

Transform Fresno Clean Shared Mobility Network (CSMN) *in the community, for the community*



March 25, 2021

Tara Lynn Gray, Chief Executive
Officer

Troy Hightower, Project Manager

About the Transform Fresno Project



- Community Vote
- Community Focus
- Neighborhood-Level
- Community Benefit

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Project Summary

- The project will establish a low carbon transit system of electric vehicle and bicycle shares, to provide low-or no-cost services throughout the Project Area:
- EV car share (hourly) with below-market rates for lower-income members (cars and vans)
- EV vanpool to employment centers
- Electric bike share (200 bikes)
- Electric vehicle charging infrastructure (Level 2 and 3 electric)
- Vehicle service systems (EVSE) for the 42 vehicles
- Volunteer driver program providing electric vehicle rides to underserved residents
- Mobility Hub Customer Service Center will provide a virtual and physical location for engaging with the program
- FMBCF and the project partners will develop a long-term operations and maintenance plan for the program during the grant term and with the possibility of extending the program

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Agenda for Today

1. About the Project
2. Community Engagement
3. Project Summary
4. Community Engagement
5. CSMN Guidelines & Policies
6. CSMN Project Timeline
7. CSMN Workplan and Budget
8. Work in Progress
9. CSMN Team Members
10. Fresno Metro Black Chamber Foundation
11. National Overview of Shared Mobility
12. What's Next



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Community Engagement

Keshia Thomas is currently Program Director at Fresno Career Development Institute, a non-profit organization. She is a lifelong resident of Fresno and serves as a Trustee for our own Fresno Unified School District.

Keshia Thomas has found time to give back to her community through a number of volunteer and employment opportunities. It began when she was 14 and her grandmother started a food and homeless ministry through Fellowship Missionary Baptist Church. She has continued the work throughout her life and now she serves as the Assistant Director. She is a former Executive Director for one of our local EDC's, serves on a number of boards here in Fresno, including West Fresno Resource center and she continues to partner with a number of CBO's and Districts across California.



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Community Involvement

What is CSMN?

Who said we needed that?

Who did you speak to?

What Community Partners?

How will this help our city?

Where did they come from?

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Why is Community Involvement Important?



- Deepening and expanding public engagement has increased globally. The importance of community engagement has become pivotal for well-functioning community projects.
- Community engagement not only is desirable, but necessary and viable as it is likely to lead to more equitable, sustainable public decisions and improve the liveability of local communities.
- Community engagement is important for individuals, public organizations, and governments alike.

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CSMN Guidelines & Policies

(Developed in collaboration with team members)

- ❖ Long-term Operations and Maintenance Plan
- ❖ Methodology for Selecting Charging and Parking Sites
- ❖ Community Benefits Policy

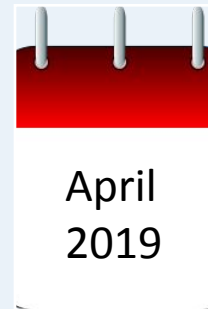
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CSMN Project Timeline To Date



