Monterey County Agriculture and Tourism Worker EMobility Network

Proposal to the EPA Climate Pollution Reduction Grant Program

1. Overall Project Summary and Approach

The Monterey County *Agriculture and Tourism Worker Electric Mobility (EMobility) Network project* will demonstrate a replicable and scalable model for rural clean mobility solutions by supplying Monterey County's Justice40 community residents with accessible and affordable options to reduce or forgo use of gasoline-fueled vehicles. The project achieves all four CPRG goals as well as Justice40 priorities and therefore achieves EPA's top two Strategic Plan Goals: Goal 1: *Tackle the Climate Crisis* and Goal 2: *Take Decisive Action to Advance Environmental Justice and Civil Rights*[i]. The EMobility Network will:

- Reduce 23,600 Metric Tons of CO2e emissions by 2030 and beyond by providing a suite of three high-powered greenhouse gas (GHG) reducing emobility solutions in Justice40 communities.
- Reduce vehicle miles traveled (VMT) from older model cars and therefore reduce particulate matter and hazardous air pollutants in a number of disadvantaged communities bisected by Highway 101, our main Salinas Valley commute corridor.
- Leverage electric vehicle (EV) incentives, private and public funding sources to scale impact.
- Demonstrate, develop and disseminate a data-informed EMobility Network Study roadmap for deploying clean mobility solutions in similar rural, farmworking and tourism commuting communities nationwide.

1A. Description of GHG Reduction Measures

The EMobility Network includes establishing sixty (60) new electric vanpool routes, five (5) new EV carshare hubs hosting a total of ten (10) passenger EVs serving the mobility needs of those who need it most and providing county-wide one-on-one low-income resident EV purchase guidance technical assistance supported by bilingual-bicultural education and enrollment programs. To ensure success, each measure incorporates community-engaged program design, outreach and enrollment. A robust evaluation program to confirm best practices and develop the EMobility Network Study report.

PCAP Alignment

The EMobility Network Measures are all aligned with the State of California Preliminary Climate Action Plan Transportation Measure 5: *Support Mobility Projects Uplifted by Communities and Transportation* and Measure 6: *Allow for Local Deployment of ZEV Infrastructure and Low-Income ZEV Support*. The Measures included in this application were identified through community-led planning efforts funded by the California Air Resources Board (CARB) and local efforts as described in the 'Data-Informed Prioritization and Design' section below. All Measures in this application are also fully aligned with California's PCAP Transportation Measure 6 since they directly result in increased EV adoption for low-income community members either through shared mobility, – which can be a bridge to consumers adopting EVs – or direct concierge support for them to access up to $20,000 in incentives to do so. Per the State of California PCAP implementation for this Measure, activities can include: "For ZEV incentive programs for low-income residents, steps could include outreach to target residents, incentive program design, public workshops, launch of incentive programs, and tracking progress."[ii]

Data-Informed Prioritization and Design

The three Measures prioritized in this application are informed by several key community-driven and locally based implementation and planning efforts:

- In 2022, a survey was issued to over 600 justice CBOs and agencies around the Monterey Bay Area[iii]. The 67 responses included informed the priority for EMobility Network project Measures:
  - When asked what climate solutions CBOs wanted to help agencies design and implement:

        - The top response out of 35 options was Community Engagement at 72%.
        - A full 36% noted Transportation Electrification, the third top response after Parks and Open Space at 42%.
        - Only 2% indicated that climate was not a priority for their organization.
    - Two-thirds of respondents expressed that compensation would enable their organization to participate in any agreed-upon role.

- Ecology Action completed a Transportation Needs Assessment[iv] of low-income Salinas residents in 2021 where 200 residents completed in-depth in-person (111) and online (89) mobility surveys. The Assessment indicated that:
    - Residents faced transportation challenges related to safety, affordability and convenience,. Many lacked alternatives to driving alone and had limited familiarity with sustainable mobility modes.
    - Large numbers of survey respondents indicated that they currently carpool, and a high rate of unlicensed residents were reported. This infers that a vanpooling service as a familiar mode that does not require a driver license would have a strong likelihood to reduce single vehicle occupancy trips and VMT.
    - While shared mobility options such as carshare were not among the top choices for survey respondents, there was still broad interest in this transportation mode to help fill transportation gaps and make getting rid of a car more feasible for families.
    - The Salinas Report also found that survey respondents had low levels of familiarity with the majority of transportation options they were asked about. Based on this, we are centering outreach, education, and concierge services as a significant component of efforts to integrate new transportation services into daily life in our target communities.

- AMBAG has identified a high demand for vanpool services through its membership in and engagement with several transportation service providers for the region:
    - Both the Commute with Enterprise program, a rideshare program subsidized by Monterey-Salinas Transit (MST), and the California Vanpooling Authority (CalVans), a local government agency that offers vanpools throughout California and in parts of Arizona, are primarily focused on agricultural workers. Both programs have indicated significant demand for additional vanpooling routes and confirmed a lack of capacity to purchase the vehicles necessary. For example, CalVans currently operates over 200 vans in Monterey County during the summer and has a significant waiting list due to a lack of funds to purchase new vehicles and supply availability.

- Ecology Action's EVs para Todos/EVs for Everyone program has implemented robust evaluation efforts in Monterey County using a community based social marketing (CBSM) lens, focus groups and data gathering. Evaluation results confirm under-adoption of EVs is an issue in Monterey County and that one-on-one purchase guidance concierge services are proving a successful response:
    - State registration data confirms Monterey County is adopting Electric Vehicles at a slower pace than California statewide: in 2023, 18% of new vehicles registered in Monterey County were EVs, compared to 25% statewide.
    - In 2023, Ecology Action's EVs for Everyone Purchase Guidance program supported 121 households in purchasing EVs, converting a full 24% of the 494 people who requested assistance across California's Central Coast (a six county region) into EV ownership. More than half of the households assisted and purchases completed are located in priority (Justice40) communities or received income qualified incentives.

Project Partners Roles:

This team has worked together for decades to advance environmental solutions that achieve equity and livable community co-benefits.

County of Monterey Sustainability Program: The County of Monterey Sustainability Program, housed in the County Administrative Office, seeks to preserve and restore the County's environmental resources in a way that supports the well-being of our residents and uplifts our economic anchors of tourism and agriculture. The County will serve as the lead administrator on the project, managing all reporting, invoicing, consultant and subaward solicitations and contract management as well as leading a diverse and community-engaged project leadership team from final design through completion of the project. The County of Monterey is the largest employer in Monterey County and has deep community reach; the Sustainability Program will solicit design input from and drive program enrollment through internal staff channels as well as County Departments such as the Office of the Agricultural Commissioner, Health Department, Economic Development Department and Workforce Development Board (see Letters of Support).

Ecology Action: 501c3 Ecology Action was formed in neighboring Santa Cruz County on Earth Day 1970 by volunteers who started one of the first recycling programs in the nation. Since then they have kept their roots in the community while growing scaled impact programs leveraging state and national grants. They will lead on centering the community in the project, including facilitating community engagement in finalizing program implementation plans, conducting transportation assessments for program participants, and then providing one-on-one EV purchase guidance technical assistance and referrals to vanpool and carshare program services. They will lead on evaluation for outreach strategies and manage the subaward to Regeneración Pajaro Valley Climate Action. [See Letter of Commitment]

Regeneración Pajaro Valley Climate Action: Regeneración envisions a safe, vibrant, climate resilient Pájaro Valley, where every person is healthy, thriving, and living in harmony with the natural world. They work to achieve climate justice through community-driven solutions. To that end, they manage monthly language-accessible meetings of the Monterey Bay Climate Justice Collaborative (Climate Justice Collaborative). Regeneración will serve as a subawardee to Ecology Action, centering the EMobility Network project in the Collaborative language accessible *Clima y Equidad* meetings for program implementation plan feedback, program enrollment promotion, and partnership development. Regeneración will guide best practice engagement for CBO Collaborative Members in the project, providing technical assistance to CBOs, recruit CBOs for outreach contracts, and ensure language access and other equity elements are centered in EMobility Network activities. The Collaborative's community-based organizations will be offered compensation for conducting program enrollment outreach in their community networks. [See Member commitments to the Collaborative attached to Regeneración's Letter of Commitment].

Association of Monterey Bay Area Governments (AMBAG)*:* AMBAG is the metropolitan planning agency serving Monterey County that successfully ran a vanpool rebate program from 2012 to 2018. As part of this program, AMBAG staff gained deep expertise using telematics data to calculate the GHG reduction impact of vanpooling programs. AMBAG will take the lead on evaluation, measurement, and verification of GHG emissions reductions for this project, and will use vehicle data to calculate the yearly impact of electric vehicles and miles enabled by federal funding. [See Letter of Commitment]

Measure 1: EV Van Rebates for 60 Farmworker/Commuter Vanpools in Disadvantaged Communities

PCAP Measures Implemented: State of California PCAP Transportation Measures 6 and 7

One-line Task Summary: Provide substantial rebates (up to 100%) for existing vanpool operators or shared mobility service providers to purchase an electric van to create a new vanpool route and serve primarily low-income community members who either live or work in Monterey County, netting 22,332 MTCO2e emissions by 2035.

