

# MOBILITY PROJECT VOUCHER APPLICATION

## FOR THE CLEAN MOBILITY VOUCHER PILOT PROGRAM



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**ATTACHMENT 1. Mobility Project Voucher Budget Worksheet**

**ATTACHMENT 2. Infrastructure Site and Needs Profile Worksheet - N/A**

**ATTACHMENT 3. Team Profile Worksheet**

**ATTACHMENT 4. Project Area Map**

**ATTACHMENT 5. Reg. Agreement Congregational Towers**

**ATTACHMENT 6. Circuit Transit Inc. Letter of Commitment**

**ATTACHMENT 7. Circuit Transit Inc. Letter of Support**

**ATTACHMENT 8. San Ysidro Health Letter of Support**

**ATTACHMENT 9. 2020 SANDAG Needs Assessment Survey Results**

**ATTACHMENT 10. City Council Approval of Kiosk Program**

**ATTACHMENT 11. City of Chula Vista Cover Letter**

## **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](http://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](mailto: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)**

<b>Organization Name/ Agency Name/ Tribe Name: City of Chula Vista</b>	<b>Authorized Representative Name: Dennis Gakunga</b>
<b>Project Lead Contact Name and Title:</b> Dennis Gakunga, Chief Sustainability Officer	<b>California-Based Affiliate Contact (if different from the Lead Contact Name):</b>
<b>Person with Contract Signing Authority (if different from above):</b>	
<b>Street Address or P.O. Box: 276 Fourth Ave.</b>	
<b>Organization City/Town: Chula Vista</b>	<b>Zip Code:91910</b>
<b>Project Lead Phone: 619-476-5355</b>	<b>Project Lead Email Address:dgakunga@chulavistaca.gov</b>
<b>Mailing Address (if different):</b>	
<input checked="" type="checkbox"/> I have read and understood the terms and conditions of the Sample Voucher Agreement (can be found in the <a href="#">Implementation Manual</a> 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.**

<b>Printed Name of Responsible Party:</b> Dennis Gakunga	<b>Title:</b> Chief Sustainability Officer
<b>Signature of Responsible Party:</b> 	<b>Date:</b> 10/20/2020

**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 Chula Vista is the second largest City in San Diego County, serving over 271,000 residents. The City has a long history of work to improve the community and a strong commitment to sustainability, improving the quality of life of its residents by guaranteeing clean air, clean water, and clean land. In addition, the City has committed to seniors and livability for all ages through several actions over the past five years.

In 2016, the City of Chula adopted a Healthy Chula Vista Action Plan identifying strategies to promote overall wellness and address public health issues within the community. That same year the City was the 99th jurisdiction in the U.S. to join the Age-Friendly Communities network through the World Health Organization and AARP. Transportation was a key issue addressed in both plans, with a specific interest identified by the community to provide neighborhood based shuttle services for both daily trips and for access to community events.

Most recently in early 2020, the City adopted an Active Transportation Plan. The City of Chula Vista has been working to improve bike paths and expanding bicycle lanes, has applied and received the SANDAG Go by Bike grant to outreach to the community and educate on safety, and provides a free bicycle valet at all major events.

**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 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:**

**Daniel Kramer, Director of Operations & New Business, Circuit Transit Inc**

**[daniel@ridecircuit.com](mailto:daniel@ridecircuit.com)**

**562-252-6680**

(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.**

Circuit Transit Inc has 9 years of experience providing neighborhood electric vehicle (NEV) services. They have operated in California since 2013 and in San Diego since 2016. Circuit currently has a contract for NEV services for Downtown San Diego with the City of San Diego.

- 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.**

No approvals are needed prior to award. If awarded, the City will enter into a contract with Circuit Transit Inc to operate the CV Community Shuttle. Such approval would occur at the time of fund appropriations.

**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: CV Community Shuttle

Based on the results of the 2020 SANDAG Mobility HUB needs assessment survey findings the CV (Chula Vista) Community Shuttle program will provide all-electric on-demand shuttle services catered to the needs of the local senior community in the northwest part of Chula Vista. The program will be designed with the community's input and participation to provide safe, convenient, affordable, and accessible first / last mile connections. The goals of the program will be to improve mobility options for the senior communities, provide connections to public transit and key community services, improve social determinants of health related to transportation accessibility, reduce greenhouse gas emissions, improve air quality, and reduce congestion.

The Community Shuttle will operate as an on-demand service using a fleet of 4 dedicated all-electric vehicles. Riders can request rides within a geo-fenced coverage zone through a mobile ride request app available on iOS and Android, by call in or text, by kiosks available at key destinations and public spaces, and by waving down a vehicle. Caregivers, senior living community staff, and others can also make requests on behalf of riders. Rides will be free for seniors and available for a low fare to the general public. The service will include an ADA accessible vehicle on standby for riders requiring ADA assistance, which can be indicated in the ride request app, the kiosk, or when requesting by phone. A contactless fare program will be implemented and will accept payment via credit card, debit card, or prepaid card.

