



## **CLEAN SHARED MOBILITY NETWORK**

*In the community, for the community*

**Dr. Cassandra Little, Chief Executive Officer  
Eric Spikes, Mobility Center Director**

# What is the mission of the CSMN?

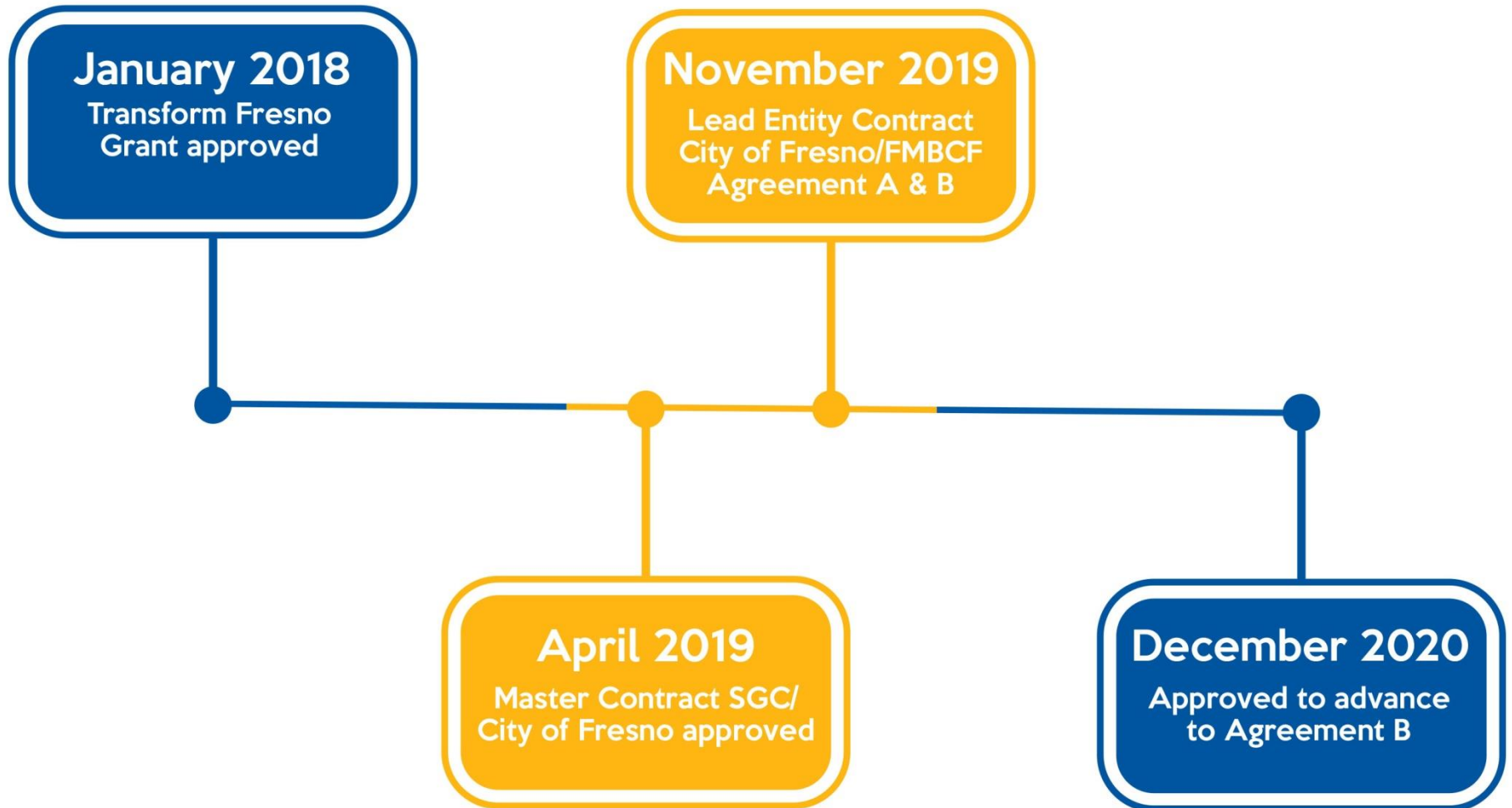


## As part of the Transform Fresno Program the CSMN was created to:

- Help with the development of projects that achieve major environmental, health, and economic benefits in California's most disadvantaged communities.
- Provide low cost, reliable transportation systems that compliment public transit systems using electrically powered vehicles in historically underserved communities in Fresno.
- Educate the community about the positive impacts of electric vehicles on Valley air quality, pollution and climate change.



