

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



March 10, 2021 Community Update

Tara Lynn Gray, Chief Executive
Officer

Troy Hightower, Project Manager

About the Transform Fresno TCC Project



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

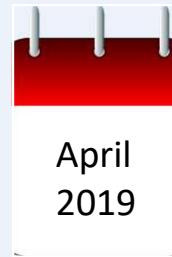
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CSMN Project Timeline



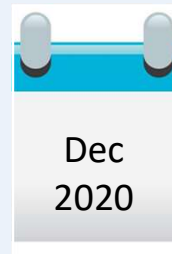
Transform Fresno
Grant Approved



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

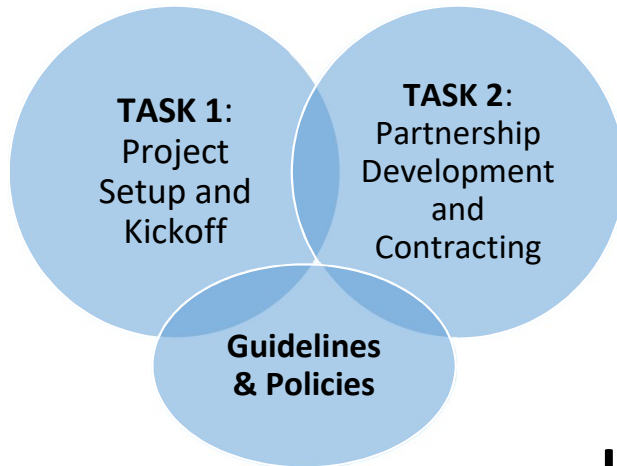
TASK 9:
Marketing
and
Outreach
Feb 2021-
Dec 2023

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

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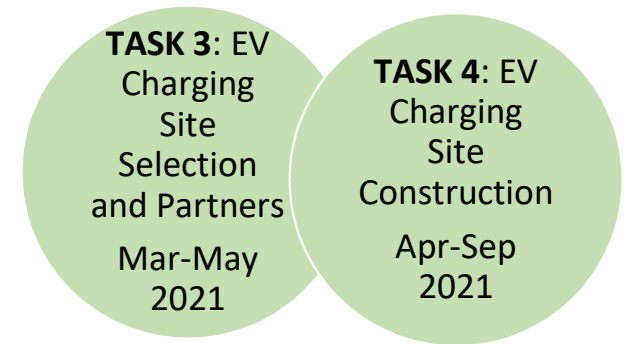


Completed to Date



Current Status Agreement B

In Progress Now



Upcoming



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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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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 has been involved and engaged in this working in her church, Fellowship Baptist Church, as Assistant Director of the Homeless Ministry and Assistant Director of the Children's Church.



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Community Involvement

What is CSMN?

Who said we needed that?

Who did you speak to?

What Community Partners?

Where did they come from?

How will this help our city?

Why is Community Involvement Important?



- Deepening and expanding public engagement has expanded 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.