The service will operate 12 hours per day, 5 days a week. The service schedule will be aligned with the needs of the community and adjusted with feedback from the community and City and as data from the service comes in.

For the first year of operation, service will be available as a free transportation service to seniors. The focus of the service territory will be on key destinations for this population, including healthcare, grocery, senior living facilities and senior centers, and other destinations as determined through community feedback. Over this period, the service will be adjusted and honed to the needs of this community.

After the first year of operation, service will be opened to the general public for a low fare but remain free for seniors. This will help offset the costs of the service and provide for continuing support for the program.



The service will be provided in the northwest portion of Chula Vista. The target population lives in census tracts 6073012502, 6073012501 and 6073012600, which are identified by CalEnviroScreen as having 13,371 residents and in two affordable housing complexes located in the larger service area. We are specifically targeting service for senior residents living in senior living and affordable housing communities at six mobile home parks, which have a total of 584 spaces and two affordable housing complexes with 228 units. Service will be designed for these community members but will be open to the general public after the first year for a fare to provide ongoing sustainability, further reduce greenhouse gas emissions, and reduce congestion. Circuit, the City, and community partners, including San Ysidro Health, will work with the community to identify key hot spots within this geofenced zone. Riders will be able to request rides to/from anywhere within a specified geofenced coverage zone, which has been designed to focus on trips to/from healthcare, grocery, senior living facilities and centers, city and community service, retail, social and entertainment, public transportation stops/hubs, and other locations as identified by the community.

The service will be reviewed by the project team monthly, quarterly, and on an as needed basis. Hours, vehicles, and/or service territory will be reviewed and may be adjusted as needed according to service data and input from the community.

Vehicles will be stored, maintained, and charged at a local facility obtained by Circuit Transit. Vehicles will not require fast charging (Level 2 or 3) infrastructure. They can be charged through Level 1 charging, which includes 110v outlets on dedicated circuits.

The City has an existing program for public kiosks that it recently launched with the installation of seven interactive, way-finding kiosks around the City Hall Campus to assist visitors in finding their desired service, information, location or staff member. The kiosks also display legally required agendas and other documents 24/7 with the ability to email the information. The City and Circuit will explore opportunities to integrate its ride request technology into the kiosks. New kiosks will be placed at key locations with feedback from the community, including at senior living communities, in the form of iPad displays.

No additional infrastructure is expected to be installed for this program. No additional transportation enhancement is proposed other than the core project model. Data from this service may be used to inform other transportation and urban planning.

The CV Community Shuttle will be administered by the City of Chula Vista (City) and operated by Circuit Transit Inc. (Circuit). Circuit will provide a turn-key service, including employing and

training a team of local driver ambassadors, providing and maintaining electric vehicles for service, obtaining appropriate storage and charging facilities, providing technology for the service, and ensuring the service. Circuit will leverage its regional Southern California team and resources to quickly launch new services in Chula Vista.

The City will work with community partners such as San Ysidro Health and additionally Community Through Hope, South Bay Community Services, SoCAN and others to provide outreach and marketing services and engage with the community for feedback and input to continually improve the service. Circuit will provide regular data reports to the City.

*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?*

(select at least one and all that apply)

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

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

*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.

N/A

**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.

N/A

*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 project is divided into several phases, allowing the team to prepare, set up, start operation, learn and improve. This also allows Circuit to make sure that all employees are working to the highest levels possible, consistent with the company's best practices.

Circuit will incorporate regional resources and staff from its nearby operations to the extent possible to the new program to ensure a smooth launch and ongoing operations. Resources, including additional vehicles from nearby markets, can also be brought in as needed to ensure consistent service levels.

The project team expects to launch service within 120-180 days of contract execution with CARB and operate the service for the remaining duration of the grant term.

Phase 1- Planning and Starting

Pre-launch - 120-180 days after execution of contract, Year 1 of grant

- a. Plan of Action and Contract - The City will finalize the grant terms with CARB. The City will work with Circuit and Community Partner to finalize the Scope of Services, contract details and budget in line with the grant terms and contract. (Milestone 1)  
**Key Partner(s) Involved:** City, Circuit, Community Partner
- b. Hiring - Circuit will recruit and hire local driver ambassadors and conduct necessary background checks and vetting procedures. Circuit will work with the City to identify any local workforce centers to source candidates. (Milestone 2)  
**Key Partner(s) Involved:** Circuit, City
- c. Storing & Charging Location - Circuit will identify and acquire a local base of operations to store and charge vehicles for service. (Milestone 3)  
**Key Partner(s) Involved:** Circuit

