



# **“TRANSFORMATIVE TRANSPORTATION STRATEGIES & MOBILITY SOLUTIONS”**

A Program Opportunity Notice for the  
Implementation of Innovative Human Transportation &  
Mobility Programs in the South Coast Air District

PON2022-01

May 6, 2022

## SECTION 1: INTRODUCTION

For over 30 years, the Mobile Source Air Pollution Reduction Review Committee (MSRC) has sought to develop and demonstrate cutting-edge transportation demand management (TDM) and “smart mobility” programs that expand the boundaries of how we *alternatively* commute – striving for faster, cheaper, and *greener* transportation solutions. As an investor in clean mobility, collaboration with expert project partners is essential to achieve the MSRC’s goal of improving air quality by reducing motor vehicle pollution in the South Coast AQMD region.

This Program Opportunity Announcement (PON) is another Call to Action – to seek out innovative, and importantly, transformative transportation and mobility concepts that not only are effective in reducing air pollution and congestion, *but have staying power*.

This PON has ambitious goals, as it seeks concepts that are not only innovative, but have the potential to result in a transformative outcome – a paradigm shift in “the way it’s done”. For this to happen, the concept must be capable of being replicated on a broader scale throughout the South Coast region.

The following Sections amplify these goals and set forth the requirements and guidelines for submitting a response to this PON. MSRC staff is available to answer any questions – staff contacts for administrative and technical inquiries are included in Section 3 of this PON.

## SECTION 2: PROGRAM OPPORTUNITY NOTICE OVERVIEW

This PON seeks the submittal of conceptual projects that offer to demonstrate new and innovative transportation strategies above and beyond traditional transportation demand strategies. This PON is broad in scope, but has a clear focus on “people movement” as opposed to Goods Movement. As such, all project concepts must have a nexus to the transport of those who live, work, and play in the South Coast AQMD region.

Key objectives under this PON are as follows:

- MSRC funding acts as **Seed Money** – an initial investment to launch the innovative transportation strategy or program;
- A key objective is to achieve a **Transformative** Outcome – a permanent and sustainable change in human mobility;
- The innovative transportation strategy or concept is **Replicable** within the South Coast region, and;
- The process and results of the development and deployment of the transformative mobility strategy is well **Documented** to serve as a roadmap to others who wish to replicate the concept.

The total available funding under this PON is **\$3.0 million**. It is anticipated this PON will result in multiple MSRC funding awards.

The MSRC strives to achieve broad geographic participation across the South Coast region. To this end, the MSRC is establishing a geographic funding target of at least \$250,000 per county. This geographic funding minimum, however, is conditioned on the receipt of meritorious project concepts that achieve the MSRC's program objectives as outlined in this PON. The MSRC is not obligated to fund any projects in any county that, in the sole opinion of the MSRC, do not meet program objectives.

### SECTION 3: HOW TO PARTICIPATE

The Transformative Transportation Strategies PON is flexible in that the MSRC will accept responses ranging from a concept paper to a full proposal. Emphasis should be placed describing how the proposed mobility solution achieves the MSRC goals of a transformative outcome that is replicable within the South Coast region. Additionally, Section 4 of this PON lists additional criteria the MSRC will use to evaluate candidate concepts; and these can be used as further guidance when developing a response under this PON.

There are no restrictions as to who can submit a response under this PON; however, only entities deemed legal businesses, proprietorships, or agencies are eligible to receive a funding award.

