



E-Bike Voucher and Mobility Wallet Program

SECTION 1

Overall Project Summary and Approach

The U.S. Environmental Protection Agency's (EPA) Climate Pollution Reduction Grants (CPRG) Program identifies seven major economic sectors responsible for the lion's share of greenhouse gas (GHG) emissions, but none looms larger than Transportation. **The transportation sector contributes more than one-quarter (28%) of total U.S. GHG emissions – and cars and light trucks account for more than half (58%) of those emissions.**¹ In Georgia, cars and light trucks are our largest single source of GHG emissions at approximately 41% in 2021.² The EV market is maturing and charging infrastructure is expanding to meet demand and reduce range anxiety on long distance trips. This proposal therefore focuses on two tested and effective GHG reduction measures that address missing middle transportation, behavior change, and affordability:

1. **20,000 E-Bike Vouchers** to effectively **target high-volume, short distance trips;**
2. **6,000 Universal Basic Mobility Wallets (mobility wallet)** to **incentivize mode shift away from private vehicles** to biking, walking, and public transit.

In metro Atlanta, the historical legacy of I-20 as a metaphorical divide between White and Black Atlanta continues to shape the region's socioeconomic disparities. Despite challenges, increased mobility through transportation investment can improve outcomes and reduce geographical disparities. On March 13, 2024, US DOT awarded \$50 million to a trail bridging these divides in the southern region, reconnecting communities cut off by transportation infrastructure.

¹ <https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions>

² Transportation was 45% of the Atlanta MPO's GHG emissions according to 2022 Drawdown data. Average of 46% for 2020-2022 <https://www.drawdownga.org/solutions/transportation/>

Beyond the urgent need to address climate change, the E-Bike Voucher and Mobility Wallet Program embodies the Atlanta Regional Commission's (ARC) commitment to rectify historical transportation decisions that have divided communities and hindered economic opportunities. ARC, in collaboration with state and local agencies, and the public, prioritizes investments that aim to reduce barriers of access for communities and that ensure the prosperity and success of the entire Atlanta region.

RECONNECTING THE REGION

Bridging Divides. Fostering Thriving Communities.

The proposed E-bike Voucher and Mobility Wallet Program aligns with the goal of Reconnecting the Region and leverages this funding by promoting e-bike adoption, reducing vehicle reliance, and providing clean transportation access to Low Income/Disadvantaged Communities (LIDACs) in the 20-county metro Atlanta area. It furthers these gains across the state through coalition partners Athens-Clarke, Macon-Bibb, the City of Savannah, and Chatham County, contributing to a more equitable and sustainable future.

Partner Cities and Counties

The Program aims to provide significant direct and indirect benefits to LIDACs in the 20-county metro Atlanta area, Athens-Clarke, Macon-Bibb, the City of Savannah, and Chatham County. By promoting the adoption of e-bikes, reducing reliance on personal vehicles, and providing access to clean transportation options, the program can help address the disparities and challenges faced by these communities, contributing to a more equitable and sustainable future for all residents in the program area.

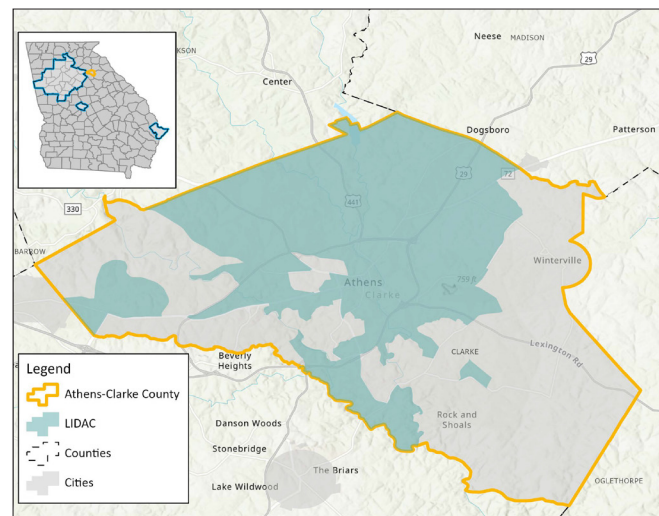
METROPOLITAN ATLANTA

Metro Atlanta is a rapidly growing region, fueled by significant investments in transportation infrastructure. Georgia and metropolitan Atlanta are witnessing rapid economic development and growth, with metro Atlanta rising from the 9th largest metro area in the nation in 2020 to the 6th largest in 2024, a mere four years later. At 5.6% growth since 2020, Georgia's job growth has outpaced the national rate of 3.3%.³ Despite the economic development, the state and region's reliance on cars for transportation exacerbates inequalities, particularly affecting low-income communities and those disconnected from regional economic centers. (See the map of metro Atlanta on page 10.)

ATHENS-CLARKE COUNTY

Athens-Clarke County, home to the University of Georgia, is a vibrant community with a population of 129,937. Athens-Clarke County faces unique circumstances due to its status as a college town, with the University of Georgia playing a significant role in the community's economy. There are approximately 40,000 students enrolled at the University of Georgia, and the campus spreads across nearly 4,000 acres of the county. Students and residents utilize a variety of modes of transportation to access goods and services across the

Low-Income & Disadvantaged Communities (LIDAC) E-Bike Athens-Clarke County



³ <https://cdn.atlantaregional.org/wp-content/uploads/ajc-atlanta-6th-census-03142024.pdf>

community including buses, personal vehicles, and cycling. For a small community, cycling infrastructure is abundant. Athens-Clarke County currently has 11 miles of paved multi-use trails between the Oconee River Greenway and Firefly Trail, 19.6 miles of bike lanes, and over 58 miles of marked shared roads.

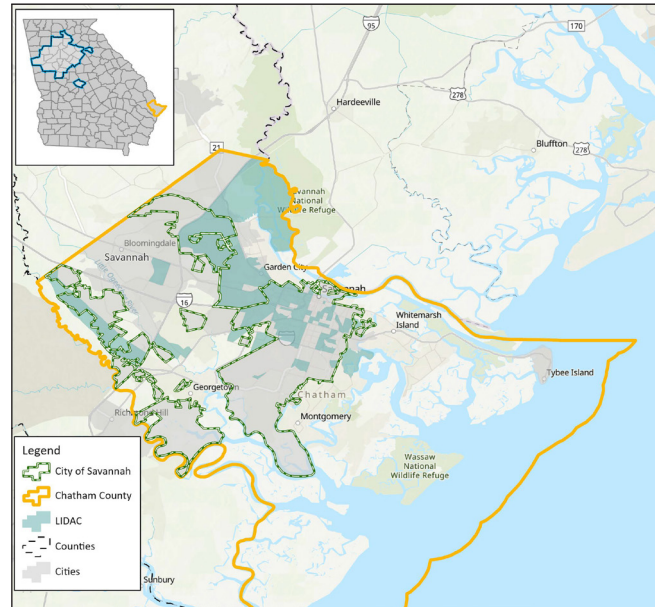
CITY OF SAVANNAH AND CHATHAM COUNTY

The City of Savannah and Chatham County is a growing region on Georgia's north coast with a population of approximately 300,000 residents. Chatham is the most populous county in Georgia outside of metro Atlanta.

Though the County and City have collaborated to bolster the public transit system, gaps persist. They are working together to build bike lanes, multi-modal trails like the 30-mile Tide to Town network, and other pedestrian mobility options.

As a southern, coastal community, the County and City face distinct vulnerabilities to climate change, including heat waves, flooding, sea level rise, and hurricanes. The rapid pace of development exacerbates these risks by increasing impermeable surfaces and encroaching upon marshes and wetlands that serve as natural buffers against storm surge. In response to these risks, the County has initiated a resilience program, and Savannah has set ambitious clean energy goals to meet 100% of community-wide electricity needs with renewable energy by 2035.

Low-Income & Disadvantaged Communities (LIDAC) E-Bike Chatham County



Meet Makeisha

Makeisha is the visionary entrepreneur behind The Happy Black Parent, an educational play space in Atlanta's Southside. With seven children and a thriving business, Makeisha embodies resilience and determination.



Makeisha started saving money for an e-bike in 2019 and purchased a RadWagon in 2020. Her previous vehicles were used, and maintenance costs added up. With her e-bike, Makeisha doesn't have to worry about car notes, insurance, or maintenance. The e-bike became her sanctuary, offering both physical exercise and mental rejuvenation. Unencumbered by traffic, she savored each ride, using the time to reflect and recharge.

Makeisha recognizes how stressful solely depending upon public transportation can be and enjoys having the option to walk, bike, or take the train. Traveling only via public transportation would have been difficult for her family.

Makeisha's journey is not solitary. She envisions a community where e-bikes are tools for empowerment, not just recreation. With a passion for equity, she advocates for inclusivity in sustainable transportation, empowering marginalized communities to reclaim their mobility.

