Welcome

Agenda Overview

- Welcome

- Overview of the Mobility Zones Project

- Funding Opportunity Overview

- Community Engagement Plan

- Application Process/Walk Through

- Closing

Thank you for joining us today!

- Information session is being recorded.

- The recording and all relevant materials will be shared via email and posted on the Civic Thread website.

- Put your questions in the Q&A section of this webinar. We'll stop a few times throughout this session to answer questions.
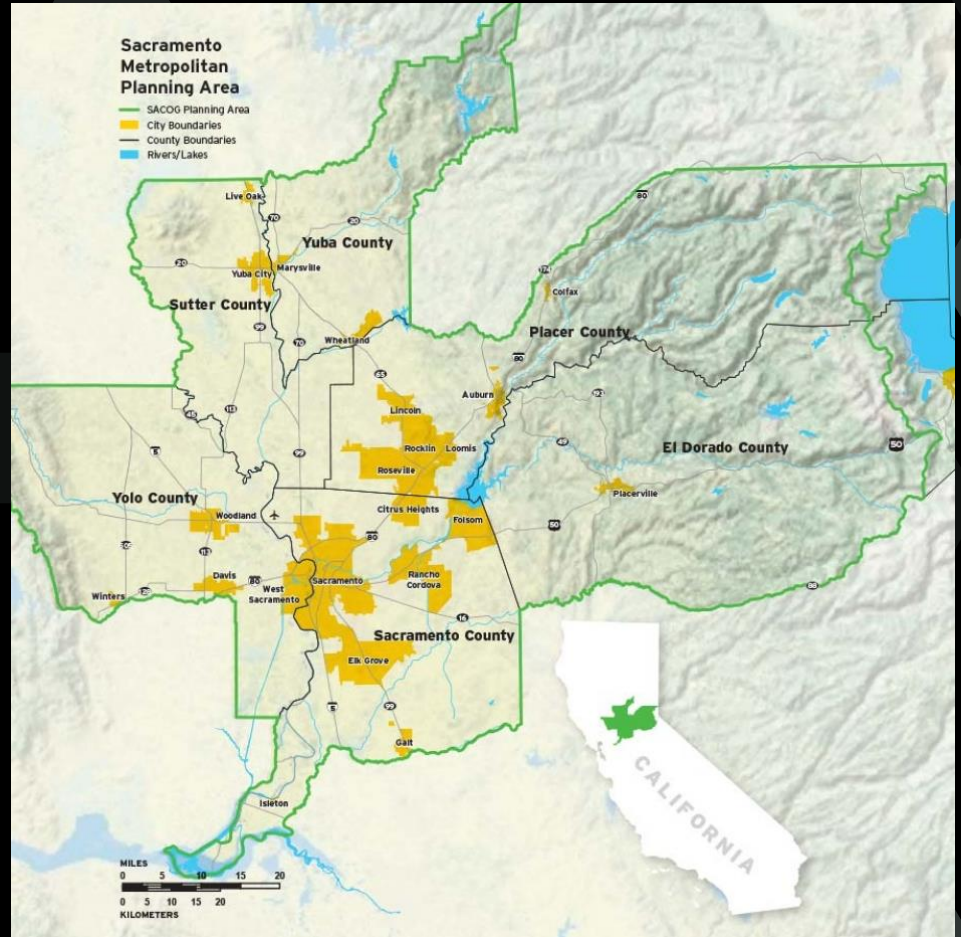
Project Overview

About SACOG

Where the region comes together

- 6 counties
- 22 cities
- 2.6 million people

Our responsibilities

- Long-range land use and transportation planning
- State and federal transportation formula funding
- Traffic modeling and air quality analysis

What's the goal?

Mobility Zones is a multi-year planning and prioritization effort to advance clean, shared, and active transportation investments in the SACOG region's underinvested communities. The study area for the project will be SACOG's six-county, twenty-two city Sacramento metropolitan region.
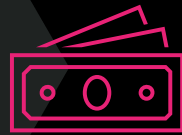
What are Mobility Zones and why do we need them?

Mobility Zones are **Neighborhood-scale** areas identified as needing enhanced mobility and connectivity.

These areas may have received little investment in the past.

Defining Mobility Zones helps us prioritize **locally-specific strategies** to meet the needs we hear from residents living in the zones.

Ultimately, the Mobility Zones project intends to make it easier to pursue funding and implement projects to help people get where they need to go.

