

APPENDIX E
RECOMMENDATION
PRIORITIZATION

Cost Assessment

San Jose Emerging Mobility Study

Presented by:

**Sam
Schwartz**

Recommendation Type	Recommendations	Goals	Actions (Now)	Actions (Later)	Actions Now/Later	Cost_↓	Cost Type Per Action	Cost Type Recommendation Total	Feasibility Per Action	Feasibility Recommendation Total	Additional Support
PILOTS	Engage with local schools, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	Goal 6: Expand awareness and education around emerging mobility services and programs in communities with the greatest mobility burdens.	(1) Coordinate and collaborate with local school districts.		Now	75000	1	1	1	1	
PILOTS	Engage with local schools, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	Goal 6: Expand awareness and education around emerging mobility services and programs in communities with the greatest mobility burdens.	(2) Integrate with Walk and Roll Program.		Now	75000	1	1	2	1	
PILOTS	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility programs and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(1) Establish a board of community members to conduct evaluation regularly.		Now	75000	1	2	1	2	
PILOTS	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility programs and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(2) Formally establish one board of community members/CBOs that oversees selection of priority areas, evaluation of Emerging Mobility Providers, and participatory budgeting and co-creates development strategies (bring		Now	75000	1	2	2	2	
PILOTS	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility programs and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(3) Work with community board to establish metrics and potential incentive structure.		Now	75000	1	2	1	2	
PILOTS	Create a pilot program to report clutter on sidewalks.	Goal 3: Improve communities' wellbeing and personal safety, and promote health for all, focusing on communities historically harmed by public "improvements", enforcement and disinvestment	(1) Identify barriers to using existing channels for reporting clutter.		Now	75000	1	1	1	1	
PILOTS	Create a pilot program to report clutter on sidewalks.	Goal 3: Improve communities' wellbeing and personal safety, and promote health for all, focusing on communities historically harmed by public "improvements", enforcement and disinvestment	(2) Assess the effectiveness of existing channels for reporting clutter (e.g., within emerging mobility provider's own apps, City's 311 reporting system).		Now	75000	1	1	1	1	
PRACTICES	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(1) Cal-HTP: load cards with cash and tap to pay-- still need to get card, but can use on various options once used.		Now	75000	1	3	2	2	
PRACTICES	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(2) Pursue integration of Emerging Mobility providers onto Clipper.		Now	500000	3	3	2	2	
PRACTICES	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(3) Advertise these options using other means (e.g., commercials, etc.) that speak to certain groups (e.g., seniors).		Now	75000	1	3	1	2	
PRACTICES	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.	(4) Partner with CBOs and other community leaders to do trainings/engagement to do travel training.		Now	75000	2	3	1	2	
PRACTICES	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing	Goal 1: Collaborate, educate, and engage the community to inform options and services, and to	(5) Create education and training programs to show how to		Now	75000	2	3	1	2	