*In Makeisha's world,
the e-bike isn't just
transportation— it's a
transformational tool
for empowerment.*

Interview conducted by ARC during program design, 2024

Description of GHG Reduction Measures

MEASURE 1 | E-BIKE VOUCHER PROGRAM DESCRIPTION

E-bikes have emerged as the one of the most popular electric vehicle options in the U.S., outpacing electric car sales the past four years in a row. E-bikes can replace short car trips and transport cargo or children efficiently, while taking up significantly less parking and storage space than cars. E-bikes have been shown to cut congestion, lower transportation costs, and reduce GHG emissions.⁴

To help combat the twin challenges of rising transportation costs and climate change, the City of Atlanta adopted a resolution to partner with ARC on a \$1 million e-bike voucher program designed to increase access to e-bikes for moderate and low-income individuals and reduce vehicle miles traveled (VMT).⁵

The proposed program structure builds on the City of Atlanta program. **The ARC proposal prioritizes equity and accessibility by dedicating 75% of the voucher funds to low-income participants.** The program will be open to applicants and local retailers who meet the eligibility requirements below. Applications for vouchers will be accepted bi-monthly starting in April 2025 through December 2028. Participants will be randomly selected after the application cycle closes. The bi-monthly timed-release approach will ensure those who do not receive a voucher have multiple opportunities to receive one. This also allows program partners to conduct targeted outreach and increase awareness of the program.

This measure is included on page 20 of the Atlanta MSA Priority Climate Action Plan (PCAP) and on page 30 of Georgia's Peach State Voluntary Emission Reduction Plan (PSVERP).

⁴ <https://drawdown.org/solutions/electric-bicycles>

⁵ <https://atlantaregional.org/what-we-do/mobility-services/atlanta-e-bike-rebate-program/>

VOUCHER MECHANISM

This mechanism makes the program available to individuals who may not have the capital to make the purchase upfront and wait for a tax credit or mail-in. Rebate pre-approval allows for tiered vouchers based on income, without requiring bike shops to verify residency or income qualifications at the point of sale. This approach ensures that the benefits of the program are accessible to a wider spectrum of residents, making e-bikes a more affordable and immediate transportation option.

PARTICIPANT ELIGIBILITY

- E-Bike Vouchers are only available to residents over the age of 18 (limit of one).
- This program applies only to new e-bikes purchased from a local participating retailer.
- All residents are eligible for a \$500-1,000 vouchers and income-qualified residents are eligible for a \$1,500-\$2,000 vouchers. The vouchers for standard e-bikes are \$500 for all residents and \$1,500 for income-qualified residents; cargo e-bikes are \$1,000 for all residents and \$2,000 for income-qualified residents.

INCOME-QUALIFIED PARTICIPANT ELIGIBILITY

Additional assistance is offered to households that meet program income-qualification requirements below:

- Meet all standard application requirements.
- Have, and provide proof of, a total household income at or below the 80% Area Median Income (AMI)
- Proof of income documentation will include at least one of the following:
 - » First page of your most recent Federal tax form 1040 (Line 11 – Adjusted Gross Income)
 - » Proof of enrollment in any one of the following programs: Social Security Disability Insurance (SSDI); Supplemental Security Income (SSI); Form SSA-1099 (if Social Security is the only income and individual is not required to file taxes); Georgia Low Income Home Energy Assistance Program (LIHEAP); Georgia's Weatherization Assistance Program (WAP); Supplemental Nutrition Assistance Program (SNAP); Temporary Assistance for Needy Families (TANF); or Medicaid.

BUSINESS ELIGIBILITY

To participate in the program, businesses must be a brick-and-mortar store; sell e-bikes at the indicated physical location; provide on-site maintenance for e-bikes; and meet UL battery safety standards.

USER JOURNEY

1	2	3	4	5	6
Register for E-Bike Voucher Program <ul style="list-style-type: none"> • Simple process • Enter name, address, and email, and rebate type • Clear program rules and eligibility 	Randomly Select through Lottery <ul style="list-style-type: none"> • ARC randomly selects registrants who will be invited to apply 	Participant Completes Application Process <ul style="list-style-type: none"> • Selected applicants provide required documentation for rebate type • Complete baseline survey 	Review Applications and Award Vouchers <ul style="list-style-type: none"> • Distribute rebate codes • Propel ATL and Georgia Bikes follow up with resources and invitations to local bike education classes 	Participant Redeems Rebate at Bike Shop <ul style="list-style-type: none"> • 90-day expiration • Deactivate voucher at point of sale • Contract Administrator reimburses bike shop 	Participant Receives E-Bike <ul style="list-style-type: none"> • Signs up for Propel ATL or Georgia Bikes bike education classes • Signs up for Georgia Commute Options (Metro Atlanta participants)

MEASURE 2 | UNIVERSAL BASIC MOBILITY WALLET PROGRAM DESCRIPTION

The Universal Basic Mobility Wallet (mobility wallet) Program for metro Atlanta is an innovative initiative designed to provide equitable and sustainable transportation access to low-income residents in the five

core counties of the metro area: Clayton, Cobb, DeKalb, Fulton, and Gwinnett. The program aims to address the transportation needs of underserved communities by offering a mobility wallet in the form of a debit card or smartphone app account, which will enable participants to purchase various non-automotive transportation services, promoting the use of public transit, bicycle facilities, and walkable urban places.

Eligibility for the program is based on both geographic and income criteria. Residents of the five core counties in metro Atlanta, which have substantial public transit, bicycle facilities, and walkable urban places, are eligible to participate. All participants must have an income less than 80% of the area median income, which is approximately \$68,000 per year. After registering interest, participants will be randomly selected and invited to submit the required documentation. In addition to meeting income requirements, the program may establish small set asides for specific groups, including older adults (60+ years old), unhoused individuals seeking social services, and people recently released from corrections. The program will select 6,000 participants over a four-year period, ensuring a diverse and representative sample of the eligible population.

Each participant will receive a debit card, referred to as a mobility wallet, which will be loaded with a total of \$1,800 over a 12-month period. The mobility wallet will be restricted to the purchase of non-automotive transportation services, such as public transit fares, scooter sharing, bike sharing, ride-hailing services (e.g., Uber, Lyft), and other sustainable transportation options. Ride-hailing services will be capped at \$50 per month to limit greenhouse gas emissions impacts of this mode choice. The program will monitor the usage of the mobility wallets, collecting data on the types of services used, frequency of use, and geographic distribution of trips. This data will be used to evaluate the program's effectiveness and inform future policy decisions.



Unlike the e-bike voucher program, this program will only take place in ARC's five core counties. This measure is included in the Atlanta MSA Priority Climate Action Plan (PCAP), not the state of Georgia's Peach State Voluntary Emission Reduction Plan. Athens-Clarke, Macon-Bibb, the City of Savannah, and

Chatham County are not partners in this program.

The mobility wallet measure was prioritized, in conjunction with the e-bike voucher program, because of ARC's decades of leadership and experience in the transportation space. It is a cost-effective way to reduce greenhouse gas emissions, improve air quality, and provide equitable access to transportation for low-income residents, enabling them to access jobs, health care, education, and other essential services. The program seeks to encourage long-term changes in transportation behavior, shifting participants away from private vehicle use and towards more sustainable modes of transportation.

POTENTIAL RISKS AND MITIGATION STRATEGIES

This proposal recognizes the importance of addressing potential risks and implementing effective mitigation strategies when it comes to distributing vouchers and debit cards. ARC will conduct thorough planning with coalition and community partners, engage in regular monitoring and evaluation, and maintain open communication with all stakeholders. Building flexibility into the program design, having contingency plans in place, and being prepared to adapt to changing circumstances can help address the risks as they arise. Additionally, leveraging best practices learned from decades of transportation demand management operations can provide valuable insights for risk mitigation strategies. The risks and associated mitigation strategies apply to each GHG reduction measure outlined below:

Financial Risk

- **Financial Controls:** Requests exceeding the allocated budget could jeopardize the program's sustainability. To mitigate this, we will enforce strict financial controls, conduct regular budget reviews, and develop contingency plans for unexpected costs.
- **Fraud and Misuse for E-Bike Vouchers:** Consequences for non-compliance and misuse will be clearly communicated and enforced to deter fraudulent activity, such as the resale of e-bike vouchers or e-bikes, or violations of program terms.
- **Fraud and Misuse for Mobility Wallets:** Universal Basic Mobility Wallet debit cards can lead to attempts to use the card for non-transportation expenses or engage in fraudulent activities. ARC will implement robust security measures, such as geo-fencing and vendor-specific transaction, monitoring transactions, and establishing clear usage guidelines.

Technical Risk

- **Data privacy and security:** Collecting transportation data raises questions about data protection. Ensuring data protection regulation compliance, implementing secure storage/transmission protocols, and providing transparency to users are critical to maintaining trust and mitigating risks.

