MOBILITY PROJECT VOUCHER APPLICATION

FOR THE
CLEAN MOBILITY VOUCHER PILOT PROGRAM

Clean Mobility Options

CALIFORNIA CLIMATE INVESTMENTS
Cap and Trade Dollars at Work

CALIFORNIA AIR RESOURCES BOARD

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CLEAN MOBILITY VOUCHER PILOT PROGRAM

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MOBILITY PROJECT VOUCHER APPLICATION

To apply for a Mobility Project Voucher, please complete this application by answering all required questions in the boxes, provide all relevant documentation and signatures, and submit the application to the Program Administrator in accordance with the eligibility terms and other requirements set forth in the CMO Implementation Manual. Answers to the application questions will be evaluated and determined to meet or not meet the minimum eligibility criteria set forth in the CMO Implementation Manual. Answers are not scored using a points-based system.

All fields with numbered questions are required. Questions lettered and in **blue** font are conditional questions that may be required based on certain previous responses. There is no minimum or maximum word count for individual questions or the application as a whole. All applications must include the following attachments with their application using sample worksheets provided herein. The electronic copies are available on the CMO website at www.cleanmobilityoptions.org.

Attachment 1. Mobility Project Voucher Budget Worksheet

Attachment 2. Infrastructure Sites and Needs Profile Worksheet

Attachment 3. Team Profile Worksheet

In order to be evaluated, the entire application must be completed and submitted as one package, including all required attachments; incomplete applications may not be considered. Applications submitted outside of the application submission window will also not be considered.

All information and data submitted in this application are the property of CARB and will become a public record under the Public Records Act (California Government Code Section 6254 et seq.) once the applicant has submitted the application. Do not include any personally identifiable information such as project staff home addresses, personal phone numbers, or personal email addresses. The Program Administrator may require additional documentation or clarification if needed.

If you need this document in an alternate format or language or to request other assistance with submitting the application, contact CALSTART at 626-744-5670 or by email at info@cleanmobilityoptions.org. **If additional space is needed in any section of the application, please attach a separate sheet.**

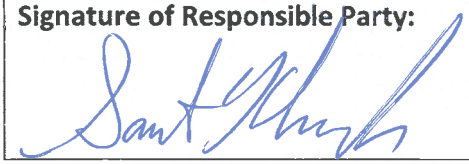
PROJECT TEAM PROFILE

This section collects information about the project team.

1. Lead applicant ("you" or "your") general contact information: (write in)

Organization Name/ Agency Name/ Tribe Name: City of Rialto	**Authorized Representative Name:** Savat Khamphou
Project Lead Contact Name and Title: Savat Khamphou, Interim City Engineer	**California-Based Affiliate Contact (if different from the Lead Contact Name):**
Person with Contract Signing Authority (if different from above):	
Street Address or P.O. Box: 150 S. Palm Avenue	
Organization City/Town: Rialto	**Zip Code:** 92376
Project Lead Phone: 909-421-4986	**Project Lead Email Address:** skhamphou@rialtoca.gov
Mailing Address (if different):	
☒ I have read and understood the terms and conditions of the Sample Voucher Agreement *(can be found in the Implementation Manual for The Clean Mobility Voucher Pilot Program, Appendix C: Mobility Project Voucher Sample Voucher Agreement).*	

I hereby certify under penalty of perjury that all information provided in this application and any attachments are true and correct.

Printed Name of Responsible Party: Savat Khamphou	**Title:** Interim City Engineer
Signature of Responsible Party: 	**Date:** October 20, 2020

2. Please select your organization's type:

(select one)

☒ **Public agency.** For example, City, County, Metropolitan Planning Organization, Council of Government, local or regional transit agency, local air quality management district, air pollution control district, public school district.

☐ **California Native American Tribe.** A Federally Recognized Tribe in California listed on the most recent notice of the Federal Register and other non-federally recognized California tribal governments, including those listed on the California Tribal Consultation List maintained by the California Native American Heritage Commission

☐ **Non-profit organization**. The non-profit organization have been incorporated for at least one year prior to the time of voucher application submittal and with at least one full-time staff person based in California

3. Please describe your organization's background and qualifications, such as history of local engagement, key areas of expertise, and your experience working with disadvantaged and low-income communities or tribes. Please identify how this background enables you to efficiently and effectively implement this project.

The City of Rialto was incorporated in 1911 and has a history of working to support its majority-minority constituents. The City oversees the planning efforts for over 103,000 residents in 24.1 square miles and serves as the key decision-making authority for its constituents. In the case of this clean mobility project, the City oversees land-use designations and has jurisdiction over the rights-of-way, curbsides, and street infrastructure that will play an important role in helping launch and sustain the program. In particular, the Public Works Department coordinates and provides direct services related to engineering, capital improvement projects, infrastructure, parks, streets, waste management, utilities, tree trimming, graffiti removal, and traffic and transportation which includes but is not limited to traffic signals and signing and striping throughout the City.

The City has experience working with the disadvantaged and low-income communities within City limits. The majority of Census Tracts in the City are categorized as SB535 Disadvantaged Communities (65.4 percent) and/or AB 1550 Low-Income Communities (52.1 percent). As of the 2018 ACS (1-year estimates), the population is less-educated than people in California as a whole, with about 12 percent of people having a bachelor's degree or higher; this is about one-third of the statewide rate. Finally, nearly a third of the population is foreign-born and nearly three-quarters identify as Hispanic/Latino. In order to reach this primarily Spanish-speaking population, the City regularly communicates with the public in both English and Spanish.

The City has over 100 years of experience delivering city services and managing transportation programs. We serve a majority-minority population, and are adept at not only efficiently and effectively implementing mobility projects, but also doing so in a way that truly meets the needs of our residents. We understand that our residents may not have the capacity to attend meetings or hearings scheduled during the workday, and may not have the flexibility to attend an event after work. To truly engage with our residents, we commit with each project to reach out to community members where they are – whether it's the farmers market, a community center, at work, or a park. We provide a quick and easy way for them to share their input, and offer opportunities for further engagement. This experience of knowing where and how to connect with our residents will allow us to efficiently and effectively implement the proposed project.

4. Does your application include a sub-applicant(s)?

(select one)

☐ **Yes**

☒ **No**

Note: Sub-applicants are entities other than the lead applicant who enter into a partnership with other eligible organizations to apply for voucher funds. Sub-applicants may include but are not limited to organizations that provide clean mobility services, EVSE and other related infrastructure, community outreach services, and technical assistance. Sub-applicants may be public, private, or non-profit organizations or tribes. A single entity may participate as sub-applicant in multiple applications.

Conditional (4a):

a. If your application includes sub-applicants, please attach a Team Profile Worksheet (Attachment 3) and write, "attached" in the box below with any comments.

Attached as "City of Rialto_Rialto_Attachment 3 Team Profile Worksheet"

Note: If applicable, you must include a description of the team's qualifications, such as history of local engagement, key areas of expertise, or concrete examples of applicant representing or advocating in and for their community.

5. What is the name of an organization on your team with at least one year of experience operating mobility services (experienced partner), and what role they play?

Provide the name, title, and contact information of the individual, their affiliation/organization:
(select one) ☐ **Self** ☐ **Sub-applicant** ☒ **Don't know yet; will select from the Mobility Provider Directory, or an entity who meets the minimum qualification criteria, and contract within 3 months of the voucher agreement execution date.**

Note: Each team must include an organization with at least one year of experience operating mobility services. This organization may be the entity operating the proposed service, or it may serve in another capacity such as project technical advisor. If the experienced partner is not included on the project team as lead applicant or sub-applicant at the time of application, the lead applicant must commit to contract with either an entity listed in the Clean Mobility Provider Directory or an entity who meets the minimum qualification criteria to be on the Directory but not currently listed, within 3 months of the voucher agreement execution date. All mobility providers listed in the Directory have been screened to ensure they meet the minimum level of experience to satisfy this requirement.

Conditional (5a):

a. If you have an "experienced partner" or a mobility service provider on your team, please outline their experience operating mobility services for at least one year, including location and type of service.

(write in)

6. **Do all partners included in your application team have full support and approval from decision-makers in their organization (e.g. Board of Directors, City Council, Tribal Council, or other governing body, etc.) to participate in the project as proposed?**

(select one)

☐ **Yes**

☒ **No**

Note: Applications may be processed pending final approval from internal decision-makers; however, proof of approval is required prior to signing the voucher agreement.

