

Attachment B: Innovative Mobility Program Framework

Strategy #1: Implement SACOG’s priority mobility projects using the Civic Lab program.

Outcome: Launch pilots with member/partner agencies, evaluate performance, and scale or evaluate lessons learned.

ACTIVE PROJECTS	OVERVIEW	WHAT AN EXAMPLE PROJECT MIGHT LOOK LIKE	ESTIMATED 2YR COST	ESTIMATED MATCH	ESTIMATED TIMELINE
Next Gen Transit	Use elements of the Civic Lab process to fund the short-term outcomes identified in the Next Gen Transit Planning Study.	Partnerships between operators/other partners: with private mobility providers or health care providers to pilot new mobility services. On-Demand or Demand-responsive service: for difficult-to-serve locations.	\$1.5M Direct grants to transit agencies and partners	\$300K Civic Lab program funds	July 2021 – June 2022
Engage Empower Implement	Fund demonstration and pilot projects identified by Engage, Empower, Implement program using elements of the Civic Lab process.	Mobility improvements for travel to key destinations across different modes: prioritized access to bike/car share, safe street crossings, and other amenity improvements like bus shelters. Partnership with healthcare & transit providers: free transit rides to hospitals with designated shuttle.	\$1.5M Direct grants to member jurisdictions and partners	\$3M 2020 Funding Round set-aside for EEI Program \$1.5M 2020 Innovative Mobility Program Carryover	July 2022 -
COST			\$3M	\$4.8M	
Performance Outcomes	<ol style="list-style-type: none"> Five projects from Next Gen Transit’s short-term outcomes are launched Five projects launched as outcome of EEI 				

Strategy #2: Create a pipeline of implementation for SACOG awarded grants, plans, and priority projects.

Outcome: Provide a platform for funded plans and programs to test mobility strategies in the Innovative Mobility Program.

Increased readiness and profile to compete for future state and federal funding.

POTENTIAL PROJECTS	WHAT AN EXAMPLE PROJECT MIGHT LOOK LIKE
Trails Plan	Work with community-based organizations and partners to hold events on trails in underserved communities to develop ownership of and belonging on trails.
Pricing Pilot Grant	Partnership with private vendor to launch app that instantly provides traffic data and easily plans trips, shows all travel options, and provides incentives if travelers choose to not drive alone.
Green Means Go	Small-scale demonstration projects within existing Green Zones like pop-up bike lanes or slow and active street pilots.

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Strategy #3: Allocate funding to members/partners to launch quantifiable projects.

Outcome: Provides measurable results to support MTP/SCS 19% greenhouse gas reduction target.

<i>PLANNED PROJECTS</i>	<i>OVERVIEW</i>	<i>WHAT AN EXAMPLE PROJECT MIGHT LOOK LIKE</i>	<i>ESTIMATED 2YR COST</i>	<i>ESTIMATED MATCH</i>	<i>ESTIMATED TIMELINE</i>
Regional Challenge Grants	Member & partner grant opportunity	Transportation grants: Support measurable projects for reducing habitual or one-off trips. Funding guidelines could focus on specific challenges like residential outreach.	\$500K Direct grants to member jurisdictions and partners	\$0	Jan 2022 – Dec 2022
Personalized Trips Campaign	Expand on May is Bike Month’s work to shift to non-drive alone modes by personalizing options and providing incentives.	Personalized Trip Campaign: Use SacRegion511 platform to provide personalized trip planning information to residents and commuters, combined with customized financial incentives to shift to non-drive alone modes.	\$500K Incentives & services to pilot participants	\$0	Sept 2021 – June 2022
COST			\$1M	\$0	
Performance Outcomes	<ol style="list-style-type: none"> 1. Launch 5-10 regional challenge grants 2. See 5% decrease in vehicle miles traveled (VMT) from participants in Personalized Trips Campaign 				

Strategy #4: Execute core programming

Outcome: Expands the reach of existing and new tools, programs, and incentives in alignment with federal CMAQ guidance.

Continue to encourage behavior change from primarily single-occupancy vehicle travel to multimodal.

<i>PLANNED PROJECTS</i>	<i>OVERVIEW</i>	<i>WHAT AN EXAMPLE PROJECT MIGHT LOOK LIKE</i>	<i>ESTIMATED 2YR COST</i>	<i>ESTIMATED MATCH</i>	<i>ESTIMATED TIMELINE</i>
Transportation Demand Management (TDM)	Ongoing campaigns that support habitual and one-off travel trips. Uses behavior changing strategies to shift towards more efficient modes of transportation, reducing vehicle miles traveled VMT)	<p>NTD vanpool reporting: Provide ongoing subsidies to vanpools and begin National Transit Database (NTD) reporting program. After two years funds would flow back to region to fully fund an ongoing subsidy.</p> <p>SacRegion511 website: Trip planning, traffic data, and support for Transportation Management Associations (TMA)</p> <p>Guaranteed Ride Home: Provide region-wide service to commuters with new vendors.</p> <p>Telework: Support flexible work policies that encourage telework and efficient mode choice on days commuters come to the office.</p>	\$1.5M For program administration and subsidies	\$0	
Performance Measurement	Finalize a performance measurement template and measure pre- and post-performance	<p>Develop performance measurement template</p> <p>Assist grant recipients in performance measurement</p>	\$500K Consultant & direct support to member jurisdictions and partners	\$0	
COST			\$2M	\$0	
Performance Outcomes	<ol style="list-style-type: none"> 1. Establish baseline return on investment from reporting vanpool mileage to National Transit Database 2. Expand reach of Guaranteed Ride Home from to all eligible employees in the region 3. Work towards tripling the number of commuters that use telework to replace car trips in the region 				