Mobility Zones purpose

- Center community voices in decision-making
- Create a framework to increase community participation in SACOG's work
- Get transportation options that work for the community into the community, in "neighborhood sized" zones

Project scope

Goal Setting and Criteria Development

Zone Establishment and Conditions Scan

Project Prioritization
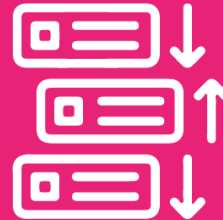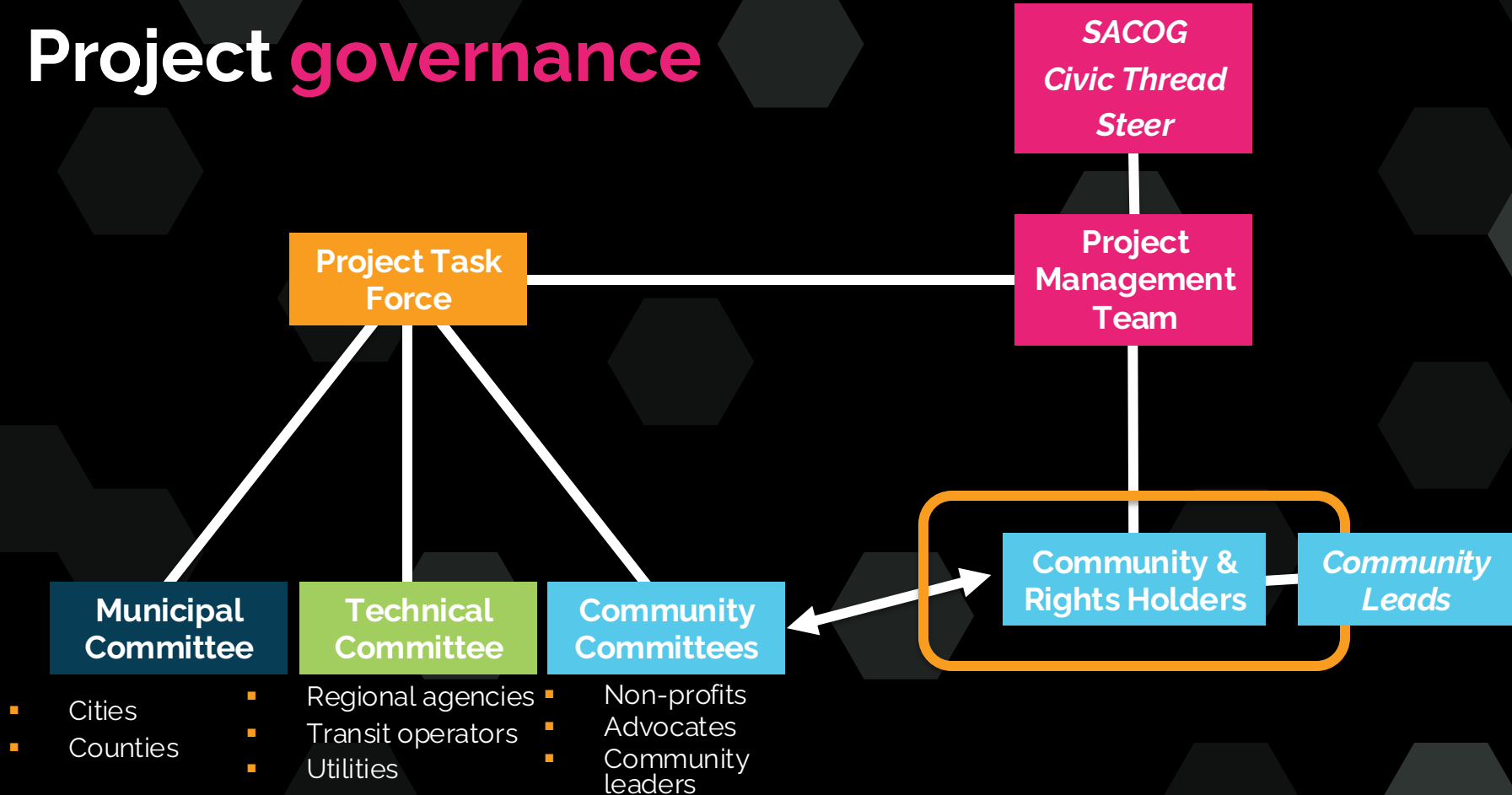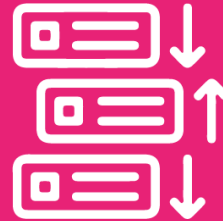
Advance Priority Projects

Project governance

Project scope

Goal Setting and Criteria Development

Zone Establishment and Conditions Scan

Project Prioritization

Advance Priority Projects

The Goals

- **Equity**: Center the voices of people and places that have been historically marginalized and underserved by transportation decisions.