Conditional (6a):

a. **If any application team members still require approvals to participate in the project, please state which member(s), who has the authority to approve, the process for approval, and anticipated approval timelines.**

The mobility service provider will be chosen by the City and approved by the City Council with an awarded contract. The City has released a request for proposals (RFP) for a mobility service provider and is currently reviewing proposals. The City will select a preferred provider by the end of October 2020. At that point, the City will begin contract negotiations with the provider. Once the scope of work has been approved, the City will present the provider to City Council for contract approval in early 2021.

PROJECT NARRATIVE

This section collects information about the project proposal. The project should aim to equitably improve communities' access to clean mobility options that are safe, reliable, convenient, and/or affordable while reducing greenhouse gas emissions and air pollution. The project must be based on identified community transportation and mobility needs. Applicants must describe the activities that were taken to assess community transportation needs in a subsequent section.

7. **Please describe the project proposal.**

Project Name: Rialto Bike Share Program

On May 1, 2015, the Mobile Source Air Pollution Reduction Committee (MSRC) announced a new round of Clean Transportation Funding available to cities and counties within the SCAQMD service area under the Local Government (Match Program). The MSRC match program offers to co-fund clean air projects that leverage Motor Vehicle Registration Fee Subvention Funds, commonly referred to as AB 2766 Subvention Funds. All cities within the Southern California AQMD jurisdiction are eligible to use matching grant funds to meet the requirements of federal and state Clean Air Act grant projects and for implementation of motor vehicle emission reduction measures.

Using bicycles as a means of transportation has grown in popularity as many communities work to create more balanced transportation systems that better support bicycle travel on streets and highways. The City of Rialto commissioned a feasibility study to determine if bike share would meet community transportation needs while meeting the clean air goals of the MSRC. The city currently does not have a bike share program. The Rialto Bike Share Study, finalized in 2020, examines the city's land use, transportation, and demographic context, residents' mobility barriers and preferences, and market potential in relation to a modern bike share program.

The Rialto Bike Share Study found a community desire for more mobility options. When given a range of potential new services, residents preferred bike share over other personal mobility options. Residents also noted that bike share would make it easier for them to access public transit. Based on the City's goals, capacity to support a program, and financial feasibility at the completion of the Study, the Study recommended an initial turnkey bikeshare system consisting of 30-45 bikes with 6-7 stations. With the additional funding opportunity provided by this grant, the project will install a turnkey bike share system consisting of approximately 130 bikes and approximately 22 stations.

The goals & objectives of the Rialto Bike Share Program are:

- Equity: provide an affordable form of transportation to everyone
- Increase safety for bicycling trips
- Increase bicycling activity
- Provide connections to transit

Services will be provided throughout the City of Rialto. Through robust analyses, the Bike Share Study identified an initial 11 station locations. Following the grant award, the City will use the results of those analyses and work with the chosen system operator to identify the additional 11 station locations. The current station locations range from N Linden Ave & W Renaissance Pkwy in the NW of the City to San Bernardino Ave & Riverside Ave in the south of the City. Proposed station locations were chosen using both a demand analysis and public input, and are near destinations such as the Metrolink Station (connection to local and regional transit), the Pacific Electric Trail (a popular bicycle facility), and areas of commercial land use.

A key goal of the Rialto Bike Share Program is to provide mobility options to low-income community members in Rialto. These users have been identified through the community engagement process and key aspects of the project are designed to support this user type. For example, a number of equity program recommendations are included in the Bike Share Study's guidance. These include a mechanism to sign up for the service without the use of a smartphone, income-based discounts, and customer service that accommodates multiple languages.

There is no funding sought to expand an existing mobility service, nor is there any additional transportation enhancement beside the core project model.

The City of Rialto will provide direction and oversight to the bike share operator, as well as marketing support. The bike share operator will be responsible for all operations, maintenance, and management of the bike share system.

Note: The response must address all of the following:

- *Project name*
- *Define project goals and main objectives.*
- *What types of mobility services or technologies will be employed?*
- *If you seek funding for expanding an existing mobility service, describe how your proposal will result in increasing ridership or use of an existing mobility service.*
- *Who are the intended users/riders?*
- *Is there any additional transportation enhancement beside the core project model? Explain.*
- *Where will service(s) be provided?*
- *What types of trips or destinations will be served?*
- *What equipment or infrastructure will be deployed?*
- *How will each team member contribute to various elements of the project?*

8. What are the core project model(s) included in your project? (If applicable, enter percentage amount of voucher funds allocated to each model):

(select at least one and all that apply)

_____ Carsharing
__X__ Bike or Scooter-sharing
_____ Carpooling
_____ Vanpooling
_____ Innovative transit services
_____ Other ride on-demand services

Note: Projects support by CMO voucher funds must be based on one or more core project models listed here. Please see Section E. Project Eligibility in the CMO Implementation Manual for definitions and eligibility criteria.

9. Which of the following categories of infrastructure does your proposal include?

(select all that apply)

☐ Level 2 Electric Vehicle Supply Equipment (EVSE)
☐ DC Fast Charging Equipment
☒ Bicycle and Scooter Infrastructure
☐ Solar Photovoltaic (PV)
☐ Hydrogen Refueling Station
☐ None

Conditional (9a):

a. For each category listed above (except "none"), please complete and attach the Infrastructure Site and Needs Profile Worksheet (Attachment 2) for all that apply and write in "attached" in the box along with any comments.

Attached as "City of Rialto_Rialto_Attachment 2 Infrastructure Worksheet"

10. Does your project include any additional transportation enhancements that are not listed in Section E.3 of the Program Implementation Manual?

(select one)

☐ **Yes, and I hereby request an approval.**
☒ **No, our project includes a proposed additional transportation enhancement that is listed in the Implementation Manual.**

Conditional (10a):

a. If yes, please explain the proposed transportation enhancement.

(write in)

Note: Additional transportation enhancements are intended to be supplemental and not essential to the core project model. If your enhancement is not approved, the project should still be able to operate effectively. The Program Administrator may require additional information and data to evaluate your request.

11. Please describe the key activities you will conduct for project development and operations, project milestones and the timeline needed to successfully launch the project and operate the service for at least 4 years.

The City will complete the below activities to develop the project, launch, and operate service for at least four years. As noted below, the first milestone (Select bike share provider) is currently ongoing and will be completed ahead of the grant award. Pre-launch activities will begin after the grant is awarded. Project development will take place over six months, after which the project will launch. After completion of these phases, operation and maintenance will begin.

<u>Prior to voucher execution</u>

Phase 1: Select bike share provider (duration: 3 months)

Project Milestone: Select bike share provider

- Release RFP (complete)
- Review proposals (ongoing)
- Select provider
- Negotiate contract
- City Council approves contract

<u>After voucher execution</u>

Phase 2: Planning and pre-launch activities (duration: 6 months) (begins: 1-3 months after project approval and voucher execution)

Year 0 (pre-launch):

- Administration & organization setup (hiring, training, system testing, etc.) *(6 months)*
- Station siting & permitting *(5 months)*
- Bicycle, station, and dock procurement *(5 months)*
- Site preparation & installation *(3 months)*
- IT infrastructure development, testing, and launch (website, mobile app) *(5 months)*
- Marketing and outreach (described further in question 27) *(6 months)*

- Sponsorship solicitation & acquisition *(5 months)*

Project Milestone: System Launch (Summer 2021)

- Launch event (press conference with local politicians, sponsors, etc.)
- Launch marketing (social media, press release, online advertising, etc.)

Phase 3: Operations & maintenance (duration: 4+ years) (begins: 7-9 months after project approval and voucher execution)

Years 1-4 (operations & maintenance):

- Staff management (hiring as-needed, ongoing training & management, etc.) (*ongoing)*
- Bicycle maintenance *(ongoing)*
- Bicycle rebalancing *(daily)*
- IT management *(ongoing)*
- Customer service *(ongoing)*
- Marketing and engagement, including community partnerships, social media, annual customer survey and annual report *(ongoing)*
- Sponsorship solicitation & acquisition (*ongoing)*

Project Milestone: System Expansion

Pending additional future funding, the bike share system may expand to include a larger service area, more bicycles, and more stations to serve a greater number of Rialto residents.