Cost and Feasibility Assumptions

Cost Definitions

- Low: \$0 to \$150K
- Medium: \$151K to \$500K
- High: \$500K+

Feasibility Definitions

- Most Feasible: 1
- More Feasible: 2
- Less Feasible: 3

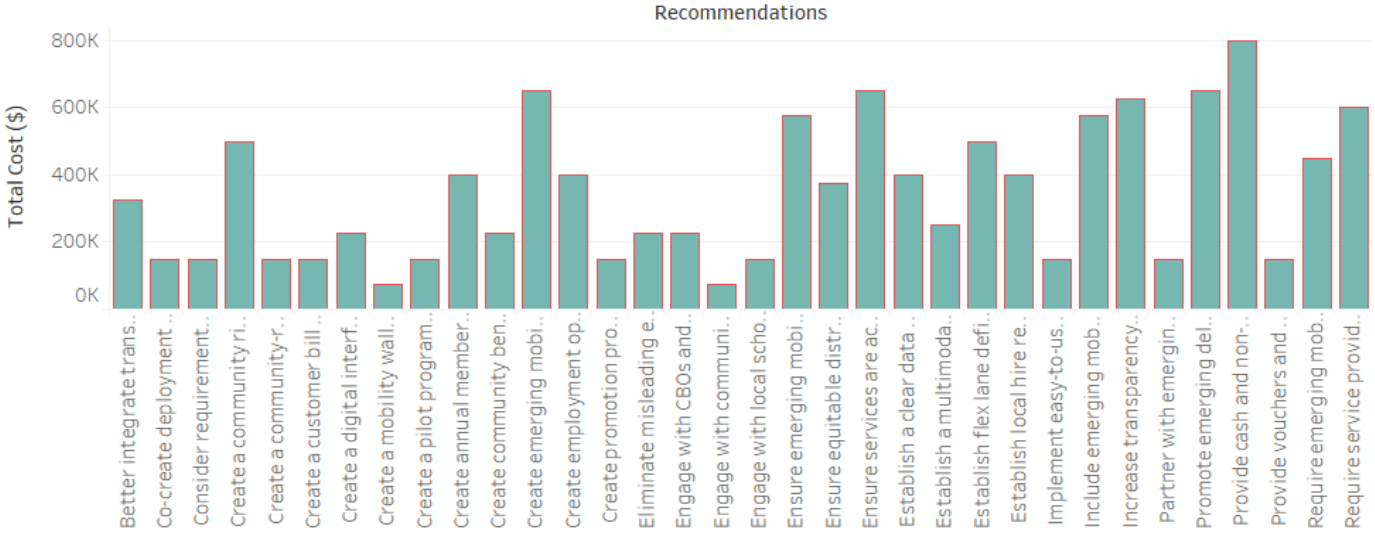
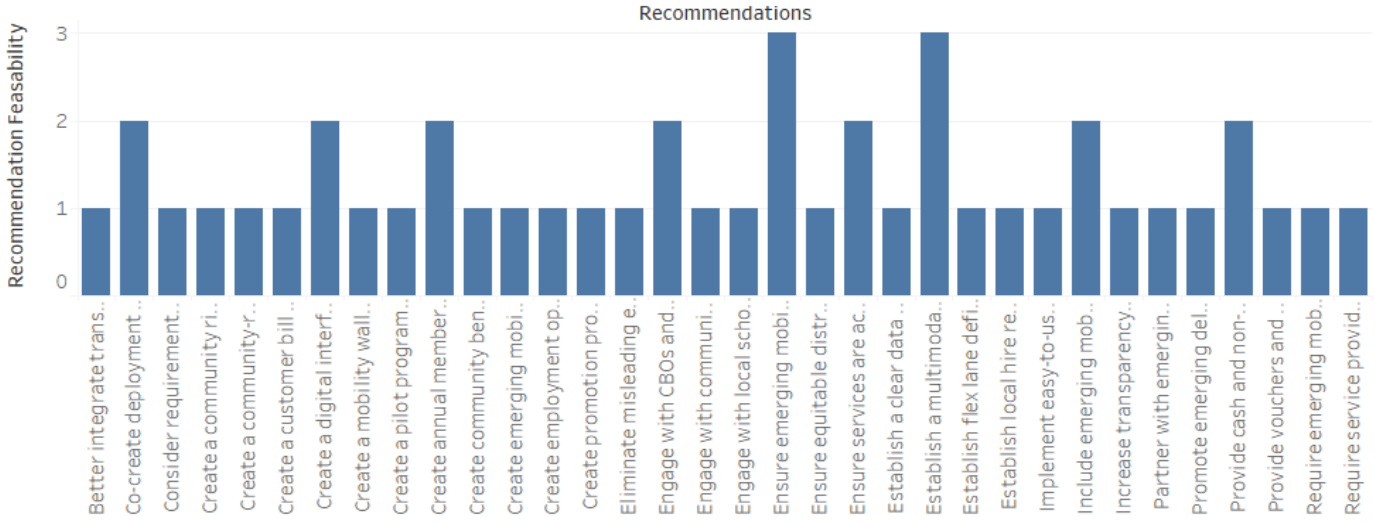
Methodology for Cost Categories

- Each Action was given an average approximate cost based on the Cost Definitions.
 - Low: \$0 to \$150K → Average \$75K
 - Medium: \$151K to \$500K → Average \$250K
 - High: \$500K+ → Average \$500K (the lowest value was taken to be conservative since a determination regarding what is a high cost has not been made)
- The cost of all the Actions for each Recommendation were then totaled to give a total approximate cost per Recommendation according to the following categories.
 - Low: \$0 to \$150K
 - Medium: \$151K to \$500K
 - High: \$500K+

