



**REQUEST FOR PROPOSAL**  
***For an Equity Consultant - For CALSTART CLEAN MOBILITY OPTIONS  
 VOUCHER PILOT PROGRAM (CMO)***

**RELEASE DATE:** Friday, February 11, 2022

**IMPORTANT DATES:**

Questions from Bidders Due by: **Monday, February 21, 2022, at 5:00 p.m. PST.**

Responses to Questions by: **Friday, March 4, 2022, at 5:00 p.m. PST.**

Proposals Due: **Friday, March 11, 2022, at 5:00 p.m. PST.**

Please send Questions and submit proposals by email to **Mateo Henderson** at **Mhenderson@calstart.org**

**REQUEST FOR PROPOSAL**

<b>Title:</b>	Equity Consultant - Clean Mobility Options Voucher Pilot Program (CMO) Request for Proposal
<b>Issuing Agency:</b>	CALSTART
<b>RFP Due Date:</b>	5:00 p.m. Pacific Standard Time (PST), Friday, March 11, 2022
<b>Period of Performance:</b>	One year with two optional add-on years
<b>Instructions:</b>	Proposals subject to the conditions of this request should be sent to: Project Manager, at mhenderson@calstart.org. Only bids submitted via electronic means will be accepted. Indicate Consultant name, and “Equity Consultant - Clean Mobility Options Voucher Pilot Program (CMO) Request for Proposal” in the subject of the email. This is a one-step process. Technical and cost proposals shall be submitted in the same package. It is the contractor’s responsibility to assure that all materials have been reviewed and are complete.
<b>Bidders Review</b>	CALSTART will provide question and answer responses on Friday, February 25 at 1:00 p.m. PST. Please send questions by emailing mhenderson@calstart.org.

## **I. Introduction**

CALSTART is seeking an Equity Consultant to support Clean Mobility Options Voucher Pilot Program (CMO) by utilizing an equity lens, leveraging, and disseminating equity-based tools and resources, identifying equity gaps in CMO, and collaborating with CALSTART in addressing and implementing racial and broader equity and inclusion goals and recommendations. The Consultant will report directly to CALSTART (Administrative Team) to ensure CALSTART meets equity challenges and enhances opportunities in working with Disadvantaged Communities (DAC) on the CMO project. The Consultant will provide training and advice the CMO Team (CALSTART and partners) on equity related topics to improve the team's knowledge and implementation. The Equity Consultant will provide critical insight into CALSTART's improvement and facilitation of cross-functional relationships between State agencies, Community Based Organizations, Public and Private Agencies and CMO Administration Team.

The Clean Mobility Options Voucher Pilot Program (CMO) is a marquee transportation equity program for the State of California overseen by California Air Resources Board (CARB) and administered by CALSTART with Shared-Use Mobility Center (SUMC) the Local Government Commission. CMO provides voucher-based funding for zero-emission carsharing, carpooling/vanpooling, bike-sharing/scooter-sharing, innovative transit services, and ride-on-demand services in California's historically underserved communities. CMO awards up to \$1M per project for mobility services and up to \$50k per project for community transportation needs assessments. The program conducted is in the process of finalizing its first window of funding for both project types and is the process of transitioning from a startup phase to one of ongoing implementation and expansion. More information is at [www.cleanmobilityoptions.org](http://www.cleanmobilityoptions.org).

It is the intent of CALSTART to solicit proposals from Equity Space to build implementing racial and broader equity and inclusion goals and recommendations to support Clean Mobility Options Voucher Pilot Program (CMO) in accordance with all requirements stated in the proposal document. This project supports CALSTART's mission – to promote clean transportation and healthy communities.

## **II. Background**

The Clean Mobility Options Voucher Pilot Program (CMO) is a statewide initiative that provides zero-emission shared mobility options to under-resourced communities in California. The CMO Voucher Pilot Program funding is available throughout California to eligible disadvantaged communities, as well as eligible tribal and affordable housing facilities in designated low-income communities, to increase access to safe, reliable, convenient, and affordable transportation options. A voucher is a type of contract that serves as a “promise of payment.” Payments are issued on a reimbursement basis once milestones have been met. Vouchers are awarded based on minimum eligibility criteria and are not competitive in CMO.

