This draft document contains an overview of expectations for the One-Stop-Shop Pilot Project and is for discussion purposes only. This document does not serve as a formal solicitation of any kind.

Goals & Objectives

In December 2017, the California Air Resources Board (CARB) approved the Fiscal Year 2017-18 Funding Plan for Clean Transportation Incentives, providing up to $5 million in funding for the One-Stop-Shop Pilot Project. The One-Stop-Shop Pilot is a new project aimed at providing low-income consumers the ability to submit one application and cross qualify for all of CARB's Low Carbon Transportation Equity Projects from virtually anywhere whether it be from a mobile phone, home computer, or at a dealership. CARB's Low Carbon Transportation Equity Projects include the Clean Vehicle Rebate Project, Enhanced Fleet Modernization Program Plus-Up, Financing Assistance for Low-Income Consumers and Clean Mobility Options for Disadvantaged Communities (to the extent feasible). In addition, the One-Stop-Shop Pilot is also intended to provide coordinated community- and issue-based outreach and education to increase low-income consumer participation across all of CARB's Low Carbon Transportation Equity Projects. Although the scope of the pilot is focused on CARB's Low Carbon Transportation Equity Projects, it will serve as the first critical step toward the One-Stop-Shop's ultimate goal of expanding to include all consumer-based clean transportation, energy efficiency, and other related incentives.

Potential Scope of Work

The scope of work outlines the potential duties and requirements for the One-Stop-Shop Pilot Project. Provided below is a brief summary of possible tasks for project implementation for the One-Stop-Shop Pilot Project.

Website and Application Tool

The primary objective of the One-Stop-Shop Pilot Project is to develop a comprehensive, user- and mobile-friendly public website that includes a single application tool for low-income consumers to qualify for and access CARB's Low Carbon Transportation Equity Projects. The website application tool and information may be hosted on a new or existing website and may include, but is not limited to, the following:

- General information on CARB's Low-Carbon Transportation Equity Projects including information on related outreach events (e.g., ride-and-drives,
community-based events, etc.) and contact information for each Low Carbon Transportation Equity Project administrator. General information includes, but is not limited to, outreach materials, such as fact sheets, infographics, and other multimedia tools that contain information on advanced clean vehicle technology, electric vehicle charging and fuel cell electric vehicle refueling, and available incentives.

- Establish a single application for low-income consumers to apply for CARB’s Low Carbon Transportation Projects, and potentially other related consumer-based vehicle replacement incentives (to the extent feasible). In addition, the website must have the ability to ensure applicants meet current income eligibility requirements for one or more of CARB’s Low Carbon Transportation Equity Projects. This includes, but is not limited to, income verification and the development of income verification policies and procedures.

- Ability to transfer and track applications to appropriate Low Carbon Transportation Equity Project administrator(s) for review, approval, and/or processing, as applicable in conjunction with CARB’s Low Carbon Transportation Equity Project administrators. The website must also have the ability to track total Low Carbon Transportation Equity Project funds, both available and expended, in real time, where applicable.

- Ability to expand coordination with other external efforts and the One-Stop-Shop application tool, to the extent feasible, to include other related incentive programs (e.g., clean transportation, energy efficiency, and other related incentives).

**Outreach and Education**

The secondary objective for the One-Stop-Shop Pilot is to provide coordinated community- and issue-based outreach and education to low-income consumers and communities to increase program participation for CARB’s Low Carbon Transportation Equity Projects. These tasks may include, but are not limited to, the following:

- Organize regular focus group meetings with CARB’s Low Carbon Transportation Equity Project administrators, and other relevant agencies or parties (e.g., relevant local agencies, state agencies, local air districts, community- and issue-based organizations, and other interested parties) to coordinate the development of a One-Stop-Shop website and single application tool.

- Develop and execute a consumer awareness and education strategy that includes coordinating existing efforts and develops, as needed, outreach and educational materials in consultation with CARB, CARB’s Low Carbon Transportation Equity Project administrators, and other relevant agencies or parties to conduct statewide, regional, and localized public outreach. However,
localized community-based outreach and education should be prioritized. The consumer awareness strategy shall also support and reflect community needs assessments, as well as other recommendations identified in CARB’s SB 350 Low-Income Barriers Study, Part B: Overcoming Barriers to Clean Transportation Access for Low-Income Residents1.

- Build partnerships with community- and issue-based organizations that are representative of disadvantaged and low-income communities, and are connected to a network of similar organizations and culturally relevant institutions and community service providers to provide education, technical assistance, ride-and-drive opportunities, etc. NOTE: Sub-grants with regional or centralized community- and issue-based organizations may be used to fund local organizations to conduct on-the-ground outreach and education activities, as appropriate, and as determined by CARB.

- In coordination with CARB’s Low Carbon Transportation Equity Project administrators, engage lower-income, disadvantaged communities through activities relevant to the community being served and the use of language-specific, and culturally appropriate outreach and education materials. In addition and in consultation with CARB’s Low Carbon Transportation Equity Project administrators, provide support to auto dealerships and manufacturers for reaching sales staff and low-income consumers.

Additional Duties and Requirements

Additional duties and requirements may include working with CARB’s Low Carbon Transportation Equity Project administrators to meet reporting requirements, maintain data and records management, maintain appropriate accounting procedures, track applications processed, and provide real-time data updates. The One-Stop-Shop Pilot must also meet and adhere to all of the Information Security Requirements described in National Institute of Standards and Technology’s (NIST) Special Publication 800-53 r42. All records must be stored in a safe and secure storage facility that maintains confidentiality and provides fire and natural disaster protection (if applicable).

Potential Evaluation

CARB may evaluate applications based on the general scoring categories below.

Applicant Qualifications

Demonstrate experience/expertise and history of implementing similar incentive

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1 https://www.arb.ca.gov/msprog/transoptions/transoptions.htm
projects; website and application tool development; and, building partnerships and working with community- and issue-based organizations, relevant local agencies, state agencies, local air districts, and other interested parties.

Project Budget

Identify a budget for completing the tasks of the One-Stop-Shop Pilot Project. The budget must include, but is not limited to, total costs associated with website and application tool development, on-the-ground support, coordinated outreach, direct and indirect project costs, and any applicable commitments for in-kind services and match funding.

Project Implementation Plan

Develop an implementation plan for the One-Stop-Shop Pilot Project that demonstrates ability to complete work in a timely manner. The project implementation plan must address how all the tasks under the scope of work will be implemented. Although included in the plan, the outreach component may be evaluated in more detail as described in the Consumer Awareness and Education Strategy category below.

Consumer Awareness and Education Strategy

Develop consumer awareness and education strategy to demonstrate ability for promoting the One-Stop-Shop website and application tool. Consumer awareness and outreach strategy may also demonstrate ability and experience for coordinating and complementing existing outreach and education efforts already underway through CARB’s Low Carbon Transportation Projects and other related incentive programs (e.g., Veloz, California Fuel Cell Partnership, Plug-In America, etc.). In addition, the strategy may demonstrate an understanding of low-income consumer and low-income community needs throughout the state and their ability to maximize available funding and develop a broad range of partnerships (e.g., participation with local or regional community- and issue-based organizations, other state agencies, non-profits, local electric car groups, and/or local air districts).

Additional Criteria

CARB may consider additional evaluation criteria such as the ability to administer the One-Stop-Shop Pilot Project based upon staffing, infrastructure, funding, and other available resources.