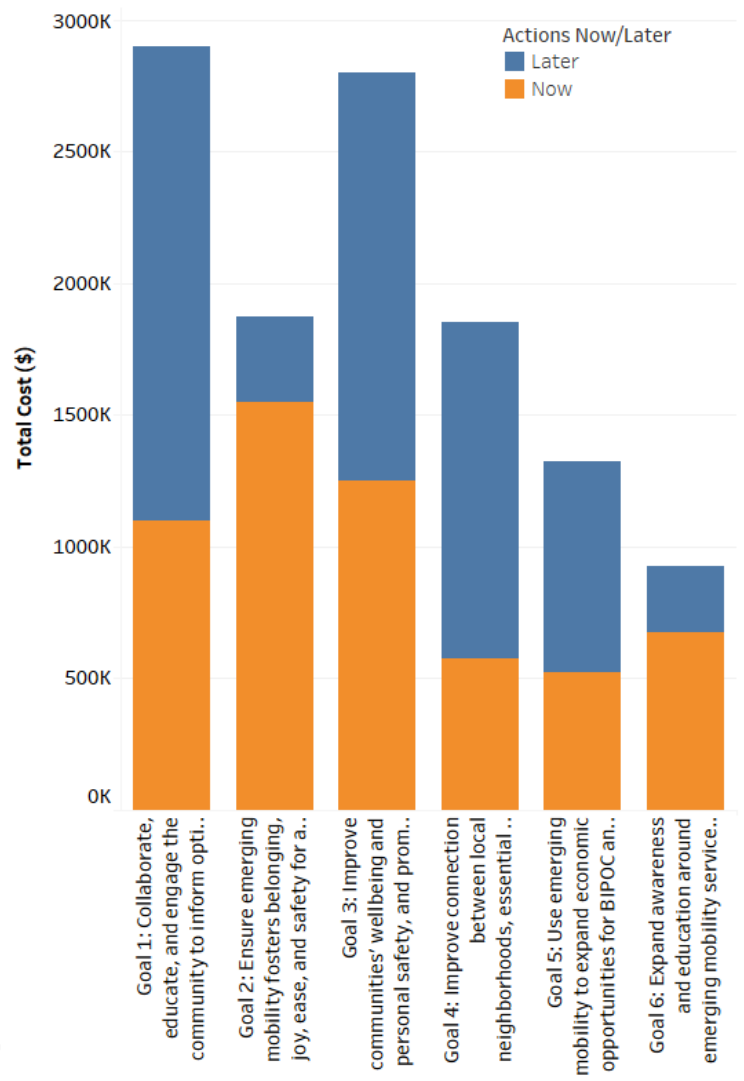
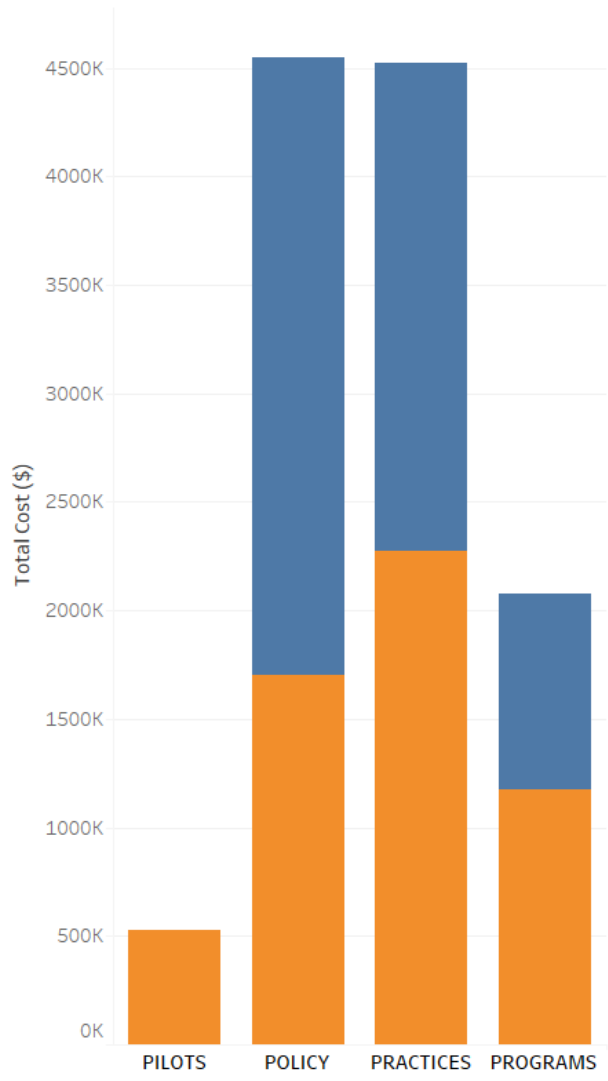
Methodology for Feasibility Scores