Work In Progress – EV Charging



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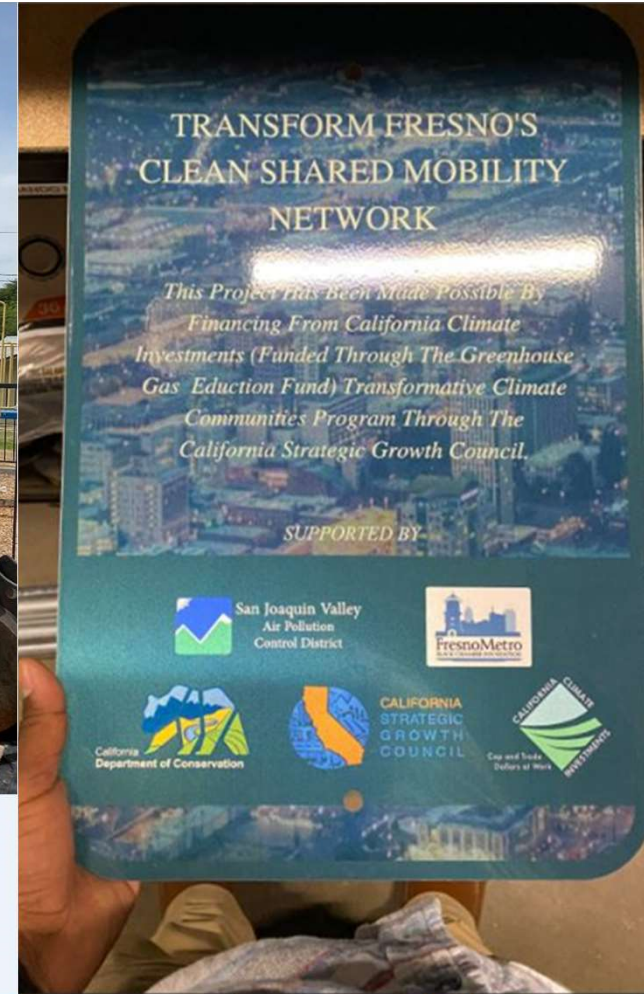
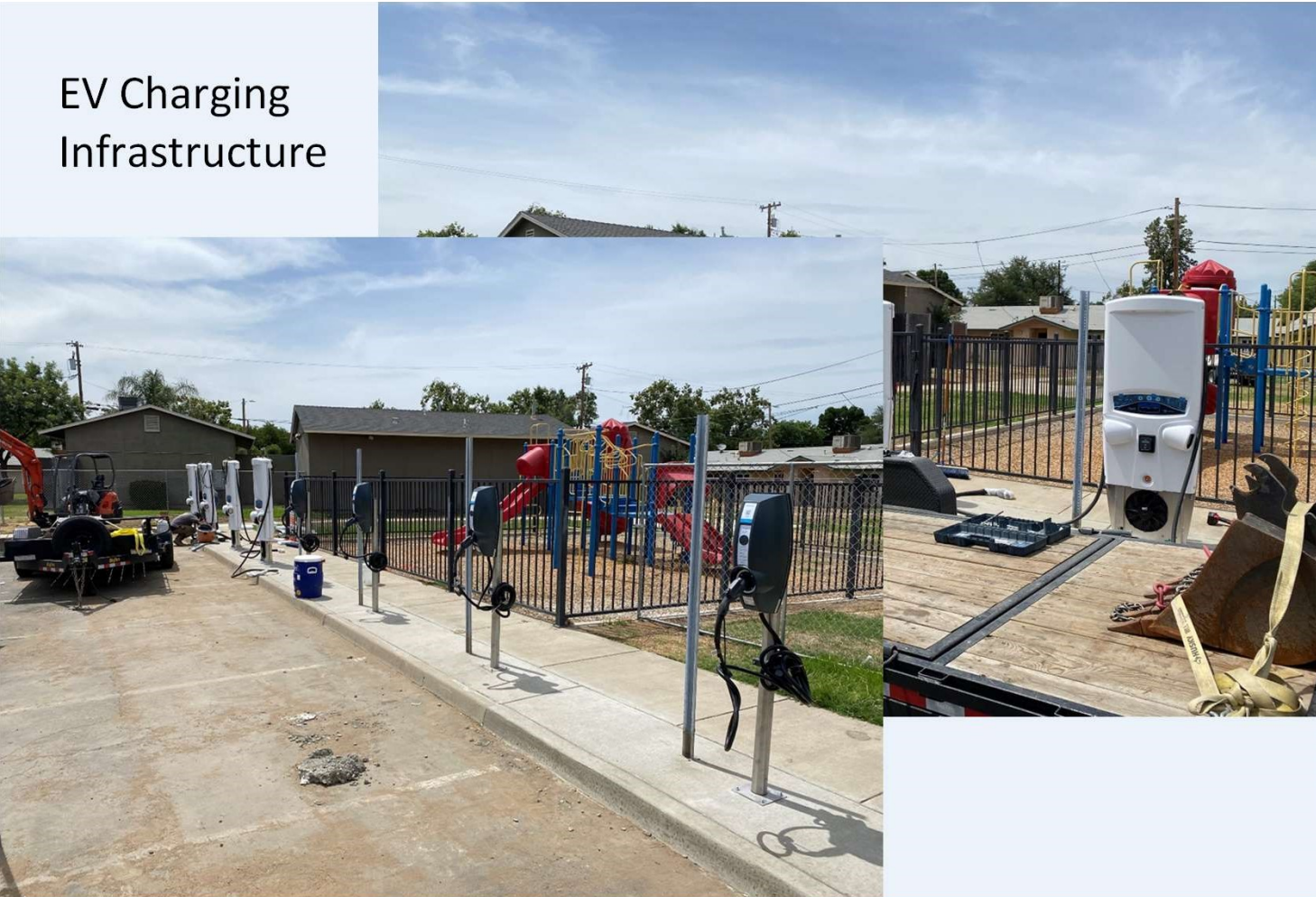