Programmatic Risk

- **Low participation rates among LIDAC participants:** ARC will plan and communicate with partners on marketing, community outreach, and partnerships with communities. Additionally, the team will regularly review and adjust marketing strategies based on demographic engagement data and simplify the application processes to encourage participation.
- **E-Bike Safety and Education:** ARC will prioritize key safety considerations to ensure the well-being of all e-bike voucher participants. This includes contracting with bike vendors to mitigate risks such as malfunction due to poor equipment quality or lack of maintenance, ensuring participants have access to e-bike classes and resources to learn how to operate the bike safely, and requiring that batteries are tested and certified to the UL 2849 or 2271 safety standard.

Demonstration of Funding Need

The transformative impact of improving the lives of disadvantaged communities and lowering greenhouse gas emissions cannot be achieved through existing local, state, or federal funding sources. The unique challenges faced by these communities demand targeted solutions, as current programming fails to address their specific needs without straining already limited local taxpayer dollars. Highlighting the absence of alternative solutions emphasizes the critical importance of securing dedicated funding to drive positive change and ensure equitable access to transportation options.

While the City of Atlanta has allocated \$1,000,000 to distribute 800 e-bikes within its limits, this funding is limited and unlikely to be expanded elsewhere in Georgia. Moreover, there is currently no funding in the state for mobility wallets. The proposed program builds upon decades of leadership by the Atlanta Regional Commission (ARC) in developing trails, bicycle lanes, rail transit, bus transit, and transportation demand management (TDM). The Atlanta Regional TDM Program, managed by ARC with oversight from the Georgia Department of Transportation (GDOT), serves the 20-county Atlanta region through Georgia Commute Options (GCO) and six Transportation Management Associations (TMAs).

Metro Atlanta, Athens-Clarke, Macon-Bibb, City of Savannah, and Chatham County have invested in expanding bicycle facilities for decades, resulting in an extensive network of existing, programmed, and planned trails. ARC's long-range Metropolitan Transportation Plan (MTP) and short-range Transportation Improvement Program (TIP) allocate significant funding for bicycle and pedestrian expansion projects. In the ARC region there are 740 miles of existing trails, 104 miles of programmed trails, 4,164 miles of planned trails. The long-range MTP (2050) contains nearly \$4 billion for bicycle and pedestrian expansion projects. The short-range (2024-2027) TIP contains 70 bicycle and pedestrian projects totaling \$629,841,951. (Please see map of existing and programmed bicycle facilities on page 10.)

While federal incentives exist for purchasing battery electric vehicles, there is no similar encouragement for electric micromobility, and the proposed E-BIKE Act, which would create a consumer tax credit for electric bicycles, has not yet passed. The CPRG program provides the next logical step in funding and reconnecting disadvantaged communities through e-bikes and mobility wallets.

Transformative Impact

E-bikes can replace short car trips. **Over 75% of trips in the US are under ten miles, with 60% being less than six miles. Notably, 25% of all trips in metro Atlanta are less than 2 miles.** A 25% reduction in vehicle trips under five miles could yield significant environmental, economic, and social benefits. According to the Rocky Mountain Institute, shifting 25% of short vehicle trips from automobiles to e-bikes in the top ten largest cities in the US would result in an average reduction of 3% in VMT, which equates to eliminating over 388,000 vehicles from the roads.⁶

While electric vehicle (EV) adoption is expected to increase in the coming decade, transitioning a portion of these short trips to e-bikes would lead to immediate emissions reductions now. E-bikes offer substantial savings compared to motor vehicles and can fulfill most of the same transportation needs. They are particularly cost-effective for individuals without a car, providing a reliable mode of transportation. Cargo e-bikes can carry up to 300 pounds, making them a practical, low-cost alternative to vehicle ownership.

The economic benefits extend beyond the individual. By collaborating with local retailers and guiding residents to support local businesses for their e-bike needs and maintenance, funds allocated for this Program can have a direct positive impact on the local economy. For example, Denver's program

⁶ Rocky Mountain Institute <https://rmi.org/this-e-bike-impact-calculator-can-help-cities-accelerate-e-bike-adoption/>

Meet Francis

Francis' journey is a remarkable testament to the transformative power of e-bikes in the Atlanta region. His family once owned as many as three cars which they used to haul kids and groceries around town.



In 2021, he purchased an e-bike as a recreational escape during the COVID-19 pandemic. But what began as a form of leisure swiftly became a lifestyle choice. His wife thought e-bikes were easier to get around with, so she purchased one for herself. Even though he and his wife already had regular bikes, the e-bikes let them cover farther distances.

Since getting their e-bikes, they had only put about 50 miles on their gas car over the last 3 years so in 2023 Francis sold his car. Financially, the switch made sense. The cost of maintaining a car far exceeded that of investing in e-bikes, prompting Francis to streamline expenses while minimizing their carbon footprint.

The decision wasn't just practical — it was revelatory. E-bikes not only saved time but also fostered precious moments with his children, cultivating a deeper connection to their surroundings and the environment.

E-bikes seamlessly integrate into their daily routine, from school commutes to grocery runs – all the things they used to do by car are now done by e-bike.

Interview conducted by ARC during program design, 2024

collaborates directly with Denver-based bike shops. This collaboration has led to the growth of the E-bike retail market, new shops opening, and existing shops offering a broader range of models, particularly affordable models that allow low-income residents to utilize a voucher and only pay state sales tax for their purchase. Additionally, in the first nine months of the Denver program, retailer participation expanded from ten to thirty bike shops in Denver. This highlights the potential for growth and economic benefits through close cooperation with local retailers.

4.7% of work trips in metro Atlanta accomplished by walking, biking or taking transit.

25% of all trips in metro Atlanta are less than 2 miles

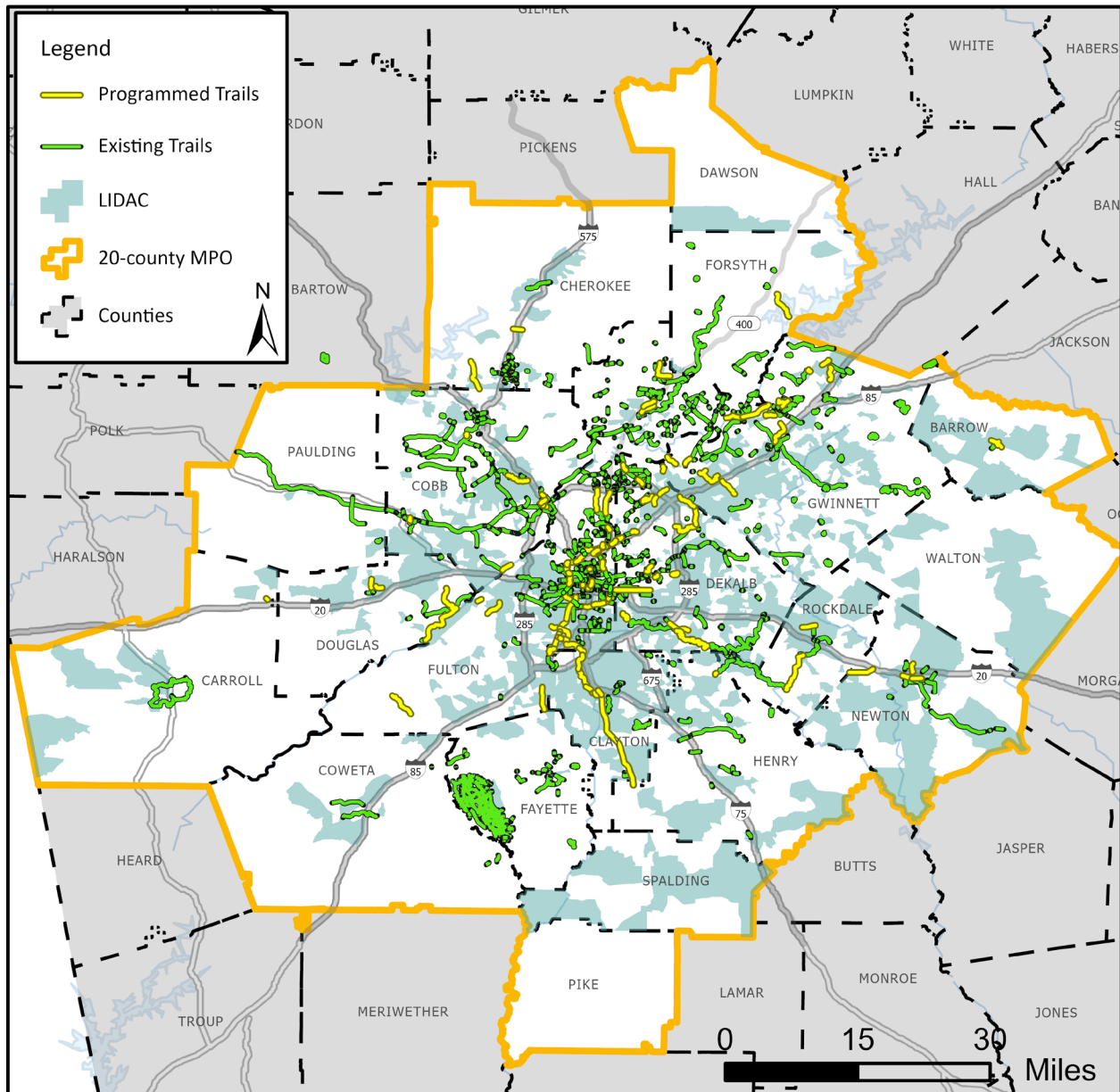
50% of all trips in metro Atlanta are less than 5 miles.⁷

By demonstrating the feasibility and effectiveness of providing targeted transportation subsidies to low-income and underserved communities, the Program can inspire similar initiatives in other areas, leading to widespread adoption of sustainable transportation practices. As more cities implement e-bike and mobility wallet programs, the cumulative impact on GHG emission reductions can be substantial, as a larger population shifts away from private vehicle use and towards cleaner modes of transportation.