Key Implementation Partners:

- Competitively selected vanpooling rebate consultant
- Monterey Bay Climate Justice Collaborative CBOs will serve as key outreach and education partners to finalize the design of this measure and work with the community to encourage participation

Local Transportation Public Agency Stakeholders:

- Monterey-Salinas Transit (MST): Local transit agency, which offers a rebate for the Commute with Enterprise Vanpool Program
- CalVans: Local vanpool provider
- Transportation Agency for Monterey County (TAMC): key stakeholder engagement partner

Task Description: There are several operators providing vanpooling services throughout Monterey County, some serving traditional commuters, while others specialize in providing services for agricultural workers. These vanpool programs serve primarily low-income workers and are hugely popular; they serve as an engine of economic growth by lowering transportation costs for those who need it most. However, the need for vans is greater than the current available supply and there is a significant supply crush due to the shift to electric vans and the demand for these new vehicles. This Measure will provide rebates up to 100% of the cost of new electric 8+ person passenger vans for established vanpool operators or shared mobility providers that would use this new vehicle to establish a new vanpooling route that starts or ends in Monterey County. The Measure would fund 60 rebates of up to $50,000 for this purpose. Establishing new vanpooling routes with electric vans is an extremely efficient way to reduce GHG emissions since it not only reduces emissions by electrifying a vehicle, but also by reducing the number of single occupancy vehicles on the road by as much as eightfold. This vanpooling program element is estimated to reduce emissions by more than 2,500 metric tons of CO2 each year. GHG reductions attributable to the measure will be fully verified through the use of telematics technology and van occupancy counts. Monterey Bay Climate Justice Collaborative CBOs will serve as key outreach and education partners to finalize the design of this measure and will work with County of Monterey staff, Ecology Action, AMBAG, and the vanpool rebate administration consultant to finalize the design of the program before it is launched

Key Features: Key features of the worker EVanpool rebate program include the use of telematics systems, and leveraging of existing programs in order to scale as rapidly as possible and to ensure robust measurement of outcomes. The vans will also expose low-income residents of disadvantaged communities to the benefits of electric vehicles, creating potential new entrants into the EV market.

Priority Justification: This measure was chosen as a priority because road transportation emissions account for 38.2% of California GHG emissions and 44% of Monterey County emissions, and addressing the mobility needs of workers while providing opportunities to transition to shared electric vehicles is a key strategy to achieving deep GHG reductions. In Monterey County many workers commute from Salinas Valley and Salinas to coastal areas for work in the hospitality sector, as well as throughout the Valley for agricultural jobs, all of which are underserved by public transit. Providing an opportunity for these workers to lower commuting costs is critical to the county's economic growth while cutting down

the number of car trips during peak hours to the same destination is key to reducing GHG emissions and particulate matter. Increasing vanpooling opportunities achieves both objectives simultaneously, while introducing electric vans provides an amazing opportunity to introduce the benefits of electric vehicles to low-income and disadvantaged residents.

Potential Risks and Mitigations: The supply chain issues that can arise when purchasing new electric vehicles are a significant risk to successfully offering rebates for electric vans. As with all new technologies, electric vehicles, and electric vans in particular, are in high demand, which can cause some long lead time from vehicle order to delivery. This has the potential to significantly delay the start of service for the carsharing service. We will mitigate this risk by working closely with rebate grantees and with local dealerships, to ensure that vehicles can be ordered and delivered on schedule and that the EV vanpools can be successfully launched in a timely manner.

Another significant risk is the potential for under subscription or low interest in new vanpooling routes, which would reduce the GHG emissions reductions from this measure significantly. This could lead to rebate funds not being spent or the funded vanpools not delivering the anticipated GHG reductions. We will mitigate this risk by leveraging our relationships with climate, mobility, economic development and equity partners including public utilities, local jurisdictions, public transit, public agency and local transportation, tourism, major employer, climate and social equity stakeholders to promote vanpooling in Monterey County and ensuring that vanpool operators are able to speedily access rebate funds and create new vanpooling routes.

Measure 2: Establish 5 EV Carshare Hubs with a Total of 10 EVs from Pajaro through Salinas Valley

PCAP Measures Implemented: State of California PCAP Transportation Measures 6 and 7

One-line Task Summary: This funding will establish 5 EV carsharing hubs with 10 battery electric vehicles that will provide electric carsharing mobility options with low-income reduced cost options to residents of Pajaro and the Salinas Valley, netting 123 MTCO2e emissions reductions by 2035.

Key Implementation Partners:

- Ecology Action will serve as advisor based on their experience leading CARB Grant funded EV Carshare implementation in Watsonville beginning in 2024. Ecology Action EVs para Todos bilingual and bicultural staff will conduct extensive outreach in the targeted neighborhoods in low-income communities (LIC) and disadvantaged communities (DAC) to inform site selection and promote the EV carshare services.
- Climate Justice Collaborative CBOs will serve as key outreach and education partners to finalize the design of this measure, advise on site selection and EV carshare vendor selection and work with the community to promote the new services and encourage participation.
- Potential service providers include such groups like MioCar, a non-profit with a mission to deliver EV carshares to underserved low-income communities with experience in San Joaquin farm worker communities such as Stockton, CA and grant funding to expand services to Watsonville, CA in 2024.
- Transportation Agency of Monterey County (TAMC) provides a variety of channels to promote EV carsharing as an effective and viable means of reducing GHG emissions for passenger vehicle trips.

Task Description: The project will expand the successful deployments of rural, EV carshare services in low-income housing complexes in San Joaquin, Tulare and Kern Counties and one pending deployment in neighboring Watsonville, CA.

Agricultural workers traveling to work, students going to class, young people starting jobs or families going to the doctor: all of these groups demonstrate a critical need in rural, agricultural regions for more

affordable, reliable and eco-friendly mobility options that do not require car ownership. Carsharing in rural areas is very unusual because spread-out geographies can make the "sharing" aspect a challenge. Our project will address that barrier by locating EV carshare hubs in more densely populated areas such as Pajaro (in partnership with Watsonville's EV carshare program) and Salinas (the largest city in the Monterey Bay with a population of over 160,000), as well as where ag workers concentrate such as affordable multifamily housing (MFH) facilities where project partner Ecology Action is currently installing EV charging at no or low-charge to property owners.

An existing pilot carsharing program in the Central Valley of California, Miocar, has a fleet of Chevy Bolts and BMW I3s with rental rates of $4 per hour or $35 per day ($45 on weekends). Their typical user is less than 40 years old, lives in a household with 4 or more people and has an income of less than $50,000 per year. The cars can be accessed via a cell phone, or with a "smart card" that can be issued with minimal other requirements: drivers must be at least 21, have a smartphone, a driver license, a reasonably good driving record, and pay a $20 membership. Ag workers and the general public can reserve and use cars at any hour. Median trip reservations lasted 3.5 hours and included 35 miles traveled[v]. Low-income rural residents are underserved by traditional transit options and burdened by the high, volatile cost of gasoline and auto maintenance/repairs and the unreliability of old, used gas cars. The successful Miocar pilot shows that EV carshare provides a flexible transportation option for these communities while familiarizing drivers with EVs.

Key Features: Key features of the Worker EV Carshare Program include extensive service education and training to those living near the EV carshare hubs provided by bilingual, bicultural staff who are from the Pajaro and Salinas Valley community. These trainings will help potential users to become familiar with both the new carshare access system and electric cars. The fixed low hourly or daily cost makes EV carshare appealing for low-income residents with vehicle costs as a high percentage of their budget.

Priority Justification: In Salinas, agriculture and retail are the largest employment industries and there are many seasonal employment opportunities throughout the year. Many contracted workers come to Salinas from early March to late October and continue the harvest season in Southern California and Arizona. Having access to EV carshare allows them to avoid the financial burden of buying and maintaining a car and reducing GHG emissions from single occupancy travel. Further, many low-income residents buy older, more polluting cars as they cannot afford or qualify for loans to purchase new cars.

Of residents surveyed in the Salinas Community Transportation Needs Assessment, 39% who do not own a car said it is because they cannot afford the expenses related to car ownership (purchase, repair, gas, parking, etc.). 27% of overall respondents said they would consider using carshare for their regular travel needs even though they were not very familiar with the service. Carpooling ranked as their highest mobility choice, indicating that EV carshare trips will include drivers and passengers.

Potential Risks and Mitigations: The biggest risk to successfully deploying EV carshare service is lack of access to dedicated EV charging stations. EV carshare requires an accessible parking location with its own EV charger for reliable recharging. Often jurisdictions own EV chargers that are underutilized – some chargers are not in locations that suit EV drivers' charging needs – and can be reallocated for EV carshare charging. This is an optimal arrangement that speeds the deployment of EV carshare and reduces cost. If there are no suitable existing EV chargers to dedicate for carsharing then the process to site, permit and install an EV charger can take as long as one to two years. We are mitigating this risk by working now with our climate, mobility and equity partners including public utilities, local jurisdictions, public transit, public agency and local transportation stakeholders to identify available sites.

Another significant risk to successfully deploying EV carshare service is the supply chain issues that can arise when purchasing new electric vehicles. [See Vanpool Measure risks and mitigations].

Measure 3: Low-income Resident EV Purchase Guidance Technical Assistance

PCAP Measures Implemented: State of California PCAP Transportation Measure 7.

One-line Task Summary: Ecology Action's EVs for Everyone/EVs para Todos team and Monterey Bay Climate Justice Collaborative partners will conduct community outreach to promote EVs, new emobility services, assess resident driving needs, match residents in emobility solutions that meet their needs and provide one-on-one technical assistance. This will lead to 100 low-income residents accessing rebates and purchasing an EV, increased visibility of EVs Justice40 communities and 1,144 MTCO2e emissions reductions by 2035.