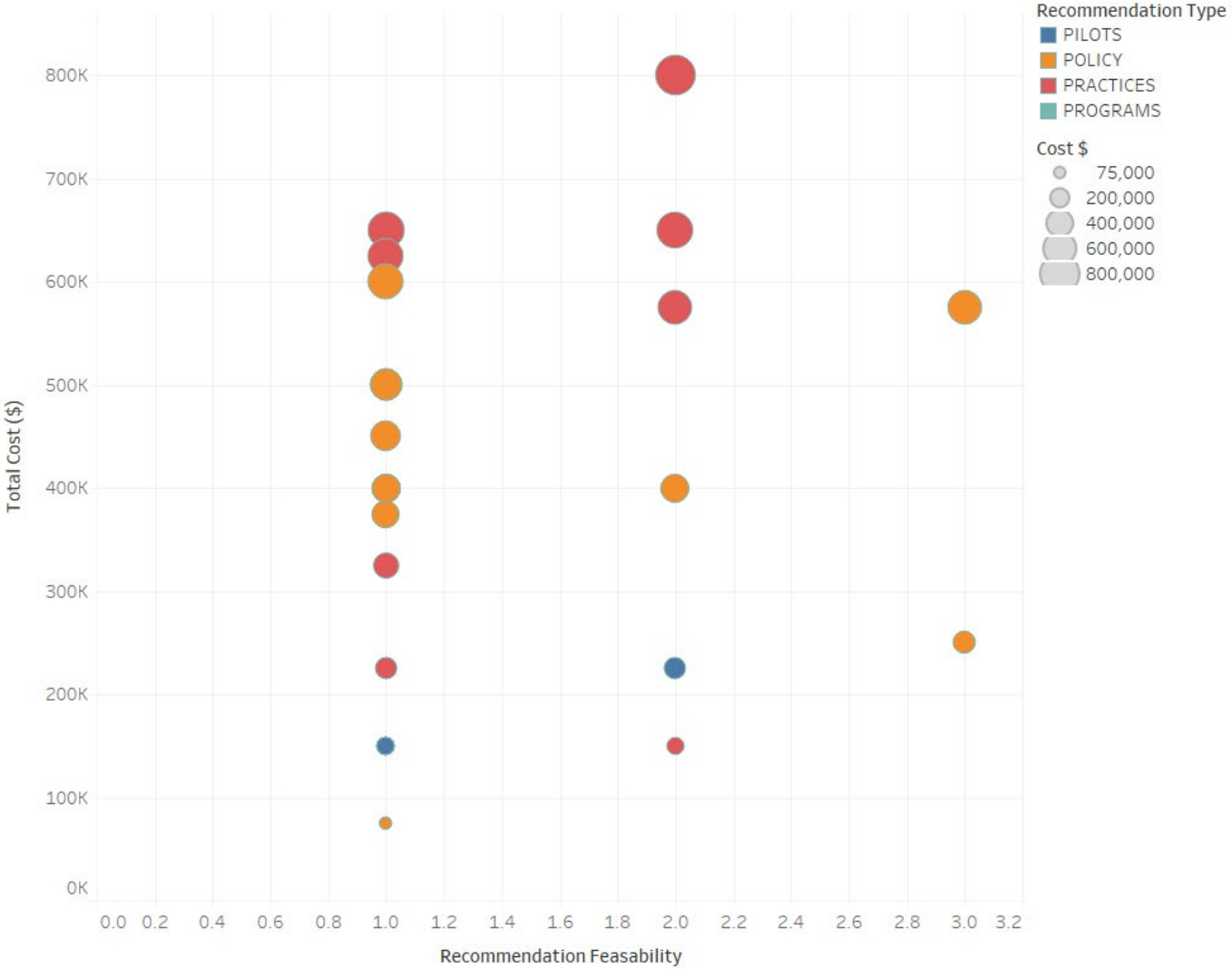
- To designate each Recommendation as being either Most, More, or Least Feasible, each Action was ranked from 1 to 3.
 - Most Feasible (ranked 1) → Actions that consisted of activities such as “identify, evaluate, assess”
 - More Feasible (ranked 2) → Actions in which collaboration must occur with public groups such as CBOs or other external stakeholders
 - Least Feasible (ranked 3) → Actions requiring technology, open data, legal input, or studies to be conducted
- Based on the designation of each component Action, each Recommendation was then given an overall designation between 1 and 3.

Cost and Feasibility	Total Cost by Category	Cost vs Feasibility	Actions Now/Later by Cost and Goal
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Cost and Feasibility	Total Cost by Category	Cost vs Feasibility	Actions Now/Later by Cost and Goal
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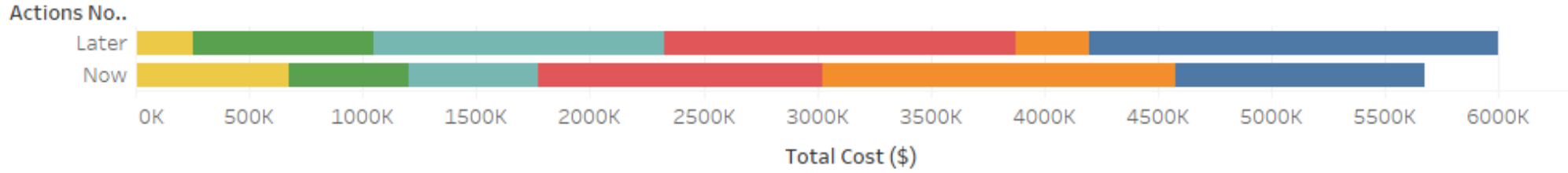




Next Steps and Questions

- Defining the scale for the cost structures
 - Low
 - Medium
 - High
- Additional support for certain recommendations

Cost and Feasibility	Total Cost by Category	Cost vs Feasibility	Actions Now/Later by Cost and Goal
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- Goals**
- Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.
 - Goal 2: Ensure emerging mobility fosters belonging, joy, ease, and safety for all communities, prioritizing those with the greatest mobility needs.
 - Goal 3: Improve communities' wellbeing and personal safety, and promote health for all, focusing on communities historically harmed by public "improvements", enforcement and disinvestment
 - Goal 4: Improve connection between local neighborhoods, essential services, jobs, and regional destinations, prioritizing communities where access and connection are most needed.
 - Goal 5: Use emerging mobility to expand economic opportunities for BIPOC and low-income communities
 - Goal 6: Expand awareness and education around emerging mobility services and programs in communities with the greatest mobility burdens.