Moreover, the data collected from the Program can provide valuable insights into travel behavior, user preferences, and effectiveness of different incentive structures. This information can inform the design and implementation of future transportation

⁷ <https://atlantaregional.org/what-we-do/transportation-planning/bicycle-pedestrian/bike-pedestrian-plan-walk-bike-thrive/>

LIDACs + Existing and Programmed Trails in 20-County MPO



policies and programs, allowing for data-driven decision-making and continuous improvement. By sharing these insights and best practices, the program will contribute to the development of more effective and targeted GHG emission reduction strategies in the transportation sector throughout the Southeast and beyond.

SECTION 2

Impact of GHG Reduction Measures

The E-Bike Voucher and Mobility Wallet Program, or The Program will have significant impacts on GHG reductions as individual and combined programs. Mode-shifting trips by providing incentives and subsidies to people who want to purchase e-bikes for trips can have lasting effects on emissions by providing a reliable, privately-owned vehicle that can be a full car replacement for short to medium trips. Once these residents own an e-bike, there is a high likelihood they will continue using it for years beyond the program's end date.

The mobility wallet program will allow lower-income transit riders to take more trips per month by removing cost-barriers. It will give them the flexibility to use rideshares or micromobility when transit is not viable. Creating new transit riders for metro Atlanta systems, allow transit agencies to access more federal dollars by increasing ridership – which they can use to improve services – and prove the efficacy of a car-free/car-lite lifestyles that will reduce car ownership.

Magnitude of GHG Reductions from 2025 through 2030

Table 1 estimates the Program's GHG reductions for the 2025-2030 period. The e-bike estimate combines the impact from all partner jurisdictions.

Table 1: Estimated Greenhouse Gas Reductions from Policy Changes, 2025-2030

	E-bikes	Mobility Wallet	Total Reduction (MTCO ₂ e)
2025-2030	3,524,433	119,903	3,644,337

Magnitude of GHG Reductions from 2025 through 2050

Table 2 estimates the Program's GHG reductions for the 2025-2050 period. The e-bike estimate combines the impact from all partner jurisdictions.

Table 2: Estimated Greenhouse Gas Reductions from Policy Changes, 2025-2050

	E-bikes	Mobility Wallet	Total Reduction (MTCO ₂ e)
2025-2050	115,684,313	462,484	116,146,797

Cost Effectiveness of GHG Reductions

The total cost for implementation of this strategy, including administration costs, is \$42,251,600 over the 2025-2030 period. With an estimated 3,644,337 Metric Tons of Carbon Dioxide equivalent (MTCO₂e) reduced over this period, the cost effectiveness is \$11.59/MTCO₂e. This shows the massive return on investment the strategy can have over the short term, and a substantially greater one by 2050.

$$\text{Cost-Effectiveness} = \frac{\$42,251,600}{3,644,337 \text{ MTCO}_2\text{e}} = \$11.59/\text{MTCO}_2\text{e}$$

The forecasted benefits and costs could be impacted by any number of factors, including e-bike supply chain issues, slower-than-expected improvement in safe bike infrastructure, or issues in the transit realm

that reduce the effectiveness of the mobility wallet. As discussed further in the technical appendix, these GHG reduction estimates are conservative to account for some of these factors.

Documentation of GHG Reduction Assumptions

The calculations for the e-bike impacts were based on the E-Bike Environment and Economics Impact Assessment Calculator⁸ from the Rocky Mountain Institute (RMI). ARC worked with staff from RMI to ensure inputs and assumptions were reasonable and gain access to an open, customizable version of the tool. This allowed addition of geographies not included in the original tool (e.g., Atlanta MPO).

The calculations for the mobility wallet impacts were based on the California Air Resources Board's Clean Mobility Tool.⁹ This tool aided the Los Angeles DOT in developing their Universal Basic Mobility program, and it was a ready-made tool for ARC to estimate impacts within our region. Inputs for the tool were developed specifically for an Atlanta region mobility wallet, but certain internal assumptions remain based on California data due to the amount of time and resources it would have taken to customize the entire tool. Assumptions for both tools are documented in the technical appendix.

SECTION 3

Environmental Results – Outputs, Outcomes, and Performance Measures

Expected Outputs and Outcomes

The Program estimates that the E-Bike Voucher will result in a net increase of 20,000 e-bikes in the state of Georgia. Approximately 17,000 e-bikes will be concentrated in metro Atlanta, while the remaining 3,000 e-bikes will be distributed across Athens-Clarke County, Macon-Bibb County, Chatham County, and Savannah. The surge in e-bikes in the state will equate to 3,524,433 MTCO₂e.

The Universal Basic Mobility Wallet will be concentrated in LIDAC areas in the core five-county areas with access to fixed transit – Fulton, DeKalb, Gwinnett, Cobb, and Clayton. We expect to distribute approximately 6,000 mobility wallets which will equate to 119,903 MTCO₂e.

GHG Reduction Measure	Output	2025-2030 Outcomes
E-Bike Vouchers	20,000 e-bikes	3,524,433 MTCO ₂ e
Universal Basic Mobility Wallet	6,000 participants	119,903 MTCO ₂ e

The Program will have numerous benefits. Studies have shown the disparities in the health impacts of air pollution by racial or ethnic groups, education level, and proximity to major sources of pollution.¹⁰ The most recent EPA study found that people of color are disproportionately exposed to particulate pollution.¹¹

This Program seeks to address these disparities by providing direct benefits to LIDACs, such as improved

⁸ <https://rmi.org/insight/e-bike-environment-and-economics-impact-assessment-calculator/>

⁹ https://ww2.arb.ca.gov/sites/default/files/auction-proceeds/ccidoc/reportingtemplate/carbmisc_cmo.xlsx

¹⁰ American Lung Association <https://www.lung.org/clean-air/outdoors/who-is-at-risk/disparities>

¹¹ <https://www.epa.gov/sciencematters/study-finds-exposure-air-pollution-higher-people-color-regardless-region-or-income>

air quality, increased access to transportation alternatives, and reduced transportation costs. Within the e-bike program area, 35% of Census Block Groups are at or above the 90th percentile for air toxics cancer risk,¹² and 22% are at or above the 90th percentile for PM2.5 concentrations.¹³ Reducing these pollutants can lead to significant public health benefits, particularly in LIDACs.

According to the Centers for Disease Control and Prevention (CDC), “Motor vehicles contribute to more than 50% of air pollution in urban areas. The design of communities and transportation systems impacts how often automobiles are used, how many automobile trips are taken, and how long those trips are. Reducing automobile trips by increasing mass transit use, carpooling, walking, and bicycling can help reduce air pollution, especially in urban areas.”¹⁴ This highlights the urgent need to explore and adopt more sustainable and eco-friendly transportation options like e-bikes.

Vehicle tailpipe emissions comprise several harmful components, including hydrocarbons, nitrogen oxides, carbon monoxide, carbon dioxide, and particulates, all of which harm respiratory health. Exposure to traffic emissions has been associated with adverse health outcomes, ranging from respiratory conditions like asthma and decreased lung function to childhood cancer and birth defects. Poor air quality, particularly when coupled with elevated temperatures, poses a significant risk to individuals with pre-existing health conditions. Reducing VMT can improve air quality conditions, as was observed during the pandemic-related shutdowns in 2020 when VMT declined and air quality visibly improved in major cities.¹⁵

In addition to direct benefits, the Program is expected to generate indirect benefits for LIDACs, such as enhanced access to services and amenities and reduced noise pollution. Reducing air pollution and promoting active transportation through e-bike use can contribute to better overall public health outcomes in LIDACs and addresses the significant disparity in life expectancy between different neighborhoods in Atlanta – as much as 17 years in a span of just six miles.