Disadvantaged communities are identified by the California Environmental Protection Agency's California Communities Environmental Health Screening Tool 4.0 (CalEnviroScreen 4.0 is currently being updated) that assesses all census tracts in the State to identify areas disproportionately burdened by, and vulnerable to, multiple sources of pollution. Per statute,

these funds must be used to further the purposes of AB 32. The Low Carbon Transportation investments build upon and expand existing advanced technology, clean transportation programs, which provide mobile source incentives to reduce criteria pollutant, air toxic, and GHG emissions.

Clean Mobility Options funds two types of vouchers: Community Transportation Needs Assessment (CTNA)Vouchers and Mobility Project Vouchers (MPV). The Community Transportation Needs Assessment Voucher is a smaller funding amount that is intended to help groups prepare for and conduct a needs assessment and then determine the best projects and potential funding sources to fit those needs.

The Mobility Project Voucher is intended to support the piloting of innovative clean transportation projects that test “shared” and “on-demand” mobility services. Core project models (in any combination) include: carshare, bikeshare, scooter-share, carpooling and vanpooling, innovative transit services that are demand responsive, and ride-on-demand services. CMO Program is now in the process of entering implementation phase for Window 1 MPV. June 2022, CMO Program will enter application phase for Window 2 CTNA and MPV. The program also seeks to further mobility equity, improve local air quality, increase zero-emission vehicle adoption, reduce vehicle miles traveled, and advance workforce development in clean transportation.

The key objective of the Equity Consultant is to assist with CMO voucher applications for Window #2 and beyond with an equity perspective/lens and provide recommendations to CMO Team for improvements. The system needs to be designed to ensure seamless interactions between subrecipients and the administration team. Bidders are invited to ask question by email to CALSTART by **Monday, February 21, 2022** to further explain the needs of the CMO. Please send questions by emailing Mateo Henderson at [mhenderson@calstart.org](mailto:mhenderson@calstart.org).

### **III. Scope of Work**

The Consultant will support CMO by utilizing an equity lens, leveraging, and disseminating equity-based tools and resources, identifying equity gaps in CMO, and collaborating with CALSTART in addressing and implementing racial and broader equity and inclusion goals and recommendations. The Consultant will report directly to CALSTART (administrative team) to ensure CALSTART meets equity challenges and enhances opportunities in working with communities on the CMO project. The Consultant will provide training and advice to the CMO Team (CALSTART and partners) on equity related topics to improve the team’s knowledge and implementation.

1. Assist with CMO voucher applications for Window #2 and beyond with an equity perspective/lens and provide recommendations to CMO Team for improvements
  - a. Provide guidance on community transportation needs assessments to ensure they are representative of local communities and addressing actual identified needs
  - b. Determine if the projects will directly benefit communities and address the needs voiced in the assessments
  - c. Provide guidance to ensure needs have been identified through meaningful, broad-based, and representative community engagement

- d. Determine if the project's team is representative of the community the project supports
2. Determine what additional types of information would be helpful in understanding the needs assessment application and help identify racial equity goals for CMO Team
  - a. Provide ongoing equity training, mentoring, and support for the program administrative team and Clean Mobility Equity Alliance (CMEA) network participants
  - b. Develop and implement policies that promote racial equity internally and diversity on the team and address broader equity and inclusion goals
  - c. Increase understanding, knowledge, and awareness of racial equity and environmental justice issues to foster broad group implementation of equity and to create a learning culture
3. Support and build local and regional collaboration for CMO awardees and applicants
  - a. Coordinate with Admin Team partners to engage and leverage expertise to assist with the planning and implementation of CMEA network meetings
  - b. Build coalitions and alliances with communities and organizations known for advancing social justice and anti-racism strategies to allow for meaningful, long-standing partnerships that can help tailor equity messaging to unique community needs
  - c. Participate in statewide collaboration with other state agencies, and equity advocates
  - d. Identify and adopt mechanisms that promote inclusiveness of community-led groups and community-based organizations (CBOs), including but not limited to incentivized participation
4. Report directly to the program Administrative Team on a regular basis (e.g., bi-weekly)
  - a. Work with CALSTART to develop a process for routine reporting.
  - b. Determine how information will be shared with the broader program administrative team.

