

Needs assessments offer awardees the opportunity to equip themselves to implement mobility programs, advocate for policy changes, and to apply for other grants. The needs assessment process trains awardees to develop budgets,

project timelines, and other components common to small government grant applications.

Additional resources from the technical assistance providers may also improve capacity building. Based on feedback from this wave of needs assessments, the technical provider, SUMC, developed various survey templates. These templates were based off innovations from awardees that established surveys of different lengths. The templates also included additional questions to gauge resident interest in participating in additional surveys or engagement events, to determine whether existing transportation services reliably meet resident needs, alongside demographic questions to track potential differences in responses by subpopulation, and broadly asks about resident travel behavior, potential barriers to mobility, interest in potential alternative modes, and demographic questions.

RECOGNIZING REPEAT STUDIES AND HOW TO ADD VALUE THROUGH TARGETED COMMUNITY ENGAGEMENT

Needs assessment awardees benefited from many aspects of the program but also spent considerable resources measuring a community’s existing transportation system and mobility needs.

Oftentimes, we found that needs assessments replicated aspects of existing studies of a place’s transportation system and mobility needs. Regional transportation plans and reports offer many of the components of a needs

assessment, and do engage with residents. Several assessments stressed that residents felt survey fatigue: residents had limited time and ability to participate in studies, and were asked to engage in other additional studies. As one organization stated in their final report:

“Based on the lack of interest and response participating in the CMO CTNA survey, further assessments or surveys in the three Census tracts studied with this project would likely not be worth conducting or produce any new information.”

There are, of course, many benefits to confirming findings from previous studies and these studies may uncover additional needs previously overlooked by a regional plan. And as the SB 350 report¹² found, residents generally felt they were insufficiently included in their region’s transportation plans and did not see their concerns reflected in a report that potentially focused on a larger geographic area. This may be a bigger issue of public resources for mobility projects are constrained, and so the legislature must balance the benefits of expanding community engagement in transportation studies with the costs. Those include costs to residents who may be asked to volunteer their time to repeat a study, the costs to organizations who expend resources on developing studies rather than on advocacy efforts on behalf of their community members, and the opportunity costs to the legislature. Those opportunities include mitigating the climate impacts of transportation pollution and addressing mobility constraints among low-income travelers

by funding clean transportation programs directly, for example.

Another awardee cautioned that any additional study should be sufficiently funded so as to enable meaningful community engagement and study:

“The process of preparing and completing the CTNA provided valuable insight and information from the community. However, certain concerns were raised about the amount of time and funding required to truly engage with the community and what was provided through the grant.”

Publicly-available datasets, more often than not, offered the same information about an area’s demographics and transportation system, with far less cost to both communities, residents, and public budgets. Metropolitan planning agencies in charge of regional transportation plans are required¹³ to engage with residents to determine future mobility developments, and assess current transportation infrastructure and travel behavior. In light of this, the needs assessments that included regional transportation plans and studies were able to highlight existing research and find opportunities to collaborate with public agencies to further their mobility plans and perhaps redirect efforts towards cleaner mobility options.

12 https://ww2.arb.ca.gov/sites/default/files/2018-08/sb350_final_guidance_document_022118.pdf

13 Title 23 of the Code of Federal Regulations, Part 450.210, requires that a “public involvement process be developed in consultation with all interested parties and describe explicit procedures, strategies, and desired outcomes” and also requires that “a public involvement process describe explicit procedures, strategies and desired outcomes for seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services.”

Large scale surveys, such as the National and California Household Travel Surveys and the American Community Survey, offer travel behavior and demographic profiles at the census tract level. Other websites offer user-friendly tools to determine an area's cost of living, such as gasoline expenditures and other transportation and housing expenditures, as well as how many destinations residents can access by walking or by transit.

To add value to existing plans, resident surveys should be tailored based on publicly available data on travel behavior and accessibility. Rather than generate a traditional travel survey that comprehensively asks residents about all of their travel behavior, a smaller scale needs assessment should include more targeted research and outreach. For example, after examining travel behavior and finding that most trips in a project area are nearly entirely by personal vehicle, and transit is infrequent and sparse, then a needs assessment resident survey could be used to better understand which shared mobility option residents might willingly adopt and for which trips. One tribal awardee in a rural area, for example, used resident input to determine that many residents had the same commute to a casino, a major local employer, and would be interested in a vanpool service. The project sent a follow-up questionnaire to gather more input on such a proposed shared mobility program.

Needs assessments can also be tailored to fit the needs and interests of the applying organization or agency. An active transportation nonprofit or public agency might use its limited funds to consider the barriers to walking and biking in their

area, involve residents in walkabouts, and focus on more targeted solutions in high-collision intersections, for example. Alternatively, a public agency that wants to further clean vehicle adoption might focus its analysis on electric charger infrastructure gaps and outreach around electric vehicle incentives among local residents.