Performance Measures and Plan

Regular semi-annual program reports will be provided to the EPA detailing the Program’s progress, outcomes, and any challenges encountered. In addition to the metrics associated with the measures outlined below, these reports will also include recommendations for program improvements through a continuous process. This will give the ARC the flexibility to adapt to the needs of coalition partners, community partners, and the general public. The program will be updated based on data, performance, and stakeholder feedback throughout the project lifecycle.

To assess the Program's success, these key evaluation metrics will be tracked by GHG reduction measure.

GHG REDUCTION MEASURE 1 – E-BIKE VOUCHERS

The Program will implement a comprehensive data collection and analysis process to track key outputs and outcomes for e-bike vouchers. This will involve:

Participant Registration Data: Number of registrants and participants will be tracked through the e-bike voucher application process, capturing details including name, contact info, and location.

Demographics: Characteristics of participants including age, gender, ethnicity, and socioeconomic status will be collected during registration to analyze equitable uptake across communities.

Location Mapping: Location data will be mapped at the neighborhood/zip code level to identify high/low

¹² <https://cdn.atlantaregional.org/wp-content/uploads/cprg-air-toxics-cancer-risk-arc-coalition-areas.pdf>

¹³ <https://cdn.atlantaregional.org/wp-content/uploads/cprg-pm-25-arc-coalition-areas.pdf>

¹⁴ Centers for Disease Control <https://www.cdc.gov/healthypplaces/healthtopics/airpollution.htm>

¹⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8819204/>

participation areas and focus outreach and marketing efforts.

Baseline Transportation Survey: A baseline survey issued to all participants will capture their current modes of transportation, frequency of usage, trip patterns, and vehicle ownership status prior to receiving an e-bike.

Post-Redemption Surveys: Two post-redemption surveys at the three-month and one-year mark will be conducted each in-person and electronically depending on the best method to achieve statistical significance. The surveys will capture behavior, pedometer readings, trip types, and approximate vehicle miles reduced.

Vehicle Mile Data: Using a combination of self-reported pedometer readings from the e-bikes and passive and active trip-logging through the Georgia Commute Options platform, we will collect data on vehicle miles traveled replaced by e-bike miles.

Emissions Quantification: The vehicle mile data, combined with EPA emissions factors, will allow calculation of GHG reduced from gas-powered vehicle miles due to e-bike usage.

GHG REDUCTION MEASURE 2 – UNIVERSAL BASIC MOBILITY WALLET

The Program will utilize data collection to rigorously track participation, usage, and emission reduction impacts for the mobility wallets:

Participant Registration Data: Number of registrants and enrolled participants will be tracked through the mobility wallet sign-up process, capturing personal details like name, contact, and location.

Demographic: Characteristics like age, gender, ethnicity, and socioeconomic status will be collected during mobility wallet registration to analyze equitable uptake.

Location Mapping: Locations will be mapped to identify high/low enrollment areas and focus outreach and marketing efforts.

Wallet Transaction Data: All transactions made using the mobility wallet across transportation modes will be recorded, including: public transit passes (fare type); shared micromobility trips (e-bikes and e-scooters); ride-hailing trips; and transaction amounts.

Emissions Quantification: The transaction data will be analyzed to determine miles traveled per mode and vehicle miles reduced using mode-specific emissions factors. This will enable calculation of net GHG gas emissions reduced from adopting alternative modes like transit and shared micromobility through the mobility wallet. Finally, data sampling will be carefully designed to ensure statistical significance.

This approach highlights the tracking of specific transaction types for public transit and shared micromobility modes enabled by the Universal Basic Mobility Wallet program. The data collected will quantify the impacts of incentivizing these sustainable transportation modes.

Authorities, Implementation Timeline, and Milestones

ARC will lead the overall program by leveraging the agency's existing knowledge and familiarity with program delivery, workforce development, and community engagement. Staff will procure contractors and services necessary to scale the program effectively and efficiently. An incentive program administrator will be procured to develop an application portal, review applications, distribute the 20,000 e-bike vouchers and 6,000 mobility wallets, and reimburse vendors. The program will touch four major media markets in Georgia – Atlanta, Savannah, Athens, and Macon – which will require a marketing firm to create a communications plan, collateral for the primary target audiences in each market, and strategic uses of earned and social media along with multilingual resources for the general public. Finally, an evaluation contractor will support the program by creating a performance management dashboard, design surveys and innovative measurement instruments to track participation

and usage throughout the program.

ARC Workforce Solutions will administer the e-bike mechanic training program in partnership with local bicycle shops and a technical college in metro Atlanta (See Job Quality in Section 5). Partnership for Southern Equity will form an Equity Advisory Council that will inform all facets of the program throughout the duration of the funding (See Equity Advisory Council in Section 4). Each of the coalition partners from Athens-Clarke, Macon-Bibb, Chatham County, and Savannah will have at least one staff member to serve as the point of contact for the e-bike voucher program, while Georgia Bikes and Propel ATL will actively engage and maximize awareness and participation in target populations (see Outreach, Events, Education, and Training, in Section 4).

E-Bike Voucher and Universal Basic Mobility Wallet Milestones	2024		2025				2026				2027				2028				2029			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Program Development																						
Coalition MOAs																						
Procurement and Contracting																						
Hire and train staff																						
Develop quality assurance project plan																						
Develop marketing and outreach strategy																						
Ongoing Processes and Reporting																						
Semi-annual program reports (every 6 months)																						
Required LIDAC Benefits Report																						
Final report (120 days after completion)																						
Performance Measurement Dashboard																						
GHG Reduction Measure 1 E-Bike Vouchers																						
Community Outreach and Engagement																						
Training Vendors																						
Voucher Distribution (April, May, June, Sept., Oct.)																						
Bike Classes																						
Tracking and Evaluation																						
GHG Reduction Measure 2 Universal Basic Mobility Wallet																						
Community Outreach and Engagement																						
Mobility Wallet Distribution																						
Tracking and Evaluation																						
Workforce Development																						
Curriculum Development																						
Candidate Selection																						
Training																						
Job Placement																						
Evaluation																						
Outreach and Engagement																						
Equity Advisory Council and Gen Z Advisory Panel																						

SECTION 4

Low-Income and Disadvantaged Communities

Community Benefits

The e-bike voucher and mobility wallet program is designed to provide significant direct and indirect benefits to low-income and disadvantaged communities (LIDACs), as defined by the U.S. Environmental Protection Agency's Climate and Economic Justice Screening Tool (CEJST) and Environmental Justice Screening and Mapping Tool (EJScreen). The program area, which includes the 20-county metro Atlanta area, Athens-Clarke, Macon-Bibb, City of Savannah, and Chatham County, has a total population of 6,324,996, with 37% of the population living in LIDAC Census Block groups. The top burden indicators among LIDACs identified using CEJST include housing, diabetes, low median household income, travel barriers, life expectancy, and poverty.

Drawing inspiration from numerous universal basic income programs worldwide and the intellectual influence of Dr. Martin Luther King Jr., this program aligns with his vision outlined in his 1967 book, "Where Do We Go from Here: Chaos or Community?" In a dedicated chapter, Dr. King advocated for a guaranteed income as the simplest and most effective means to directly eradicate poverty.



Transportation expenses disproportionately burden low-income households, often constraining their access to employment opportunities, education, healthcare, and social services. The mobility wallet program endeavors to make transportation more economical and accessible for those in greatest need, thereby promoting social and economic equity. The program will prioritize underserved and marginalized communities, ensuring equitable distribution of the benefits arising from improved mobility.

HEALTH BENEFITS

The health advantages of cycling are well-documented. Cycling serves as a cardiovascular exercise that enhances overall health and fitness. Research has indicated that e-bikes facilitate longer trips, encouraging active and healthy lifestyles, especially among seniors and individuals with disabilities.¹⁶ E-bikes are particularly beneficial for those who may not be physically capable of the cardiovascular exertion required for conventional biking or who find the physical demands of bicycle commuting during Georgia's hot summer months challenging. E-bikes boost rider confidence and their ability to participate in group rides, rekindling mobility and exercise opportunities for a broader spectrum of individuals.

INCOME AND WEALTH

The program aims to address the significant disparities in Georgia, where poverty is one of the most prevalent weaknesses in the economy. In metro Atlanta, despite its reputation as a welcoming home for a diverse population, the six-million person region has the nation's highest level of inequality by some measures and fast-growing suburban poverty. The southern portion of the region in particular is home to the largest areas of poverty. The poverty rate for those who did not graduate high school in Atlanta is 47.2%. Only 4% of Metro Atlantans born into the bottom 20% of income make it to the top 20%. From 2000-2021, wealth disparities show that a Black family has 10% the wealth of the average White family.¹⁷

¹⁶ AARP <https://www.aarp.org/livable-communities/getting-around/info-2018/e-bikes-energize-bicycling.html>

¹⁷ <https://33n.atlantaregional.com/data-diversions/poverty-and-wealth-a-look-at-the-landscape-of-inequality>

The mobility wallet program provides participants with a debit card or smartphone app that can be used to access various clean transportation options, empowering households to make the best decisions for their needs. This flexibility is crucial for LIDACs, where transportation costs can account for a significant portion of household expenses. For a “moderate-income” household in Fulton County, the most populous county in metro Atlanta, transportation costs amount to more than 59% of their income.¹⁸ By increasing access to affordable and reliable transportation alternatives, the program can help reduce financial stress and improve overall quality of life.