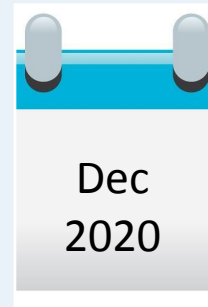
Transform Fresno
Grant Approved



Master Contract SGC/City of
Fresno Approved



Lead Entity Contract City of
Fresno/FMBCF – Agreement
A & Agreement B



Approved to advance to
Agreement B

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CSMN

Workplan & Budget Nov 2019 - Apr 2024

TASK 1:
Project
Setup and
Kickoff
Sep 2020

TASK 2:
Partnership
Development
and
Contracting
Nov 2020

TASK 3: EV
Charging Site
Selection
and Partners
Mar-May
2021

TASK 4: EV
Charging Site
Construction
Apr-Sep
2021

TASK 5:
Car/Bike
Acquisition
and
Installation
May-Sep
2021

TASK 6:
Integrated
Services
Develop
Website
May-Sep
2021

TASK 7:
Mobility Hub
Customer
Services
Center
Jan
2021-Dec
2023

TASK 8:
Operations
Oct
2021-Dec
2023

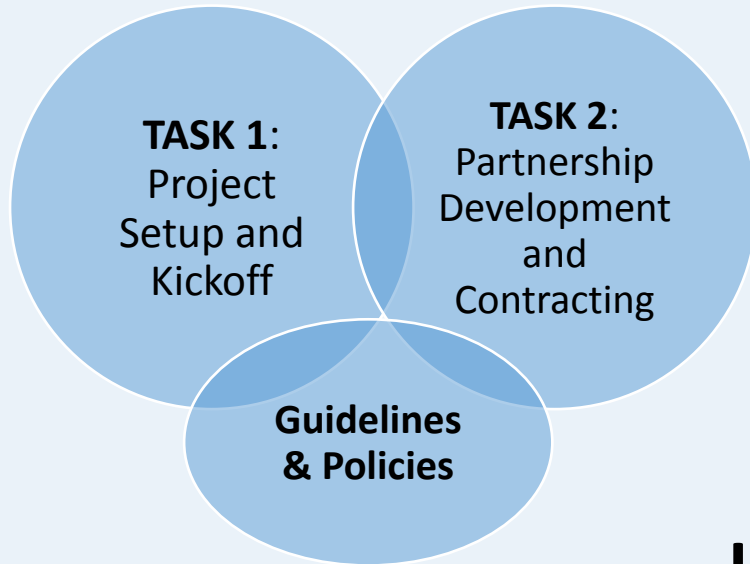
TASK 9:
Marketing
and
Outreach
Feb
2021-Dec
2023

TASK 10:
Program
Evaluation
and
Adjustments
Apr 2022-Dec
2023

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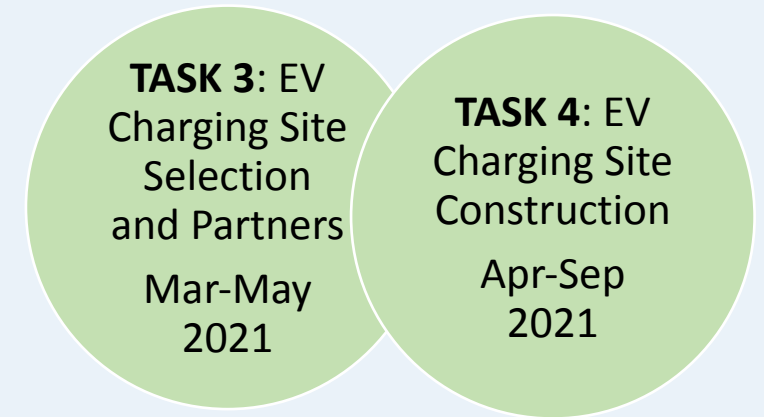


Completed to Date

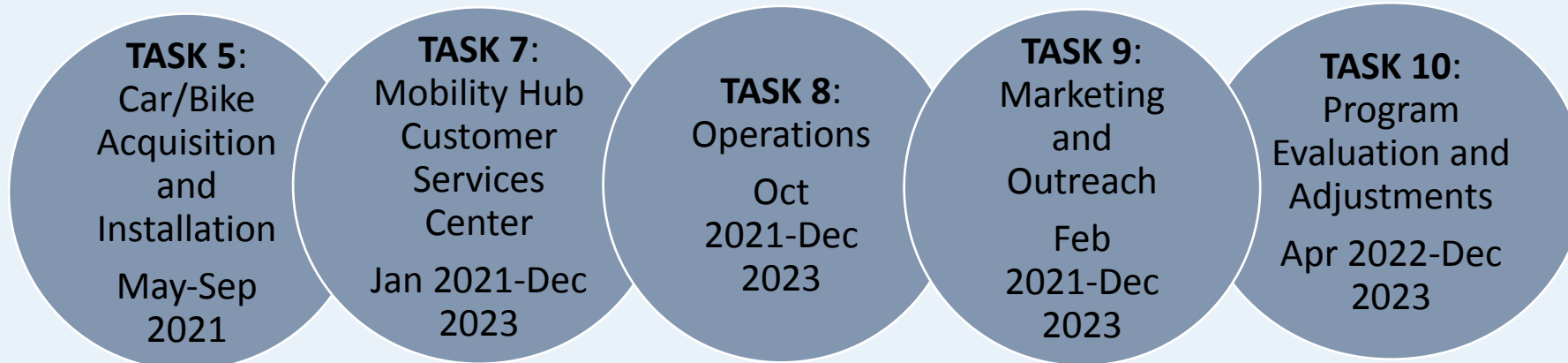


Current Status Agreement B

In Progress Now



Upcoming



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Work in Progress - EV Charging Infrastructure

