

CPRG Project Summary

Monterey County's Ag Worker EMobility Network aims to serve northern Monterey County, including Pajaro, and Salinas Valley residents accessible and affordable options to reduce or forego car ownership and limit VMT by providing 75 new ag worker vanpools and vanpool drive jobs, 4 new EV carshare hubs, and County-wide one-on-one low-income resident EV Purchase Guidance assistance supported by bilingual/bicultural education and enrollment programs. The project grant fund budget is \$7,000,000. No matching funding is required.

The project was informed by the completion of a Transportation Needs Assessment of low-income Salinas residents in 2021-2022 which indicated that residents lacked alternatives to driving alone and had limited familiarity with sustainable mobility modes and a high rate of unlicensed residents¹. To generate community ownership and use of new EMobility Network solutions, the project is delivered by and in collaboration with the Monterey Bay Area Climate Justice Collaborative whose members include the County of Monterey, Ecology Action and social equity and sustainability-focused CBOs, regional and local governments, and participating community residents. Selection of EMobility service providers will prioritize organizations who are attuned to the needs of priority communities.

The project achieves significant emissions reductions and equity outcomes by reduce vehicle emissions which account for 44% of emissions in Monterey County's Climate Action Plan while increasing reliability and affordability of worker transportation to agricultural operations which is the largest contributor to the County's economy at 19.7% of local economic activity². The new EMobility network services will be sited in and serve the under-resourced communities in Monterey County identified as Justice 40 and California Low Income census tracts whose 74,562 residents have a high school graduation rate of 52%, and \$19,281 per-capita annual incomes³ facing Countywide median home prices of \$820,000⁴.

Task 1: Program Oversight and Administration

One-line Project Summary: Monterey County Sustainability Program staff will manage all contracting to fulfill grant disbursement needed to implement this project.

¹ [LCTI: Salinas Community Transportation Needs Assessment](#)

² [Monterey County Farm Bureau Economic Contributions Report](#)

³ [Monterey County Climate Justice Collaborative Communities of Focus Demographic Summary Table](#)

⁴ [Redfin Home Price Analysis, January 2024](#)

County staff will work collaboratively to facilitate partner coordination and stakeholder management for this project.

Project Description: Monterey County Sustainability Program staff will manage the project in accordance with all County and funder policies and procedures from initial contracting to project completion. This will include coordinating with co-applicants and regular implementation meetings with project partners leading evaluation efforts for the project, meeting with the grantor as needed to communicate project progress, completing progress and final reports, and ensuring all invoicing is completed, tracking the financial performance of the project, ensuring that the project is completed on budget and on time.

Task 2: EV Van Rebates for 75 Farmworker/Rural Commuter Vanpools

Estimated Budget: \$3,750,000

Key Implementation Partners: Transportation agency partners (MST, CalVans, AMBAG, TAMC)

One-line Project Summary: Provide substantial rebates (up to 100%) for an existing vanpool operator to purchase an electric van that would create a new vanpool route.

Project 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, serving low-income workers, are an engine of economic growth by lowering costs for those who need it most, and are hugely popular. However, the need for vans is greater than the current available supply and there has been a supply crush due to the shift to electric vans. This proposed program element will provide rebates up to 100% of the cost of new electric vans for established vanpool operators that would use this new vehicle to establish a new vanpooling route that starts or ends in Monterey County. The proposed program would fund 75 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. This vanpooling element is estimated to reduce emissions by 3,000 metric tons yearly and will be fully monitored through the use of telematics technology and van occupancy counts.

Task 3: Establish 3-4 EV Carshare hubs from Pajaro through Salinas Valley

Estimated Task Budget: \$1,500,00

Key Implementation Partners:

- Ecology Action to serve as advisor based on their experience leading CARB Grant funded EV Car Share implementation in Watsonville beginning in 2024
- Potential service providers include MioCar, a nonprofit with a mission to deliver EV carshares to underserved low-income communities with experience in Stockton, CA and grant funding to expand services to Watsonville, CA in 2024

One-line Project Summary: This funding will establish 3-4 EV carsharing hubs with 12-14 battery electric vehicles that will provide electric carsharing mobility options with low-income reduced cost options to residents of Pajaro and the Salinas Valley.

Project Description:

The project will expand of successful deployments of rural, electric carshare services in the low-income housing complexes in San Joaquin, Tulare and Kern Counties⁵ and one pending deployment in neighboring Watsonville, CA.