Work In Progress:
EV Charging
Infrastructure

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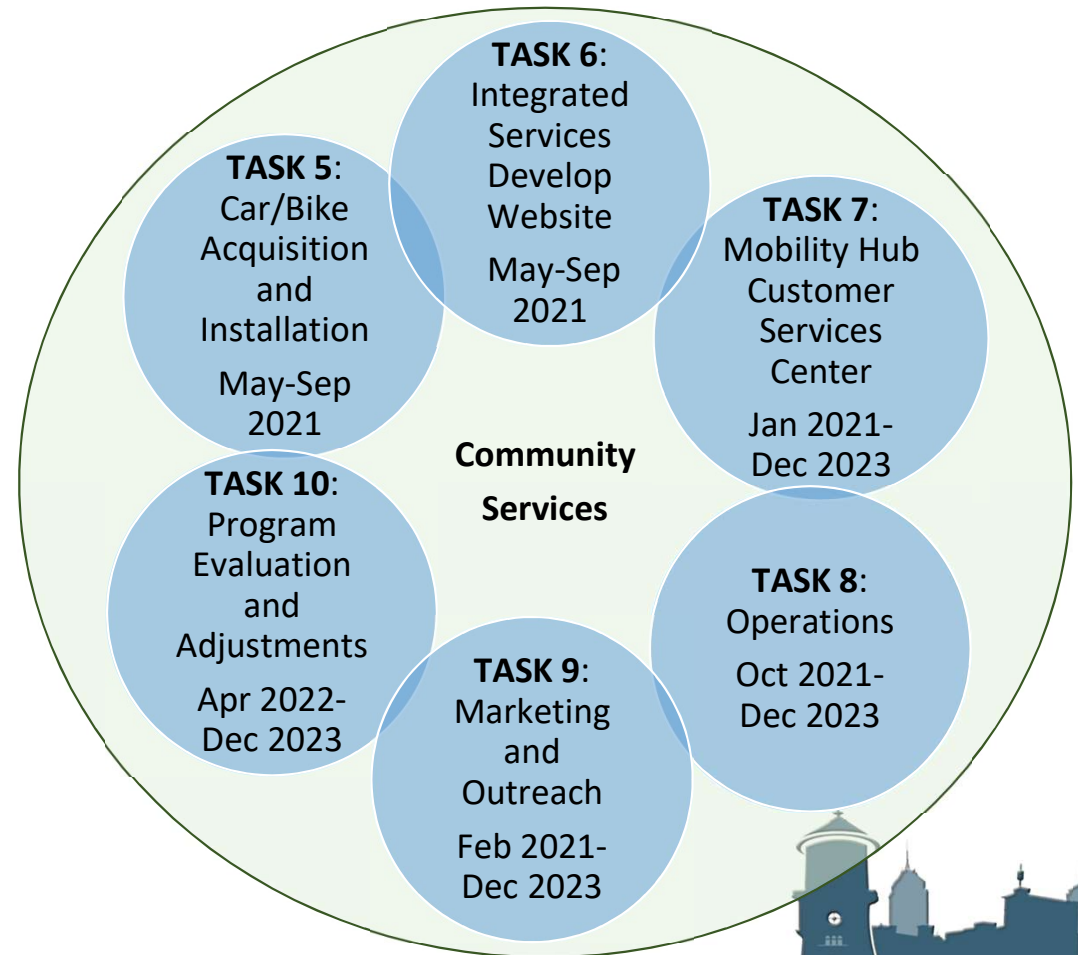
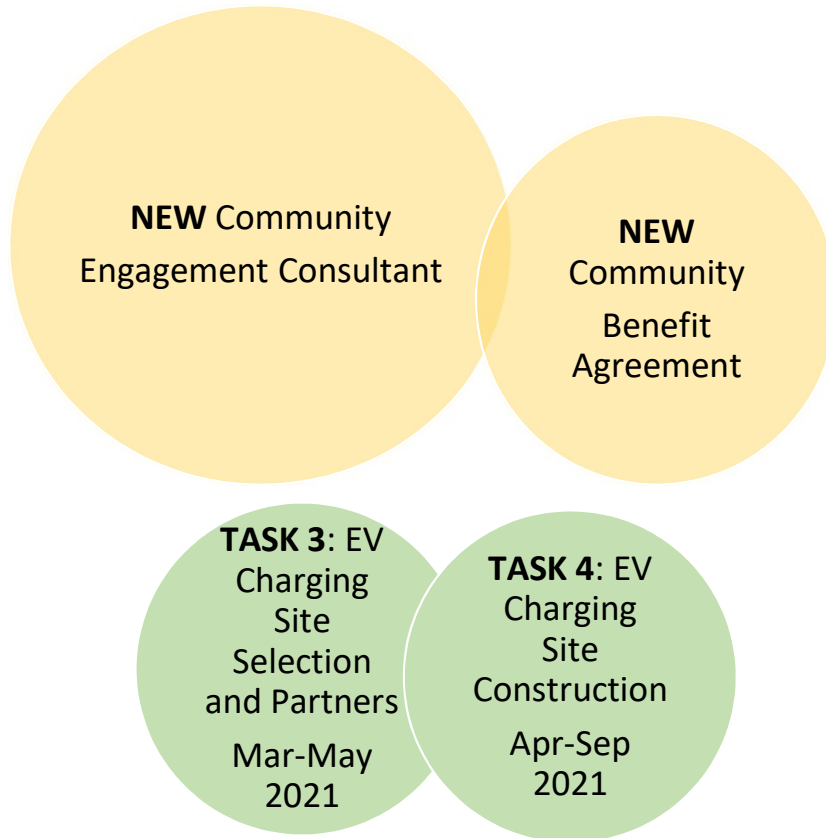
EV Charging Infrastructure