Goal	Recommendation	Cost		Feasibility		REI		Cumulative Raw Score					
		ETF Strongly Support	TF Support	ETF Strongly Support	ETF Support	ETF Strongly Support	ETF Support	ETF Strongly Support	ETF Support	TOTAL	RANK	TOTAL*	RANK*
1	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	5		4		3	2	12	2	14	1	13	1
7	Create annual membership for low-income individuals and families to access suite of EM services.	5	1	3		4		12	1	13	2	12.5	2
2	Implement east-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	2	2	4		5		11	2	13	2	12	3
2	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	3	1	2	1	5		10	2	12	4	11	4
3	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	3	1	2	1	4		9	2	11	5	10	7
2	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	4		3		4		11	0	11	5	11	4
2	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs	3		3		5		11	0	11	5	11	4
1	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs.	3		3	1	2	1	8	2	10	8	9	8
3	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	3	1	3		1	2	7	3	10	8	8.5	9
1	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	2	2	2		3		7	2	9	10	8	10
2	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing materials for Black and immigrant communities.	1	1	1	2	1	3	3	6	9	10	6	12
3	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.		3		1		4	0	8	8	12	4	16
6	Create a community rideshare program managed by CBOs.		4	1	1		2	1	7	8	12	4.5	14
5	Establish local hire requirements targeting underserved communities.	1	1	2		3	1	6	2	8	12	7	11
1	Including emerging mobility options in new housing developments to help reduce parking.	2	1	2	1	1		5	2	7	15	6	12
4	Consider requirements or incentives for safety equipment.	1	1	2			1	3	2	5	16	4	16
3	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.		1	1		2	1	3	2	5	16	4	16
3	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support	2		1		1	1	4	1	5	16	4.5	14

ETF MEETING

SEPTEMBER 7, 2021

WHERE ARE WE NOW



TODAY'S ACTIVITY

- › **Goal:** Create a framework to prioritize recommendations
- › **Audience:** Department of Transportation, other City partners, and emerging mobility providers
- › **Activity:**
 - 1) Select up to 3 recommendations per goal that best help achieve the goal
 - 2) Using Step 1 list, vote for recommendations based on Cost assessment
 - 3) Using Step 1 list, vote for recommendations based on Feasibility assessment
 - 4) Using Step 1 list, vote for recommendations based on Racial Equity Impact
 - 5) Compare Step 2 – 4 lists to see if results differ or are similar
 - 6) Identify which factors are more important than others

Mentimeter Instructions

- 1) Go to menti.com
- 2) Enter code 3126 6911
- 3) Submit responses to survey questions



Please enter the code

Submit

The code is found on the screen in front of you

RANK RECOMMENDATIONS BY GOAL

Goal 1: Collaborate, educate, and engage the community to inform options and services, and to ensure emerging mobility is inclusive, accessible, and affordable.

Rec #	Type	Recommendations	Cost Score	Feasibility Score
1	Pilots	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	2	2
2	Practice	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	3	2
3	Practice	Engage with community in participatory budgeting to determine how emerging mobility provider fees will be spent.	1	1
4	Practice	Ensure services are accessible for individuals who do not have an ID/driver's license, including youth, undocumented individuals, and people experiencing housing insecurity.	3	2
5	Practice	Co-create deployment strategies and identify barriers with the community	1	2
6	Policy	Require service providers to distribute devices across many geographies and tie compliance to incentive structure. Establish a fine, penalty, incentive, and/or enforcement framework and thresholds to hold EM providers accountable to serving disenfranchised communities.	3	1
7	Policy	Create annual membership for low-income individuals and families to access suite of EM services.	2	2

Goal 1: Rank the recommendations you'd like to prioritize to achieve this goal, with the highest priority at the top.

- 1st | Rec #1
- 2nd | Rec #2
- 3rd | Rec #3
- 4th | Rec #4
- 5th | Rec #5
- 6th | Rec #6
- 7th | Rec #7



RANK RECOMMENDATIONS BY GOAL

Goal 2: Ensure Emerging Mobility fosters belonging, joy, ease, and safety for all communities, prioritizing those with the greatest mobility needs.

