

Attachment A: Innovative Mobility Program Overview

Program Mission

To invest in, test, and expand new and existing programs and tools that increase the number of public and private sector mobility innovators in the region, reduce vehicle emissions and miles traveled, tests new mobility solutions, and make options like biking, walking, taking transit, and sharing rides the easy choice for all types of trips.

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 (defined in Attachment B)

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.