Deliverables:

1. Provide monthly written reports to CALSTART
  - a) Technical assistance updates, including hours of assistance utilized, an assessment of the progress of each CMO applicant/recipient supported, challenges the consultant, applicants, sub-recipients are facing, and recommendations given to applicants/recipients for overcoming those challenges
  - b) Progress updates and key decisions
2. Provide equity and racial justice training to CMO administrative team and to CMEA network participants
3. Build statewide network of CBO and public agencies and act as a liaison between them and CMO regarding equity
4. Collaborate with CALSTART to ensure CMO program meets equity goals.
5. Develop plans to achieve more equitable solutions for residents served by CMO projects and strategies to mitigate unintended consequences

- a) Deliver a presentation for public work groups and provide reports and specific policy recommendations to CARB

#### **IV. How To Apply**

Please submit a brief proposal (not to exceed 10 pages) containing the following information, at a minimum, to the contact email provided below:

- Name of proposer, with contact information for proposer's primary point of contact
- Relevant experience/qualifications (where appropriate, examples of work and websites)
- Technical approach and scope of work
- Proposed timeline and budget (not-to-exceed cost)

Please indicate Consultant name, and RFP title on email and all attachments. This is a one-step process. Technical and cost proposals shall be submitted in the same package. Only bids submitted via electronic means will only be accepted. Applications are to be submitted by email to Mateo Henderson at [mhenderson@calstart.org](mailto:mhenderson@calstart.org) by **5:00 p.m. PST, Friday, March 11, 2022**.

Questions concerning the specifications in this Request for Proposals (RFP) should be directed via email to Mateo Henderson at [mhenderson@calstart.org](mailto:mhenderson@calstart.org). **RFP questions will be received until 5:00 p.m. PST on Monday, February 21, 2022.** A summary of all questions and answers can be requested by email. RFP title must be in the subject line of all emails. All substantive questions received by the deadline will be answered and supplied to all interested parties if requested. Questions asked in other than written form will not be answered. CALSTART reserves the right, at its sole discretion, to answer or not answer any question.

#### **V. Evaluation Criteria**

CALSTART desires to award a contract to the responded who demonstrates the ability to provide the highest quality service within the approximately \$70,000 - \$75,000 available budget. Period of performance: One year with two optional add-on years. To accomplish this goal, CALSTART's criteria for selection will include, but not be limited to:

- Understanding of Desired Scope of Work and Proposed Approach
- Proven, Relevant Experience of the Firm/Consultancy
- Experience, expertise and understanding of equity space as it relates to transportation and environmental justice
- Quality of responses from relevant references and past performance in terms of quality of work and the timeliness of the accomplishment
- Fee proposal including overall cost of services and the cost effectiveness of the proposal
- Completeness of response to RFP
- Time needed to complete scope of work task
- Other skills and services (project management, community engagement, facilitation, mediation)

CALSTART will assess proposals received based on factors listed above.

## **VI. Contact**

Please submit proposals and direct any inquiries to:

Mateo Henderson

Program Manager

CALSTART

[Mhenderson@cal](mailto:Mhenderson@calstart.org)

[start.org](http://calstart.org)

## **VII. About CALSTART**

CALSTART's mission is to improve air quality, combat climate change, strengthen the economy, and create jobs by growing the clean transportation technology industry. With more than 28 years of experience, CALSTART is recognized nationally and internationally as an industry catalyst. CALSTART's member organizations are diverse and include, among others, Tesla Motors, UPS, Ford, the Union of Concerned Scientists, Kenworth, General Motors, Southern California Gas, and Southern California Edison. CALSTART focuses on four major initiatives: cars, trucks (including non-road vehicles), bus/mobility, and fuels/infrastructure. CALSTART is a national organization with offices in several states.