Fresno Housing Authority



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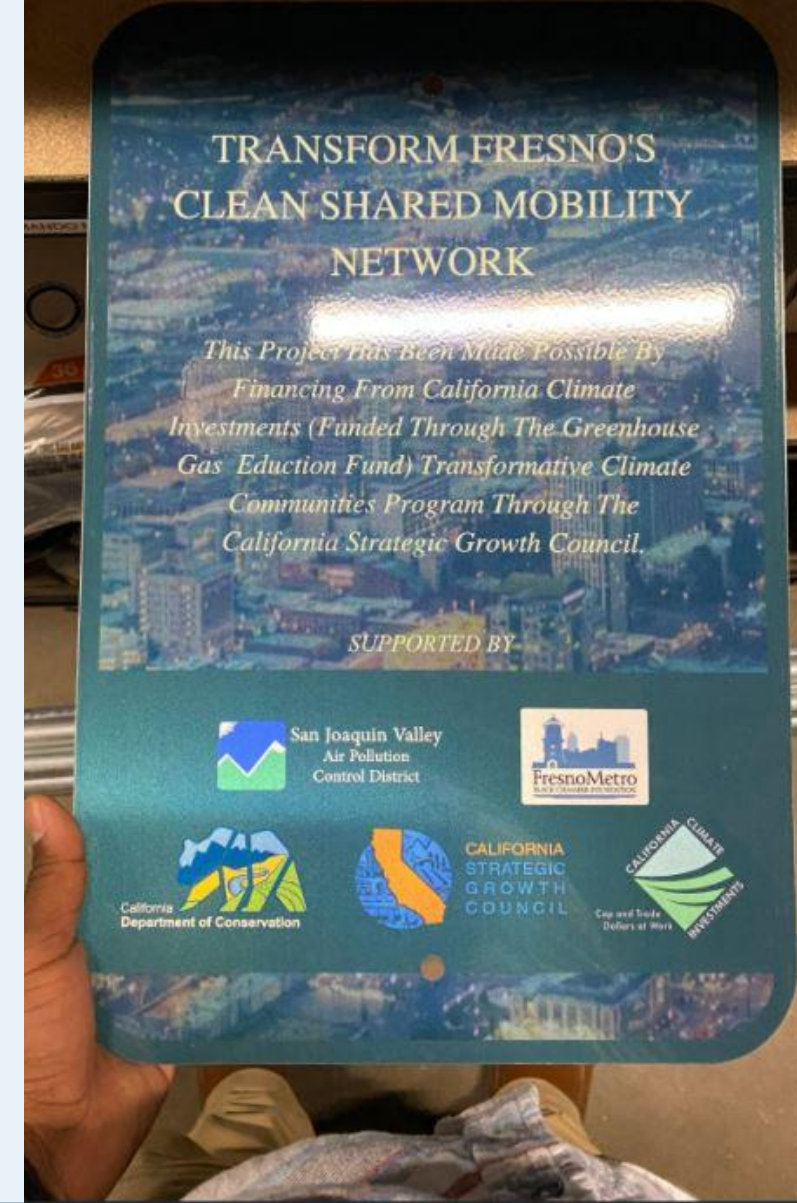
Work In Progress:
EV Charging
Infrastructure

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EV Charging Infrastructure

Early Readers Preschool



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FresnoMetro
BLACK CHAMBER FOUNDATION

CSMN Team Members with their Tasks

- ❖ Fresno Metro Black Chamber Foundation (FMBCF) – TCC Project #7 Lead Partner
- ❖ TDH Associates International (TDH) – Project Manager
- ❖ Shared Use Mobility Center (SUMC) – Technical Assistance: Tasks 1, 3-6, 8-10
- ❖ Green Commuter (GC) – Electric Carshare Operator: Tasks 4, 5, 8, 9
- ❖ Early Readers Preschool – (ERP) Solar Park & Ride: Tasks 4, 5
- ❖ Shared Mobility, Inc. (SMI) – Electric Bikeshare Operator: Tasks 5, 8
- ❖ Latino Equity Advocacy & Policy Institute (LEAP) – Rural carpool Operator: Task 8
- ❖ Community engagement consultant, and van operator (yet to be determined): Tasks 8, 9

Note: Task 2 and 7 are performed by FMBCF and TDH. All team members collaborate to some extent with all tasks especially Task 9 Marketing and Outreach.