Key Implementation Partners:

- Ecology Action will serve as the lead subawardee implementing EV purchase technical assistance, and EMobility Network enrollment, managing subawards and engagements with CBO partners.
- Monterey Bay Climate Justice Collaborative CBOs will serve as key outreach and education partners to finalize the design of this measure and work with the community to encourage participation.
- Regeneración is a CBO with experience providing in-person community outreach regarding the climate and economic benefits of owning an electric car and, as the Collaborative Coordinator, will facilitate program outreach and enrollment through Climate Justice Collaborative members.

Task Description: Equity-focused community outreach and engagement is the galvanizing force that propels this measure forward, as the diverse project CBO partnership has extensive experience and capacity in conducting outreach and engagement with hard-to-reach residents of Monterey County.

The Monterey Bay Climate Justice Collaborative includes CBOs serving immigrant farm workers, single mothers, non-English speakers/readers, and those facing other barriers to attaining a basic standard of living. Ecology Action and Climate Justice Collaborative members such as Center for Community Action and Mujeres en Accíon have trusted networks the project will leverage to build community ownership of these new EMobilty Network services. Outreach will be conducted in English, Spanish and Mixteco through presentations at an estimated 100 community and partner meetings and tabling at key community events, as well as leveraging social media and online webinars.

This measure will reduce financial barriers to sustainable transportation by helping income qualified residents access from up to $20,000 in incentives for electric vehicles and matching income qualified residents to low cost membership in shared mobility services. Shared mobility services offer residents access to zero emissions mobility options like electric mobility devices, EVs and vanpools without the high upfront purchase cost and ongoing maintenance and repair costs.

Key Features: With a goal of getting "an EV on every block" in under-adopting communities, culturally appropriate outreach and education, program enrollment and EV purchase guidance program that include EV specific outreach events such as EV Ride and Drive events and EV static car displays at a variety of venues in LIC/DAC neighborhoods.

EV Ride and Drive Events – Ecology Action's team and local CBOs will directly host two)2) Ride and Drive events in the project area year on National Drive Electric Week (NDEW) and Drive Electric Earth Day for a total of ten (10) Ride and Drives . These interactive events feature EV test drives, EV car displays, EV education, and family-oriented activities highlighting electrified transportation. Ecology Action's personalized and experiential approach includes a hands-on-the-wheel EV driving experience to counter the misconception that EVs do not drive as well as gasoline vehicles or are too expensive.

The County of Monterey, Ecology Action, and the other grant partners have more than a decade of experience planning, implementing, and evaluating best-in-class Ride and Drive events across the Monterey Bay. We have strong partnerships with local auto dealers and EV owners so we can provide a

well-rounded display of EV models for test drives, EV owners' display vehicles, and trusted information that is personalized for each consumer. This aggregation of EV models coupled with owners and experts creates a comprehensive educational experience that accelerates and increases EV adoption.

Static Car Shows – To generate interest in this measure, shared mobility services, and increase awareness of EVs, we will conduct an estimated 80 EV static car shows. These shows will display at least one EV per event that attendees can engage with and talk to Ecology Action's EV experts about to learn more about EV models, EV technology, financing, charging, and other common knowledge gaps. The EVs will be displayed by their owners so interested members of the public can ask them questions about what it is like driving and owning an EV. This is often a more authentic experience than talking to a car salesperson. EV owners are enthusiastic and well informed EV spokespeople. The events will occur at our CBO partner sites, flea markets, farmers markets, church gatherings, family-fun festivals, and other community gatherings in our target area. Information booths and interactive displays will be staffed by bilingual and bicultural employees who will enroll people into the EV Purchase Guidance program.

Marketing Campaign - An outreach and marketing campaign in Spanish and English will fully engage our target audience where they work, live, play, shop, and socialize, both in person and online. We will leverage our CBO's social capital in the DACs and LICs to provide personal, culturally appropriate messaging and content delivered through community events, worksites, church groups, civic groups, and other venues. We will promote this measure with a targeted marketing campaign that includes paid print, digital, radio, and social media promotion kits to share with external partners for social media promotion, radio PSAs, and community calendar announcements. Ecology Action's existing program bilingual websites with sign up forms are already heavily visited by users (1,845 visits for EVs for Everyone and 3,209 visits for EVs para Todos) and are effective for collecting and providing information on this measure.

EV Purchase Guidance Technical Assistance – EV Purchase Guidance is the final element of a resident's journey for this Measure. Advisors provide in-person, customized, one-on-one assistance to low-income consumers so they understand the elements of owning an EV and have the support they need to purchase an EV. This person-to-person approach, supported by online tools, clarifies EV characteristics and charging and help securing rebates to reduce barriers to EV purchases and ownership. Bilingual staff will provide personal, one-on-one EV purchase support at times that are convenient to participants and follow-up throughout the buying process via phone, text, email, and in-person meetings. The project team uses automated data management and on-line education platforms to increase the number of residents each purchase guidance advisor can serve.

The purchase guidance technical assistance includes:

- Initial intake survey, completed one-on-one for those challenged by written forms
- Assessment of transportation needs, financial capacity and charging potential at home and work
- Orientation to potential used and new EVs and charging solutions that meet resident criteria
- Overview of financial aspects including long term savings comparison to gas vehicles
- Support navigating the Access Clean California EV incentives portal to determine consumer's eligibility for income qualified incentives
- Support completing as many as four grant and rebate incentive program applications and preparing for tax incentive benefits (where applicable)
- Support through selecting and locating desired EVs including navigating dealerships
- Tracking progress of grants and rebates through completion
- Assist applicants on using trustworthy and user friendly EV digital tools (charging maps)

Without this technical assistance these residents would not understand how EVs can meet their driving needs and financial condition nor be able to purchase a vehicle due to barriers to accessing incentives. When we miss the opportunity to convert a lower income driver to an EV, they continue driving their existing usually older model car or default to buying an internal combustion engine vehicle, locking in a further 5 to 10 years of GHG and particulate matter emissions in their communities. We will target to enroll at least 500 residents in purchase guidance to covert 100 to EV owners during the grant term.

Priority Justification: This measure was chosen as a priority because road transportation emissions account for 38.2% of California GHG emissions and 44% of Monterey County emissions and enabling low-income residents of disadvantaged communities to electrify their means of transportation is critical to achieving deep GHG reductions in the transportation sector. Since electric cars have reduced maintenance and fueling costs, electric vehicles also offer an opportunity to lower commuting costs for a vulnerable segment of the population, which is critical to the County's economic growth.

According to the California's Clean Vehicle Rebate Program (CVRP) map and statistics Monterey County residents were issued low-income-qualified EV rebates at a rate two and half less times that of all eligible consumers statewide over the lifetime of the state program.[vi] This is another indicator that more targeted and comprehensive outreach and education is needed to enroll low-income Monterey County consumers to this state incentive and others that make EVs affordable for this demographic.

Potential Risks and Mitigations:
The main risk to this outreach and support measure is that the clean mobility rebates and services that this initiative is promoting are not available or accessible. For example income qualified EV incentives are a victim of their own success as they often run out of funds therefore stalling the program until the next fiscal year or a policy action to replenish funds. This is currently the case with the California CVRP incentive. To mitigate this disruption, our staff is able to assist consumers find other sources of EV incentives, rebates and discounts from local, regional, federal, utility and auto makers/dealers that still significantly lower the purchase cost of an EV.

Many low-income consumers do not have access to enough money to pay for an EV and wait for a reimbursement rebate. They also do not qualify for loans to cover their temporary funding shortfall. Ecology Action staff looks to alleviate this problem by helping buyers get lower quotes from large auto dealerships in the nearby San Francisco Bay area. Staff is able to point consumers to lower cost EVs and high-quality used EVs especially as more new EV leases end, expanding the used EV market.

Program Design, Evaluation, Measurement, Verification and EMobility Network Study

One-line Task Summary: With the goal of developing a data-driven model for replication and scaling, an evaluation firm will be hired under this grant award to work with the project team to develop and lead an evaluation effort, leveraging Climate Justice Collaborative partners and focus groups to advise on program rollout as well as track and analyze program performance to adjust implementation and report outcomes, resulting in development of an EMobility Network Study for state and national dissemination.

Key Implementation Partners:

- The Evaluation, Measurement and Verification (EM&V) Consultant will be responsible for development and completion of an evaluation plan and the EMobility Network Study.
- EMobility Service providers will be responsible for reporting telemetric and usership data.
- Subawardee AMBAG will be responsible for GHG outcome tracking and verification.
- Ecology Action and Monterey Bay Climate Justice Collaborative CBO members will be responsible for community engagement feedback, focus groups, surveys and participant EV purchase data.

Task Description: The EM&V consultant will develop a formal evaluation plan to be approved by the project team, and then implemented with ongoing data tracking throughout the project term. Data gathering through subawardees, CBO partners, program participant surveys and focus groups will be a key part of the EM&V process. Ecology Action has experience conducting multilingual one-on-one transportation surveys, participatory budgeting processes and community feedback meetings throughout the Salinas Valley through a CARB funded assessment and development of Active Transportation and Safe Routes to Schools plans in the past three years. AMBAG has deep transportation planning, and program reporting experience relating to vanpooling programs and GHG reduction calculations. We will leverage our lessons learned in providing in-culture and in-language accessible spaces, leveraging trusted community leaders and offering a variety of input pathways to ensure the project meets community needs

To ensure community ownership and use of new EMobility Network services, the project is designed and delivered by and in collaboration with the Monterey Bay Area Climate Justice which is led by Regeneración Pajaro Valley Climate Action and Ecology Action. Members include Monterey County Sustainability and Health Department, and over forty others ranging from social equity and sustainability-focused CBOs, regional and local governments, and participating community residents. This multi-sector group bridges CBO-to-agency and justice-to-environment sectors which historically were siloed to co-create equitable climate solutions. The project will compensate CBO engagement and the Climate Justice Collaborative for design feedback, decision making participation, and outreach partner identification. Their well-earned trust with community members will be crucial in enrolling residents to participate in surveys and focus groups to learn more about their mobility barriers, needs, and preferences. We will conduct one-on-one surveys at familiar project CBO venues such as food distribution and health care sites and offer gift cards to residents who participate in focus groups to evaluate their participation in the different program measures.