Rec #	Type	Recommendations	Cost Score	Feasibility Score
1	Programs	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	3	1
2	Policy	Implement easy-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	3	1
3	Policy	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	1	1
4	Policy	Create a customer bill of rights.	1	1
5	Policy	Create a digital interface that displays real-time information of emerging mobility services that are available, plus public transit times.	3	2
6	Policy	Create a mobility wallet that is compatible with transit and emerging mobility options.	3	1
7	Policy	Establish a multimodal prioritization framework to inform use of space on the street.	2	3
8	<i>Pilot</i>	<i>Create an adult tricycle pilot program to better serve older adults, people with disabilities, and other riders.</i>	3	2

Goal 2: Rank the recommendations you'd like to prioritize to achieve this goal, with the highest priority at the top.

- 1st | Rec #1
- 2nd | Rec #2
- 3rd | Rec #3
- 4th | Rec #4
- 5th | Rec #5
- 6th | Rec #6
- 7th | Rec #7
- 8th | Rec #8



RANK RECOMMENDATIONS BY GOAL

Goal 3: Improve communities' wellbeing and personal safety, and promote health for all, focusing on communities historically harmed by public improvements, enforcement, and disinvestment.

Rec #	Type	Recommendations	Cost Score	Feasibility Score
1	Pilots	Create a pilot program to report clutter on sidewalks.	1	1
2	Practice	Promote emerging delivery services to reduce traditional freight vehicles and freight-related congestion/emissions.	3	1
3	Practice	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.	3	1
4	Practices	Consider requirements or incentives for safety equipment.	1	1
5	Programs	Create a community-run enforcement program to oversee services at transportation hubs.	1	1
6	Programs	Create a community rideshare program managed by CBOs.	2	2
7	Policy	Ensure emerging mobility services are environmentally sustainable (e.g., electric).	2	1

Goal 3: Rank the recommendations you'd like to prioritize to achieve this goal, with the highest priority at the top.

- 1st | Rec #1
- 2nd | Rec #2
- 3rd | Rec #3
- 4th | Rec #4
- 5th | Rec #5
- 6th | Rec #6
- 7th | Rec #7



RANK RECOMMENDATIONS BY GOAL

Goal 4: Improve connection between local neighborhoods, essential services, jobs, and regional destinations, prioritizing communities where access and connection are most needed.

Rec #	Type	Recommendations	Cost Score	Feasibility Score
1	Practices	Including emerging mobility options in new housing developments to help reduce parking.	3	2
2	Practice	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	2	1
3	Policy	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.	2	1
4	Policy	Establish flex lane definitions to inform curb management policies.	2	1

Goal 4: Rank the recommendations you'd like to prioritize to achieve this goal, with the highest priority at the top.

- 1st | Rec #1
- 2nd | Rec #2
- 3rd | Rec #3
- 4th | Rec #4



RANK RECOMMENDATIONS BY GOAL

Goal 5: expand economic opportunities for BIPOC and low-income communities through trainings, education, and resources.

Rec #	Type	Recommendations	Cost Score	Feasibility Score
1	Practice	Partner with emerging mobility providers who treat employees well, pay workers well, and promote diverse hiring at all levels.	1	1
2	Practice	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs.	1	1
3	Programs	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support multimodal travel.	2	1
4	Programs	Create employment opportunities for youth. Establish workforce development programs to connect low-income residents and youth to emerging mobility-related job opportunities.	2	1
5	Policy	Establish local hire requirements targeting underserved communities.	2	1

Goal 5: Rank the recommendations you'd like to prioritize to achieve this goal, with the highest priority at the top.

- 1st | Rec #1
- 2nd | Rec #2
- 3rd | Rec #3
- 4th | Rec #4
- 5th | Rec #5



RANK RECOMMENDATIONS BY GOAL

Goal 6: Expand awareness and education around emerging mobility services and programs in communities with the greatest mobility burdens.

Rec #	Type	Recommendations	Cost Score	Feasibility Score
1	Pilots	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	1	1
2	Practices	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing materials for Black and immigrant communities.	1	1
3	Programs	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	2	1
4	Policy	Establish a clear data access plan for community members to retrieve open data in emerging mobility.	2	1

Goal 6: Rank the recommendations you'd like to prioritize to achieve this goal, with the highest priority at the top.

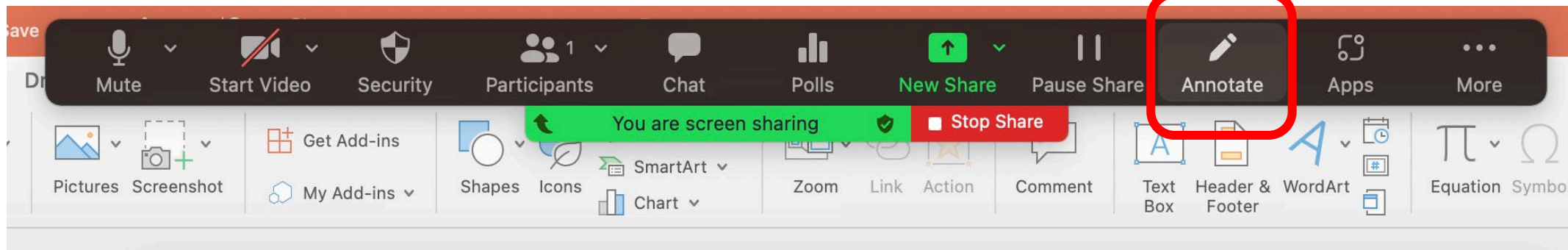
- 1st | Rec #1
- 2nd | Rec #2
- 3rd | Rec #3
- 4th | Rec #4