COMPARING THE COST OF CAR AND E-BIKE OWNERSHIP

Athens-Clarke County has a high poverty rate. Twenty-eight percent of Athens-Clarke residents live in poverty, which equates to over 26,000 residents or 11,000 households. This rate is the 8th highest in Georgia and more than double the state’s overall poverty rate of 13%. Many low-income residents rely on public transportation to access their jobs with the University of Georgia or in the healthcare and service industries, most of which are located in and around the central business district of Athens.

Alternative modes of transportation for low-income workers, such as e-bikes which could be utilized year-round in Athens’ climate, would increase mobility for residents reliant on the public transportation system. E-bikes would complement the robust bus system by providing last-mile transport for residents who live beyond walking distance to a bus stop, which would increase overall ridership and potentially lead to higher route frequency. Athens-Clarke County has a demonstrated commitment to increased bicycle infrastructure through investments in trails, bike lanes, and shared roads. In 2022, Athens-Clarke County adopted its 2022 Vision Zero resolution to identify hazards to persons walking, bicycling, and using transit to reach a goal of zero deaths and serious injuries on Athens streets by 2037.

To ensure that the program effectively delivers benefits to LIDACs and avoids potential disbenefits, a comprehensive plan for assessing, quantifying, and reporting impacts will be implemented. Prior to program implementation, a baseline assessment of key metrics will be conducted in LIDACs, including air quality measurements, transportation access and costs, public health indicators, and access to services and amenities.

Community Engagement and Outreach

ARC has a long-standing commitment to fostering interactive and innovative engagement, underpinned by its core values of excellence, integrity, and equity. This commitment serves as a foundation for meaningful public involvement strategies, particularly in LIDACs, in line with Executive Orders 14008 and 13895. In response to these directives, ARC has been proactive in tracking Justice40 initiatives, adopting a relationship-centered engagement approach to maximize impact. These directives have been instrumental in how this program was conceived and will be carried throughout the state.

ENGAGEMENT IN PROGRAM DESIGN

ARC’s recent engagement provides a basis for this project. In 2018, ARC established a Transportation Equity Advisory Group¹⁹ (TEAG) to share insights and advise ARC on equity considerations related to mobility. This group actively discussed climate change as the central topic of its 2023 conversations about the Metropolitan Transportation Plan²⁰ (MTP).

To inform the creation of the PCAP, ARC used feedback from comments collected from TEAG members during the MTP engagement process. In addition, a series of online stakeholder webinars, one-on-one conversations with stakeholders, existing community events, and online surveys generated feedback that

¹⁸ <https://htaindex.cnt.org/map/>

¹⁹ <https://atlantaregional.org/glossary/transportation-equity-advisory-group/>

²⁰ <https://atlantaregional.org/what-we-do/transportation-planning/metropolitan-transportation-plan/>

helped shape the PCAP. This process ensured a wide-ranging and inclusive approach to community engagement, reaching out to local jurisdictions, and emphasizing participation from LIDACs.

ARC also collaborated with the Georgia Environmental Protection Division (EPD) Air Protection Branch to align goals and avoid duplication of actions since EPD is leading the State's CPRG effort. EPD's plan, Peach State Voluntary Emission Reduction Plan²¹ (PSVERP), conducted a survey in which people who gave an address in a LIDAC ranked transportation improvements, including e-bikes, as a top priority.

Starting in March 2024, ARC initiated a series of ten Equity Focus Groups aimed at delving into the best practices for engaging historically under-represented populations in discussions around transportation and climate planning challenges. These focus groups are intended to explore innovative ways to address mobility challenges in historically disadvantaged communities, with the insights gained directly informing the broader engagement strategy for this Program.

DEVELOPING AN EQUITABLE ENGAGEMENT PLAN

As part of its pursuit of stronger relationships with community-based organizations and potential partners, ARC has invited three organizations as community engagement partners for the Program: Propel ATL, Partnership for Southern Equity (PSE), and Georgia Bikes. Each has submitted a letter of commitment to the Program, outlining its unique roles in engagement, training, advocacy, and awareness.

ARC and its program partners will conduct a comprehensive situational assessment to understand the context for community engagement. This assessment will consider demographics, stakeholder identification, key information-sharing outlets, and other crucial factors for successful outreach. ARC's equitable engagement planning process, anchored in the EPA Public Involvement toolkit, will include identifying and reviewing the stakeholder network, developing accessible and diverse engagement methods, establishing language and cultural competence, inviting additional local leaders and organizations to participate, outlining a communications campaign strategy, and incorporating metrics.

EQUITY ADVISORY COUNCIL

To create a robust foundation for the program and community engagement strategy, anchored in fostering trusting relationships, cultivating a shared vision, and advancing equitable outcomes, Partnership for Southern Equity (PSE) will take the lead in forming the Equity Advisory Council, a collaborative platform comprising diverse local stakeholders. This council, which will include the project team, resident leaders, business representatives, engaged citizens, and other trusted community voices, will play a pivotal role in providing guidance and recommendations throughout the project's lifecycle.

Over the course of the inaugural year, PSE will lead the Equity Advisory Council through a series of meetings to refine the program's model, service delivery mechanisms, and engagement strategies. This iterative process ensures that program implementation remains agile and responsive to evolving community needs and aspirations. Members of the Equity Advisory Council will receive comprehensive support to effectively serve as informed decision-makers. Additionally, they will be equipped to forge meaningful partnerships with community collaborators, funders, and all relevant stakeholders, to advance micro mobility beyond the confines of the Program.

GEN Z ADVISORY PANEL – LEADING A CULTURAL CHANGE

In January 2025, ARC is launching the Gen Z Advisory Panel, a new version of its influential Millennial Advisory Panel²², which was first convened in 2015. Younger adults are the most likely demographic to change their transportation behavior, and ARC will use this panel to directly involve them in the Program and to lead a cultural change away from a reliance on automobile travel. Working with the Equity Advisory Council, ARC will identify Gen Z Advisory Panel members from communities around the region,

²¹ https://www.epa.gov/system/files/documents/2024-03/georgia_psverp.pdf

²² <https://atlantaregional.org/new-voices-initiative/>

with a focus on LIDACs. The Panel will create a toolkit equipped with messaging strategies, recorded training sessions, and resources to help participants articulate the benefits of micro mobility and advocate effectively within their communities.

Building on recommendations in its 2019 Arts, Culture, & Creative Placemaking Plan²³, ARC will embed a creative-in-residence with the Gen Z Panel and Equity Advisory Council. This individual will be selected to use their creative practice to create inclusive processes and amplify community voices.

OUTREACH, EVENTS, EDUCATION, AND TRAININGS

Based on the involvement and recommendations of the Equity Advisory Council and the Gen Z Advisory Panel, Propel ATL and Georgia Bikes will begin targeted outreach campaigns, trainings, and events to introduce the initiative to the community. With participants onboard, e-bike vouchers and mobility wallets will be disbursed according to program guidelines developed with the Equity Advisory Council.

Program partners Propel ATL and Georgia Bikes will lead activities including hosting e-bike rodeos to provide residents the opportunity to learn about e-bikes, meet vendors, and get comfortable riding; offering e-bike classes to teach safe e-cycling and how riders can use e-bikes for their daily commutes; teaching participants basic bike maintenance; and educating community members on how to get safe infrastructure that supports cycling and creates last mile connections. For a more detailed list of partner activities, please see the partner commitment letters.

The events and trainings, as well as the work of the Equity Advisory Council and the Gen Z Advisory Panel, will serve to include and involve people from throughout metro Atlanta and the state in creating a culture of cycling and transit instead of driving.

SECTION 5

Job Quality

ARC will establish an e-bike mechanic training program in partnership with local bicycle shops and a technical college in the 20-county metro Atlanta area. The program will train 20 new mechanics from low-income and disadvantaged communities (LIDACs), equipping them with the necessary skills and knowledge to excel in the rapidly growing e-bike industry. By providing comprehensive training and hands-on experience, the program will contribute to workforce development, support the growth of the e-bike sector, and create new employment opportunities. ARC's Workforce Solutions group will administer this portion of the program.

The e-bike industry has experienced significant growth in recent years, driven by increasing demand for sustainable and efficient transportation options. As e-bikes become more prevalent, there is a growing need for skilled mechanics who can maintain, repair, and service these vehicles. This program aims to bridge the skill gap and provide a pathway for individuals from LIDACs to enter the e-bike industry, while also addressing the transportation and environmental challenges faced by these communities.