Whether it's agricultural workers needing to go to work, or their students needing to get to class, young people starting jobs or families needing to get to the doctor, there is a critical need in rural, agricultural region for more affordable and eco-friendly mobility options that don't require car ownership. While car share isn't new, electric car share is still not all that common. And having car sharing 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 dense areas such as Pajaro (in partnership with Watsonville's EV carshare program) and Salinas, as well as where ag workers concentrate such as affordable multifamily housing facilities where project partner Ecology Action is currently installing EV charging at no or low-charge to property owners.

At rates as low as \$4 per hour or \$35 per day (\$45 on weekends), EV carshare provides a flexible transportation option where mid- to long-distance travel is a constant challenge for residents without licenses or cars. In other successful programs around the state [example: Miocar programs⁶], the typical user is 44 years old or younger, lives in a household with between 4 to 6 people and has an income of \$25,000 to \$50,000 per year. Example carshare battery electric vehicles range from Chevy Bolts, BMW i3s, and Hybrid Chrysler Pacifica minivans. The cars can be accessed via a cell phone, or with a "smart card" that can be issued with minimal other requirements in that drivers must be at least 21, have a smartphone, a driver's 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. Typical trip reservations last 8 hours and include 50 miles traveled.

⁵ [Example rural, electric car-sharing services being provided by nonprofit MioCar.](#)

⁶ [Rural Metropolitan Planning Agency-developed nonprofit MioCar program statistics.](#)

Task 4: EV Purchase Guidance Assistance and Shared Mobility Enrollment. Includes compensation for Climate Justice Collaborative CBOs to promote enrollment

Estimated Budget: \$750,000

Key Implementation Partners:

One-line Project Summary: Ecology Action's EVs for Everyone/EVs para Todos team and Monterey Bay Climate Justice Collaborative partners will promote new EMObility services, assess resident driving needs, match and enroll residents in EMObility solutions that meet their needs and provide one-on-one purchase guidance assistance to help residents access rebates to purchase an EV.

Project Description: Equity-focused community outreach and engagement is the galvanizing force that propels this project 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.

Our CBO collaborative includes those serving immigrant farm workers, single mothers, women endangered by domestic violence, non-English speakers/readers, as well as teens of these vulnerable families and those facing other barriers to attaining a basic standard of living. Ecology Action and Monterey Bay Area Climate Justice Collaborative members such as Center for Community Action and Mujeres en Acción have trusted networks the project will leverage to build community ownership of these new EMObility Network services. Outreach will be conducted in English, Spanish and Mixteco through presenting at community and partner meetings, tabling at key community events, and leveraging social media and online webinars.

We will reduce the financial barrier of using sustainable transportation by helping income qualified residents access over \$20,000 in rebate and incentives for electric vehicle and mobility device purchases and offering low cost membership fees for EMObility Network services for income qualified residents. Bringing these shared mobility services to Monterey County offers 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.

Task 5: Community Feedback and Evaluation Plan Development including focus groups, data collection and analysis

Estimated Budget: \$300,000

Key Implementation Partners: Ecology Action, Monterey Bay Climate Justice Collaborative CBO members, evaluation consulting firm (to be subcontracted)

One-line Project Summary: An evaluation firm will be hired by under this grant award working with Ecology Action to develop and lead an evaluation effort, leveraging Climate Justice Collaborative partners and focus groups to advise on program roll out as well as track and analyze program performance to adjust implementation and report outcomes.

Project Description: Ecology Action has experience conducting multilingual one-on-one transportation surveys 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. 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.

The Monterey Bay Climate Justice Collaborative, including Ecology Action, will serve as a trusted resource for the community members needing additional and cleaner mobility options. 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. 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.

In addition to securing this feedback to guide project implementation planning, a formal evaluation plan will be developed by the consultant, approved by the project team, and then implemented with ongoing data tracking throughout the project term.

Budget Summary

Task Number	Project Name	Total Project Cost	Implementer
Task 1	Grant Implementation and Admin	\$ 700,000.00	Monterey County
Task 2	EV Van Rebates for 75 Farmworker Vanpools	\$ 3,750,000.00	Contractor TBD
Task 3	Establish 3-4 EV Carshare hubs from Pajaro through Salinas Valley	\$ 1,500,000.00	Contractor TBD
Task 4	EV Purchase Guidance Assistance and Shared Mobility Enrollment. Includes compensation for Climate Justice Collaborative CBOs to promote enrollment	\$ 750,000.00	Ecology Action

Task 5	Community Feedback and Evaluation Plan Development including focus groups, data collection and analysis	\$ 300,000.00	Ecology Action + Evaluation Consultant
TOTAL		\$ 7,000,000.00	

Grantor Match Requirement: \$0.00