Key Features: Program evaluation efforts include coordinated implementation and research evaluation among the consultant and project partners, with robust data sharing processes and communication to support analysis of project outputs and outcomes. The evaluation will be structured to not only validate and refine GHG emissions estimates for each measure, but also to allow for broader conclusions related to measure performance and benefits disadvantaged communities, with recommendations for future implementation of similar services in the same or other areas.

The project team will conduct data collection and evaluation activities to assess the implementation and outcomes of the carshare, vanpool, and resident assistance project components. Data collection will serve to support validation and refinement of expected GHG emissions reductions resulting from the project, as well as to assess other project outputs and outcomes. The EM&V consultant will also use the data and analysis to conduct a scalability analysis. The planned data collection and evaluation activities for each measure, identifying the types and purposes of each data collection activity and the key metrics or data points to be collected, are described below.

Vanpool Measure: The evaluation approach for the vanpool component will involve a combination of user surveys and an analysis of vehicle telematics (usage) data. The project team will coordinate with the vanpool rebate recipients to obtain vehicle telematics datasets to understand the number and distance of vanpool trips. Surveys conducted by CBO partners will collect user demographics and other characteristics to demonstrate benefits to residents of low-income and environmentally disadvantaged communities, and will also be used to assess counterfactual travel scenarios to understand the service's contribution to mode shifts. Finally, the surveys will collect information to support assessment of outcomes such as changes in transportation security. As this is an agricultural worker vanpool service, survey travel questions will focus on work-related travel.

Carshare Measure: The evaluation approach for carshare will involve a combination of user surveys and an analysis of vehicle telematics (usage) data. The project team will coordinate with the carshare vendor to obtain detailed vehicle telematics datasets that can be linked to individual user survey responses, to allow for an understanding of trip quantities and distances by user demographic and trip purpose. Surveys will collect user demographics and other characteristics to demonstrate benefits to residents of low-income and environmentally disadvantaged communities.

User surveys will be conducted with individuals as they join the EV carshare service to collect their demographic information and baseline household and travel characteristics as they begin to use EV carshare. This includes collecting baseline transportation security index information and initial questions that will be used to assess effects on vehicle shed and suppression later in the project period. The post-reservation surveys will be conducted with individuals soon after they complete individual trips with the EV carshare vehicles. These surveys will serve to collect information about individual trips, such as the purpose of the trip, satisfaction with the service, number of passengers in the vehicle, and counterfactual travel information. Counterfactual travel analysis provides insight into the EV carshare service's contribution to mode shifts and resulting GHG emissions reductions, as well as the EV carshare service's contribution to new mobility miles traveled for low-income and disadvantaged groups who are underserved by transportation options.

EV Purchase Assistance Measure: In addition to tracking vehicles purchased, estimated mileage and incentive and income data for purchase guidance participants in an Airtable database, the project team will conduct focus groups with EV purchase assistance participants to understand who is participating in this component, their household and vehicle characteristics before joining the purchase assistance activity, and how the educational support and engagement provided through the EV purchase assistance affected their ability to purchase an EV.

The focus groups will be conducted with groups of residents that have completed the one-on-one purchase assistance effort, and will focus on participant feedback on the assistance and their current EV purchase plans or activities as well as any barriers to their purchase of an EV or other transportation barriers. Feedback from participants on the effects of the assistance on their ability, timing, and action to purchase an EV will be used to refine the GHG emissions reductions estimates for this measure.

Scalability Analysis and Dissemination: In addition to using the above data to refine the GHG emissions reduction outcome calculations for each project component, the project team will use the quantitative and qualitative findings from the evaluation to develop recommendations and lessons learned for pilot replication, expansion, or continuation. These recommendations and any identified best practices for EV carshare, agricultural worker vanpools, or EV purchase assistance engagement will be included in the EMobility Network Study report. The Study report will be submitted as a grant delivery for EPA dissemination but also promulgated by project partners through a diversity of their networks including:

- Public agency networks such as California Association of Council of Governments, Rural County Representative of California, League of California Cities, and the Local Government Sustainable Energy Coalition
- Central Coast Climate Collaborative and California's Alliance of Regional Collaboratives for Climate Adaptation (ARCCA)
- National Urban Sustainability Directors Network (USDN)
- CalVans Member Agencies
- UCSC Institute for Social Transformation and UC Davis Institute of Transportation Studies.
- Environmental Justice networks including Justice40 Accelerator Alumni, Anthropocene Alliance, River Network and California PACE Program Alumni (Partners Advancing Climate Equity)

1B. DEMONSTRATION OF FUNDING NEED

As a smaller and agricultural area, local agencies in Monterey County are bandwidth constrained to successfully compete for state and federal funding sources. This need has led jurisdictions and non-profits to pool resources and try to obtain funding for shared priorities by submitting regional applications. This is largely a stopgap attempt at bringing resources to a region and a county that is deeply disadvantaged and under-capacitied.

Lost Funding Attempts: Examples of recent unsuccessful grants pursued in partnership with our neighboring Monterey Bay Area Counties for equity focused electric mobility projects include:

- A $15M Proposal to the Federal Highway Administration Charging Fueling Infrastructure grant to fund public Level 2 and DCFC EV chargers at 156 sites serving low and moderate income communities around the Monterey Bay.
- A $15.7M proposal to the CARB Advanced Technology Demonstration Pilot Projects Program to fund municipal fleet electrification and community technical assistance and workforce development throughout the region. (The proposal was three below the awarded funding line and CARB staff indicated that due to the size of applications ahead of it, it had barely missed the funding cutoff.

These applications, and the commitment of partners to work collaboratively to pursue common objectives demonstrate a clear ongoing funding need. Should this application be funded, partners are ready to implement and have already built the deep trust relationships that are needed to successfully implement innovative mobility solutions.

Limited Funding Sources to Be Leveraged: While rebate and incentive programs are growing, few public funding sources support the technical assistance required to ensure marginalized community members can equally access those incentives resulting in documented under-adoption in our Justice40 communities. Available sources are not at the scale required to achieve the priority Measures scoped proposed herein. Examples of funding sources we will leverage but are not sufficient in and of themselves include:

- Tax credits and rebates for new and used vehicles are available from regional, state and federal agencies that can help a low-income resident to purchase an electric vehicle. However, our low-income residents with low educational attainment, language barriers and hesitancy to engage in government programs are unable to access those incentives without one-on-one technical assistance. Further, these rebates are not large enough to enable our vanpool or carshare service providers to procure electric vans or provide affordable service at the rate demanded by the community.
- Subawardee Ecology Action is currently a subrecipient for two U.S. Department of Energy VTO grant awards which, though small, will contribute lessons learned to the EMobility Network Study and bolster enrollment efforts:
    - DOE VTO 2022 FOA (Proposal Control/Award Number: 2611-2713): Title: "*A Plan for Accelerating the Deployment of Multi-Family EV Charging Infrastructure Across a Utility's Service Territory*" awarded to ElectroTempo for a pilot amplifying EV adoption in 25 multi-family housing facilities around Northern California (only an estimated 1-2 facilities are in Monterey County).
    - DOE TVO 2022-FOA-EE-0010616: titled *Accelerating transportation decarbonization with underserved communities in California's Central Coast and South Bay regions* awarded to Community Environmental Council to test low-income community engagement strategies throughout the Central Coast (< 50% FTE focused in Monterey County through 2027). This project will coordinate with and build off that effort.

Potential Future Funding Sources: With our dedication to bring a fair-share of Federal and State climate investments to our significantly disadvantaged Monterey County communities, our project team is continually scanning for funding opportunities. The few future potential sources we see for priority PCAP Measures at this time are:

- EPA Community Change Track 1 grant could support the suite of measures in this proposal, but it is critical for us to apply for EPA's CPRG grant program because:
  - Community Change grant funding would be limited to geographically designated Justice40 communities, and we have populations throughout our rural region in need.
  - It will be highly competitive with over 450 requests for technical assistance against an estimated pool of 150 awards nationally so funding is not certain.
- CARB Clean Mobility Options grants provide funds for LIC/DAC communities but the program is on hold to new applications due to budget challenges.
- CARB Sustainable Transportation Equity Program (STEP) is a potential funding source, but there is no timeline for calls for projects at this time and California's budget is not positive for grants.
- Subawardee Ecology Action will pursue renewal of their corporate GM Foundation grants and Electrify America RFP for low-income resident technical assistance which sunset this year. However, corporate grants are uncertain as they change with company priorities and are often stopped during times of corporate expense cutbacks. Further, Electrify America will spend down its Volkswagen Diesel settlement fund by 2027 and the remaining funds are competitively bidded.