- **Access**: Expand affordable, reliable transportation options that allow people of all ages and abilities to get where they want to go safely.

- **Quality of Life**: Improve the ease, quality, and comfort of travel options and limit environmental and public health burdens.

- **Feasibility**: Advance impactful projects that are supported by communities, cost effective, and ready for near-term investment and implementation.

QUALITY OF LIFE
Improve the ease, quality and comfort of travel options and limit environmental and public health burdens.

ACCESS
Expand affordable, reliable transportation options that allow people of all ages and abilities to get where they want to go safely.

FEASIBILITY
Advance impactful projects that are supported by communities, cost-effective, and ready for near-term investment and implementation.

EQUITY
Center the voices of people and places that have been historically marginalized or underserved by transportation decisions.

Community Engagement Approach

Engagement schedule

Engagement Schedule

Establish Zones

Project Development

April 2024

June 2025

Sept 2026

Phase 1

Phase 2

- Listen to the community
- Get feedback on existing conditions, key destinations, and community concerns

- Present draft project concepts and strategies for each zone to community
- Get feedback on whether projects resonate
- Co-create new concepts to inform a project list for each community

Community Engagement Prioritization

The project will prioritize the following groups in all engagement and outreach activities:

- Residents who identify as Black, Indigenous or People of Color (BIPOC)
- Residents of Environmental Justice communities
- Rural populations
- People who use and/or rely on active transportation (walk, bike, rolling, mobility devices, etc) and transit as a frequent mode of transportation (light rail, bus, microtransit, paratransit, etc)
- People who are interested in active transportation or transit but experience or perceive barriers
- Households with zero or one vehicle
- Households with limited English-speaking proficiency
- Households with no internet access
- Low-income households

How are we going to reach people?

- **Civic Thread** works with SACOG, Community Committees, and Community Leads

- **Community Committees** help guide the engagement, help make decisions on the project, and represent county voices

- **Community Leads** help reach diverse communities within each county to get broad feedback on the project through planning, hosting, and attending events, and share this information with the Project Team and the Community Committees.

Community Understanding is Key

- **Community leads will help implement the community engagement plan through:**
  - Tailored messaging strategies
  - Knowing core groups to engage
  - Ideal engagement methods OR engagement methods to avoid
  - Understand history, context, sensitivities around government projects
  - Language justice opportunities
  - How to reach the "hardest to reach" people
- **You are the experts in your community.**

Outreach Strategies: Examples

- **Mobile Workshops:** Meet community where they are. Pop up at community gatherings such as festivals, school activities, and farmers markets, offering booths, demonstrations, tours, and engagement activities.

Outreach Strategies: Examples

- **Community Workshops:** These public events invite community members to participate in planning processes for a dedicated amount of time, prioritizing environmental justice communities and utilizing various formats like charettes, listening sessions, and design thinking activities.

Outreach Strategies: Some Options

- **Active Transportation Audits:** Collaborating with community members, visit locations in historically underserved areas, and identifying challenges, barriers, and ideas to improve infrastructure and improve safety.

Questions

Funding Opportunity

Community Leads Overview

The ideal Community Leads will aid in:

- Executing a county-specific community engagement plan

- Identifying and engaging equity priority communities

- Planning, developing, and implementing county-specific engagement activities

Community Leads Overview

Community Leads should be able to demonstrate:

- A commitment to equity.
- A strong understanding of the county in which they intend to lead engagement efforts, particularly its diverse communities, language needs, and opportunities for engagement.
- Experience implementing equitable community engagement that centers on language justice, youth, older adults, and disinvested communities.
- A strong community network and the ability to engage community residents, neighborhood associations, faith-based communities, and the broader community.
- Understanding of mobility, connectivity, and/or transportation needs of the communities in the county in which they intend to lead engagement efforts in.
- Capacity to conduct at least 6-10 events in each phase of the engagement (12-20 events total).