- d. Vehicles - Circuit will acquire and deliver leased vehicles to Chula Vista and outfit with customizations for service. (Milestone 4)  
**Key Partner(s) Involved:** Circuit
- e. App - Adding location and testing - Circuit will work internally to prepare mobile application for new location and conduct tests to ensure accuracy. (Milestone 5)  
**Key Partner(s) Involved:** Circuit
- f. Training Drivers for Launch - Circuit will schedule staff classroom and practical training ahead of service launch. (Milestone 6)  
**Key Partner(s) Key Staff Involved:** Circuit
- g. Health & Safety - Circuit will prepare service with COVID protocols for health and safety in line with company procedures, industry requirements, and state and local requirements. Outfitting vehicles for service will include partitions between rows of seats to accommodate social distancing. Circuit will plan for appropriate PPE for driver ambassadors and other staff. (Milestone 7)  
**Key Partner(s) Key Staff Involved:** Circuit
- h. Marketing and Outreach plans - Circuit will work with City and Community Partner to develop and execute a marketing and outreach plan to announce launch of new service to the community. Circuit can re-engage existing and past riders of Circuit's nearby services in San Diego. (Milestone 8)  
**Key Partner(s) Involved:** Circuit, City, Community Partner
- i.

Phase 2 - Project Kickoff

Launch - Year 1 of grant

- a. Opening Day - Circuit will launch the Year 1 initial program (open only to seniors) on the designated launch date. (Milestone 9)  
**Key Partner(s) Involved:** Circuit
- b. Staff On-Job Training - Circuit will conduct ride alongs and continued training with any new staff to ensure effectiveness and efficiency of service. (Milestone 10)  
**Key Partner(s) Involved:** Circuit

Phase 3 - Monitoring, Reporting and Adjusting - Initial Service

Year 1 of operation, Year 1 of grant

- a. Program Monitoring - Circuit will study developing ridership trends to learn busiest ridership times, request hotspots, etc. Circuit will also conduct rider surveys to learn about rider preferences, needs, and behavior.  
**Key Partner(s) Involved:** Circuit
- b. Monthly Reporting - Circuit will report back to the City with data collected to refine service on a monthly basis, as well as any other required periodic reporting such as quarterly maintenance history. Reports can be made available to CARB on a regular or as needed basis. (Milestones 11 - 22)  
**Key Partner(s) Involved:** Circuit, City
- c. Health & Safety - Circuit will regularly conduct advanced cleaning of vehicles and require driver ambassadors, staff, and riders to wear appropriate face coverings. Driver Ambassadors will wear appropriate PPE including masks and gloves. Circuit will work with the City for any needed accommodations for riders and to adjust service as state and local policy adjusts during and after the pandemic.  
**Key Partner(s) Key Staff Involved:** Circuit, City
- d. Service Adjustments - Circuit will collaborate with City and Community Partner to adjust service based on data trends and community feedback.  
**Key Partner(s) Involved:** Circuit, City, Community Partner
- e. Ongoing Community Engagement - City, Community Partner, and Circuit will continue to engage with the community and community organizations within northwest Chula Vista to educate about using the service and receive feedback for service improvement.  
**Key Partner(s) Involved:** City, Community Partner, Circuit
- f. Advertising and Sponsorship - Circuit will sell and execute third-party advertising campaigns with a revenue share to the City to support the service. Circuit and the City will work to identify key program sponsors to further support expansion and/or extension of service, including Business Improvement Districts, local businesses, etc.  
**Key Partner(s) Involved:** Circuit, City

Phase 4 - Service Expansion to General Public

Year 2 of operations, Year 2 of grant

- a. Planning for Service Expansion - Circuit will work with the City and Community Partner to plan for service extension to the general public, including rollout timeline. We estimate this expansion to happen in Year 2. (Milestone 23)  
**Key Partner(s) Involved:** Circuit, City, Community Partner

- b. App - Adjustments and testing - Circuit will work internally to prepare mobile application for opening to the general public, including fare categories, and conduct tests to ensure accuracy (Milestone 24)  
**Key Partner(s) Involved:** Circuit
- c. Marketing & Communication - Circuit will collaborate with City and Community Partner to prepare and implement a marketing and outreach plan for announcing service expansion to existing and potential riders. (Milestone 25)  
**Key Partner(s) Involved:** City, Community Partner, Circuit
- d. Launch of Expanded Service - Circuit will collaborate with City and Community Partner to launch the expanded service. (Milestone 26)  
**Key Partner(s) Involved:** City, Community Partner, Circuit