The needs assessment process ideally offers awardees a balance between being specific enough in its goals to generate actionable recommendations, and broad enough in scope to enable residents to freely voice the gaps and solutions for the local transportation system important to them. A needs assessment that is so broad as to only recommend that safety on a certain street is an issue, is hard to implement. But a needs assessment that narrowly focuses on a very specific topic – where to place a specific bikeshare station, for example – may miss more important mobility issues. We recommend that awardees place resources into planning their priorities for a needs assessment, keeping in mind the ultimate goal of creating actionable recommendations.

We also recommend that future needs assessment awardees, when applicable, review their region's transportation plan, particularly their region's required Sustainable Communities Strategy (SCS) which included planning around clean energy, transportation and land use, before engaging in further needs assessment studies. 98% of the state's population falls under an Metropolitan Planning Organization (MPO) jurisdiction, which are each required to establish a SCS. These plans are useful for communities to see what research has already been conducted, what their

agency's plans for the future look like and how a targeted needs assessment can uncover how best clean mobility options fit in, and what ways that the organization and community may work with government agencies to further clean mobility options to support access and climate resiliency in their communities. For communities who fall outside of an MPO, including many rural areas and Native American Tribal lands, additional sustainable strategies a needs assessment should be prioritized.

Finally, we recommend that any future needs assessment awardees prioritize asking participants relevant demographic questions to determine whether respondents fit the community profile

that the awardees intended to include. A project that intends to focus on low-income residents, for example, should include questions to ascertain whether respondents live in the project area and their income bracket. A project that seeks to include unemployed people, or people who work in agriculture, for example, should include survey questions related to employment status and position. Without knowing who participated in the needs assessment, awardees can only assume they captured the relevant voices. Structuring, and emphasizing, demographic questions in surveys and other forms of original data collection should be a required part of the needs assessment process.

Appendix A

CTNA W1 AWARDEES AND UNAWARDED APPLICANTS BY LEAD APPLICANT TYPE

PUBLIC AGENCIES

Awardees

- Fresno County Rural Transit Agency
- City of Reedley
- Anaheim Transportation Network
- City of National City
- City of Richmond

Unawarded Applicants

- City of Fresno DOT Fresno Area Express
- County of San Diego
- Fresno County Rural Transit Authority
- Kern COG
- Porterville Unified School District
- Riverside Community College District
- Sacramento Public Library
- Western Riverside COG

TRIBES

Awardees

- Native American Env. Protection Coalition
- Big Pine Paiute Tribe of the Owens Valley
- Paskenta Band of Nomlaki Indians

NON-PROFIT

Awardees

- ActiveSGV
- BikeVentura
- CHERP - Locally Green Power
- Community Resource Project
- Ecology Action
- Fresno Economic Opportunities Commission
- Fresno Metro Ministry
- Social Good Fund/Regeneración Pajaro Valley
- The Latino Equity Advocacy & Policy Institute (3)
- Urban Collaborative Project
- Youth Transportation Organization

Applicants

- Bike Bakersfield
- Bakersfield Senior Center, Inc.
- Kounkuey Design Initiative
- California State University, Fresno Foundation
- Electric Transportation Community Development
- South Los Angeles Transit Empowerment Zone
- Institute for Local Government
- Madera Coalition for Community Justice
- National Community Renaissance of California
- RiderSafety Visibility
- Spanish Speaking Unity Council
- Acterra

EXIT SURVEY FOR AWARDEES

CTNA AWARDEE EXIT SURVEY

Instructions and Consent

1) I understand the purpose of the survey and that all my information will be held confidential. I also understand I am free to stop at any time.*

- Yes

CTNA Final Summary Report

2) Please select the CTNA Voucher Award Project Lead*

- ActiveSGV, a project of Community Partners
- Big Pine Paiute Tribe of the Owens Valley
- BikeVentura
- CHERP-Locally Grown Power
- City of Fresno FAX
- Community Resource Project
- County of San Diego
- Ecology Action
- FCRTA - Fresno County Rural Transit Authority
- Fresno County Economic Opportunity Commission
- Fresno Metro Ministry
- Kern Council of Governments
- LEAP-Kettleman City

- LEAP-Mecca
- LEAP-Pajaro
- Native American Environmental Protection Coalition (NAEPC)
- Paskenta Band of Nomlaki Indians
- Porterville Unified School District
- Riverside Community College District
- Sacramento Public Library
- The Social Good Fund
- Urban Collaborative Project
- Western Riverside Council of Governments
- Youth Transportation Organization (YOOTs)

Please upload your Final CTNA Summary Report (e.g. CMO_CTNA_FinalSummaryReport)*

_____1

3) If desired, please upload a photo that encapsulates your project. Note: images will be shared when showcasing your project.