1C. TRANSFORMATIVE IMPACT

Providing accessible, reliable and affordable clean transportation options is crucial for reducing GHG emissions from the transportation sector, increasing economic opportunities and quality of life of low-income households across the country as, "low-income people—who are disproportionately living in disadvantaged communities—spend a greater proportion of their income on transportation costs compared to wealthier people.[vii] The poorest 20 percent of Americans spend 40.2% of their take home pay on transportation (mostly for private vehicle expenses), while those who make $71,898 and greater only spend 13.1%[viii].

The EMobility Network will:

- Pioneer and study combining a suite of electric transportation solutions that meet low-income and non-licensed resident mobility needs to increase the deployment of these available technologies, and reduce GHG emissions locally
- Achieve outcomes and share learnings in hard-to-abate GHG emission reductions from electric transportation in rural, low-income communities with limited public transportation and non-licensed residents who are confirmed under-adopting passenger electric vehicles despite significant low-income passive rebate and incentive offerings.
- Further test and refine best practices to accelerate market adoption of the emerging subsidized EV carshare strategy for rural, low-income communities.

Once initial success is achieved locally, the approach used by the Agriculture and Tourism Worker EMobility Network also has deep potential to be replicated in rural counties throughout the United States. This opportunity to enable national scaling is a key component of the transformational impact we aim to achieve. The reason for piloting a suite of coordinated shared mobility services is that most jurisdictions only have small and marginal abilities to reduce transportation emissions. The cultural norm of using a private gas powered vehicle for every trip has led to the current built environment being car-centric and yet low-income communities have significant barriers to EV adoption. This reality can at times prevent the behavior changes needed to achieve deep GHG reductions in the transportation sector. The underlying concept of the EMobility Network is the belief that the network will serve as a

catalyst for change. Residents who were previously unfamiliar with EVs and shared mobility solutions will get to drive EVs and use charging stations for the first time and will be offered purchase guidance assistance as well as carshare services. Residents will join vanpools and experience the convenience of commuting in the company of like-minded coworkers. Crucially, this effort will also provide ground-truthed data to make it easy for other similar cities to consider creating their own EMobility Network.

The County of Monterey is the ideal county to pilot an EMobility Network since it is a microcosm of the geographical landscape of the United States. Monterey County has an urban core, deeply rural areas, coastal tourism areas, and inland agricultural areas. Having characteristics that are similar to numerous jurisdictions across both California and the U.S. is critical to ensure the lessons learned from this project are applicable to communities throughout the United States. Monterey County's demographics are also similar to many underserved communities throughout the U.S. which also make it the optimal county to pilot this innovative approach to mobility. If only 30 similar U.S. communities were to launch emobility networks as a result of our demonstrated success, annual emissions reductions from emobility networks could reach approximately 65,000 metric tons of GHG emissions reduction annually by 2030.

2. Impact of GHG Reduction Measures

2A. Magnitude of GHG Reductions from 2025 through 2030

As highlighted in the uploaded Technical Appendix, the three measures will have a combined yearly GHG reduction impact of 2352 metric tons of CO2e in 2030 and a cumulative impact of 13,130 metric tons of CO2e from 2025 to 2030.

2B. Magnitude of GHG Reductions from 2025 through 2050

As detailed in the Technical appendix the project team chose to make conservative assumptions on the effective useful life of implemented measures. All GHG savings are concentrated in the year 2025 to 2035. The cumulative GHG reduction of the proposed project would be: 23,600 metric tons of CO2e

2C. Cost Effectiveness of GHG Reductions

The total cost of this project is $7 million. The total impact is a reduction of 23,563 metric tons of CO2e. The cost per metric ton of CO2e reduction is $297 per metric ton of CO2e for this hard-to-reach source.

2C. Documentation of GHG Reduction Assumptions

See Technical Appendix upload.

3. Project Work Plan: Outputs, Outcomes, Milestones and Performance Measures

3A. Outputs and Outcomes: The project is designed to achieve tangible and measurable climate and equity co-benefits as follows.

Measure 1. EV Vanpool Outputs and Outcomes

Activities:
Promote rebate availability.
Issue 60 EV van rebates.
Disseminate Study Report.
Telemetrics and ridership tracking and reporting. EM&V report with realized GHG reductions.
Disseminate EMobility Network Study.

Short Term Outcomes:
Decrease cost and increase reliability for worker commutes.
Increase mobility for unlicensed workers.
Reduce VMT, particulate matter and HAPs in IRA Disadvantaged Communities.
12,072 MTCO2e emissions reductions by 2030

Participants:
Transportation agency(s).
Ag, tourism and other large employers.
480 low-income resident vanpool riders.
Unlicensed workers.
County employees.

Long Term Outcomes:
As above and…
22,332 MTCO2e emissions reductions by 2035.
New level of vanpool service is permanently sustained or increased locally.
Expand of vanpool services in similar communities based on Study dissemination.

Measure 2. EV Carshare Outputs and Outcomes

Activities:
Execute EV carshare service contract.
Establish 5 carshare hubs.
Focus groups and surveys.
Online membership/reservation system.
Tabling, fliering and neighborhood promotion.
Track and report telemetrics and usership.
Disseminate EMobility Network Study.

Participants:
EV Carshare provider.
Residents in Justice40 communities.
Multifamily properties and residents.
Low wage earners with long commutes.

Short Term Outcomes:
Increase mobility options for non-car owners.
Decrease cost and increase mobility reliability.
Reduce VMT, particulate matter and HAPs in IRA Disadvantaged Communities.
73 MTCO2e emissions reductions by 2030.

Long Term Outcomes:
As above and…
123 MTCO2e emissions reductions by 2035.
Promulgate subsidized EV carshare nationally.

Measure 3. Low-Income EV Purchase Guidance Assistance Outputs and Outcomes

Activities:
Execute EV TA and outreach subawards.
Presentations to community groups.
Tabling at over 200 CBO and other events.
50 Static EV car shows and 10 test drive events.
Provide EV purchase guidance technical assistance to at least 500 low-income residents.
Track EV purchases including user, mileage and vehicle data and incentives.
Disseminate EMobility Network Study.

Participants:
Evaluation consultant.
EV TA and outreach subawardees.
Low-income consumers needing to purchase or upgrade a vehicle.

Short Term Outcomes:
Converting 100 vehicle purchase from gasoline to electric vehicles.
Securing $14,000 to $20,000 in incentives for low-income vehicle purchasers.
Decrease cost and increase mobility reliability.
Reduce VMT, particulate matter and HAPs in IRA Disadvantaged Communities.
984 MTCO2e emissions reductions by 2030

Long Term Outcomes:
As above and..
1,144 MTCO2e emissions reductions by 2035.
Low-income residents adopt EVs at a rate equal to that of moderate and high income earners.

3B. Performance Measure Work Plan by Tasks and Milestones

Partner roles are described in Section 1A above. Each partner has the authority to implement the tasks assigned to them in the following Performance Plan so no risks are present.

Task 1: Program Oversight and Administration

Task 1.1 – Kick-Off Meeting

The Recipient will participate in a project kickoff meeting within 30 days of project initiation.

Task 1.2 – Consultant Procurement

Subtask 1.2.1 – The Recipient will complete a procurement process to hire a consultant to perform the Vanpool rebate administration.

Subtask 1.2.2 – The Recipient will complete a procurement process to hire the carshare vendor.

Subtask 1.2.3 – The Recipient will complete a procurement process to hire the Evaluation Measurement and Verification consultant.

Task 1.3 – Project Management

The Recipient shall manage and administer the grant project according to the Grant Application Guidelines and the executed grant contract between EPA and the Grantee.

Task 1 Milestones and Responsible Parties:

Milestone	Responsible entity	Description
Vanpool rebate administration Consultant Procurement	Recipient	Procurement process Vanpool rebate administration consultant
Carshare vendor procurement	Recipient	Procurement process for Carshare vendor
EM&V Consultant Procurement	Recipient	Procurement process for EM&V consultant

Task 2: Measure 1: EV Van Rebates for 60 Farmworker/Commuter Vanpools in Disadvantaged Communities

Task 2.1- Education and Outreach

Work with Monterey Bay Climate Collaborative CBOs to receive community feedback on vanpool rebate needs, potential rebate prioritization factors in case of oversubscription, and rebate process. Conduct outreach and education to familiarize residents with the upcoming availability of new vanpooling routes.

Task 2.2 – Rebate Application Management

Subtask 2.2.1 – Vanpool rebate administration consultant designs the rebate application process, prioritization criteria, rebate terms and conditions, and rebate application form.

Subtask 2.2.2 – Consultant and local jurisdiction staff contact service providers and create a funnel to the rebate application.

Subtask 2.2.3 – Consultant reviews application and makes recommendation for rebate recipients based on the rebate application process and prioritization criteria

Task 2.3 – Rebate Program Administration

Subtask 2.3.1 – Vanpool rebate administration consultant disburses rebates

Subtask 2.3.2 – Vanpool rebate administration consultant sets up data sharing mechanism with rebate recipients according to rebate terms and conditions, hands off data collection to recipient in year 4 of the project.

Task 2 Milestones and Responsible Parties:

Milestone	Responsible Entity	Description
Finalize the design of the rebate program	Consultant / CBOs	Vanpool rebate administration consultant finalizes the design of the vanpool rebate program
Disburse 60 van rebates	Consultant	Vanpool consultant disburses 60 van rebates
Create data collection process for telematics data	Consultant	Vanpool rebate administration consultant creates a data collection process for telematics data

Task 3: Measure 2: Establish 5 EV Carshare Hubs with 10 EVs from Pajaro through Salinas Valley

Task 3.1 – Education and Outreach

Work with Monterey Bay Climate Collaborative CBOs to receive community feedback on carshare locations, branding, and outreach. Conduct extensive outreach and education to familiarize residents with this relatively new mobility scheme.