In collaboration with local bicycle shops and a technical college, ARC will develop a comprehensive curriculum, covering topics such as e-bike components, electrical systems, diagnostics, repairs, and maintenance. The curriculum will include both theoretical and practical components to ensure a well-rounded learning experience. Staff will recruit 20 participants from LIDACs through a targeted outreach campaign in partnership with our community-based outreach partners.

²³ <https://cdn.atlantaregional.org/wp-content/uploads/2019-arc-artsandcultureplan-full-1.pdf>

Participants will attend classroom sessions at the technical college, where they will learn the foundational knowledge required for e-bike mechanics. The classroom training will cover topics such as e-bike anatomy, battery technology, motor types, and safety procedures. Local bicycle shops will provide hands-on training opportunities for participants. Under the guidance of experienced mechanics, participants will gain practical experience in diagnosing, repairing, and maintaining e-bikes. They will work on a variety of e-bike models and brands to develop a broad skill set.

The e-bike mechanic training program will be conducted over the first 24 months. The timeline includes curriculum development and participant recruitment in the first year, followed by two, six-month sessions of classroom training at the technical college. The final months will be dedicated to hands-on training at local bicycle shops, assessments, and job placement assistance.

The success of the program will be evaluated based on the number of participants from LIDACs who successfully complete the training, participant satisfaction and feedback, the number of participants who secure employment in the e-bike industry within three months of program completion, and employer feedback on the skills and performance of program graduates. Regular progress reports will detail the program's achievements, challenges, and outcomes, with a focus on the impact on LIDACs.

SECTION 6

Programmatic Capability and Past Performance

Past Performance

The Atlanta Regional Commission (ARC) has a rich history of excellent performance on federal grants, underscoring our commitment to project success. Through robust processes and diligent management, ARC consistently delivers successful outcomes across a diverse array of federally funded initiatives. This table serves to highlight five projects, showcasing our proficiency in completing and managing federal projects.

Title	Additional Info	Brief Description	Discussion
(1) Climate Pollution Reduction Grant Planning Cooperative Agreement	<i>Agreement Number:</i> 5D-02D56523-0	ARC is the lead agency for the CPRG planning grant, overseeing the development of a PCAP, Comprehensive Climate Action Plan, and Status update over a 4-year performance period.	ARC has effectively managed all project facets through our internal project management team, devoted staff, and an effective project tracking system. The submission of the PCAP marked a successful first milestone.
	<i>Funding Agency:</i> EPA CFDA: 66.046		
	Maya Odeh-Adimah (404) 562-8415 OdehAdimah.Maya@epa.gov		
(2) Economic Development Administration (EDA) FY 2023 Atlanta Regional Office Partnership Planning Program	<i>Agreement Number:</i> N/A	ARC is facilitating local and regional economic development planning, including implementing the 5-year Comprehensive Econ. Dev. Strategy (CEDS) action plan.	All planning program requirements and deliverables have been accepted during the current grant cycle. Weekly meetings ensure schedule adherence, scope management, and proactive risk mitigation.
	<i>Funding Agency:</i> EDA 11.302		
	Jonathan Corso 404-730-3023 jcorso@eda.org		

(3) Metro Atlanta RSVP/ AmeriCorps Seniors	<i>Agreement Number:</i> 23SRHGA002	Metro Atlanta RSVP's unique model focuses on peer-to-peer education using highly skilled older adult volunteers to deliver a wide variety of community presentations and events.	ARC successfully managed volunteer service to the community through RSVP grants, supporting hundreds of volunteers providing thousands of service hours. Procedures for timely grant admin are followed through adopted procurement and accounting policies.
	<i>Funding Agency:</i> Corporation for National and Community Service		
	Jacob Fox (202) 569-0938 Jafox@americorps.gov		
(4) Empowering Communities to Deliver and Sustain Evidence-Based Falls Prevention Programs	<i>Agreement Number:</i> HHS-2023-ACL-AOA-FPSG-0005	Under this grant, ARC will increase participation in and access to 3 evidence-based falls prevention programs empowering individuals to reduce falls and the risk of falls and ensure the sustainability of EBFPP across our region.	ARC has exceeded goals for persons served and individuals trained to co-lead short-term interventions. ARC seeks to sustain program delivery by establishing partnerships and sponsorships opportunities with healthcare and other organizations invested in reducing costs associated with older adult falls.
	<i>Funding Agency:</i> HHS 75-075		
	Donna Bethge 202-795-7659 Donna.Bethge@acl.hhs.gov		
(5) Provide services for safe trips in a connected transportation network (ITS4US)	<i>Agreement Number:</i> 693JJ321C00008	ARC is developing an app that provides seamless travel for the transportation disadvantaged in Metro Atlanta.	All requirements and deliverables were successfully completed, relying on a project management plan which mandated a kick-off meeting, monthly reports, and a Needs Identification and Requirements Planning Document. Bi-weekly meetings with USDOT and weekly team meetings ensured schedule adherence, scope management, and proactive risk mitigation.
	<i>Funding Agency:</i> DOT 20.205		
	Amalia Rodezno (202) 366-0904 amalia.rodezno@dot.gov		

Reporting Requirements

The Atlanta Regional Commission (ARC) has consistently met reporting requirements stipulated within grant agreements, reflecting its commitment to accountability and transparency in project execution. More details are provided below for each of the assistance agreements listed above.

1. Climate Pollution Reduction Grant: Through the work on the EPA CPRG, ARC is intimately familiar with EPA reporting requirements. The first quarterly report was submitted on time in January 2024. This included an overall summary and reporting of project progress, accomplishments, staff turnover, and fiscal information, as required by EPA. ARC deferred the first quarterly report in October 2023 because only one month had passed since the start of the agreement. EPA agreed to this deferral.

2. EDA FY 2023 Atlanta Regional Office Partnership Planning Program: ARC meets all reporting requirements and deadlines, including semi-annual progress and financial reports. The ARC Board reviews the annual update report and provides approval at a Board Meeting, in compliance with EDA stipulations. Grant administration follows adopted procurement and accounting policies, as detailed in Section 7, and annual audits assess grant procedures for proper controls. Overall, ARC has a long history of compliance with EDA requirements.

3. Metro Atlanta RSVP/AmeriCorps Seniors: Progress Reports are made biannually, and reporting is completed on a timely basis. Procedures for timely grant administration are followed through adopted procurement and accounting policies.

4. Empowering Communities to Deliver and Sustain Evidence-Based Falls Prevention Program: ARC has monthly progress meetings with the Administration for Community Living and National Council on Aging staff and submits bi-annual program reports and annual financial reports and completes required data entry into the national Healthy Aging Program Information Database. The ARC team completes reporting on a timely basis and has exceeded goals for this project.

5. ITS4US: All interim and final deliverables were accepted and satisfied conditions. Progress reports were submitted monthly, as required by contract, and performance was deemed satisfactory by FHWA.

Staff Expertise

The ARC team brings extensive institutional knowledge from managing similar incentive programs, including Georgia Commute Options for Georgia DOT and the e-bike rebate program for the City of Atlanta. Rosalind Tucker, Managing Director of Mobility Services, will lead the project, drawing on over a decade of experience managing ARC's Transportation Demand Management department. Bennett Foster, an avid e-bike evangelist and current project manager for the City of Atlanta's e-bike rebate program, will provide valuable support to Ms. Tucker in overseeing day-to-day operations. The City of Atlanta program is scheduled to end as this one is ramping up, allowing Mr. Foster the ability to seamlessly transition to this effort.

Leading the outreach efforts are Liz Sanford and Josh Phillipson, seasoned professionals with over 60 years of combined experience in outreach, urban and regional planning, and creative placemaking. They will be supported by Nathaniel Smith (CEO, Partnership for Southern Equity), Rebecca Serna (Executive Director, Propel ATL), and John Devine (Executive Director, Georgia Bikes), each of whom brings their organization's full resources and expertise to the project.

This core team will be supported by multiple staff from across ARC's cross-departmental Climate and Resilience Team, ensuring comprehensive coverage of all project aspects. Additional information for each team member is included as an attachment with this application.

SECTION 7

Budget and Time Expenditure of Grant Funds

Budget Detail

The overall program budget for both GHG reduction measures comes to \$42,251,600 with 67% dedicated to E-Bike Vouchers and the remaining 33% dedicated to Universal Basic Mobility Wallets. (See the Budget Narrative Attachment.)