Community Leads Scope of Work

Task 1: Project Management

- The selected Community Based Organization(s)/Engagement Lead(s) is responsible for developing a final engagement scope of work based on the provided community engagement plan, along with a schedule for the engagement activities.
- The selected Community Based Organization(s)/Engagement Lead(s) is responsible for community engagement meetings with the project team. Additional project management meetings may be required as needed.
- The selected Community Based Organization(s)/Engagement Lead(s) will submit monthly invoices.

Task 2: Project Goal Setting and Criteria Development

- The selected Community Based Organization(s)/Engagement Lead(s) will engage the broader community on mobility zone criteria through community hosted events and attendance at quarterly Community Advisory Committees and Project Task Force meetings pertaining to Task 2.

Task 3: Zone Establishment and Condition Scan

- The selected Community Based Organization(s)/Engagement Lead(s) will engage the broader community in identifying boundaries for mobility zones, and opportunities and constraints of all mobility zones through community hosted events and participation in quarterly Community Advisory Committees meetings and quarterly Task Force Meetings pertaining to Task 3

Task 4: Project Prioritization

- The selected Community Based Organization(s)/Engagement Lead(s) will engage the broader community in project identification and prioritization community hosted events and attendance at quarterly Community Advisory Committees and Project Task Force meetings pertaining to Task 4.

Community Leads Scope of Work

Deliverables (All Tasks)

- Task 1:
  - Finalized scope and schedule of engagement
  - Monthly invoicing
  - Participation and report-out on activities in project team meetings (estimate is 1-2 meetings per month).
- Task 2 – 4:
  - Planning and hosting community engagement activities related to each task and reporting on respective findings/outcomes.
  - General communication and amplification of project activities in each task (getting the word out about the project, sharing surveys and documents, etc.)
  - As needed attendance at quarterly Community Advisory Committees and quarterly Project Task Force meetings (up to 16 meetings)

Community Leads Funding Information

Cost Proposal

- $440,000 is available in funds, which will be awarded to six (6) Community Leads representing the six SACOG counties.

- Applicants may propose a cost proposal between $70,000 - $80.000 per county.

Contract Period

- Anticipated contract period will be from January 2025 to June 2026. Exact contract information will be provided to those who are awarded.

Application Timeline

Application release: **August 22, 2024**

Application submission deadline: **September 22, 2024 @ 11:59 PM PST**

Application review period: September 23 – October 11, 2024

Notification of Award/Denial: October 14 – 18, 2024

*The timeline is subject to change at Civic Thread's discretion to best meet the needs and requirements of the project. Any changes will be shared via the Civic Thread website.

Application Process

Submitting Your Application

- Applications must be submitted via the online application by **Sunday, September 22, 2024, by 11:59 PM PST.**

- Applications must be completed and include all necessary attachments.

- Applications not submitted via the online application, missing information/attachments, or received after the deadline will not be accepted or reviewed.

- If there are any issues submitting your application, email us at contact@civicthread.org with the subject line: Mobility Zones Community Lead RFA – SUBMISSION ISSUE - [ORGANIZATION NAME].

Attachment Requirements

Required attachments must be uploaded in your online application - ensure that it is complete and accurate! Civic Thread has provided templates with guidance for a few attachments that you may utilize, **available on the Civic Thread website.**

- Proposed Budget Template
- Resumes (one-page limit per key personnel on the project – combined into one PDF document)
- 10-H
- W-9

Federal Exhibits

The Community Leads contracts are federal contracts and awarded Community Leads must meet all federal requirements. Applicants are required to review the following exhibits and confirm in the online application they have reviewed the requirements within each exhibit. **You can access them on the Civic Thread website.**

- Exhibit B – Debarment Certification Form

- Exhibit D – Levine Act Form + Gov Code (1090 (8-1-23)

- Exhibit J – Lobbying Certification

- Exhibit 10-H1 Cost Proposal

- Exhibit 10-K Indirect Costs and Financial System Certification

Application Walk Through

Questions

Closing

Thank you for attending!

- Application Deadline: 11:59 PM PST on September 22, 2024
- Anticipated Funding Announcements: October 14 – 18, 2024

The RFA information session recording and materials will be shared via email and posted on the Civic Thread website in the next few days.

We encourage you to review the RFA and the information session recording and slide deck thoroughly.