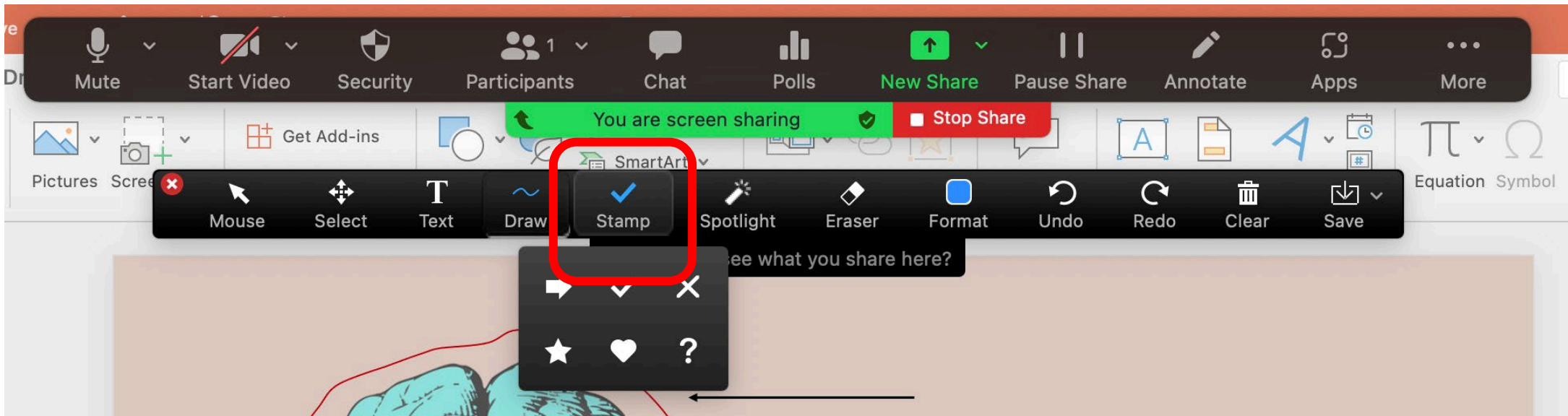
ANNOTATION INSTRUCTIONS

❤️	Strongly support
★	Support
❌	Do not support

Step 1: Click the 'Annotate' function in the Zoom taskbar



Step 2: Click 'Stamp' to access the menu of stamps and select your stamp of choice to vote



COST

Costs considers start-up costs, resources (software, physical information kiosk, marketing materials), and staff needed to implement actions for a recommendation. The cost of all actions for each recommendation are added together to get a total approximate cost per recommendation.

Levels of cost include:

- › **Low (Level 1):** \$0 to \$150,000
- › **Medium (Level 2):** \$151,000 to \$500,000
- › **High (Level 3):** \$500,000+

Goal	Recommendations	Cost	Votes
2	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	3	
1	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	2	
7	Create annual membership for low-income individuals and families to access suite of EM services.	2	
1	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	3	
3	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	1	
2	Implement easy-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	3	
3	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.	3	
6	Create a community rideshare program managed by CBOs.	2	
4	Consider requirements or incentives for safety equipment.	1	
3	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.	2	
1	Including emerging mobility options in new housing developments to help reduce parking.	3	
2	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	2	
3	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support multimodal travel.	2	
5	Establish local hire requirements targeting underserved communities.	2	
2	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs	2	
3	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	2	
1	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	1	
2	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing	1	

FEASIBILITY

Feasibility is how easily an action for a recommendation can be done. Feasibility considers things like political buy-in, legal factors, and the level of complexity of an action.

Levels of feasibility include:

- › **Most Feasible (Level 1):** Involves generally simple actions the City can take. These are actions with activities like 'identify', 'evaluate', 'assess'
- › **More Feasible (Level 2):** Includes actions where collaboration with public groups (e.g., CBOs, other city agencies, external stakeholders)
- › **Least Feasible (Level 3):** Includes actions that need new technology, data, legal input, or additional studies to be conducted

		ility	
2	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	3	
1	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	2	
7	Create annual membership for low-income individuals and families to access suite of EM services.	2	
1	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	3	
3	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	1	
2	Implement east-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	3	
3	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.	1	
6	Create a community rideshare program managed by CBOs.	1	
4	Consider requirements or incentives for safety equipment.	1	
3	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.	1	
1	Including emerging mobility options in new housing developments to help reduce parking.	2	
2	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	1	
3	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support multimodal travel.	1	
5	Establish local hire requirements targeting underserved communities.	1	
2	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs	1	
3	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	1	
1	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	1	
2	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing materials for Black and immigrant communities.	1	

RACIAL EQUITY IMPACT

Racial equity impact indicates how well a recommendation eradicates structural and/or institutional racism and improves the quality of life and outcomes for BIPOC communities in San Jose.