The MSRC requests that responses submitted under this PON conform to the following guidelines:

1. Include the name of the individual or organization submitting under this PON, including but not limited to the e-mail address of the contact person(s) for technical and contractual matters;
2. A concisely - but thoroughly - written description of the innovative transportation strategy or concept proposed. This should include, but is not limited to:
  - A discussion of how the concept will result in a transformative and sustainable improvement in mobility and achieve long-term air pollution reduction benefits beyond the MSRC funding period;
  - The development status of the proposed transportation concept, i.e., at the conceptual stage requiring MSRC assistance to further refine the strategy prior to launch, or at the "shovel ready" stage in need of MSRC assistance to fund capital or operations. All stages of project development will be considered by the MSRC;
  - Identification of key project participants and stakeholders, and the status of forming essential partnerships;
  - The amount of funding requested from the MSRC, including the estimated total project cost, sources of match funding and other direct cost-sharing, and whether co-funding is secured or anticipated;

- A project schedule, including the timeframe for project implementation. Note that the MSRC does not have a specific timeframe or deadline for implementing innovative transportation demonstrations, but wants to understand project timing for planning purposes.

By using the less-restrictive PON process, the MSRC hopes to stimulate development of unique, creative ideas for transformative mobility improvement. The MSRC does have an expectation, however, that responses to this PON will convey sufficient detail so that a determination of a candidate concept's transformative potential, including likelihood for regional replication, can be evaluated. As such, the MSRC requests that respondents to this PON provide as much technical and programmatic information as is available to assist the MSRC in accurately evaluating a concept's benefit potential.

**The period to submit a response under this PON closes on August 5, 2022**, unless extended by the MSRC. Responses should be sent via e-mail to:

Cynthia Ravenstein  
MSRC Contracts Administrator  
[Cynthia@CleanTransportationFunding.org](mailto:Cynthia@CleanTransportationFunding.org)

If you have any questions regarding this PON, please direct inquiries to one of the following MSRC staff contacts:

- For General and Administrative Assistance, please contact:

Cynthia Ravenstein  
MSRC Contracts Administrator  
Phone: 909-396-3269  
E-mail: [Cynthia@CleanTransportationFunding.org](mailto:Cynthia@CleanTransportationFunding.org)

- For Technical Assistance, please contact:

Ray Gorski  
MSRC Technical Advisor  
Phone: 909-396-2479  
E-mail: [Ray@CleanTransportationFunding.org](mailto:Ray@CleanTransportationFunding.org)

#### SECTION 4: PROJECT REVIEW & FUNDING PROCESS

All responses to this PON will be reviewed by the MSRC's Innovative Transportation Subcommittee. Concepts will be evaluated on their merits relative to the following criteria:

1. The perceived likelihood the proposed concept to result in a transformative mobility improvement with long term air pollution reduction benefits;

2. Project development status – although concepts will be accepted that are still in a formative stage, the MSRC will differentiate between an “interesting idea” as compared to a transportation concept that has undergone more thorough research and development;
3. The formation status of project-enabling partnerships, i.e., whether all the pieces are in place or if necessary relationships are yet to be established;
4. Potential for project replication in the South Coast region – innovative transportation projects that are perceived to have applicability to multiple jurisdictions will be deemed more favorable; and
5. Co-funding contribution level – the extent to which an MSRC investment will be leveraged through contributions from other sources.

Additionally, the MSRC would like to understand how the demonstration of an innovative transportation strategy could potentially benefit disadvantaged communities (DAC) or areas that suffer disproportionately from air pollution. Responses to this PON should discuss if there is a possibility the project could be demonstrated within a designated DAC and/or how the mobility concept could benefit those most acutely impacted by air pollution as implementation progresses beyond the MSRC funding period.

Submittal of a response to this PON will result in one of the following three outcomes:

- A request by the MSRC for the submittal of a full proposal with detailed analysis of the project’s immediate as well as long term regional impact for possible sole-source funding consideration;
- Notification that a detailed Request for Proposals (RFP) will be issued at a later date;
- Notification that the proposed concept has been declined from further consideration.

Innovative transportation projects selected for MSRC funding will be required to enter into a binding agreement with the South Coast AQMD on behalf of the MSRC. This agreement will be the result of a negotiation between the MSRC, South Coast AQMD, and the project lead entity. In all cases, projects must be approved by the MSRC and South Coast AQMD Governing Board prior to the execution of an agreement or disbursement of MSRC funds.