FHA has participated as a partner offering funding, sites, and staff as leverage.

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Fresno Metro Black Chamber Foundation

- ❖ **Tara Lynn Gray**, CEO of the Fresno Metro Black Chamber Foundation (FMBCF) In addition to providing educational programming for entrepreneurs of all ages that leads to financial responsibility, sustainability, and job growth for Black people.
 - ❖ 25 years experience managing complex technical projects including construction, voice, data, and hospital systems.
 - ❖ 10 years experience supporting the largest US owned people moving transportation company with more than 80 municipal contracts.
 - ❖ BA – Business Management and MA – Christian Studies
 - ❖ Business Coach for Small Business Development Centers
 - ❖ ADEM 2015-2017 District 11 and Senate Appointee District 3 Delegate
- ❖ FMBCF is the Lead Partner, FMBCF is the responsible party with the City of Fresno and SGC. FMBCF is responsible for administration of the CSMN project including retaining and managing the subcontractors to complete the requirements of Agreement A and Agreement B of the Master Contract with the City of Fresno.



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TDH Associates International

- ❖ **Troy D. Hightower** is the founder of TDH Associates International a SBE/DBE certified firm. Mr. Hightower retired from Kern COG where he was a **Regional Transportation Planner** and worked closely with Fresno COG. He has over 30 years' experience working as project manager or other high level roles on economic development, community engagement, and transportation projects mainly in Disadvantaged Communities.
- ❖ TDH has worked on two other Strategic Growth Council funded projects. They were Affordable Housing projects that included shared use vehicles.
- ❖ The role of TDH is to perform the duties and responsibilities as the CSMN Project Manager in close coordination with the Project Lead FMBCF. This includes but is not limited to; negotiating subcontractor agreements, coordinating their tasks, and contract reporting to ensure delivery of the project on time and within the budget.



TDH Associates International



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What is Shared Mobility?