COMMUNITY TRANSPORTATION NEEDS ASSESSMENT

This section collects information about the applicant's activities to understand the transportation needs of residents in the area consistent with the program requirements set forth in the CMO Implementation Manual. Applicants must demonstrate that the proposed project is responsive to transportation needs and community preferences for the transportation solutions identified through meaningful, broad-based engagement. The community transportation needs assessment must be completed by the time of application submission and be a basis for the project idea. Applicants may rely on existing assessments and activities done in past 4 years if they are consistent with the requirements and conditions as defined. ***The entire project area must be represented in the Community Transportation Needs Assessment.***

12. What data sources and indicators have you used to develop a Transportation Access Data Analysis? Please attach a copy of the resident survey used in your analysis.

The data sources used in the Transportation Access Data Analysis include:

- Active Transportation Survey of Rialto residents (attached as "City of Rialto_Rialto_Community Survey Instrument" and "City of Rialto_Rialto_Community Survey Data")
- Residential density (where people live, including student housing) *(2010 US Census Block Groups)*
- Employment density (where people work) *(LEHD-LODE)*
- Transit demand (where people take the streetcar, bus and MAX) *(City-provided data of transit stops)*
- Recreation demand (where people recreate focused on job locations related to cultural destinations, restaurants and retail establishments) *(LEHD-LODE)*
- Race (percent of population identifying as nonwhite) *(2016 American Community Survey (ACS) 5-year estimates)*
- Income (individuals at or below 200% of the Federal Poverty Level) *(2016 ACS 5-year estimates)*
- Educational Attainment (percentage of the population over 25 years of age without a high school diploma or equivalent) *(2016 ACS 5-year estimates)*
- Limited English Proficiency (LEP) (percentage of the population that identifies as not speaking English well or at all) *(2016 ACS 5-year estimates)*
- Access to a Vehicle (percentage of households who do not have regular access to a vehicle) *(2016 ACS 5-year estimates)*

*Note: The response should list data sources and/or accessibility indicators (**a resident survey is required, in addition to a minimum of three data sources or indicators** from section b below). Data sources and accessibility indicators include but are not limited to:*

a. Surveys of residents regarding existing travel behavior. Surveys may be administered through in-person interviews, paper or online questionnaires, and options must be provided for residents that do not have access to a computer or the internet.

b. Accessibility indicators:

i. U.S. EPA Walkability Index

ii. Vehicle ownership per household (from Census American Community Survey)

iii. Cost of existing transit and average cost per week for fueling car

iv. Median household income

v. Access to job opportunities (from LEHD-LODE)

vi. List any existing shared clean mobility projects in the community (ex. bikeshare, electric shuttle or buses, electric carshare, etc.); existing public transit stops; and/or existing bicycle routes.

A complete list of all indicators and how to access them is available on the CMO website at https://www.cleanmobilityoptions.org/project-development-tools/

13. Based on your Transportation Data Analysis, what are the community's main travel patterns and transportation gaps?

The Transportation Data Analysis was divided into an Active Transportation Survey of Rialto residents conducted during simultaneous outreach for both the Rialto Active Transportation Plan, a Demand Analysis, and an Equity Analysis. Results are presented first from the Active Transportation Survey, then from the Demand Analysis and then from the Equity Analysis. All surveys and analyses were conducted with the City of Rialto as the study area. Composite heat maps from each analysis are included below; further heat maps are included in the Bike Share Study (attached as a Community Resource Contribution).

Active Transportation Survey

The survey identified current transportation patterns for both English-speaking Rialto stakeholders and Spanish-speaking Rialto stakeholders. The vast majority of respondents (over 90% of English-speakers and over 75% of Spanish-speakers) drive to work/school. Walking and bicycling are the next largest categories, with about 7 and 9 percent of English-speakers reporting those modes, respectively, and 25 and 11 percent of Spanish-speakers reporting those modes, respectively. Reported transit use is less than 4 percent for both groups. Driving is the most common way to get to a park, with the vast majority of respondents (over 79% of English-speakers and 65% of Spanish-speakers) reporting that mode. The next largest mode for both groups is walking (28% of English-speakers and 37% of Spanish-speakers), followed by bicycling at less than 15% for both groups.

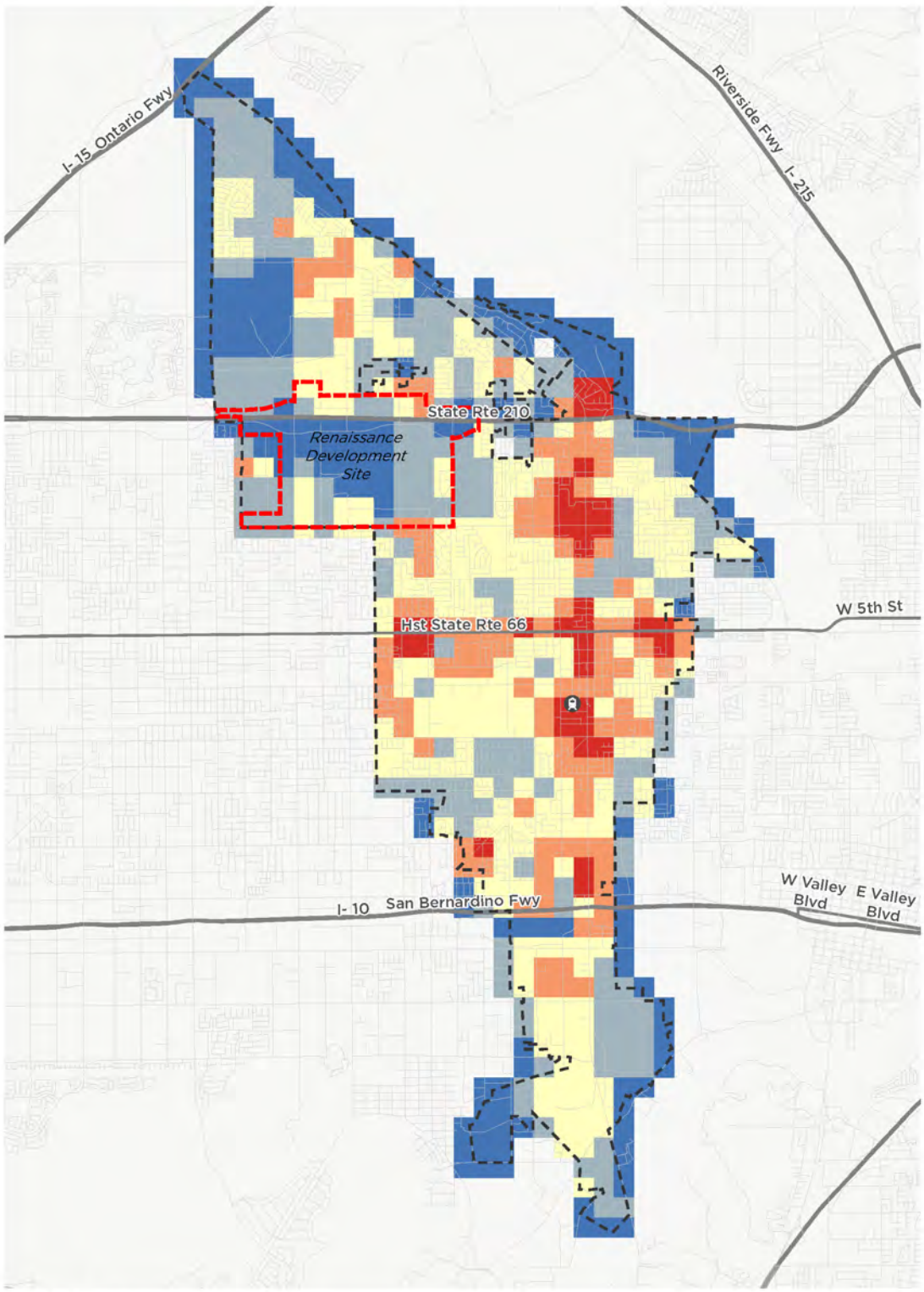
The survey also identified transportation gaps. Respondents currently do not feel safe walking or bicycling, primarily due to lack of safe infrastructure. Bus service does not meet respondent needs, and many respondents reported feeling unsafe using transit. Respondents also identified multiple destinations in Rialto that are difficult to access by foot and bicycle, including parks, downtown, schools, and shopping areas.

