



CALSTART's Bus Transit and Innovative Mobility Surface Transportation Campaign

May 14, 2020
Second Meeting

Agenda

- Introductory Remarks
Fred Silver, VP Bus and Mobility Initiative
- Recapping Bus and Mobility Recommendations
Kyle Winslow, Federal Policy Director
- Reviewing Revised Final Letter
- Campaign Process Going Forward

Introductory Remarks

- Outlining CALSTART's Federal Campaign Efforts
- Campaign Update

Fred Silver

VP Bus and Mobility Initiative

CALSTART's Three Federal Campaigns

Bus and Mobility Campaign Re: Surface Transportation Reauthorization

- Supporting funding low- and no-emission buses, related infrastructure, and innovative mobility

Clean Corridors Campaign

- Supporting establishment of federal grant funding program for alternative fuel vehicle infrastructure

Zero Emission Truck Incentive Campaign

- Supporting establishment of federal zero-emission medium- and heavy-duty vehicle point-of-sale incentive, other ZET financial incentives, infrastructure, and innovation

Bus Transit and Innovative Mobility Surface Transportation Campaign – Updates

- Spoke to over two dozen members and solicited feedback, survey results
- First time we're building consensus for both bus transit and innovative mobility FTA programs
- Recognition that we need to keep our asks as tightly defined as possible, getting more specific later
- Recognizing sensitive industry conditions and noisy policy environment

Bus and Mobility Federal Policy Recommendations

Kyle Winslow

Federal Policy Director

Support a fourfold increase in deployment of ZE buses (ZEBs)

Increase funding for Low-No fourfold from \$55 million/year to \$220 million/year, starting in FY 2021. The Low-No Program should:

- Continue to emphasize the ability for partnerships
- Include larger scale deployments
- Emphasize infrastructure needs
- Address rural and micro-transit vehicle needs
- Provide funding for both low- and no-emission buses, with a growing emphasis on no-emission vehicles by 2025 in support of the goal of 1000 ZEBs procured per year by 2025

Support Robust Innovation Investment for Low- and No-Emission Buses

\$50 million/year in competitive funding solicitations through FTA's Research, Demonstration and Innovation Program for low- and no-emission bus research.

Key innovations needed in:

- Efficient heating and air conditioning systems for cold and hot climates
- Advanced electric bus charging solutions
- Longer-range zero-emission bus technologies
- Disaster mitigation and microgrid technologies
- Integration of transit buses and micro-mobility, mobility on demand, and other intermodal transit options

\$5 million/year to provide technical assistance to transit operators to integrate these technologies.

Develop New Rider-Friendly Innovative Mobility Modes

\$150 million/year through the FTA Integrated Mobility Innovation (IMI) Demonstration Program.

Require annual solicitations for:

- Integrated Mobility Innovation (IMI) Demonstration Program (Mobility on Demand (MOD), Strategic Automation Research, and Mobility Payment Integration)
- Accelerating Innovative Mobility (AIM) program

Authorize (and help shape) these programs moving forward.

Support for Campaign's Recommendations So Far



Reviewing Revised Final Letter

General

- Keeping this campaign in context of public health emergency, and transit agency / Congressional response to this

Transit Buses

- Keeping low- and no-emission buses, and 1,000 ZEB 2025 goal
- Clarifying language on HVAC systems, advanced braking

Innovative Mobility

- Clarifying definitions of innovative mobility
- Clarifying that IMI and AIM solicitations will be competitive

Questions/discussion on final draft of recommendations?

Please “raise your hand” to ask a question/make a comment.

Campaign Process Going Forward

Timeline for Campaign Activities

- Google poll to collect logos (**only fill out if you didn't see your logo represented**)
 - **COB Mon. 18**
 - Timing:
 - **Next week:** transmitting letter to Hill, will follow-up on timing and messaging
 - **Late May / Early June*:** Working with our consultants and you, starting background research on Coalition Congressional footprint to begin legwork for individual letters to key Congressional committee staff and legislators
 - We will send customizable letter template
 - External communications and social media messaging support for Campaign (also see next slide)
- *will we be in touch on timing pending COVID response efforts
- **Mid-June:** 3rd webinar to regroup on lobbying campaign, virtual event planning

Action Item/Date	Today	2weeks	4 weeks	6 weeks	8 weeks	12 weeks
Web Meeting 4/23 and Survey	X					
Joint Letter		X				
Individual Letters to Coalition Delegation			X			
Prep for Virtual Lobby Days				X		
Hold Virtual Lobby Meetings					X	

Communications Support

CALSTART Messaging

- Our website, social media
- Reporter roundtable (background and education to start)

Draft Messaging for Coalition Members

- Concise talking points for Coalition members to communicating asks and amplify tactics to policymakers
- Social media push for Hill constituencies (draft social media messaging, campaign branding and hashtags), and information on how to reach these policymakers

Timing

- Sensitive to industry conditions and policy environment, pending timeline would be early June to amplify release of our policy recommendations

Linking your communications leads with CALSTART:

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Thank You!



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VP Bus and Mobility Initiative

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Federal Policy Director