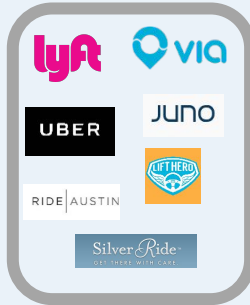
▶ Shared Mobility Typology



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Shared Mobility's Growth

600+ cities:
TNCs



20+ cities:
pooled rides



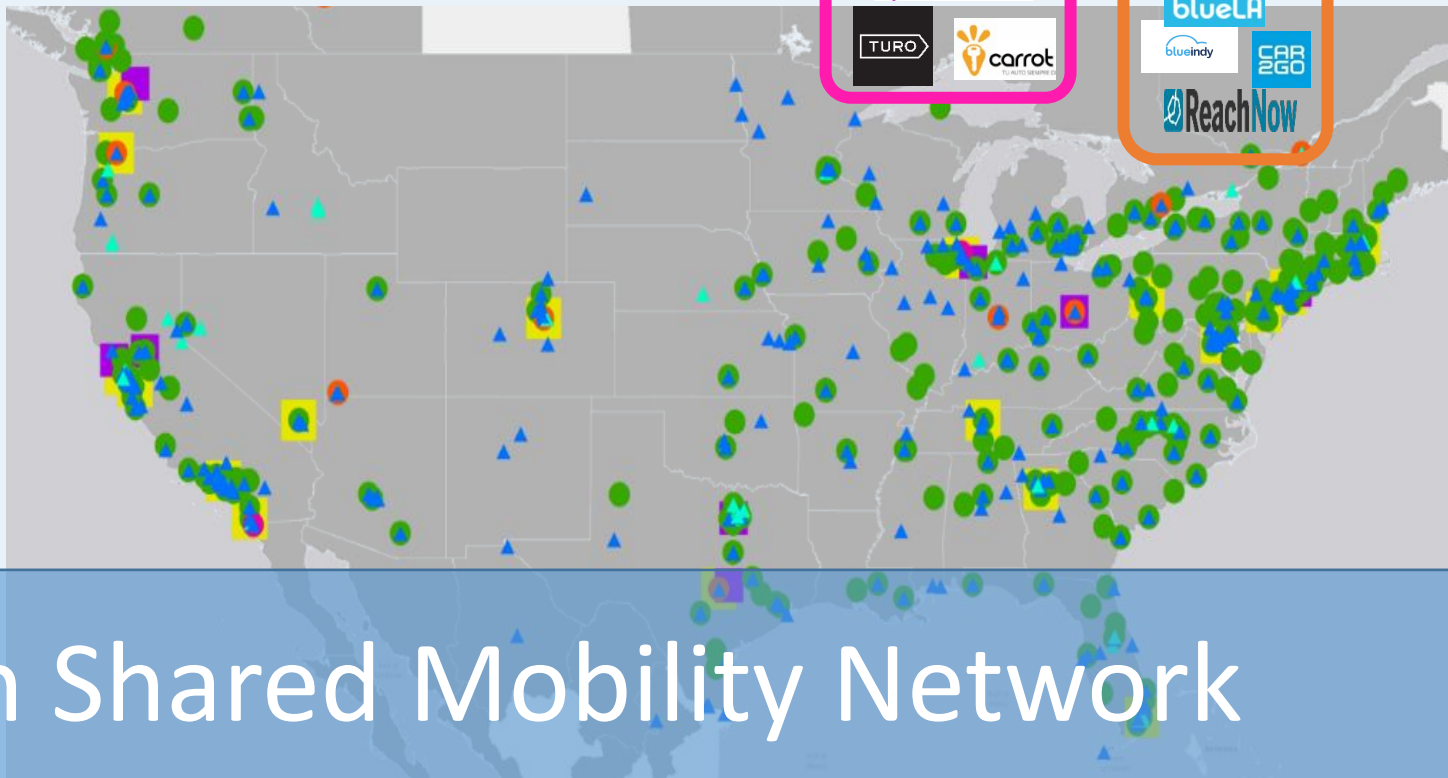
10+ cities:
microtransit



400+ cities: carshare
(1-way, 2-way, P2P)



400+ cities: bikeshare (docked,
dockless) & scooters



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But why?