Demand Analysis

The Demand Analysis incorporated data on residential density, employment density, transit demand and recreation demand. High demand areas were identified through a heat mapping exercise that allocated points based on where people live, work, take transit and recreate within Rialto. The combined results of those four categories provided the basis for a "heat map" illustrating where demand for bike share travel is most likely to exist.

Overall, the central area of the city showed relatively higher demand than areas on the periphery. Areas of the highest relative demand are clustered along both Foothill Blvd (also known as historic State Route 66) and Riverside Ave. In particular, the following areas showed the highest relative travel demand:

- The commercial area north of highway 210 along N Riverside Ave
- The commercial area surrounding the intersection of E Baseline Rd and N Riverside Ave adjacent to Eisenhower Senior High School
- The Downtown, spanning the blocks to the east and west of Riverside Ave from E Cornell Dr south to Merrill Ave
- The commercial area along Foothill Blvd from N Linden Ave to N Cedar Ave
- The commercial area along Foothill Blvd from N Acacia Ave to N Eucalyptus Ave
- The commercial area north of the San Bernardino Freeway (I-10) along N Riverside Ave


I- 15 Ontario Fwy
Riverside Fwy I- 215
State Rte 210
Renaissance Development Site
W 5th St
Hst State Rte 66
I- 10 San Bernardino Fwy
W Valley Blvd
E Valley Blvd
RIALTO, CA
BIKE SHARE PROGRAM STUDY
DEMAND ANALYSIS
0 0.75 1.5 MILES
Data source: US Census Bureau
Map produced February 2019
DEMAND INDEX
TOTAL SCORE
Lowest Demand
Highest Demand
Metrolink Station
Renaissance Development Site
City Limits
Primary Road
Secondary Road
Local Neighborhood, Rural, City Street

Equity Analysis

Race

Non-white populations range from 71% of a census tract population to 95% in Rialto. Higher concentrations of non-white populations are located south of Route 210 and Foothill Blvd. The main route for transit is Foothill Blvd. While there are a couple of segments of facilities along 2nd St and Rialto Ave, there is a lack of continuous routes for walking and bicycling.

Education

Populations without a high school diploma are primarily found in the along the east side of Foothill Blvd. The census tracts of the population without a high school diploma ranges from 15% to 56%, with a mean of 33% across Rialto. Within Rialto, there is a concentration of those without a high school diploma along the east side of Foothill Blvd. While Rialto does not have an abundance of bicycle and walking facilities, higher percentages of the population without a high school diploma are located further from non-motorized transportation networks and transit lines.

LEP

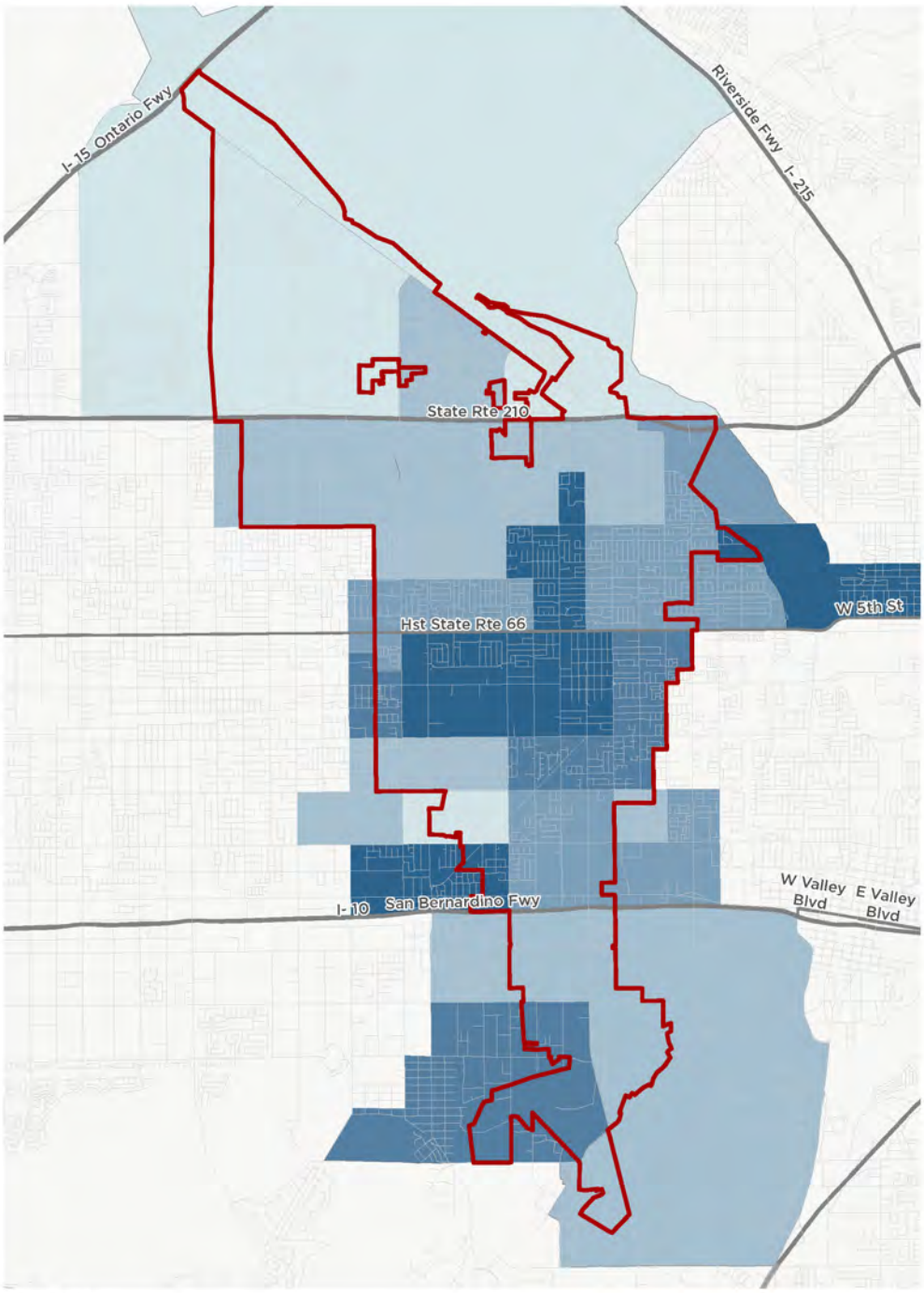
In general, areas with higher concentrations of limited-English proficiency are found in the southern portion of the Rialto, as well as pockets near the intersection of Base Line Rd and Riverside Ave, and Riverside Ave south of Foothill Blvd. Census tracts range from having 4% of the population identify as limited-English up to nearly 22% of the population. The mean percentage Rialto-wide is just over 14%.

Vehicle Access (Car Ownership)

In general, areas with higher concentrations of no motor vehicle access are found south of Foothill Blvd and north of West Randall Ave. Census tracts range from having 1% of households not having access to a motor vehicle, up to nearly 17% of the population, with the mean percentage Rialto-wide is just over 5%. There are transit lines that run through these concentrations – on Foothill Blvd, Merrill Ave, and Riverside Ave.

Overall

The census tracts that represent higher need are typically found within areas of Rialto that have less access to existing non-motorized transportation networks (routes for walking and biking). Higher relative need is found in the central portion of the City, and, to a smaller degree, the pockets in southwest Rialto. Investing in active transportation facilities in these areas of highest need will likely improve access to health and economic advancing opportunities.


I- 15 Ontario Fwy
Riverside Fwy I- 215
State Rte 210
Hst State Rte 66
W 5th St
I- 10 San Bernardino Fwy
W Valley Blvd
E Valley Blvd
RIALTO, CA
BIKE SHARE PROGRAM STUDY
EQUITY ANALYSIS
0
0.75
1.5
MILES
N
alta
Data source: US Census Bureau
Map produced November 2018
EQUITY INDEX
TOTAL SCORE
Low Score
High Score
City Limits
Roads
Primary Road
Secondary Road
Local Neighborhood, Rural, City Street

Note: The response must provide a summary analysis with key conclusions about travel patterns and transportation gaps (e.g. a Transportation Access Data Analysis) in the community based on the sources above. The purpose of this response is to provide an objective demonstration of needs that can be validated.

14. What types of meaningful, representative, community engagement activities have been conducted to assess the community's transportation needs? (The response must include at least two types of engagement activities).