Phase 5 - Monitoring, Reporting and Adjusting - Expanded Service

Years 2 - 3 of operations, Years 2 - 3 of grant

- a. Program Monitoring - Circuit will study developing ridership trends to learn busiest ridership times, request hotspots, etc. Circuit will also conduct rider surveys to learn about rider preferences, needs, and behavior.  
**Key Partner(s) Involved:** Circuit
- b. Monthly Reporting - Circuit will report back to the City with data collected to refine service on a monthly basis, as well as any other required periodic reporting such as quarterly maintenance history. Reports can be made available to CARB on a regular or as needed basis. (Milestones 27 - 50)  
**Key Partner(s) Involved:** Circuit, City
- c. Health & Safety - Circuit will regularly conduct advanced cleaning of vehicles and require driver ambassadors, staff, and riders to wear appropriate face coverings. Driver Ambassadors will wear appropriate PPE including masks and gloves. Circuit will work with the City for any needed accommodations for riders and to adjust service as state and local policy adjusts during and after the pandemic.  
**Key Partner(s) Key Staff Involved:** Circuit, City
- d. Service Adjustments - Circuit will collaborate with City and Community Partner to adjust service based on data trends and community feedback.  
**Key Partner(s) Involved:** Circuit, City, Community Partner
- e. Ongoing Community Engagement - City, Community Partner, and Circuit will continue to engage with the community and community organizations within northwest Chula Vista to educate about using the service and receive feedback for service improvement.  
**Key Partner(s) Involved:** City, Community Partner, Circuit

- f. Advertising and Sponsorship - Circuit will sell and execute third-party advertising campaigns with a revenue share to the City to support the service. Circuit and the City will work to identify key program sponsors to further support expansion and/or extension of service, including Business Improvement Districts, local businesses, etc.

**Key Partner(s) Involved:** Circuit, City

Phase 6 - Year 4 of Operation, End of Grant Term

Year 4 of Operations and afterwards

- a. Final Reporting - The City will work with Circuit and Community Partner to provide any final reporting documents to CARB.

**Key Partner(s) Involved:** City, Circuit, Community Partner

- b. Operations in Year 4 - The City will work with Circuit and Community Partner to provide service during Year 4 of operations.

**Key Partner(s) Involved:** City, Circuit, Community Partner

- c. Planning for Service After Grant Term - Circuit will work with the City and Community Partner to plan for service following the grant term and ongoing sustainability.

**Key Partner(s) Involved:** Circuit, City, Community Partner

**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 2018 Chula Vista Age-Friendly Action Plan identified several goals related to senior transportation based on feedback received during the development of the plan with residents and stakeholders. These included goals to increase ridesharing options for seniors in the community and provide shuttles for community events. In addition, in year one of the plan implementation a pilot project was conducted to increase senior use of transit through guided field trips to destinations and events in northwest Chula Vista including Harbor Fest, Norman Park Senior Center and the Living Coast Discovery Center. To view the full plan and learn more about the pilot project, please visit <https://www.chulavistaca.gov/agefriendly>.

In May 2020 the City's first ever Active Transportation Plan was adopted, updating and bringing together the 2010 Pedestrian Master Plan and 2011 Bikeway Master Plan. This integrated mobility plan focused primarily on non-motorized users and introduced recent micro-mobility trends, new to the public roadways in Chula Vista. While the plan outputs mainly focused on bike and pedestrian infrastructure improvements, the outreach process included extensive efforts to reach low-income families and seniors to learn about mobility trends and preferences in our multi-modal system. To learn more about the outreach and see the full plan visit <https://www.chulavistaca.gov/departments/engineering/active-transportation-plan>.

In collaboration with the City, the San Diego Association of Governments (SANDAG) administered a survey in August - September 2020 to assess the needs of the community and gather information on a proposed Chula Vista Mobility HUB in northwest Chula Vista. The survey was provided in English and Spanish and was distributed by the City and community based organizations. This survey provides the most recent and most comprehensive effort to reach seniors in the northwest area of Chula Vista, also the target population of the CV Community Shuttle service area, and is therefore used for the majority of the needs assessment towards this grant. **Please see the SANDAG Mobility HUB Survey attached.**

In addition, SANDAG currently has a second surveying effort underway to reach low-income individuals and families and assess Mobility Needs in collaboration with the Chula Vista Community Collaborative. Although not yet available, the survey will provide greater guidance to the project team on operations for the CV Community Shuttle.

*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?**

From the 2020 SANDAG Mobility HUB survey responses seniors identify safety, reliability and familiarity as the main desired features for transportation services in the community. Many seniors struggle to have basic transportation needs met to access food, make medical appointments, fill prescriptions and interact socially. By providing on demand service in a dedicated project area with a number of these services and amenities, these barriers will be reduced.

The SANDAG survey revealed that gaps for seniors in transit information exist and they desire better connections. Transit information is not always provided to the senior community in an easy to understand manner, especially when many do not have access to electronic devices or the required technologic literacy to use internet based services. This project will provide education around the technologies, kiosks for those without direct access, and provide other options such as phone requests.