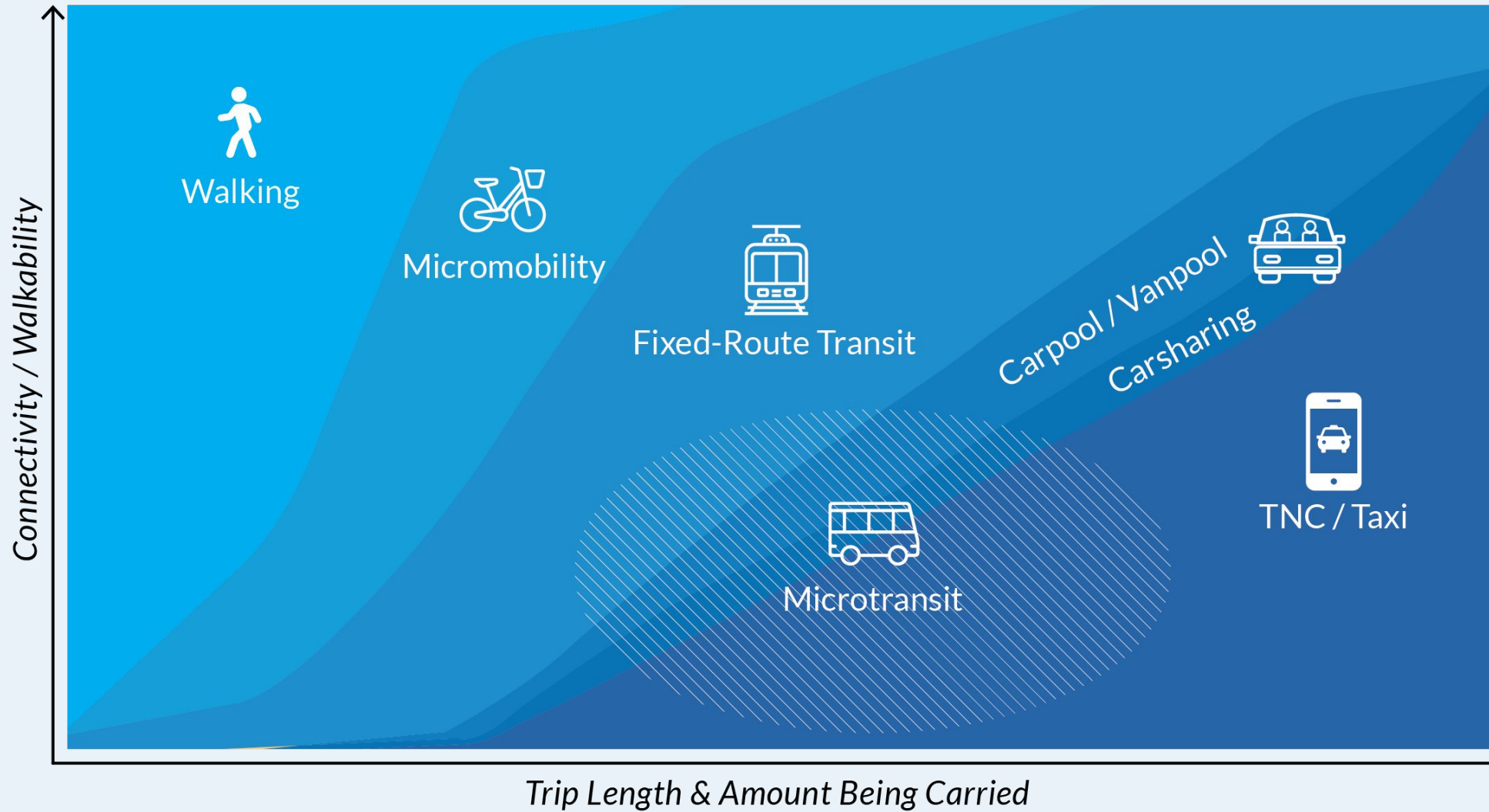


- **Adds options** to improve multimodal ecosystem
- **Fills gaps** in service, particularly nights and weekends
- **First/last mile connections** to transit from home and/or work
- **Can be implemented quickly** at lower capital cost
- **Supports sustainable, healthy, walkable communities**

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Where Mobility Services Work Best



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Shared Mobility and Where it Works Best

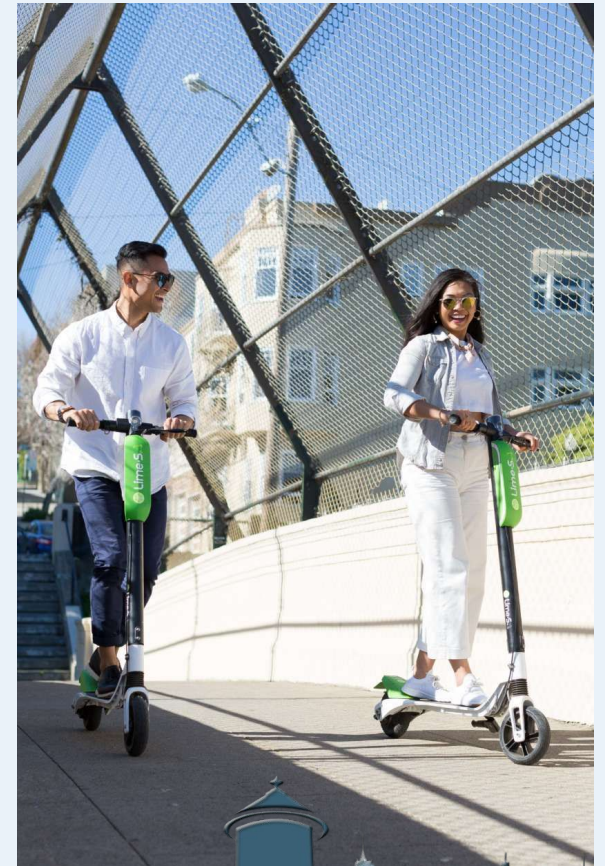
Micromobility for the shortest trips near the core or areas with high walkability

▶ **Bikeshare**

- Bikes/e-Bikes
- Docked/dockless
- Membership/pay-per-use

▶ **Scooter-share**

- Standing or seated e-scooters
- Short-term rental, terms similar to dockless bikeshare



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Shared Mobility and Where it Works Best

Flexible mobility access for longer trips

- ▶ **Carshare**
 - Short-term rentals
 - Round-trip/one-way
- ▶ **Ridehailing/TNCs and taxis**
 - Dispatched (hailed, prearranged)
 - Traditional taxis, Uber/Lyft/Via
 - Individual or “**Pooled**”
- ▶ **Microtransit**
 - Demand-response shuttle, 5 to 20 passengers
 - Flexible routes and schedules



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Shared Mobility and Where it Works Best