1. Active Transportation Survey of Rialto residents
   - Date: Spring and summer 2019
   - Location: Varied
   - Number of participants: 373 people (311 English speakers, 40 Spanish speakers, 22 did not identify their preferred language)
   - Equitable opportunity: Survey was provided both online and via hardcopy at events; survey was provided in both English and Spanish; survey was promoted using City's existing newsletter communications list

2. Online Comment Map: The City and consultants hosted an online comment map allowing Rialto residents and stakeholders to highlight location-specific transportation constraints and opportunities. It also provided the opportunity to categorize the type of issues or improvements identified on the map (e.g. bike, pedestrian, transit, etc.) and allowed respondents to attach photos and include comments. All points were automatically geo-referenced and allowed anyone to see where others had similar issues. Participants could comment on or "like" another person's post. This platform allowed the team and the City to efficiently document and analyze comments identified by the community.
   - Date: May 2019 to October 2019
   - Location: Varied
   - Number of participants: 273 posts, comments on posts, or "likes" on posts were left on the map
   - Equitable opportunity: Printed, large-size maps were available at in-person events (see below) for those without internet access to participate. Residents drew on the physical maps, and then project staff transferred the comments to the online map.

3. The City and consultants hosted six pop-ups across the City in spring and summer 2019. In order to ensure there was an equitable opportunity to participate, events were held across the City to reach residents who lived in various locations, existing City events were targeted to maximize the number of people reached, free bike lights were provided to encourage people to attend, Spanish-speaking staff were in attendance to ensure that all participants could communicate with project staff, and flyers were made for each event and promoted across the city.

Pop-up at Spring Eggstravaganza
   - Date: April 20, 2019
   - Location: Rialto Civic Center
   - Number of participants: 50

Pop-up at Inland Empire 2019 Walk Like MADD run
   - Date: May 4, 2019
   - Location: Charlotte N. Werner Elementary School

- Number of participants: 100

Pop-up at Seamless BBQ Kickoff

- Date: June 7, 2019
- Location: Joe Sampson Park
- Number of participants: 100

Pop-up at Pump It BBQ Event

- Date: July 10, 2019
- Location: Rialto City Park
- Number of participants: 30

Pop-up at National Night Out Event

- Date: August 6, 2019
- Location: Rialto Civic Center
- Number of participants: 120

Pop-up at Bike Rodeo Event At The Pacific Electric Bike Trail

- Date: August 17, 2019
- Location: Rialto Bike Trail
- Number of participants: 50

Outreach staff speak to community members at the Pump It BBQ Event on July 10 at Rialto City Park.

4. Technical Advisory Committee (TAC): The TAC was a key component of the Active Transportation Plan/Bike Share Study community engagement process. The TAC met quarterly to share information, collaborate, and guide the process and guidelines. These members represented various community areas/neighborhoods, businesses, school district, and city departments. Participating organizations included:

- Development Services Department
- Planning Division
- City Clerk Department
- Community Services Department
- Omnitrans
- Police Department
- Fire Department
- Rialto Unified School District
- San Bernardino County Transportation Authority (SBCTA)
- Transportation Commission
- Recreation and Parks Commission
- Planning Commission
- Caltrans
- Mobile Source Air Pollution Reduction Review Committee (MSCR)

- Inland Empire Bicycle Alliance (IEBA)
- San Bernardino County Public Health

Note: The response must discuss community engagement activities done through at least two engagements such as workshops, community meetings, house meetings, focus groups, interviews, or other direct interface with residents. The purpose of holding at least two engagement activities is to increase opportunities for stakeholder residents to provide input. For each, include the approximate date, location, and number of attendees or participants, and what measures were taken to ensure that the combination of activities provided residents with an equitable opportunity to participate.

15. What were the main transportation and mobility needs identified by the community engagement activities outlined? Describe in detail.

Rialto community members generally do not feel safe when using modes other than a car to get around Rialto. Nearly three-quarters of community members are scared to ride a bicycle or scooter due to the necessity of sharing the road with motor vehicles and a lack of infrastructure that would improve that experience, such as shared use paths or on-road bike lanes. The community reported similar challenges in the walking environment; lack of high-quality, connected sidewalks and safe street crossings contribute to feelings of insecurity while on foot in Rialto. Contributing to these active transportation challenges include lack of street lights, street trees, and other amenities that improve the walking and bicycling environment.

Transit is not meeting community needs, either. Community members do not feel any safer taking the bus than they do walking and bicycling; in fact, a higher proportion of people said they feel unsafe on the bus than those who said they feel unsafe walking. Additionally, community members noted some difficulty in accessing transit or accessing their destinations from transit.

Finally, the community identified multiple destinations that could have improved walking and bicycling connections, including parks, downtown, schools, and shopping centers, as well as multiple locations that could be better accessed with shared mobility, such as bike share.

The most common needs were in reference to the lack of physical infrastructure for walking and bicycling. This project does not address those needs because this grant funding does not serve major infrastructure projects. The City of Rialto is currently implementing pedestrian infrastructure improvements through the Pedestrian Improvements Project, funded by the Mobile Source Air Pollution Reduction Review Committee (MSRC). The City is also implementing additional active transportation infrastructure improvements to address identified community needs through its new Active Transportation Plan (adopted January 2020).

This project, however, addresses the documented need for better access to transit, for more transportation options that serve Spanish-speaking and historically marginalized community members, and for better ways to reach destinations that community members identify as difficult to access.

The implementation of bike share in Rialto alongside the City's planned improvements for active transportation infrastructure (outside of this grant request) will catalyze use of those new facilities. These complementary investments will further the bike share program's ability to meet transportation needs.

Note: The response should provide a comprehensive description of the range of transportation needs identified through community engagement, including those not addressed the proposed project. Needs describe the problem, obstacle, challenge, or "gap;" rather than the solution itself. Please address in particular:

a. What transportation needs have been expressed?
b. What were the most commonly expressed transportation needs?
c. Which of these needs does your project address?
d. If your proposal does not address the most significant needs, why not?

16. How does your proposed project contribute to addressing the needs and preferences for transportation solutions expressed by the community in the needs assessment?

Rialto community members expressed enthusiasm for a variety of infrastructure solutions to address the main concern of feeling unsafe while traveling by foot, bicycle, or bus. Community-suggested infrastructure solutions included:

- Wider sidewalks
- Continuous sidewalks
- Street lighting
- Marked crosswalks
- Protected crossings
- Off-street bike paths
- On-street bike lanes
- Improved bicycling and walking routes to parks, Downtown Rialto, schools, shopping centers, and the MetroLink station

To address challenges accessing transit and other desired destinations, bike share was the preferred solution over other personal mobility options. The community requested bike share stations or access at the following locations:

- Rialto Metrolink Station
- Rialto City Park
- Eisenhower High School Area
- Five Points Plaza
- Renaissance Marketplace
- Rialto Ave & Cactus Ave
- Foothills Blvd & Cactus Ave
- Jerry Eaves Park Area
- Foothills Blvd & Cedar Ave
- Pacific Electric Trail

The most commonly-requested solutions were physical roadway infrastructure for walking and bicycling. This project does not address the infrastructure solutions because this grant funding does not serve major infrastructure projects. The City of Rialto is currently implementing pedestrian infrastructure improvements through the Pedestrian Improvements Project, funded by the Mobile Source Air Pollution Reduction Review Committee (MSRC). The City is also implementing additional active transportation infrastructure improvements to through its new Active Transportation Plan (adopted January 2020).

This project responds to the community's preference for bike share to meet access needs, which was the most popular non-roadway-infrastructure solution. The proposed bike share system offers a service area and series of station locations that reflect geographic-specific input from the community. With stations near transit stops, employment hubs (including service and retail jobs), and schools, the bike share system will increase mobility options in the areas that survey respondents identified as most in need of new solutions. Stations will be at the following locations:

1. N Cactus Ave & Foothill Blvd, due to high demand from public and high demand in transportation demand model
2. Pacific Electric Trail (N Cactus Ave south of 2nd St), due to high demand from public and adjacency to an existing bicycle facility
3. N Riverside Ave & Foothill Blvd, due to high demand in transportation demand model and to serve as a "bridge" between community-requested locations to keep trips short
4. N Riverside Ave & 1st St, due to high demand in transportation demand model and to serve as a "bridge" between community-requested locations to keep trips short
5. N Riverside Ave & Merrill Ave, due to high demand from public, high demand in transportation demand model, and adjacency to a commercial area
6. Metrolink Station, due to high demand from public, high demand in transportation demand model, and adjacency to transit
7. Renaissance Marketplace, due to high demand from public, and adjacency to a commercial area
8. N Cedar Ave & W Foothills Blvd, due to high demand from public, high demand in transportation demand model, and adjacency to a commercial area
9. N Cedar Ave & Baseline Rd, due to high demand in transportation demand model and to serve as a "bridge" between community-requested locations to keep trips short
10. W Baseline Rd & N Willow Ave, due to high demand from public, high demand in transportation demand model, and adjacency to a commercial area
11. Riverside Ave & San Bernardino Ave, due to high demand from public, high demand in transportation demand model, and adjacency to Rialto City Park

Additional station locations will be determined in the pre-launch period and will include additional locations identified in the CTNA.