Finally, during the 2018 Age-Friendly efforts, seniors at residential housing communities indicated that while they were engaged at their own housing complexes, they often felt disconnected from the greater community and wanted additional transportation options to attend community events. This CV Community Shuttle would fill that gap in transportation access.

*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).**

SANDAG Mobility HUB Survey - In September 2020 the survey concluded to inform a concept of operations for a Mobility HUB to be located at one of two trolley stations in Northwest Chula Vista. Due to COVID-19, distribution of the survey was heavily reliant on an online panel, social media, community partner email lists, postcard distribution at food pantries and key informant telephone interviews through the Project Advisory Group and stakeholders from both the business and CBO community, including: South Bay Community Services, Community Through Hope, AARP, Renewing Life, Norman Park Senior Center, Filipino Community leaders, City Commissions, Seven Mile Casino and other employers in northwest Chula Vista. In addition, social media (Facebook, Instagram, Next Door, Nixle and City Newsletter) was used to solicit participation. Nearly 550 surveys were received, with a representative sample of seniors (60+) accounting for 19% of responses.

The 2020 Active Transportation Plan included an extensive outreach process to address pedestrian and bicycle needs, along with essential connectivity issues. The main outreach efforts were conducted in 2019 prior to COVID-19 and enabled the team to interact live at a variety of events. These included two “pop-up” activities in April 2019, to reach community members who may not normally attend a traditional community workshop, in eastern Chula Vista at the Otay Ranch Farmers Market and in western Chula Vista Western at Day of the Child (sponsored by the Chula Vista Community Collaborative). The effort also included an online survey to capture additional comments and had an interactive activity allowing participants to identify the most common routes they travel. Some of the top themes learned during this process included the desire for: calmer and safer traffic conditions; safe and secure public spaces; connected communities; facilities that serve all ages; and new technologies and modes.

*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.**

In all outreach efforts, seniors consistently identify the following issues as the top priorities/barriers to transportation:

1. Safety - Across all categories, not just transportation, seniors identify the need for safety and the perception of safe places as a key factor to their comfort level to leave their homes.
2. Connectivity - A major obstacle for seniors and disabled is being able to reach a transportation hub location by walking or with the use of a mobility aid device. These first/last mile connections and door to door options are particularly important for an aging population.
3. Cost - Many seniors, veterans, and under-banked households live on a fixed income. Metropolitan Transit System (MTS), the transit provider in Chula Vista and the greater San Diego area recently increased fares for monthly passes to seniors by nearly \$10. This presents a large barrier to seniors utilizing transit and needing a first/last mile option that is fare based, often making it financially infeasible to afford a round trip.
4. Reliability - Predictability is important for any transportation option, especially for seniors and disabled persons that are often more time sensitive than others. Seniors expressed that options such as the MTS Access program providing point to point service are often delayed by long windows of time and make it difficult to make appointments. Interviewed stakeholders also indicated seniors have fears of becoming stranded.
5. Familiarity/Customer Service - Knowing the person that is picking you up or having information that they are a trusted source is important for seniors, some of which will select more expensive options or forego trips to avoid the unknown. In addition, seniors often need a little extra help to reach destinations with assistance being able to carry packages or shopping bags.
6. Technology - The technology divide is more evident in seniors and disabled than any other population. Whether it is fear of the unknown and lack of knowledge or the lack of desire to own and use technological devices such as smart phones, in our ever growing world reliant on technology this is a huge barrier for seniors.

*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?**

The CV Community Shuttle will provide an on-demand shuttle, which was the highest rated transportation option identified by seniors in the SANDAG Mobility HUB survey. It should be noted that the survey did not distinguish features from service, so while the shuttles were identified at 50% as being most important for a mobility HUB, they outranked all other modes including bikes, carshares and scooters. The top concerns of the targeted community, seniors, were safety, which will be addressed in the design of our shuttle program, as follows:

1. Safety - Our team has incorporated various safety concerns voiced by the community about mobility. Our proposed service would provide trips on an on-demand basis, door to door, meaning that riders would not have to wait at a specified stop. Drivers would connect with riders when they arrive and vehicles would be clearly identifiable as part of the service. Circuit’s hiring and training process focuses on safe drivers with excellent customer service skills. All of Circuit’s driver ambassadors are w2 paid, trained, and background checked. Circuit’s vehicles will be regularly cleaned and maintained and in good operating order. Circuit also has advanced health and safety measures in place in line with best practices for COVID19.
2. Connectivity - Our proposed project would close connectivity gaps for those living in the service area by providing on demand services. The transportation provided to the seniors in the area would connect them to a medical office, retail facility, or a transportation hub such as a trolley or bus stop.
3. Cost - The CV Community Shuttle would be provided to seniors in the project area for no charge, reducing a huge gap for first/last mile transportation to transportation HUBs and providing direct access to essential services. The service would be available to the general public starting in Year 2 for a low affordable fare and remain free to seniors.

