

### **Innovative Mobility Program Overview**

The Innovative Mobility Program designs and launches projects and programs that increase transportation options and reduce vehicle miles traveled (VMT) to make options like biking, walking, and taking transit the easy choice for all types of trips. The program builds cutting-edge programming that utilizes existing infrastructure, leverages disruption and new technology, and adapts to rapidly changing social environments (COVID-19, recessions, vehicle technology, policies, etc.). This is accomplished through partnerships with the private sector, investments in new and different technologies, and innovation on traditional transportation demand management (TDM) strategies. The Innovative Mobility Program is a core component of reducing greenhouse gas emissions in the future and helps SACOG to meet its greenhouse gas reduction target in the Metropolitan Transportation Plan/Sustainable Communities Strategy.

There are several programs and efforts within Innovative Mobility including Civic Lab, Telework, and May is Bike Month. Work typically takes the form of grant opportunities for member jurisdictions and participatory programs but is nimble in that it is responsive to current needs, board direction, and state/federal policy goals.

### **Program Goals**

1. Reduce VMT and related vehicle emissions
2. Leverage new technology, partners, and private sector investment to move people in new and efficient ways
3. Increase access to existing services like public transit, micro- and shared mobility (e.g. first/last mile connections)
4. Inform the 2024 MTP/SCS with Innovative Mobility projects and program outcomes
5. Support policies that increase access and benefit from new-, micro-, and shared mobility for underserved communities

### **Strategies to Achieve Goals**

1. Implement SACOG's priority mobility projects using the [Civic Lab](#) program.
2. Create a pipeline of implementation for SACOG awarded grants, plans, and priority projects.
3. Allocate funding to member jurisdictions and partners to launch quantifiable projects.
4. Expand the reach of existing and new tools, programs, grants, and incentives through core programming.

### **Budget**

\$6M total dollars: \$3M each year for two years.

- Approximately 50% or \$3M in competitive grant opportunities
- Approximately 50% or \$3M in supporting projects and programs

### **Data Collection Methods & Reporting on Outcomes**

1. Utilize internal resources from Project Performance Assessment (PPA) tool, 2018 SACOG region Household Travel Survey, anonymized cell phone data, and other sources to inform current measurements.
2. Input project information into performance measurement template to determine efficacy of program. Provide clear goals, outcomes, and example indicators to funding recipients with model template before project begins. Report on this progress to committee and board regularly.
3. Extend relationship with established performance measurement entities (universities, non-profits, private sector)
4. Leverage connections with related SACOG projects (e.g., Next Generation Transit Plan, ITS plan) to coordinate on evaluation.
5. Build in compliance and accountability mechanisms for funded entities

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

**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  |
|-----------------------------|--|
| <a href="#">Trails Plan</a> | Work with community-based organizations and partners to hold events on trails in underserved communities to develop ownership of and belonging on trails.  |
| <b>Pricing Pilot Grant</b>  | 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. |
| <b>Green Means Go</b>       | Small-scale demonstration projects within existing Green Zones like pop-up bike lanes or slow and active street pilots.  |

## Innovative Mobility Program Framework

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

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

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

### 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.

| PLANNED PROJECTS                       | OVERVIEW  | WHAT AN EXAMPLE PROJECT MIGHT LOOK LIKE   | ESTIMATED 2YR COST  | ESTIMATED MATCH | ESTIMATED TIMELINE |
|--|---|---|---|-----------------|--------------------|
| 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><b>NTD vanpool reporting:</b> 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><b><a href="#">SacRegion511 website:</a></b> Trip planning, traffic data, and support for Transportation Management Associations (TMA)</p> <p><b><a href="#">Guaranteed Ride Home:</a></b> Provide region-wide service to commuters with new vendors.</p> <p><b><a href="#">Telework:</a></b> Support flexible work policies that encourage telework and efficient mode choice on days commuters come to the office.</p> | <b>\$1.5M</b><br>For program administration and subsidies                         | <b>\$0</b>      | July 2021 -        |
| Performance Measurement                | Finalize a performance measurement template and measure pre- and post-performance   | <p><b>Develop performance measurement template</b></p> <p><b>Assist grant recipients in performance measurement</b></p>   | <b>\$500K</b><br>Consultant & direct support to member jurisdictions and partners | <b>\$0</b>      | July 2021 -        |
| <b>COST</b>                            |   |   | <b>\$2M</b>   | <b>\$0</b>      |                    |
| <b>Performance Outcomes</b>            | <ol style="list-style-type: none"> <li>1. Establish baseline return on investment from reporting vanpool mileage to National Transit Database</li> <li>2. Expand reach of Guaranteed Ride Home from to all eligible employees in the region</li> <li>3. Work towards tripling the number of commuters that use telework to replace car trips in the region</li> </ol> |   |   |                 |                    |