Commute-focused modes

- ▶ **Vanpool**
- ▶ **Carpool/rideshare**
 - Prearranged or casual

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SHARED-USE MOBILITY CENTER

Our Work

Implementation and Pilots

- FTA MOD Sandbox Innovation & Knowledge Accelerator
- MOD On-Ramp: Pilot Business Planning
- California Air Resources Board Clean Mobility Options program
- Pilots in rural and suburban areas
- Mobility Hubs in Bay Area
- Shared Mobility Action Plans

Convening

- Public and private sectors through workshops and Mobility Summit

Research

- TCRP: Impacts of TNCs on Transit, Private Transit, Micromobility
- MTC (Bay Area) Study on Strategic Carsharing Expansion
- European Shared Mobility Best Practices
- FHWA MOD Business Models

Learning Center

- FTA-supported database
- 1000+ policies, case studies, white papers, webinars

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- ❖ SUMC serves as the project's primary technical advisor helping to execute a variety of project management and implementation tasks:
 - Identifying sites for EV charging
 - Providing acquisition and installation guidance of different modes
 - Assistance with web platform development
 - Support on community stakeholder engagement



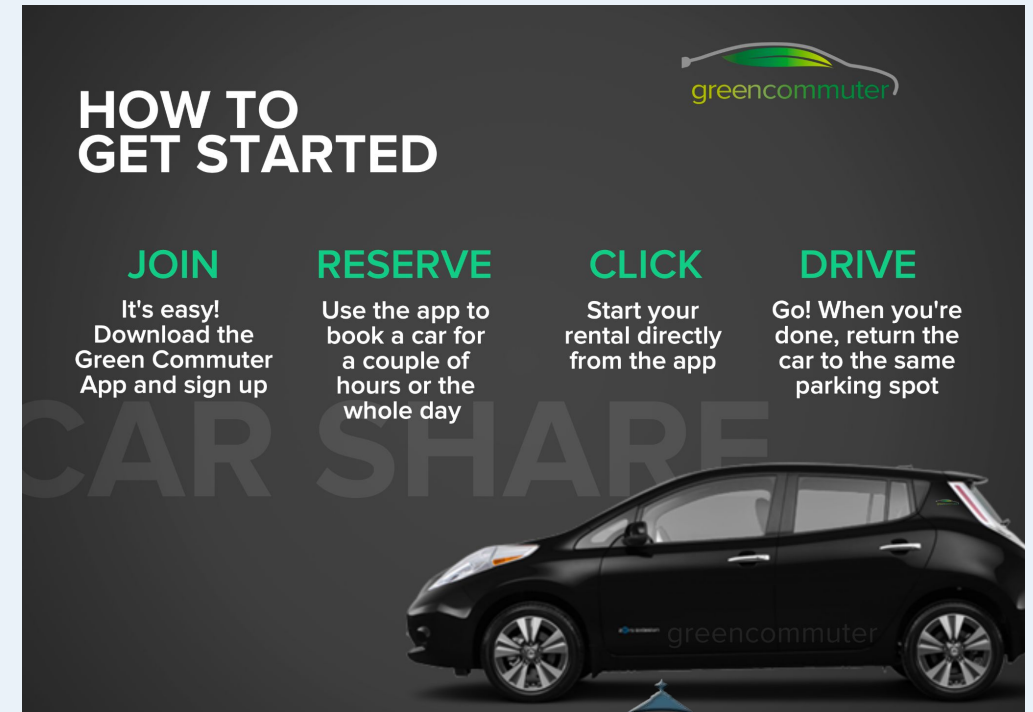
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What is Carshare?



- Carshare will be available to be rented on an hourly, daily, or weekly basis
- Vehicles will be rented from one of the charging hubs and will be returned to the same location as well
 - All trips will be roundtrip rentals
 - All vehicles will need to be plugged in and charged when the rental period is completed
- The vehicle will be accessed through the Green Commuter application
 - Reservations will be made on the app
 - The vehicles will be unlocked, started, and locked from the Green Commuter application on your phone



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- ❖ Green Commuter a bilingual operation – over 50% of staff speaks Spanish as a first language and they are committed **to making clean transportation accessible to low income environmentally disadvantaged communities.**
- ❖ Green Commuter is deploying carshare and vanpool programs in Watts, in small rural towns outside of Fresno, and frequently has partnerships with Housing Authorities to bring EV access to housing project residents.
 - ❖ The model of hourly rentals makes EVs accessible to people who typically may not be able to afford to EV vehicle ownership.



