



SMCEL-JPA Board Meeting

Equity Program Implementation Update

December 10, 2021

Agenda

1. Equity Program Implementation Recap
2. Samaritan House partnership
3. Marketing approach
4. Future funding opportunities
5. Next steps

Overview of Implementation Planning Steps

- Formed a program implementation working group
- Conducted 20 workshops and working sessions with staff and key regional and local partners
 - Working sessions with San Mateo County Chief Equity Officer, Human Services Staff, and Core Service Agencies on program eligibility and administration
 - Coordination with regional partners on Clipper and FasTrak® benefits
- Held meetings with Samaritan House to plan and develop the program administration scope of work

Program Benefits

1. Clipper Card* with a value of \$100 (annual benefit); or
2. FasTrak® toll tag/transponder with value of \$100) (one-time benefit)

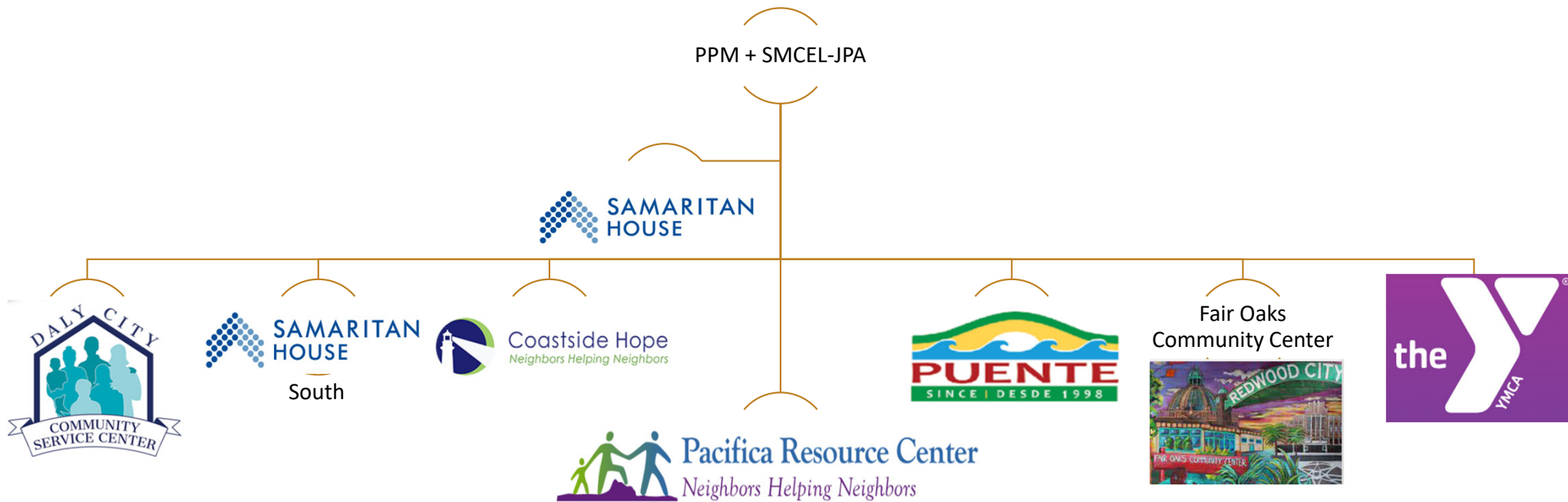
**Program will promote enrollment in Clipper discount programs: Clipper START (means-based discount), youth, and seniors.*



Eligibility

- Resident of San Mateo County;
- and age 18 or older;
- and eligible to receive at least one benefit provided through the Core Service Agencies Network;
- or Individual Income at or below 60% of the county AMI - \$76,740 for 2021.

Samaritan House - Program Administration



Scope Tasks and Administrative Cost

Scope of tasks

- Promote to and educate clients about the Equity Program,
- Enroll individuals in the Equity Program,
- Train the other Core Agencies on Equity Program intake processes,
- Send regular reports to the PPM and SMCEL-JPA on Equity Program enrollment, consolidated across the Core Agencies.
- Solicit qualitative feedback about the Equity Program from their clients and share that feedback with the PPM to inform future Equity Program iterations

Administrative cost

- Not to exceed \$108,000 for the first year of the partnership

Data to Be Collected* About Participants

- FasTrak® or Clipper selected
- Race/ethnicity
- Hispanic origin
- Gender
- Age
- Annual income
- City
- Zip code
- Number of people in household
- Other qualitative information about transportation needs

**All data collection protocols will be consistent with Samaritan House's privacy requirements*

Marketing

- Equity Program information page and FAQs on the Express Lanes website
- Printed two-sided multi-lingual (English, Spanish, and simplified Chinese) factsheet (adapted from website content) for placement at Core Agencies
- Contingency marketing plan if program enrollment is slow
- Re-naming of Equity Program to something more widely understood by potential users

Equity Program Re-naming Options

- 1 101 Travel Benefits Program
- 2 Community Travel Perks
- 3 Community Transportation Perks
- 4 101 Transportation Benefits

Additional Potential Marketing Products

If after two months of program launch it is determined necessary based on enrollment numbers, PPM will work with JPA staff on additional efforts which could include:

- Organic social media campaigns on Twitter and Nextdoor and paid, targeted
- Mailed informational postcards to targeted communities within the corridor

Future Funding Opportunities

- Conducted **scan of 19** existing funding programs at the **Federal, State, and regional levels** and some local philanthropic programs
- No current funding opportunities available to support the Equity Program, although **potential for future rounds** of:
 - Sustainable Transportation Equity Project (STEP): SGC/CARB
 - Lifeline Transportation Program: MTC and C/CAG
 - SMC Transportation Authority Measure A/W ACR/TDM biennial Call for Projects
- Plan to **continue tracking** funding opportunities as agencies **develop criteria** for programs in the Infrastructure Bill
 - Congestion Relief Grant Program is most applicable

Next Steps

December 2021

- Finalize Samaritan House contract
- Decide on Equity Program name and develop logo and branding
- Develop marketing products

January-February 2022

- Train Samaritan House on program administration
- Train Core Service Agencies

Spring 2022

- Launch Equity Program

Questions