Goal	Recommendations	Racial Equity Impact
2	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	
1	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	
7	Create annual membership for low-income individuals and families to access suite of EM services.	
1	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	
3	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	
2	Implement easy-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	
3	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.	
6	Create a community rideshare program managed by CBOs.	
4	Consider requirements or incentives for safety equipment.	
3	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.	
1	Including emerging mobility options in new housing developments to help reduce parking.	
2	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	
3	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support multimodal travel.	
5	Establish local hire requirements targeting underserved communities.	
2	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs	
3	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	
1	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	
2	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing materials for Black and immigrant communities.	

Goal	Recommendations	Cost	Feasibility	REI
2	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	3	2	3
1	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	2	3, 1	1
7	Create annual membership for low-income individuals and families to access suite of EM services.	4	2	2
1	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	1, 1	1	1
3	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	3	2	2
2	Implement easy-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	1, 1	3	3
3	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.	0, 2	0,1	0, 2
6	Create a community rideshare program managed by CBOs.	0, 3	1	0, 1
4	Consider requirements or incentives for safety equipment.	0, 1	2	0, 1
3	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.	0, 1	1	1
1	Including emerging mobility options in new housing developments to help reduce parking.	1	2	0
2	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	3	2	2
3	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support multimodal travel.	1	1	1
5	Establish local hire requirements targeting underserved communities.	1	2	2
2	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs	2	2	3
3	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	2	2	1, 1
1	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	3	3	2, 1
2	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing materials for Black and immigrant communities.	0, 1	1,2	0,2

WEIGHTING SCHEMES – SCENARIO 3 RESULTS

› Changes

- Added "*Establish local hire requirements targeting underserved communities*" recommendation to Top Priorities
- Also includes "*Create EM options and programs tailored to seniors and working moms taking kids to school*"

› Weighting Scheme 3

- Weighting Strongly Support as 1
- Weighting Support as 0.5
- Weighting Racial Equity Impact as 3
- Weighting Cost as 2
- Weighting Feasibility as 1

Goal	Recommendation	Final Rank
1	Engage with local streets, school districts, and universities to educate students on how to safely use emerging mobility services. Tailor to specific age groups.	1
7	Create annual membership for low-income individuals and families to access suite of EM services.	2
2	Implement east-to-use pay stations or kiosks that are available at local stores to support cash-based payment options for emerging mobility services. Create a card-based payment option that can be used across emerging mobility services and public transit. Cards should be refillable at common stores.	3
2	Provide cash and non-smartphone options that are accessible to low-income communities, undocumented people, seniors, persons with disabilities. Existing options are too complex, likely deter people from using the service, and are not accessible to non-English speakers.	4
2	Provide vouchers and discounts to CBOs to give to community members to help familiarize people with emerging mobility services and programs	5
2	Better integrate transit and emerging mobility. Ensure emerging mobility complements other transportation options.	6
3	Ensure equitable distribution of devices and regular maintenance in neighborhoods like East San Jose. Conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Establish minimum service levels by geography for all services.	7
1	Engage with CBOs and community groups to identify evaluation criteria to assess alignment between emerging mobility program and pilots and community needs. Make evaluation reports publicly available to community members. Evaluate the performance of Emerging Mobility providers in meeting community needs every X months/years in partnership with CBOs.	8
1	Creating emerging mobility options and programs tailored to seniors and working moms taking kids to school.	9
3	Create promotion program in partnership with paid community members to educate and spread awareness about emerging mobility services. Fund and deliver a public education campaign in partnership with community members.	10
5	Establish local hire requirements targeting underserved communities.	11
2	Eliminate misleading emerging mobility marketing practices and ensure that emerging mobility providers are creating culturally sensitive marketing materials for Black and immigrant communities.	12
1	Including emerging mobility options in new housing developments to help reduce parking.	13
3	Increase transparency around emerging mobility and City use of user data and give users control over how the data collected is used. Establish safeguards to protect user data from being sold.	14
3	Require emerging mobility providers to distribute devices across many geographies and give them reasons to comply.	15
3	Create community benefits programs funded by fees charged to emerging mobility providers. Types of benefits will be informed by the community but may include discounts for CBOs, funding/sponsoring education programs and engagement efforts, funding promotions programs, and investments that support multimodal travel.	16
6	Create a community rideshare program managed by CBOs.	17
4	Consider requirements or incentives for safety equipment.	18