_____1

Email of Person Submitting CTNA Final Summary Report*

AUTOMATIC ACTION TO NOTIFY PA TEAM

About You

4) What type of entity do you (the person responding to this survey) represent?

- Tribal Government
- Non-Profit
- Public Agency
- Community Based Organization
- Consultant
- Mobility Provider
- Other - Write In: _____

Overall Satisfaction

5) Overall, how satisfied are you with the CTNA process?*

Please include any specific comments regarding your overall experience

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

Comments: _____

6) On a scale of one to ten, how would you rank the ease of the voucher reimbursement process?*

Please include any elaborations on the voucher reimbursement process

It was hard

0 1 2 3 4 5

6 7 8 9 10

It was easy

Comments: _____

7) On a scale of one to ten, how would you rank the ease of compiling and submitting required reporting requirements?*

Please include any elaborations on the reporting process

It was hard

0 1 2 3 4 5

6 7 8 9 10

It was easy

Comments: _____

8) In general, how satisfied were you with the following elements of CTNA support offered by the Administrator team?

You will have an opportunity to provide more in-depth answers and feedback in the following sections.

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
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Clean Mobility Equity Alliance (CMEA)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

1:1 Technical Assistance

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Tools and Resources

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Clean Mobility Equity Alliance

9) How many CMEA meetings did you attend?*

10) How many CMEA meetings did someone from your team attend?

11) On a scale of 0 - 10, how likely are you to recommend a new awardee participate in CMEA?*

Never

0 1 2 3 4 5

6 7 8 9 10

Always

12) Please rank CMEA events in order of usefulness*

_____ Ad Hoc Working Groups

_____ Training Sessions (Optional sessions on specific topics)

_____ Cohort Meetings (Required quarterly meetings that covered a broad range of topics)

_____ CARB Office Hours

_____ Open Sessions

13) Please let us know of specific events or activity topics you found most useful through the CMEA Framework*

14) Please let us know of any suggestions we can do to improve CMEA in the future?*

1:1 Technical Assistance

15) Overall, how satisfied were you with the 1:1 technical assistance you received through out the CTNA award period?*

16) Which of the following topics did you request technical assistance for (check all that apply)?*

- Surveys
- Data Collection
- Data Analysis
- Community Engagement
- Outreach
- Navigating the voucher process
- Communications
- Other - Write In: _____

17) Surveys*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

18) Data Collection*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

19) Data Analysis*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

20) Community Engagement*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

21) Outreach*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

24) Other - Please Explain*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

22) Voucher Process*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

23) Communications*

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

Tool and Resources

25) Please rate the usefulness of the following tools and resources with 5 being most useful and 1 being not so much. If you didn't use a tool please leave it blank. If something is not listed here please enter it in the available text boxes.

	Star Rating
<i>Mapping Tool</i>	☆ ☆ ☆ ☆ ☆
<i>Alchemer Platform</i>	☆ ☆ ☆ ☆ ☆
<i>Community Engagement Guide</i>	☆ ☆ ☆ ☆ ☆
<i>Communications Templates</i>	☆ ☆ ☆ ☆ ☆
<i>Survey Templates</i>	☆ ☆ ☆ ☆ ☆
<i>Data Collection Guide</i>	☆ ☆ ☆ ☆ ☆
<i>Project Design Guide</i>	☆ ☆ ☆ ☆ ☆

MPV Readiness

26) On a scale of one to ten, how prepared do you feel ready to apply for a Mobility Project Voucher?*

Not ready at all

- 0
- 1
- 2
- 3
- 4
- 5

- 6
- 7
- 8
- 9
- 10

I'm ready!

27) Do you plan to apply for a MPV Voucher?*

- Yes
- No
- Unsure at this time

28) Please provide any other feedback regarding the CTNA implementation process.*

Involvement After Voucher Close-Out

29) Would you like to remain on the listserv for CMEA awardees and be invited to future events? Current CTNA awardees would not continue to receive messages about day-to-day active awardee issues, but would be kept in the loop regarding events applicable to them, and could post messages, questions, and share resources to continue to build our community of practice.

- Yes
- No
- Yes, but only for specific things -
Write In: _____

30) Would you or someone on your team be willing to be a resource for future CMEA participants? This would include occasionally attending a cohort meeting or having a participant referred to you based on an area of expertise. If you respond yes or you would consider it, we will reach out to determine the level of availability and time commitment you have available.

- Absolutely
- I would consider it
- No

31) Please enter the email to best reach you for continued communication. *

Thank You!