4. Reliability - By designing the service around short trips, Circuit is able to provide an efficient service with shorter wait times than a traditional fixed route service. Riders are able to track the progress of the vehicle in the app and are given an estimated time of arrival. Riders and drivers can communicate through the app and by phone to make it easier to find each other at pick-up. Circuit has operated all-electric vehicle services for over 9 years and has the operational and maintenance procedures in place to provide a consistent and reliable service.
5. Familiarity/Customer Service - By utilizing a single vendor, the CV Community Shuttle increases the opportunity for repeat drivers and additional personalized services. Circuit hires locally and trains its driver ambassadors in customer service and ADA services.
6. Technology - Through the use of kiosks and education to community partners, the City and Circuit will work to reduce technological barriers in using the CV Community Shuttle.

*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?**

Initial needs assessments were identified in the Healthy Chula Vista and Age-Friendly Community (AFC) Action Plans between 2016-2018. The 2018 AFC identified several goals around establishing senior shuttle services, particularly in northwest Chula Vista. The September 2020 SANDAG Mobility HUB survey provided greater detail into the first/last mile needs of the community. As mentioned previously, an additional SANDAG Mobility Needs Assessment survey is currently being conducted and results are expected in November-December 2020.

Shuttle service has been consistently identified as a preferred transportation mode when seniors are unable to drive themselves. Point to point and on-demand service has been identified as a higher priority over other modes such as walking, biking and other car sharing services.

*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.**

The SANDAG Mobility HUB survey results are attached.

*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 disadvantaged 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.*

(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.

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

*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.**



Seniors on Broadway - 845 Broadway, Chula Vista, CA 91911  
Congregational Tower Apartments - 288 F St, Chula Vista, CA 91910

- 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.**

Seniors on Broadway: (1) 42 units, 100% restricted to low income; (2) 5 units restricted to below 30% AMI, 16 units below 45% AMI and 20 units below 50% AMI.

Congregational Tower Apartments: (1) 186 units, 98% restricted to low income (2 manager units); (2) 56 units restricted to below 50% AMI and 128 units below 60% AMI.

In addition to the restricted affordable housing complexes, many senior housing facilities exist within the northwest area of Chula Vista. Several were once restricted to low income residents, while covenants may have expired, many residents still qualify as low income and most complexes accept Section 8 Vouchers. Mobilehome parks within Chula Vista are also generally accepted as low income housing and the City has maintained rent control for residents within these parks in some form since the 1980s.

- 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.**

N/A

- 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.**

Census Tract	Ranking Score
6073012502	49.43
6073013205	45.50 (Not currently included within the initial project area)
6073012501	42.30
6073012600	39.69

**20. Describe the boundaries of the Project Area in only one 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.**

A detailed map of the project area is attached. The area provides the maximum opportunity to reach seniors and services within a 2 square mile radius for initial service. After year one and beyond, the service area will be expanded as appropriate and feasible.

The census tracts eligible per the CalEnviroScreen area (6073012502, 6073012501 and 6073012600) are identified for potential impact to public health but also have some of the lowest income and vulnerable residents within Chula Vista. According to the 2010 census 5,147 households (20% reported female head of household) and the Feaster Charter School servicing this zone for children in grades Pre-K to 8th grade had an enrollment of 1,200 students. Despite efforts at the school to promote nutrition and physical fitness the school retains the highest rate of obesity (25.8%) in the school district and only 15% of students passed their 5th grade CA Physical Fitness Test in 2017.

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

The total population identified within the project area is approximately 27,728 based on the population numbers included in the EnviroScreen data and extracting 10% from the census tracts population data.

**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?

N/A

- b. Please indicate the location(s).

The entire service area falls within the incorporated City of Chula Vista.

**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.**

(write in)

**\$ 997,833**

- 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

*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.**

The project team will employ the following key strategies for maintaining the proposed service for a minimum of 4 years:

1. Fare - The shuttle program will charge a low fare of \$1-3 to the general public starting in Year 2. This fare will be set and may be adjusted in order to encourage ridership and balance demand with revenue. This fare will be used towards the program for the purposes of extending the service.
2. Advertising - Circuit will sell and execute third party advertising campaigns and offer a revenue share to the City towards extending the service. The City's revenue share will go towards extending the service.
3. Sponsorship - The City and Circuit will identify and approach key potential sponsors to support the service beyond the grant period. This could include large local employers and businesses such as medical facilities, business improvement districts and economic development organizations, and regional organizations.
4. Other Contributions - The City will evaluate and identify other potential sources of funding from within the City and Community, such as PEG funds for informational kiosks. In addition partnerships to maintain and incentivize on demand services will be explored with local businesses and associations, such as large shopping facilities or attractions like Chula Vista Center Mall or Seven Mile Casino. Future development of the Bayfront in Chula Vista will also require shuttle services between the hotel/convention center and Third Avenue business district. Potential collaboration with the Third Avenue Village Association or Broadway Business District will also be explored. And finally use of Community Benefit dollars will be explored with local hospital systems Scripps and Sharp.