The City's planned improvements for active transportation infrastructure (outside of this grant request) will provide an important complement to the bike share system investment and will further the bike share program's ability to meet transportation needs.

Note: the response should provide a comprehensive description of the range of preferred transportation solutions identified through community engagement, including those not addressed the proposed project. Please address in particular:

a. What preferences for transportation solutions have been expressed?

b. What were the most commonly expressed preferences for transportation solutions?

c. Which of these solutions does your project provide?

d. If your project does not provide the most popular transportation solution, why

17. When were the needs assessment activities described above completed?

October 2018 to November 2019

Note: Needs assessments must have been completed within the past four years. However, to use the needs assessment expenses as part of the applicant's Community Resource Contribution, it must have been completed within the past year.

18. Attach the Summary Report of your community transportation needs assessment. Write in "attached" in the box along with any comments.

Attached as part of the Bike Share Study. See section "Community Transportation Needs Assessment" on page 6. File is called "City of Rialto_Rialto_CTNA".

Note: The report must provide a summary of the outcomes of the assessment. The application must demonstrate a direct connection between the needs assessment conclusions included in the report and a proposed project model (e.g. target community/audience, scale of project, project model).

PROJECT AREA PROFILE

This section collects information about physical boundaries of the project in relation to the requirement that project benefit disadvantage and low-income communities as defined. The project area is the geographic area where end-users reside, where services are based, and where infrastructure to be installed (it does not correspond to destinations or routes). Up to 20 percent of voucher-funded infrastructure and services may be located outside the project area, with documentation of supportive community input reflecting community-identified needs.

19. Which of the following geographies is your Project Area located within?

(select at least one and all that apply)

- ☒ SB 535 Disadvantaged Communities: Census tracts in the top 25 percent of CalEnviroScreen 3.0 scores.
- ☐ Affordable housing facility consistent with the CMO requirements.
- ☐ Tribal lands within AB 1550-designated low-income communities or SB 535 Disadvantaged Communities. For the purposes of this criterion, "tribal lands" includes any property owned by a California Native American tribal authority and is not limited to federally recognized reservations.

Note: For the purposes of CMO Voucher Pilot Program, the affordable housing facility must meet the following criteria:

a. *The property must have at least five units.*
b. *The property must be deed-restricted low-income residential housing, where at least 80 percent of property residents have incomes at or below 60 percent of the area median income.*

Conditional (19a-d):

a. If your project area is within an affordable housing facility, please provide the address of the facility or facilities.

(write in)

b. If your project area is within an affordable housing facility, please explain how each property meets the affordability requirements including, (1) list the total number and breakdown of deed-restricted units; and (2) list the affordability/income mix of each property and how it meets the requirement of at least 80 percent of property residents with incomes at or below 60 percent of the area median income. In addition, please provide a copy of a recorded deed restriction, regulatory agreement or covenant that restricts the property to low-income residential housing as defined in the California Public Utilities Code Section 2852(a)(3)(A)(i) and has at least 10 years remaining on the term of the property's affordability restrictions. Properties with fewer than 10 years remaining that are willing to extend affordability requirements for a total of 10 years must provide proof of completed extension of affordability restrictions from a state or local agency. Write in "attached" in the box along with any comments.

(write in)

c. If your project area eligibility is based on location on tribal lands, please provide the name of the reservation, or if not part of a reservation, the address of the tribally owned facility.

(write in)

d. If your project area eligibility is based on location in the CalEnviroScreen 3.0 Disadvantaged Community, please identify the census tract and ranking score in CalEnviroScreen 3.0.

The project area includes sixteen census tracts: • Tract 40.03 (6071004003): CalEnviroScreen 3.0 percentile: 95-100% • Tract 40.04 (6071004004) CalEnviroScreen 3.0 percentile: 95-100%

- Tract 36.09 (6071003609) CalEnviroScreen 3.0 percentiles 85-90%
- Tract 35.05 (6071003505) CalEnviroScreen 3.0 percentiles 85-90%
- Tract 35.06 (6071003506) CalEnviroScreen 3.0 percentiles 85-90%
- Tract 27.04 (6071002704) CalEnviroScreen 3.0 percentiles 85-90%
- Tract 35.09 (6071003509) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 38.04 (6071003804) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 37 (6071003700) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 36.12 (6071003612) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 36.06 (6071003606) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 35.10 (6071003510) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 35.03 (6071003503) CalEnviroScreen 3.0 percentiles 80-85%
- Tract 38.03 (6071003803) CalEnviroScreen 3.0 percentiles 75-80%
- Tract 36.07 (6071003607) CalEnviroScreen 3.0 percentiles 75-80%
- Tract 39 (6071003900) CalEnviroScreen 3.0 percentiles 75-80%

All are SB 535 Disadvantaged Communities.

20. Describe the boundaries of the Project Area in <u>only one</u> of the following ways: (a) If Project Area boundaries are the same as census tract boundaries, list the census tracts, (b) provide a map showing the geographic boundaries and attach it to your application, (c) describe the boundaries using street names and cross streets.

The project area includes the following Census Tracts:

- Tract 40.03 (6071004003)
- Tract 40.04 (6071004004)
- Tract 36.09 (6071003609)
- Tract 35.05 (6071003505)
- Tract 35.06 (6071003506)
- Tract 27.04 (6071002704)
- Tract 35.09 (6071003509)
- Tract 38.04 (6071003804)
- Tract 37 (6071003700)
- Tract 36.12 (6071003612)
- Tract 36.06 (6071003606)
- Tract 35.10 (6071003510)
- Tract 35.03 (6071003503)
- Tract 38.03 (6071003803)
- Tract 36.07 (6071003607)
- Tract 39 (6071003900)

21. What is the population size of the project area? Please include your source.

The census tracts listed above have a combined population of 67,991 within the City of Rialto according to ACS 2018 5-year estimates.

22. Are you submitting application(s) for project area(s) that are located entirely inside unincorporated areas (i.e. no city government represent the area)? Note: This question and its following conditional questions are not applicable for project areas on tribal lands.

(select one)

☐ **Yes**

☒ **No**

Note: If the answer is yes, you may submit up to three applications. Multiple project proposals are allowed only for cases where a lead applicant is applying for projects that are located entirely in unincorporated County jurisdictions and therefore are not represented by city governments. If the answer is no, you may only submit one application in the course of each application submission window.

Conditional (22a-b):

a. If you are submitting more than one application (up to three applications are allowed if the entire project area(s) are located in unincorporated communities), are the project areas located entirely within unincorporated county jurisdiction?

(write in)

b. Please indicate the location(s).

(write in)

PROPOSED BUDGET AND PLAN FOR FINANCIAL SUSTAINABILITY

This section in addition to Attachment 1 collects information about the proposed budget and your plan for financial sustainability. Projects must operate for at least 4 years from the date that operations fully launch (when participants start using the service). This period is referred to as the Project Operation Period. In this section, applicants must describe strategies for maintaining the proposed services at least throughout the project operations period in the required Financial Sustainability Plan in their application.

23. Please indicate the total voucher amount you are requesting in this application.

$1,000,000

24. Please indicate your project type, according to the criteria in Section E.4 of the Implementation Manual (select one):

(select one)

☒ New service (maximum award of $1,000,000)

☐ Existing service (maximum award of $600,000)

☐ Combination of New Service and Existing Service (**maximum award of $1,000,000**)

Note: New Service is defined as a mobility service that is not currently operating in any location within the proposed project area. Existing Service is defined as a mobility service that is currently operating in some locations of or the entire proposed project area. See Section E.4 of the CMO Implementation Manual for project examples.