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FresnoMetro
BLACK CHAMBER FOUNDATION

What's Next



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CSMN Team Members and 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: Task 5, 8
- ❖ Latino Equity Advocacy & Policy Institute (LEAP) – Rural Carpool Operator: Task 8
- ❖ Community engagement consultant, and van operator (TBD): 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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- ❖ **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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- ❖ The Shared Use Mobility Center (SUMC) is a 501(c)(3) non-profit dedicated to advancing shared transportation services such as bikesharing, electric vehicle carsharing, ridesharing, and demand responsive transit in order to enhance mobility and quality of life for all.
- ❖ SUMC delivers its substantial body of work and expertise through a variety of means, including **technical assistance to local and state governments**; **research and analysis** of the growth of shared mobility, drawing out **operational lessons** and **best practices**. Providing operational support for dozens of new mobility pilots projects; and close engagement with partners from the public and private sectors.
- ❖ SUMC serves as the project's primary technical advisor helping to execute a variety of project management and implementation tasks, such as identifying sites for EV charging, providing acquisition and installation guidance of different modes and web platform development, as well as community stakeholder engagement.



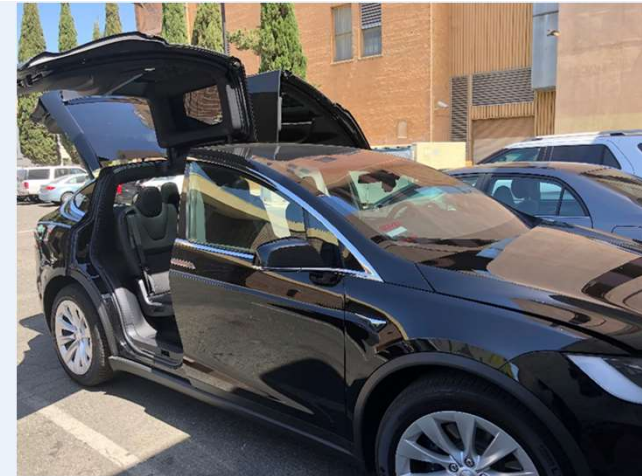
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- ❖ Early Readers Preschool, is owned and operated by Bethel Temple Church of God in Christ with nearly 50 years of service to the WF community. Early Readers Preschool (ERP) provides quality education for children between the ages 3-6 with a focus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



Clean Shared Mobility Network

- ❖ 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, disadvantaged communities**, many of whom are majority ESL.
- ❖ Green Commuter deployed carshare and vanpool programs in Watts, in small rural towns outside of Fresno, and frequently have 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.
- ❖ 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 employment centers
 - ❖ Electric vehicle charging infrastructure (36)
- ❖ Green Commuter committed \$2.6 million in matching funds to the project



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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**.
- ❖ 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.



Clean Shared Mobility Network

- ❖ 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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