Task 3.2 – Siting and Vehicle Procurement

Subtask 3.2.1 – EV carshare vendor and local jurisdiction staff work to identify existing public L2 EV chargers to secure as dedicated EV carshare stations. Locate near MFH complexes and high-density residential areas. Complete necessary paperwork for permitting and site approval. Site Selection and analysis, execute site-host agreements.

Subtask 3.2.2 – Vehicle Procurement & Delivery. Vehicle Telematics & Hardware installed and initiated for service.

Task 3.3 – Carshare Program Operations

Subtask 3.3.1 – EV carshare vendor will execute all operational logistics to start and operate service.

Subtask 3.3.2 – Marketing and Outreach: Speaking and Networking Engagements.

Subtask 3.3.3 – Data Collection: Data Reporting, and Progress Reporting. User surveys for specific service feedback and refinement.

Task 3 Milestones and Responsible Parties:

Milestone	Responsible entity	Description
Site identification	Carshare Vendor / CBOs	Identify sites to host Carsharing hubs
Vehicle Delivery	Carshare Vendor	Vehicles are procured, telematics and branding is installed, vehicles are ready for use.
Launch Carshare hubs	Carshare Vendor	Launch Carshare service at identified sites
Meet carshare utilization metrics	Carshare Vendor	Carshare service achieves ongoing utilization
Create data collection process for telematics and user feedback	Carshare Vendor	Carshare vendor creates a data collection process for telematics data

Task 4: Measure 3: Low-income Resident EV Purchase Guidance Technical Assistance

Task 4.1- Education and Outreach

Engage Climate Justice Collaborative CBOs in Clima y Equidad meetings and via compensated contracts to provide trusted-network outreach and engagement opportunities in the region. Recruit and hire paid interns and Americorp/Climate Corp Fellows to support outreach team. Update and produce fliers and other marketing collateral. Conduct tabling events and presentations at CBO facilities, food distribution events, multifamily housing resident meetings and other community events. Conduct Drive Electric Days and static car shows. Deploy social media campaign and capture program enrollments on bilingual EVsforEveryone.org/EVsparaTodos.org webpage. Enroll interested participants in purchase guidance program

Task 4.2 – Provide Purchase Guidance

Subtask 4.2.1 – Screen and provide one-on-one assistance to income qualified consumers.

Subtask 4.2.2 – EVs para Todos Program Technical Assistance to directly help income qualified consumers access up to $20,000 in EV purchase and EV home charger incentives and navigate to EV ownership [see Measure 3 description above for steps.]

Task 4 Milestones and Responsible Parties:

Milestone	Responsible entity	Description
Complete outreach campaign plan	Ecology Action & CBO partners	With CBO input, finalize the overall EV Equity Consumer education outreach campaign.
Conduct EV Education & Outreach campaign	Ecology Action & CBO partners	Conduct education and outreach at in person community events on EV benefits, EV carshare and eVanpools.
Enroll qualified low-income residents in purchase guidance assistance	Ecology Action & CBO partners	Provide direct, one on one EV purchase guidance to qualified low-income residents to access thousands of dollars of EV incentives.

Task 5: Program Evaluation Measurement, Verification and EMobility Network Study Dissemination

Task 5.1 – Creation of Program Evaluation Plan

EM&V consultant will develop data collection, evaluation, and reporting plan before start of program services in coordination with the Recipient, CBOs, Carshare vendor, and Vanpool rebate administration consultants. This will include developing and implementing a data storage management and security method for all data collected, creating both quantitative and qualitative metrics of success based on stakeholder input.

Task 5.2 – Data Collection and Analysis

Subtask 5.2.1 – Focus Group**.** Develop focus group target membership, questions, and analysis of focus group findings to assess effectiveness of measures 1 through 3.

Subtask 5.2.2 – Conduct program participant surveys to gauge program impact. Develop survey questions, conduct surveys of program participants for measures 1 through 3. Analyze survey data.

Subtask 5.2.3 – Conduct Telematics data analysis on data obtained from vehicles funded through Measure 1 and measure 2 and obtained from the Carshare vendor and the Vanpool rebate consultant

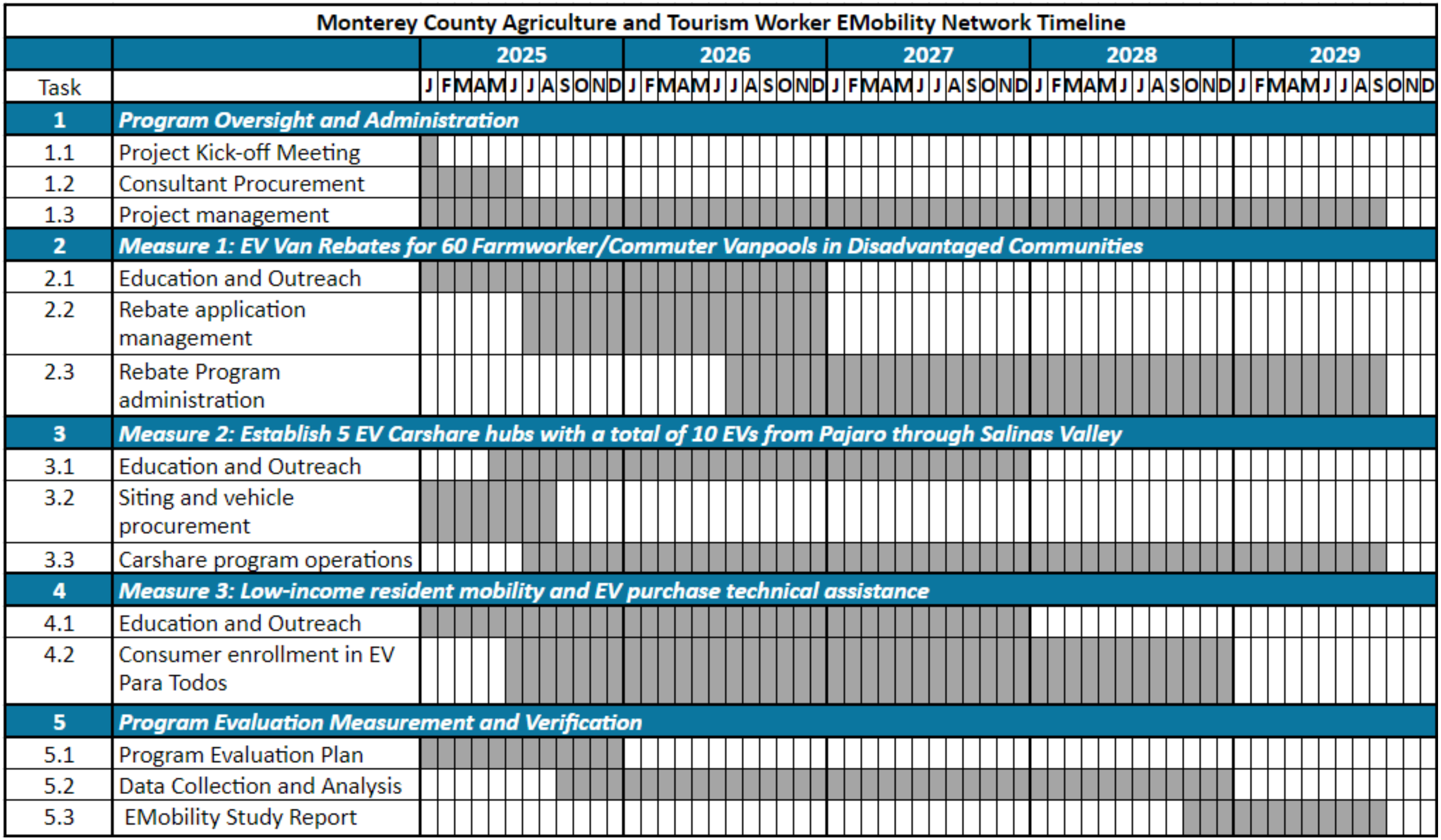
Task 5.3 – EMobility Study Report

Using the data collected and analyzed in task 5.2, the EM&V consultant will compile an EMobility Study Report detailing their findings. The report will at a minimum include realized GHG reductions by measure based on telematics data, program participant surveys, and focus groups, and a forecast of GHG reductions in the remaining program years. The report will include an analysis of programs successes based on the metrics identified in the program evaluation plan, potential improvement areas, and participant feedback. The report will also include a scalability analysis for each measure.

Task 5 Milestones and Responsible Parties:

Milestone	Responsible entity	Description
Program Evaluation Plan	EM&V consultant	EM&V consultant creates program evaluation plan in coordination with community stakeholders
Data Collection	EM&V consultant / CBO partners	EM&V consultant and CBO partners collect data for Evaluation of first 3 program years
EM&V report	EM&V consultant	EM&V consultant, recipient, and community stakeholders work to publish the EM&V report.