25. Attach a "Mobility Project Voucher Budget Worksheet" (Attachment 1) that quantifies the financial requirements needed to develop and implement the project throughout the 5-year voucher agreement term. Write in "attached" along with any comments.

Attached as "City of Rialto_Rialto_Attachment 1 Budget Worksheet"

Note: Voucher funding may include Vehicles, Charging and Fueling Equipment, Bicycle/scooter infrastructure, Outreach and Marketing Cost, Planning/Capital/Operations/Voucher Administration Costs, and Additional Transportation Enhancements.

26. Describe your strategies for maintaining the proposed service(s) for a minimum of 4-year project operation period.

Maintaining a transportation service for four years requires careful coordination, planning, and monitoring in addition to well-managed operations. This begins with launching the right size of system that can support performance targets; the *Bike Share Study* identified these system requirements.

Next, the system will require aligning the necessary operations funding with the required components for a successful system. This includes having staff capacity for operations and oversight, which the City of Rialto is prepared to provide in partnership with a mobility provider and their local staff. Further, system monitoring and evaluation of usage data supported by the experienced mobility partner can allow for system adjustments that support improved system performance. Iterative changes, including marketing campaigns, new approaches to rebalancing, or station relocation help bike share system remain nimble in response to demand. In addition to this structure, the following strategies will support a minimum four-year project operation period:

- User Fees: User fees include the fees bike share patrons pay for annual, monthly or daily memberships, along with any additional fees (i.e. use of a bicycle beyond the prescribed use period) and pay-per-trip options that are not classified as a membership. Users fees are projected to cover approximately one-third of the operating costs in Rialto and none of the capital costs.
- Advertising / Sponsorship Revenues: Advertising includes a contract with a company to provide a regularly changing graphic display and message, which could be independent of the bike share

station or other street furniture. Sponsorship typically involves a longer-term relationship between the sponsor and the vendor, where stickers are put on the infrastructure (bikes, stations, or website) with a logo or statement. Potential major partners include national companies such as Amazon, FedEx, Target, and Staples or manufacturing companies such as Angelus Block, Eagle Tile, Tree Top and Biscomerica.

- MSRC Grant: The Mobile Source Air Pollution Reduction Review Committee (MSRC) has committed a $200,000 grant to support the bike share program (more detail listed below in "Community Resource Contributions")

Revenue from user fees and advertising/sponsorships and funding from MSRC will be used to support the system's financial sustainability following exhaustion of the voucher funds. This includes all operations and maintenance costs, as the upfront capital expenses will be covered by the voucher funds. Based on our budget, the $200,000 from MSRC will be sufficient to cover 76 percent of budgeted operations and maintenance costs. We expect user fees and advertising/sponsorships will fill the funding gap, based on analysis of revenue potential and the experience of peer bike share programs.

However, should this revenue not be sufficient, the following grant opportunities will be pursued:

State Funding Opportunities:

- California Active Transportation Program (ATP) (Funds are programmed by the California Transportation Commission (CTC))
- Affordable Housing and Sustainable Communities Program (AHSC) (Funds are programmed by the Strategic Growth Council and implemented by the Department of Housing and Community Development)
- Local Partnership Program (LPP) (Funds are programmed by the CTC)
- Caltrans Sustainable Transportation Planning Grants (Funds are programmed by Caltrans)

Regional Funding Opportunities:

- Surface Transportation Program (STP) (apportioned & administered by SCAG)
- Federal Congestion Mitigation and Air Quality (CMAQ) (apportioned & administered by SCAG)
- Active Transportation Program for Metropolitan Planning Organization (MPO) Call for Projects (apportioned & administered by SCAG)
- Measure I (transportation sales tax; apportioned & administered by SANBAG)
- Clean Air Fund (administered by SCAQMD)

Note: This response must explain the relationship between voucher funding that, by definition, will support the project for up to 3 years (i.e. up to 1 year of project planning and 2 years of full operations), and the resources required to fully operate the project for at least 4 years (as outlined in the Mobility Project Voucher Budget Worksheet) consistent with the financial sustainability requirement.

27. Describe your strategies for ensuring vehicles and equipment continue to serve the community if operation discontinues after the 4 year voucher agreement term.

The City of Rialto is partnering with a bike share vendor/operator to provide a turnkey system in the City. A turnkey system is both owned and operated by the bike share vendor/operator. Rialto is selecting a bike share vendor/operator that understands Rialto's unique needs and will, ideally, continue to provide service after the four-year voucher agreement term. However, should operation discontinue after four years, the vehicles and equipment will be removed by the bike share vendor/operator, and the City of Rialto will have the option to seek other mobility partners or, if necessary, other bike share ownership and operations models. With the strategies listed in question 26, Rialto is committed to proactively investing in bike share that meets transportation needs and we anticipate the bike share system maintaining service for many years beyond the four-year voucher agreement term.

COMMUNITY RESOURCE CONTRIBUTION

28. Describe at least five types of Community Resource Contributions that are being provided to meet the requirements described in Section J.7 of the CMO Implementation Manual.

The following types of community resource contributions will be provided to meet the requirements described in the CMO Implementation Manual:

1) Relationships with project-relevant community groups or Community-Based Organizations (CBOs) (partnerships that are not part of core partner team): A letter of support from the Inland Empire Biking Alliance is attached, detailing their involvement in the project and benefit to the project. A letter of support from Safe Kids Inland Empire is attached, detailing their involvement in the project and benefit to the project.
2) Project-related labor costs (up to 1 year prior to voucher application submission date) for the following: project-related planning & outreach: Alta Planning + Design, Inc. was hired to complete a Bike Share Study for Rialto. Work was conducted on these documents through November 2019. Between November 2019 and fall 2020, Alta Planning + Design, Inc. worked with the City to prepare and release the RFP soliciting bike share vendors. The Bike Share Study document is attached. The contract for RFP support is attached.
3) Project-related labor costs during Voucher Funding Term that are not reimbursed through voucher funds, including contract oversight: Rialto city staff will contribute in-kind staff time for contract oversight. See attached for a letter from the City detailing the hours and rates of staff time that will be contributed for contract oversight. Letter is attached.
4) Project-related materials or assets already owned by project participants and/or donated to the project that will be used during the Voucher Funding Term, including outreach & education expenses: The City of Rialto has contracted Alta Planning + Design to conduct outreach, promotion and education for the bike share system upon implementation. This includes campaign materials, collateral materials, social media messaging, outreach event staffing, and bicycle safety training workshops. See attached for the outreach, promotion and education contract.
5) Cash from other funding sources: The City of Rialto secured a $200,000 grant from the Mobile Source Air Pollution Reduction Review Committee (MSRC) to support bike share implementation. The contract with MSRC has been amended so the MSRC funding can be used

to support the bike share system after the voucher funding has been exhausted. See attached for the grant funding contract from MSRC.

Note: For a complete list of eligible community resource contributions, please refer to Table 3. Section J.7 in the CMO Implementation Manual.

29. Attach at least one supporting document for each of the five Community Resource Contributions proposed in your previous response. Write in "attached" along with any comments.

Attached as:

1. "City of Rialto_Rialto_CommunityResourceContribution#1a_Letter of Support_IEBA" and "City of Rialto_Rialto_CommunityResourceContribution#1b_Letter of Support_Safe Kids Inland Empire"
2. "City of Rialto_Rialto_CommunityResourceContribution#2a_Bike Share Study" and "City of Rialto_Rialto_CommunityResourceContribution#2b_Technical Support"
    - NOTE: This is the same file as "City of Rialto_Rialto_CommunityResourceContribution#4_Outreach and Education". Task 4.1 of this contract refers to support that Alta Planning + Design, Inc. has already provided regarding support procuring bike share equipment and operator. This is listed as a Community Resource Contribution for item #2.
3. "City of Rialto_Rialto_CommunityResourceContribution#3_City In-Kind Time"
4. "City of Rialto_Rialto_CommunityResourceContribution#4_Outreach and Education"
    - NOTE: This is the same file as "City of Rialto_Rialto_CommunityResourceContribution#2b_Technical Support". Tasks 4.2, 4.3, and 4.4 refer to future work to be conducted by Alta Planning + Design, Inc. that the City is committing to support this project, as a Community Resource Contribution for item #4.
5. "City of Rialto_Rialto_CommunityResourceContribution#5a_MSRC Contract"; "City of Rialto_Rialto_CommunityResourceContribution#5b_MSRC Amendment 1"; "City of Rialto_Rialto_CommunityResourceContribution#5c_MSRC Amendment 2" (Amendment 2 is approved by all agencies and is currently being executed)

COMMUNITY OUTREACH PLAN

This section collects information about the applicant's plans to engage with the community and promote the service throughout operations.