5. As the opportunity to increase services arises, the City will also look at funding opportunities such as SANDAG's Mobility Grants and philanthropic organizations such as the Congregation Church, San Diego Foundation and the San Diego Seniors Foundation.

*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 plans to work with Circuit to provide services to seniors in this community and sustain the program with an expansion of the services to the whole community for a profit. The sustainability of the program will therefore be guaranteed by a percentage of the fee charged by Circuit to residents and tourists and applied to the guaranteed free fare for the seniors.

Equipment procured by the City for kiosks, such as iPads, would continue to serve in the City's existing kiosk program to provide information about available city services.

**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](#).**

1. Relationships with CBOs - The City of Chula Vista participates in a variety of boards and commissions throughout the San Diego Region and in Chula Vista that provide services to seniors. In particular the County of San Diego SoCAN (South CountyCounty Action Network) includes membership of service providers in the south bay. Currently the Supervisor for the Norman Park Senior Center sits on their leadership team. In addition, as expressed throughout the application the City works closely with a variety of medical providers and CBOs, including *San Ysidro Health*, *letter of support is attached*.

2. Project related labor prior to funding - the SANDAG Mobility HUB survey effort and Active Transportation Plan provided the basis for the Needs Assessments. *Both items are attached or referenced with links in the application.*
3. Project related labor during voucher - City staff will provide in-kind services throughout the project providing marketing, community partnerships and time associated with sustainability of the shuttle operations during the voucher period. City staff will also serve as a liaison between the target population and Circuit for educational outreach events and leverage existing programs to promote the CV Community Shuttle. *Staff will track time associated with the project through a unique billing code and can provide time sheets during the voucher period.*
4. Technology and equipment - The City will leverage this project with other technology efforts such as the City Hall kiosks and expand this program to enable residents to access the Circuit App from locations through northwest Chula Vista. The City of Chula Vista will publicize the program on their website and on social media as appropriate, particularly through neighborhood based platforms such as NextDoor or Nixle. In addition, the City has an existing WebEx membership to facilitate virtual meetings to educate the community on the new services. *A copy of the City Council action approving the kiosk program is attached.*
5. Project-related materials or assets - Circuit will provide their existing platform for booking rides and provide marketing collateral such as brochures and videos. *A link to one of Circuit's promotional videos can be found at <https://www.youtube.com/watch?v=RGZvtW09Gdl&feature=youtu.be>*

*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.**

Documentation has been attached or a link provided as identified above.

**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 City will lead the project team in developing a Community Outreach Plan with participation by various community partners and Circuit. The City will utilize the existing Project Advisory Group established by the SANDAG Mobility HUB project to solicit continued participation on a CV Community Shuttle Advisory Group, to include Circuit, San Ysidro Health, local businesses, medical facility representatives, the Commission on Aging, Healthy Chula Vista Advisory Commission, Commission on Safety and other community based organizations to meet regularly to incorporate community outreach and feedback.

San Ysidro Health will assist with outreach and bring their knowledge and understanding of the community's needs. San Ysidro Health has a deep connection with the elderly community in the South Bay region and has the tools to communicate with them as well as the insights to improve and implement the program.

Circuit will assist the City with marketing and outreach collateral and participate in educational outreach to educate potential riders about using the service and requesting a ride, including virtual events. Circuit will partner with the City for outreach activities at key events in the community, such as Harbor Fest, Lemon Fest, and Day of the Child. The vehicles will be clearly identifiable as part of this service and drivers will wear uniforms.

In addition, direct mailing to advertise the new service and outreach events will be sent to the six mobile home parks within the eligible census tracts and the two affordable housing complexes in the broader project area. Seniors identify safety, reliability and familiarity as important features in any transportation service, therefore the face to face interaction of City staff and Circuit staff with the residents is crucial in gaining their trust in the CV Community Shuttle program. Also hands-on demonstration of the kiosks and ability to see and touch the vehicles will be crucial at outreach events.

The local manager and team will be available to assist with outreach. Circuit has a template marketing plan for service that it will adapt with the City and Community Partner for the targeted riders and community. Circuit's ride request functionality will also be integrated into the City's existing kiosk program, with information about the service and ability to request a ride.

An example of Circuit's marketing plan is available below:

Once launched, the Circuit vehicles / experience will serve as a platform to help generate social media content and help gain recognition from local news outlets for the innovative



partnership benefiting the community, and environment. Leverage high ridership to encourage both local and national advertisers to wrap Circuit vehicles, which will contribute towards project sustainability.