3C. Implementation Timeline

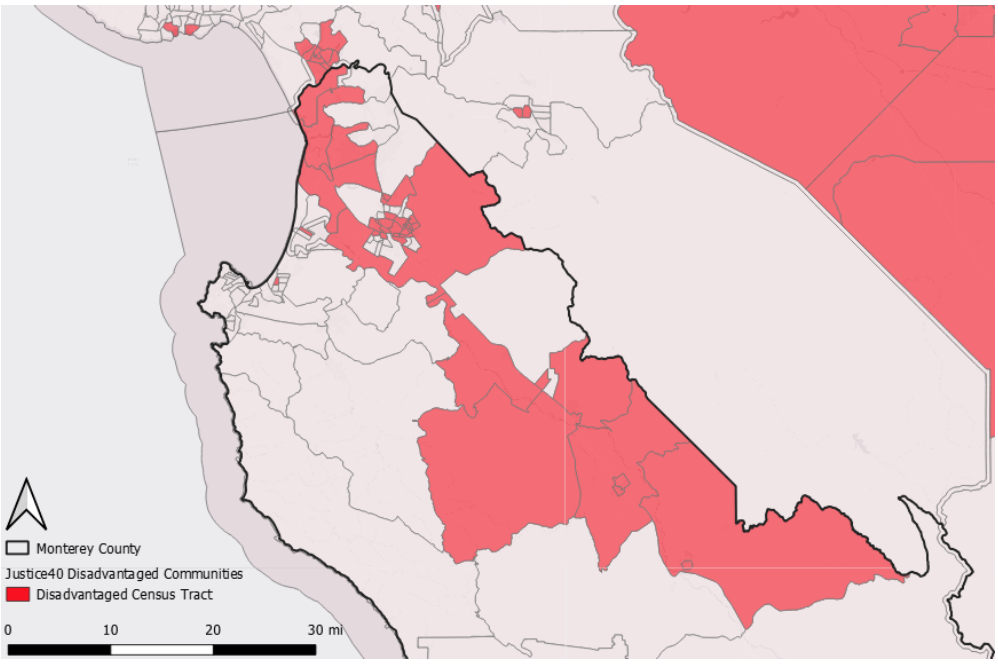


4. CLIMATE AND EQUITY CO-BENEFITS

Climate, Equity and Economy Benefits: The project achieves significant climate and equity outcomes by reducing vehicle emissions, which account for 44% of emissions in Monterey County, while increasing reliability and affordability of worker transportation to agricultural and tourism operations, the two largest contributors to the county's economy; Monterey County is the third largest agricultural county in the state and accounts for 19.7% of local economic activity[ix] with tourism bringing $3B in visitor spending to the county annually[x].

4a. Low-Income and Justice40 Disadvantaged Community Focus: In addition to being fully aligned with the State of California PCAP, the new EMobility Network services will be sited in and primarily serve the 38 Justice40 disadvantaged communities in Monterey County (see **Figure 1**). The 197,674 residents[xi] who live in these 38 disadvantaged census tracts live in 43,428 households[xii] indicating significant overcrowding. American Communities Survey data indicates that 82% of these households have limited English proficiency, with Spanish being the primary language. The Monterey County Justice40 Disadvantaged Communities Map below shows the populations this project will serve:

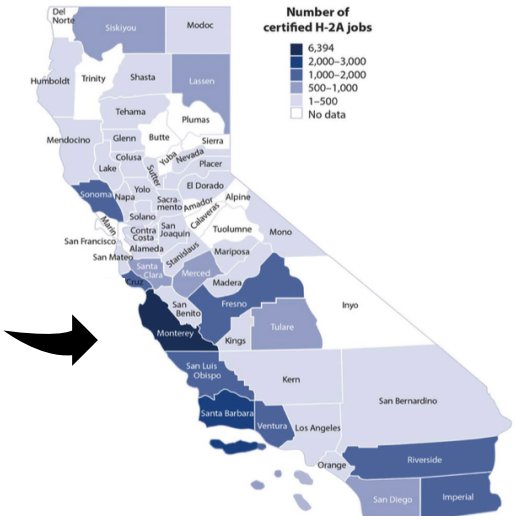
Figure 1: Map of Justice40 Disadvantaged Communities served by the Monterey County EMobility Network



The median household income in these communities is $77,448[xiii]. This creates significant housing cost burdens since the Countywide median home prices are $820,000[xiv] and forces lower income earners to move further inland and south in the County away from more costly coastal areas, increasing commute distances to employment centers and increasing extreme heat exposure. As an example, our largest farmworking city, Salinas, was recently ranked as the 7th most expensive city to live in in the U.S. according to the US World News & Report[xv]. Finally, only 58% of residents over the age of 25 in disadvantaged communities have graduated high school and only 11% have completed a 4-year college degree[xvi]. This creates significant economic mobility challenges, and contributes heavily to the levels of poverty seen across Monterey County. This is evident in the Monterey County 2022 Community Health Need Assessment which found that 40% of Monterey county residents are food insecure and 12% live under the poverty level, including 18% of children.[xvii]

Outside of census data, the Migration Policy Institute reports that Monterey County also has some of the highest per-capita populations of undocumented immigrants in the state, 67,000 estimated persons, about 15% of county population of 439,035. Further, in 2020 Monterey County employed the largest number of foreign H-2A seasonal agricultural workers in the state (see **Figure 2**, right)[xviii]. This largely Indigenous language speaking population with majority roots in Oaxaca, Mexico is extremely marginalized with significant language, cultural, technological, and education barriers to accessing resources and opportunities.

Figure 2: Concentration of H-2A Visa Jobs in California



Climate Change is Disproportionately Impacting our Justice40 Communities:
Our predominantly agriculture-oriented Justice40 disadvantaged communities are strongly impacted by climate change. Southern Monterey County is ranked by Cal-Heat as a 'high' priority for numerous health events and extremely high average maximum temperatures (51% work outdoors in agriculture). In 2018 extreme storm events and flooding caused work stoppages, took acres of farmland offline and caused significant road damage. The 2020 CZU wildfire one mile north of Santa Cruz caused weeks of unhealthy smoke exposure for outdoor workers across the region before farms supplied N95 masks. 2023 extreme winter storms broke through the Pajaro River levee decimating the town of Pajaro. This event was declared a National Disaster, inducing >$600M in agricultural losses and taking acres of farmland offline at the very beginning of strawberry season. Local farmworker jobs disappeared overnight beyond the residential areas impacted; a full 20% of area residents surveyed reported making less than $5,000 in annual income in 2023 compared to 5% of survey respondents at that level in 2021[xix].

EMobility Network Solutions Benefit Employers, Residents and the Environment

Transportation costs and reliability impact not only low-income residents, but also employers. Worker shortages are common in the post-COVID world and are increasing in labor-dependent agriculture and tourism industries due to immigration pressures, rising housing costs, and work-stoppages due to climate change impacts all causing workers to move on to search for work. Transportation costs can account for 40% of low-income family household expenses. With limited public transportation options in our rural region, providing feasible, cost saving and reliable clean transportation options will benefit climate, equity and the economy in our region and demonstrate replicable solutions for similar rural communities where the labor base commutes from communities with affordable housing to more affluent tourism destinations and distributed agricultural operations.

This project will reduce climate change impacts to our residents in multiple ways to:

- *Public health:* Decrease in heat illnesses and exposure to wildfire smoke for outdoors workers. Reduce sea level rise contamination of wells. Reduce particulate matter emissions and flooding.
- *Environment:* Decrease habitat loss for endangered species and diminished reproduction in wetlands and streams. Reduce drought impact on forest health and catastrophic wildfire events
- *Economy:* Reduce agricultural work stoppage and crop losses from heat and flooding. Avoid increased air conditioning costs. Decrease household expenses from lower transportation costs. Sustain incomes and reduce anxiety through provision of reliable commute transportation. Increase access to jobs through expanding transportation options. Avoid impacts to tourism employment from droughts, storms and wildfires.

Serving disadvantaged communities is critical to achieving a just transition to a decarbonized economy and to achieving the scale of electrification climate change demands. By focusing on bringing a suite of networked emobility services to communities who need it most, this project will not only significantly reduce GHG emissions but will also be an engine of economic development for communities that are too often underserved and face significant disinvestment. This project will significantly reduce financial barriers to using sustainable transportation by offering sharply discounted EV-sharing membership fees, opportunities for low cost vanpooling, and technical assistance for low-income residents to access incentives to purchase EVs. Bringing these services to Pajaro and the Salinas Valley will offer residents access to EVs without the high upfront purchase cost and ongoing maintenance and repair costs.

4B. Community Engagement

As is detailed in each Measure description in Section 1A, this application centers the Climate Justice Collaborative as a meaningful and compensated partner group to ensure community benefit. This Collaborative includes CBOs serving immigrant farm workers, single mothers, non-English speakers/ readers, and people who are unemployed or food insecure, and those facing other barriers to attaining a basic standard of living. Monterey County, AMBAG and Ecology Action are members within this trusted network and will engage Regeneración, the Collaborative Coordinator, and other CBOs member leaders who are trusted resources for the community members we will engage and serve.

Leveraging this well-earned trust will be crucial in enrolling residents to participate in surveys and focus groups to learn more about their mobility barriers, needs, and preferences. We will conduct one-on-one surveys at familiar project CBO venues such as food distribution and health care sites and offer gift cards to those who participate in the survey and focus groups as well as encourage program participation. We will also utilize bilingual and bicultural staff to recruit and engage community members to participate in the project advisory committee to shape the final project design for shared mobility services and EV consumer outreach and education activities, and for program enrollment.

As the leading equity focused local transportation planning nonprofit in the region, Ecology Action will also leverage its network and experience in conducting multilingual one-on-one transportation surveys, participatory budget processes and family feedback focus groups in Salinas and the Pajaro Valley.

5. JOB QUALITY

While this project will not directly create a significant number of new jobs, it will increase workforce reliability for employers in our two largest economic industries which are vulnerable to labor shortages due to such issues as high regional cost of living and restrictions on immigration. As such it will also increase the potential for workers to expand their range of employment options by having access to more affordable and reliable transportation, and increase retention in their positions by avoiding risks related to unreliable transportation options.