30. Describe, in detail, your plan to engage the community residents through outreach and education to prepare for the launch of the project and throughout the project's operations. Identify key project stages in which outreach will occur, key partners, their roles for outreach and education, and their knowledge and experience within the community that will enable them to do successful outreach.

The primary target audience for community outreach are the local community residents, especially disadvantaged communities who might benefit the most from the bikeshare system and who might need additional outreach. Other target audiences for community outreach include the following:

- Local residents who live, work and recreate in the bike share service area seeking another mobility option to get to work or go out to a restaurant; this can be especially critical for those who do not have access to a personal automobile or live near a bus line
- Transit commuters, particularly bus rapid transit riders, traveling into downtown or elsewhere wanting to run errands or meet a friend for lunch.
- Visitors accessing sports, entertainment, hotels, and cultural attractions
- Residents, employees or visitors looking to go for a relatively-short recreational ride along the Pacific Electric Trail and other city greenways

The project will include the following three stages and outreach methods:

Project stage: Pre-launch

- Pop-up events around the City, including participation in existing community events and/or tabling at busy locations, particularly in historically marginalized areas within the bike share service area
- Online marketing
- Outreach efforts will include the opportunity for cash sign-ups to connect potential system users without a credit code or smartphone to the bike share system

Project stage: Launch

- Press release
- Public launch event

Project stage: System operation

- Regular marketing communications via community groups
- Ongoing cash & digital sign-ups at community locations and pop-up events around the City

Targeted Marketing (occurring at all project stages): Content that increases awareness of the bikeshare system among demographics and populations that may benefit from additional outreach, such as disadvantaged communities. Targeted marketing will reflect the diversity of the area the system serves. It will reinforce the idea that the system is for people who live in Rialto, and not just visitors looking for recreational amenities. Successful content will be created for (and often with the help of) specific groups and communities the bike share hopes to engage. The marketing content will also be produced in the languages and located in the places that the target population occupies.

- Targeted Marketing Strategies: ambassador photo shoots, press releases, social media, billboards, bus-stop displays, bike station panels, flyers, emails, custom painted or sponsored bikes by community partners

Other Outreach Strategies

- Team up with existing organizations/existing events through pop-up events such as:
    - Rialto Certified Farmers' Market (weekly on Wednesdays)

Key Partners and their Role:

The following partners all participated in the bike share study and expressed support for bike share in Rialto. The City has identified potential ways each of the partners could assist the project and is committed to working with them.

Inland Empire Biking Alliance:

IEBA is a 501(c)(3) non-profit with the mission of making biking and walking safer and accessible for everyone in the Inland Empire. It aims to unify the cycling community to have a stronger voice in promoting bicycling for transportation and recreation. IEBA has worked on this project as part of the TAC and commits to provide assistance to the project team to get the word out about the bike share program with its members and the broader region. A letter of support is attached as "City of Rialto_Rialto_CommunityResourceContribution#1a_Letter of Support_IEBA"

Safe Kids Inland Empire:

Safe Kids Inland Empire is a coalition of people from varied agencies/affiliations who share the common interest of reducing injuries to children and teens. Safe Kids IE works with Rialto Fire and Rialto Unified School District to host educational events. Safe Kids IE has committed to assisting with outreach, including sharing outreach information with members of the Safe Kids IE coalition to share digitally and in-person, and promote the bike share program at a monthly meeting. A letter of support is attached as "City of Rialto_Rialto_CommunityResourceContribution#1b_Letter of Support_Safe Kids Inland Empire"

Healthy Rialto:

Healthy Rialto is a citywide health initiative that offers healthy programs and services to the residents of Rialto. Healthy Rialto has committed to assisting with outreach, including at the Rialto Certified Farmers' Market (weekly on Wednesdays), via the Rialto Network (Public Access Channel 3) and via the Healthy Rialto website. A letter of support is attached as "City of Rialto_Rialto_Letter of Support (Outreach)_Healthy Rialto"

Rialto Unified School District: Rialto USD serves the students and families of Rialto. Rialto USD has committed to assisting with outreach for the project by sharing project information with families using its PeachJar technology, which provides digital access to all Rialto USD families. A letter of support is attached as "City of Rialto_Rialto_Letter of Support_Rialto Unified School District"

Note: The response should consider and discuss target audience, with consideration of promoting users of service / riders, groups in communities to reach, workplaces, destinations, and Multi-Unit Dwellings. See Section J.8 of the CMO Implementation Manual for details.

31. Describe how you will engage with other community stakeholders affected by the project.

Other community stakeholders affected by the project will have the opportunity to engage with City staff. Questions, comments, or concerns can be directed to the City through the existing customer feedback system established by the City prior to identifying a mobility provider. This includes project information hosted on the City's website with project timelines and input opportunities. This information can also be linked from partner organization's websites. City staff managing the development of this program will coordinate response and engagement. Once a mobility provider is in place, the provider will be required to provide high-quality customer service, including a contact system that is available during all hours that the rental system is available.

In addition to these ongoing engagement tools, we will also give attention to the following stages for specific engagement with other stakeholders:

Station Siting

Station siting is important for residents, public transit, nearby businesses, and other nearby stakeholders such as universities or community organizations because stations provide direct access to and from these destinations and residents via reliable locations where shared bikes can be found. These stakeholders will be contacted regarding station siting with help from key community partners through community events, posts on the project website, e-newsletters, notices taped to business doors, mailings, flyers, etc.

Construction Noticing

Those affected by the construction of the bike share stations, such as nearby residents, businesses, universities, and community organizations, will be notified through community events, posts on the project website, e-newsletters, notices taped to business doors, mailings, flyers, etc.

Station Sponsorship

Potential station sponsors could also be some of the key partners such as Amazon, FedEx, Target, and Staples or manufacturing companies such as Angelus Block, Eagle Tile, Tree Top and Biscomerica. The project team will reach out directly to these stakeholders and other to-be-identified potential sponsors.

Membership Subsidies

To encourage bike share memberships, key partners and stakeholders can provide subsidies to their clientele or network such as the employers listed above as potential sponsors. The project team will reach out to these stakeholders and subsidized memberships can be promoted through community events, posts on the project website, e-newsletters, notices taped to business doors, mailings, flyers, etc.

Note: The following should be considered and discussed in the response: local businesses, residents, or other stakeholders who may be affected by new construction or other aspects of

the project. Please discuss specific events, materials, audiences, and approaches. See Section J.8 of the CMO Implementation Manual for details.

ATTESTATIONS AND SIGNATURE

1. I, the authorized officer to represent and sign this application on behalf of my organization/tribe as the Lead Applicant, have read, understand and agree to abide by all of the requirements, terms and conditions in the CMO Implementation Manual;
2. I attest to all of the following:
   a. Our organization/tribe is not an existing CARB Clean Mobility Options grantee or sub-grantee and requesting funding for expanding the same type of project in the same project area;
   b. Our team includes at least one team member with the minimum one year of experience operating mobility services or we commit to select a mobility service provider from the Directory or an entity who meets the minimum qualification criteria within 3 months from the voucher agreement execution date;
   c. If we are applying for voucher funding for infrastructure:
      i. We understand and agree to comply with CEQA requirements set forth in the CMO Program Implementation Manual;
      ii. We understand the required permits and necessary permissions to operate the project service(s);
      iii. The infrastructure will be used primarily to support the service of our core project model;
   d. If we are using a TNC for the core project model, services will always operate by zero-emission vehicles;
   e. Our team complies with all applicable State and/or federal conflict of interest laws; and
   f. All information provided in this application and any attachments are true and correct.

Signed by the authorized officer:

Name: Savat Khamphou	**Signature:**
Title: Interim City Engineer	**Date:** October 20, 2020

Applications may be submitted by email at application@cleanmobilityoptions.org, or by mail to the following address:

PLEASE RETURN SIGNED DOCUMENTS TO:
Attention: Clean Mobility Options
CALSTART
48 South Chester Avenue
Pasadena, CA 91106
www.cleanmobilityoptions.org