### **60 Days Before Launch: Advertiser / Sponsor Outreach**

Circuit will regionally pitch the launch of the Chula Vista & Circuit program to local businesses and over 2.5k of Circuit's advertising clients to inform them of Chula Vista advertising opportunities including: wrapped Circuit cars, interior video ads, interior photo booth, branded giveaways/sampling, the ability to drive consumers to store fronts in the coverage area, and promotional fare discounts. Circuit will be pushing the idea of affordable rides and experience-driven story opportunities.

Circuit will also conduct outreach with the local community and for local and employer sponsors.

#### Assets That Will Be Used For Advertiser/Sponsor Outreach

1. Email Newsletter(s) for national advertising agencies
2. Flyers & Postcards for local businesses

### **30 Days Before Launch: Targeted Rider & Media Outreach**

Circuit to pitch community-driven stories tied to first/last mile commuting, the senior community, affordable public transit, and sustainable living to: employers, organizations, residents and local publications.

Optional Asset From Chula Vista and San Ysidro Health Services: Any preferred/specific talking points that Chula Vista and Community Partner wish to highlight that speak to the senior community, Chula Vista, & Circuit partnership

#### Assets That Will Be Used For Rider Outreach

1. Paid Social Media Ads on Facebook & Instagram
  - a. Geo-target residents who live in Circuit's Chula Vista coverage area to get a general buzz going.
  - b. Ads will explain the service, display coverage area, area hotspots, the Circuit app, etc
2. A Newsletter
  - a. Reach out to Circuit's Southern California riders, including San Diego riders, highlighting the new service

Media Outreach:

- Union Tribune (Thursday South Bay edition), Star News, El Latino and other print outlets will be used, as well as possible radio advertisement.

### **Month of Launch**

Circuit will continue media outreach / social media ads throughout the initial launch of the campaign to continue momentum and drive widespread awareness.

Circuit can organize a ribbon-cutting event and coordinate press releases to announce the formal launch.

### **Additional Marketing Items**

- 1) More Promotional Flyers/Postcards placed in local businesses and shared with community centers
- 2) Organic Social Media Posts on both Circuit's Instagram page, and the City's Instagram page (if allowed) announcing the service and highlighting area hotspots that will be within Circuit's coverage area. Cross-posting to Facebook, Twitter, and LinkedIn as appropriate.
- 3) Photoshoot with local community leaders posted on both Circuit's and City's Instagram page (with City's permission) to encourage more media coverage
- 4) Optional Assets Cities Have Provided:
  - a. Sandwich boards (or similar item) placed near local transit hubs, public parking lots and area hotspots to promote the service.
  - b. Posters attached/ displayed on street lights
  - c. Adding / highlighting Circuit on Chula Vista's official website

### **Throughout the Program**

Circuit will post about Chula Vista on social media and continuously pitch the service to clients via advertising RFPs for the San Diego region, and email. Circuit will also work with the City for any outreach and marketing activities.

- 1) Organic Social Media
  - a) Highlighting advertisers that wrap the cars
  - b) Post photos of riders enjoying the service
  - c) Promote local events that Circuit is involved in etc.
- 2) Rider Newsletters
  - a) Circuit will keep in touch with riders via newsletters to inform them of any service updates, advertiser giveaways/offers and more
  - b) Rider Newsletters will also let passengers know of advertising opportunities to help spread awareness to local businesses

3) Advertiser Pitches

- a) Sales team will pitch Chula Vista to advertisers RFP looking to target the Southern California area
- b) After getting a better understanding of rider demographics, sales team can leverage these findings and pitch to brands who target similar demographics.

*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.**

The City also works a variety of community based organizations to provide programming and services to our senior and low-income community. The City will promote the new service through CBOs such as the Chula Vista Community Collaborative, Community Through Hope, South Bay Community Services and work with the County of San Diego's SoCAN (South County Action Network) group to ensure senior service providers and housing complexes are aware of the CV Community Shuttle.

These community partners provide a broad network into the community through the use of community health workers (Promotores) and Resident Leadership graduates who have been trained to work with the City and school districts to address health issues in their communities and empower residents with information and education on important topics.

Partnerships with local medical facilities, grocery outlets and other senior serving amenities will be established and opportunities for hosting of kiosks in these locations will be explored. Long-term additional exploration of financial sustainability will be explored with these entities and the future Bayfront convention/hotel, Seven Mile Casino and Third Avenue Village Association to determine if potential sponsorship opportunities exist.

*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:**

<b>Name:</b> Dennis Gakunga	<b>Signature:</b> 
<b>Title:</b> Chief Sustainability Officer	<b>Date:</b> 10/20/2020

**Applications may be submitted by email at [application@cleanmobilityoptions.org](mailto: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](http://www.cleanmobilityoptions.org)**