The project will fund additional staff time on existing teams which have strong commitments to employee well being through such policies as:

County of Monterey: The County's Employee and Labor Relation's Department supports sixteen labor agreements and MOUs and works to "promote a positive employer - employee work environment and encourage collaborative relationships between employees, management and employee organizations in order to support a high-quality workforce"**.** Subawardees and subcontractors of the County of Monterey must meet State prevailing wage and documentation requirements. This project will provide economic benefits to workers in the agricultural and tourism industries who are often economically vulnerable by providing affordable transportation options.

Ecology Action: Ecology Action annually complies with Santa Cruz County Living Wage Ordinance, plans to hire paid interns for this project's Coordinator roles from California State University Monterey Bay (a Hispanic Serving Institution), supports at least two Climate Corp Fellows per year who often secure full time positions with the organization thereafter, provides all employees (prorated for part time staff) benefits that include paid time off, flexible unpaid leaves, a diversity of medical insurance coverage options, a retirement savings plan with matching fund contributions and bilingual pay differentials. Local delivery team staff demographics match Monterey County's in percent Latinx and percent female.

6. Programmatic Capability and Past Performance

This project team has decades of successful formal partnership history in establishing programs that mainstream equitable environmental solutions. We are currently formally partnered to developing a Transformative Climate Communities plan for Pajaro and Watsonville and a regional EV Climate Adaptation and Resilience Framework plan.

6A. Past Performance and Reporting Requirements

LEAD AGENCY: The County of Monterey regularly pursues grant opportunities to fund projects and programs to serve our community from state and federal sources and private foundations. The Strategic Grants Services Program assists Departments to concentrate funding efforts on the County's highest priority needs and projects which require a high level of collaboration among County Departments and/or community partners. The Sustainability Program obtained Board of Supervisors approval for this application. We and shares some examples of the County's successful Federal and State grant implementation below:

Project Title	Agreement/CDFA #s	Agency and Contact
Deploying Battery-Integrated DCFC in Rural Community Centers Across Southern California	01_ZVI-22-025	California Energy Commission. Contact Sarah King, FreeWire Technologies Inc. 317-509-544 sking@freewiretech.com
Description: The Sustainability Program partnered with FreeWire, Inc. to purchase and install 3 battery integrated electric vehicle fast chargers in rural communities at County libraries. Budget: $750,362		
Successful Management and Completion: Project is moving forward in a timely manner. County provided necessary match funding, construction is underway, and equipment has been ordered.		
Project Reporting: Staff meet regularly with project partners to provide information to CEC monthly.		

Project Title	Agreement/CDFA #s	Agency and Contact
ARPA Funded Water and Sewer Infrastructure Project	American Rescue Plan Act Allocation	United States Dept. of the Treasury covidreliefitsupport@treasury.gov
Description: The County was allocated $84.3M in 2021 by the American Rescue Plan Act. $15.9M was allocated toward a number of water infrastructure projects managed by Public Works, Parks, and Facilities.		
Successful Management and Completion: Agreement is still active and set to be completed on-time.		
Project Reporting: Reports are done on a quarterly basis with a project and expense report. Additionally, the County provides an annual performance report.		

Project Title	Agreement/CDFA #s	Agency and Contact
San Lucas Library-EPA Cleanup Grant	EPA Award BF-99T19201	Environmental Protection Agency, Martha Villarreal Villarreal.Martha@epa.gov
Description: $200,000 budget to cleanup the San Lucas Library brownfields site and conduct community involvement related to the cleanup activities. County removed contaminated soil for off-site disposal and		

conducted confirmation sampling. The site was redeveloped into a new library for a disadvantaged community.
Successful Management and Completion: Project was completed on time and on budget.
Project Reporting: Project reporting was done successfully on a quarterly basis.

Project Title	Agreement/CDFA #s	Agency and Contact
Proposition 47 Cohort 1.0	BSCC 543-17	Board of State & Community Corrections, Dameion Renault 916-508-7233
Description: This grant provided services in a severely underserved, rural, geographical area requiring significant infrastructure development and community relationship building.		
Successful Management and Completion: Project completed on time and resulted in a new Sobering Center and Substance Use Disorder treatment facility in King City providing essential services to rural residents.		
Project Reporting: Project reporting was done successfully on a quarterly basis.		

SUBAWARDEE: Ecology Action

501c3 Ecology Action >$26M in grants and contracts annually and have passed all contract audits to date. Past scaled grant experience includes being the lead administrator for a $20M Federal ARRA Stimulus Fund grant (2009-2011) to launch the Energy Upgrade California program serving 30 regions and still operating today. They also completed $10M in California DOC Recycling Grants (2007-11), leading a 24-member Monterey Bay Area coalition to establish multifamily recycling services increasing recycling to 1,400 tons/year. Recent examples of their successful grant management include:

Project Title	Agreement/CDFA #s	Agency and Contact
Salinas Safe Routes to School Plan		CalTrans
Description: Creation of formal Safe Routes to School Plan for areas around forty five public schools Salinas for adoption by the City including significant parent and school site feedback and technical design improvements.		
Successful Management and Completion: Successfully completed Salinas' Safe Routes to School Plan and presented the final document to City Council for approval over October 2020 to May 2022. Budget $994,616.		
Project Reporting: Quarterly and final report all included progress to date, a list of challenges and mitigations and the final technical plan. Project and reporting were successfully completed on time and on budget.		

Project Title	Agreement/CDFA #s	Agency and Contact
Multifamily EV Accelerator Project	ARV-22-002	California Energy Commission Elizabeth Maya Muthirenty Varkey Phone: +1 (916) 664-6602
Description: The project constructs 375 convenient and reliable on-site EV charging ports at no or low cost and engages 3,800 residents with support to apply for state and local incentives that reduce the cost of EV ownership. Targets 75% of program services being completed at affordable housing communities.		
Successful Management and Completion: This project is in process. Total budget is $2,999,801. Grant implementation period is from 09/14/2022 to 08/30/2025. To date 125 ports have been installed, 1,893 residents have been reached in canvassing and 5 bilingual Affordable EV workshops have been offered.		
Project Reporting: Monthly call and detailed quarterly report with construction results and EV charger utilization data. Critical performance review (CPR) required annually to assess products completion schedule.		

6B. Project Team Expertise

Please see uploaded resumes for each of the project team members.

Cora Panturad, Sustainability Program Manager (Interim), Monterey County. Ms. Panturad is a sustainability professional who is adept at managing complex projects and collaborating with diverse stakeholders. In her roles with the County of Monterey, she's developed the County's first renewable energy projects and led projects spanning building decarbonization, EVCS deployment and equity-centered climate action. Ms. Panturad will serve as the primary project manager and project contact.

Deborah Paolinelli, Assistant County Administrative Officer. Ms. Paolinelli is an administrative leader with over 20 years of expertise in managing local government operations. Prior positions include Assistant Retirement Administrator for the Fresno County Employees' Retirement Association, Assistant County Administrative Officer for the County of Fresno, and Assistant Auditor Controller for the County of Tulare. She will assist by ensuring that County stakeholders are aligned with project implementation.

Kirsten Liske, Vice President Community Programs, Ecology Action. Ms. Liske has over 30 years of experience developing and leading community environmental programs in the public and private sector. She currently is responsible for a team of 40 implementing $5M/annually in grant and contract funded low carbon transportation services throughout the Monterey Bay Area, 70% of which are in disadvantaged communities. She will serve as the Executive lead for Ecology Action's subaward ensuring the work plan is delivered on time and on budget. Ms. Liske also serves on the leadership team for the Climate Justice Collaborative and will oversee Regeneración's subaward for MBACJC engagement.

Piet Canin, Strategic Development Director for EV and Shared Mobility Programs, Ecology Action. Mr. Canin Piet has been designing, implementing, and evaluating cutting edge sustainable transportation programs for over three decades. He has extensive experience working with a diversity of partners including schools, businesses, public health, safety and transportation agencies, and community groups and individuals.

Andrew Hoeksema, EV Consumer Support Program Manager, Ecology Action. Mr. Hoeksema has two decades of program and project leadership experience in non-profit agencies spanning outdoor recreation, religious work, political advocacy, affordable housing and homeless services, and environmental conservation managing large and complex teams and project budgets up to $3.5 million.

Danny Ordaz, Bilingual Consumer Support Program Specialist, Ecology Action. Mr. Ordaz brings 3 years of expertise working as a purchase guidance advisor for our EVs Para Todos/EVs for Everyone program. He blends his passion for the environment with his enthusiasm for community outreach and engagement to his EV work. He is bilingual and engages participants in their native language.

Eloy Ortiz, Special Projects Director and Climate Justice Collaborative Manager, Regeneración. Born in Nayarit, Mexico and raised in East San Jose, Eloy holds a Masters in Urban & Regional Planning from UC Irvine. At Regeneración, Eloy manages the Transformative Climate Communities Planning Grant. He also serves on the Board of Directors for the Center for Farmworker Families.

Amaury Berteaud, Sustainability Program Manager, AMBAG Mr. Berteaud has over 8 years of experience developing and implementing Sustainability programs across the Monterey Bay. He is currently responsible for initiatives ranging from EV infrastructure planning to energy efficiency community program implementation and managed AMBAG's former vanpool rebate program.

We thank EPA Climate Reduction Program Grant Reviewers for your service to a climate thriving future for all.

Endnotes are uploaded as a PDF in Other Attachments form.