# CSMN Project Timeline



# CSMN Workplan & Budget Nov 2019 - Apr 2024



● **Task 1 - Sept 2020**  
Project set up and kick off

● **Task 2 - Nov 2020**  
Partnership development  
and contracting

● **Task 3 - Mar-May 2021**  
Charging site selection  
and partners

● **Task 4 - Apr-Sep 2021**  
Charging site construction

● **Task 5 - May-Sep 2021**  
Car/Bike acquisition and installation

● **Task 6 - May-Sep 2021**  
Integrated services develop website

● **Task 7 - Jan 2021-Dec 2023**  
Mobility Hub Customer Services Center

● **Task 8 - Oct 2021-Dec 2023**  
Operations

● **Task 9 - Feb 2021-Dec 2023**  
Marketing and outreach

● **Task 10 - Apr 2022-Dec 2023**  
Program Evaluation and Adjustments



# CSMN Current Status - Agreement B



## Completed

- **Task 1 - Sept 2020**  
Project set up and kick off
- **Task 2 - Nov 2020**  
Partnership development and contracting
- **Task 3 - Mar-May 2021**  
Charging site selection and partners

- **Task 4 - Apr-Sep 2021**  
Charging site construction
- **Task 5 - May-Sep 2021**  
Car/Bike acquisition and installation
- **Task 6 - May-Sep 2021**  
Integrated services develop website
- **Task 7 - Jan 2021-Dec 2023**  
Mobility Hub Customer Services Center

## In Progress

- **Task 8 - Oct 2021-Dec 2023**  
Operations
- **Task 9 - Feb 2021-Dec 2023**  
Marketing and outreach
- **Task 10 - Apr 2022-Dec 2023**  
Program Evaluation and Adjustments



# CSMN Charging Sites - Completed



**Sequoia Courts**

**Fairview**



# CSMN Charging Sites - Completed



**Legacy Commons**

**Sierra Plaza**



# CSMN Charging Sites - Completed



**Yosemite Village**





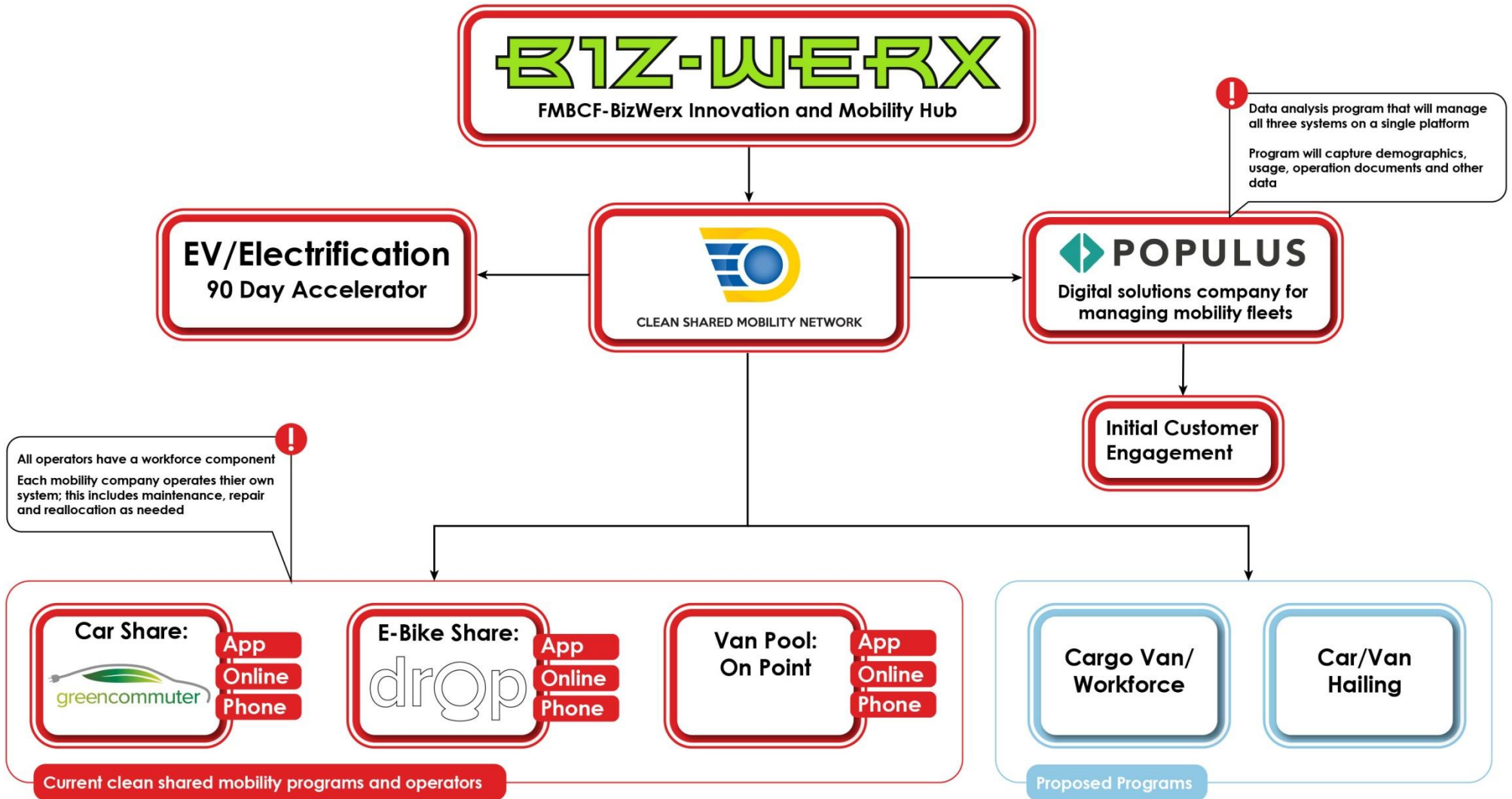
# CSMN Charging Sites - Planned



**Fresno Metro Black Chamber of Commerce**



# CSMN Organizational Chart





**In collaboration with team members, CSMN will develop:**

- **A long term operations and maintenance plan.**
- **A methodology for selecting charging and parking sites.**
- **A Community Benefits policy.**