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- ❖ Green Commuter's role in the CSMN project is deploying:
 - ❖ 34 cars for EV Carshare with below-market rates for lower-income members
 - ❖ 8 vans for EV Vanpool to commute daily to work and back
 - ❖ Electric vehicle charging infrastructure (42 chargers)
- ❖ Green Commuter committed \$2.6 million in matching funds to the project



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Carshare vehicles coming soon!

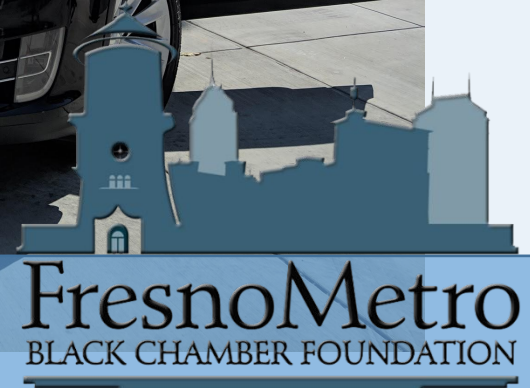
Tesla Model 3 or equivalent long range EV will
be available for car share



Tesla
Model X
will be
available
for
vanpool



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What is bike sharing services and e-bikes?

- ❖ A shared bicycle fleet located throughout a community that users can rent on demand for one-way or round-trip journeys.
- ❖ Bikes are parked throughout a community at specific hubs or stations
- ❖ Bikes are used for commuting, running errands, recreational rides, and community group rides
- ❖ E-bikes used in shared bicycle systems
 - User friendly and accessible design
 - Gentle pedal assist motor (makes you feel superhuman)
 - E-bikes increase the quantity and distance of rides



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- ❖ SMI is a 501(c)3 nonprofit that advances innovative transportation services that focus on a shared model. Founded in 2009 as the operator of **Buffalo CarShare, the nation's first social equity-focused shared mobility program.**
- ❖ SMI has leveraged its experience in **eliminating barriers to mobility in underserved communities** - including work with the State of California to implement Clean Mobility Options pilot programs in the San Joaquin Valley and Los Angeles.
- ❖ Building upon SMI's years of experience planning and operating shared bicycle programs, **SMI has been contracted to plan and implement the shared bicycle component of CSMN.**



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SMI's Shared Bicycle Programs



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- ❖ LEAP is a Latino-Valley based environmental justice community institution in Fresno California. LEAP's mission is to engage San Joaquin Valley communities to **increase social justice awareness**, strengthen grassroots leadership and **empower Latinos, Immigrants and Youth** to achieve environmental sustainable justice while **improving community health**.



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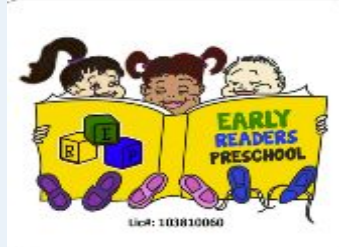
- ❖ The LEAP Institute will provide services to the FMBCF in support of the Fresno Clean Shared Mobility Network (CSMN) project between **rural communities**, downtown, and southwest Fresno. **The project will provide the electric vehicles to LEAP.** LEAP rides will be coordinated to maximize mileage and asset utility for the reduction of GHG's and facilitation of community socioeconomic, health and educational advancement.



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Early Readers Preschool



- ❖ Early Readers Preschool, is owned and operated by Bethel Temple Church of God in Christ with nearly 50 years of service to the WF community. Early Readers Preschool (ERP) provides quality education for children between the ages 3-6 with a focus on reading.

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Early Readers Preschool



- ❖ The **Clean Energy Park & Play Area** will provide access to a solar powered vehicle charging station for low-income neighbors promoting the use of low to zero emission electric vehicles. It will also reduce greenhouse gas emissions by utilizing electric vehicles to provide low-to-no cost transportation for West Fresno residents and the preschool's children while creating employment training opportunities. The solar powered lot will be available to residents, visitors of West Fresno, Chinatown, and Downtown.



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What's Next



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Community Engagement Commitment

Our Pledge To Our City Is To Engage

- ❖ **Individual Community Member**
- ❖ **Faith Based Community Member**
- ❖ **Public Organizations**
- ❖ **Community Based Organization &**
- ❖ **Governments Alike**

These are the tools to ensure well-functioning community project.

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We are pleased to be a part of the TCC Program and working with City of Fresno

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Fresno Metro Black Chamber Foundation

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