GHG REDUCTION MEASURE 1 – E-BIKE VOUCHERS (\$28,444,520)

A total of **\$28.4 million** has been budgeted for e-bike vouchers and the accompanying workforce development and outreach components. The largest portion, **\$20 million**, is allocated directly to funding

e-bike vouchers for residents in metro Atlanta and the four coalition partners. **\$3.8 million** is allocated for **program administration and operations**. This includes personnel expenses, office resources, and funding for staff positions within coalition partners. **\$2.52 million** is dedicated to **marketing and outreach** efforts, employing a variety of strategies to raise awareness and drive participation, especially in underserved areas. The **workforce development** initiative to create a pipeline of certified e-bike mechanics comes to **\$200,000**, including \$40,000 in ARC staff (with fringe and indirect). Furthermore, **\$350,000** is designated for **performance monitoring and evaluation** activities, facilitating comprehensive data collection, emissions impact assessment, equity audits, and program reporting. Finally, **\$1.6 million** is allocated for the **incentives program administration**, supporting the development of an application portal, voucher distribution, and vendor reimbursement.

GHG REDUCTION MEASURE 2 – UNIVERSAL BASIC MOBILITY WALLET (\$13,807,080)

In total, the 5-year **\$13.8 million** budget allocates **\$10.8 million** directly to funding the **mobility wallet incentives**, while investing over **\$3 million** in program operations, community outreach, marketing, performance evaluation, and administration to support effective implementation. Program administration and operations, with a budget of **\$913,080**, will cover essential personnel and office resources. **Marketing and outreach efforts** aim to recruit participants through targeted campaigns and partnerships with local organizations total **\$1,080,000**. **\$864,000** supports the development of an application portal and wallet distribution process through a **regional incentives program administrator**. Additionally, **\$150,000** is designated for performance monitoring and evaluation to ensure data collection, tracking and monitoring participation, and emissions impacts.

Expenditure of Awarded Funds

The Atlanta Regional Commission (ARC) has extensive experience in managing a diverse portfolio of federal funding and grants, including from EPA. With over \$92.9 million in programs under management annually, ARC has demonstrated its capability to administer both large and small grants efficiently and effectively, and it has in-depth knowledge of the requirements for proper grant administrative systems and procurement. These include procedures for timely grant administration through procurement and accounting policies, using automated systems including CostPoint for Enterprise Resource Planning (ERP), Deltek for expense reporting and timesheet tracking, and Concur for contract and invoice approvals. As part of administering these funds, ARC is subject to annual audits which evaluate grant procedures and ensure proper controls are in place.

Once federal grants are awarded and work is underway, all costs are managed through the review of a project manager subject to the oversight of the ARC management team. ARC's ERP system utilizes "projects" as the most granular level for tracking purposes, guaranteeing that staff records expenses exclusively associated with a particular grant. Invoice approvals are made by the project manager (PM), who has direct knowledge of the project. The finance team reviews invoices as well, monitoring the expenditures of funds to ensure redundancy in the review, so that only federally allowable costs are expensed. These multiple layers of organizational control ensure redundancy in internal oversight controls for grants management.

As this project requires the spending of funds within a specific timeframe, it is vital to manage the expenditure of funds efficiently and ensure that the funds are utilized within the grant period. To ensure this, ARC has implemented a system of dedicated monthly reports that show provide a real-time status update on expended dollars versus scheduled costs, with easy-to-understand green/yellow/red markers that indicate where more attention may be required. The figure below provides an example.

Monthly Dashboards Provide Line-by-Line Expenditures on a Real-Time Basis

Actual Through 2/12/2024	Adopted 2024 Budget	Run/Rate	2023 Run Rate %	Vs Benchmark 2/12/2024 = 17%
0.16	1.47	11%	11%	-6% ●
0.16	0.57	20%	15%	3% ●

The PM will play a pivotal role in overseeing the efficient expenditure of funds, tracking expenses against expected expenditures outlined in quarterly schedules. By closely monitoring spending patterns and reconciling them with scheduled disbursements, the project manager safeguards timely utilization of funds, aligning project milestones with grant requirements. The project reports shown in the figure above are also provided to the Department Lead, Deputy Chief Operating Officer, and Chief Operating Officer. Through this chain of command, multiple levels of employees are ultimately responsible for checking that the project costs are being expended in a timely manner to meet grant requirements, with monthly meetings between the PM and Department Lead, and quarterly meetings between the PM, Department Lead, Deputy Chief Operating Officer and Chief Operating Officer.

Reasonableness of Cost

In preparing this grant application, the ARC coalition actively considered proposed expenses to ensure alignment with the Program's objectives and scope, ensuring that each cost directly contributes to successful execution and the overarching goal of decreasing greenhouse gas emissions while also supporting our local and disadvantaged communities and citizens.

EXPERIENCE RUNNING THE GEORGIA COMMUTE OPTIONS INCENTIVE PROGRAM

Costs are based on the extensive experience ARC has running the Georgia Commute Options (GCO) program for the Georgia DOT. This is a Transportation Demand Management program for regional financial incentives within the region's eligible air nonattainment areas. GCO mitigates traffic congestion and improves air by coordinating outreach and programs to encourage commutes outside of single-occupant vehicles. Although different in nature and recipient, both the GCO program and this Program include the management of incentives. GCO is a good template for reasonableness of the costs.

ARC INTERNAL COSTS

ARC's experience in cost-efficiently managing the GCO program directly applies to the cost estimates provided here and was used as a baseline to develop the following reasonable costs internal to ARC.

Personnel (\$1,354,877) is based on personnel hours and rates as outlined in the detailed budget narrative attachment were based upon ARC's experience with the GCO program. Furthermore, we ensured that any personnel costs are commensurate with the expertise required for each role.

Fringe (\$677,439) is based upon the list of the components/elements that comprise the fringe pool and the cost or percentage of each component/element allocated to the labor costs identified in the program budget, as outlined in the detailed budget narrative attachment.

Travel (\$67,500) is based upon both local travel and travel to present this program at conferences nationwide, as outlined in the detailed budget narrative attachment.

Supplies (\$83,522) is based upon computer purchases, communications equipment, and other supplies as outlined in the detailed budget narrative attachment.

Meeting Supplies, Photocopying & Postage (\$28,850) is based on ARC's experience with GCO.

Indirect (\$674,729) is 33.2% of ARC's direct salaries, wages, and fringe benefits. This rate has been approved by the U.S. Department of Commerce, the federal government's cognizant agency.

CONTRACTUAL

We meticulously crafted this portion of the budget to maximize efficiency while maintaining the quality and impact of the project and to maximize the benefits and dollars being sent to the community.

Administrative Costs of 8% (\$2,464,000) were obtained through discussions with the firms responsible for administering the largest state and municipal voucher programs in the country. The range of costs were determined to be between 7% and 10%. For the purposes of this proposal, we estimated 8% fees based on the volume of incentives to be provided (the higher the volume, the lower the percentage costs) but also the increased number of entities participating through the coalition.

Workforce (\$160,000) - ARC's Workforce Department oversees the Atlanta Regional Workforce Development Board, and as such has extensive experience working with vendors to build training programs for workforce development. The costs associated with the contractor are based on this experience and detailed in the budget narrative attachment.

Marketing (\$750,000), Performance Evaluation (including Health) (\$500,000), and Community Engagement/Outreach (\$2,850,000) are based upon ARC's experience with the GCO program. The work to be performed under each of these tasks is outlined in the detailed budget narrative attachment.

Coalition funding (\$1,576,500) is provided for each coalition city for each year. This is based upon 0.5 FTE for each location + fringe and indirect, per year.

The procurement of consultants will follow ARC's procurement policies as well as EPA's Best Practice Guide for Procuring Services, Supplies, and Equipment Under EPA Assistance Agreements. ARC will also consult EPA's policies on encouraging the use of small and disadvantaged business enterprises.

OTHER

E-Bike Voucher Funds (\$20,000,000) is allocated directly to funding e-bike vouchers. The ranges of \$500-\$2,000 per voucher are based on experience both with ARC's City of Atlanta e-bike rebate program and with other programs nationally. This funding level is anticipated to provide 20,000 vouchers based on ARC's experience and the experience of programs nationwide.

Mobility Wallet Funds (\$10,800,000) is allocated directly to funding mobility wallet incentives in the five-county Atlanta area. This will provide \$150 wallets to 6,000 individuals, with costs based upon the universal basic mobility program in Los Angeles and local Atlanta market experience.

ARC Rent (\$123,074 total over five years) is the portion of ARC's rent proportional to the number of FTEs working on this program. These costs are not included in the Indirect calculation, as they are based on square footage usage/number of employees and not on total salaries.

Information Technology (\$169,960 total over five years) is what ARC IT Services costs on a per-employee basis for the number of FTEs working on this program. These costs are not included within the Indirect calculation, as they are based on the number of computers/employees and not on salaries.

Overall, our proactive efforts have resulted in a budget that is both realistic and justifiable, providing a prudent allocation of resources to achieve the desired outcomes, as best exemplified by the \$11.59/MTCO₂e (GHG emissions) cost. With 26,000 beneficiaries and 3 strong NGOs educating participants and communities, this program will increase bike culture as a viable alternative to car commuting.