## Why is community involvement important?

- Deepening and expanding community engagement is vital for the success of any project. Focused community engagement at every stage ensures community buy-in and lays a strong foundation for the long-term success of projects.
- Community engagement not only is desirable, but necessary 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 in establishing successful and viable programs.
- Community engagement creates opportunities for dialogue and education, and creates a “helping ourselves through helping others” mentality that strengthens community bonds.

**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?**



# CSMN - Team members and their tasks



## The CSMN is made up of a group of organizations and individuals charged with the completion of program tasks:

- Fresno Metro Black Chamber Foundation (FMBCF) – TCC Project #7 Lead Partner
- 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
- DROP – 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.*





## Dr. Cassandra Little CEO Fresno Metro Black Chamber Foundation

Cassandra D. Little Ph.D. brings a long history of entrepreneurship and commitment to economic equity to the Fresno Metro Black Chamber Foundation (FMBCF). She owns and operates CARE Consulting and Coaching Group where she provided life, career, sports and executive coaching services.

She has her Doctorate degree in Counseling Educational Psychology and a Masters in Social Work.

Dr. Little spent 27 years of her career working in Child Welfare Services as an LCSW and as CEO of her own business .

FMBCF is the Lead Partner and 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.





## Keshia Thomas - Program Director at FCDI

Keshia Thomas is currently Program Director at Fresno Career Development Institute (FCDI), a non-profit organization. Through FCDI Keshia leads the CSMN Community Outreach program. Her outreach efforts include large community gatherings, smaller community meetings and marketing. Her outreach efforts focus on educating the community about the benefits of the shared electric vehicle transportation available through the CSMN program. She also serves as a Trustee for our own Fresno Unified School District.

In addition to her work as Trustee, and her work with FCDI and CSMN, Keshia has found time to give back to her community through a number of volunteer and employment opportunities. It began when she was 14 helping her grandmother who had started a food and homeless ministry through Fellowship Missionary Baptist Church. She has continued this work throughout her life and now serves as Assistant Director of the Homeless Ministry and Assistant Director of the Children's Church at Fellowship Baptist Church.





## Shared Use Mobility Center

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.



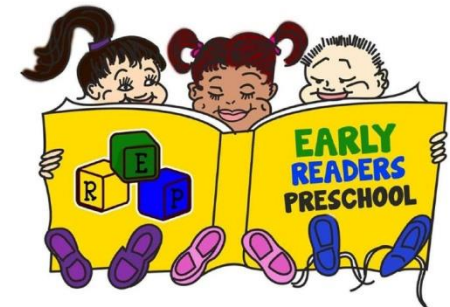




## Early Readers Preschool

Early Readers Preschool, is owned and operated by Bethel Temple Church of God in Christ with nearly 50 years of service to the West Fresno 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.





## Green Commuter

Green Commuter is an EV carshare provider that has successfully deployed carshare and vanpool programs in a variety of communities from dense urban areas like Watts, to small rural towns in the Central Valley. Green Commuter frequently partners with Housing Authorities to bring EV access to community residents. The hourly rental pricing makes EVs accessible to people who typically may not be able to afford to EV vehicle ownership.

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'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.





## LEAP - Latino Equity Advocacy & Policy Institute

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 environmentally 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.



THE  
**LEAP**  
INSTITUTE





## DROP Mobility

Drop Mobility has a flexible operations philosophy, they believe that there is no "one size fits all" to administering a bike share service. Drop works in a partnership approach with local stakeholders to build locally branded and long-term/ sustainable systems.

Drop's end-to-end expertise in different functions of micro-mobility like hardware, software, supply chain, operations, and customer service makes them a full-service partner and enables them to provide locally branded, customized solutions to their customers.

They have expertise in working with and supporting municipal organizations like transit agencies, non-profit bike share operators, urban planners, campus administrators, mobility enthusiasts, other community stakeholders, and municipal leaders who want to bring sustainable micromobility to their constituents.

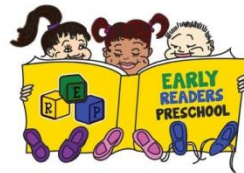
"We believe in a shared, electric, micro and connected future for mobility... and we don't think it needs to be hyper disruptive. It should be affordable, it should be reliable, it should be predictable, and it should be integrated with the existing mobility infrastructure."



# drop



# The CSMN team - Making it happen!



Clean Shared Mobility Network is supported by California Strategic Growth Council Transformative Climate Communities Program with funds from California Climate Investments - Cap-and-Trade Dollars at Work.

