

Technical Assistance & Capacity-Building Pilot Project

Background & Goals

The California Air Resources Board (CARB) funded a technical assistance and capacity-building pilot project in response to feedback from various community members, leaders and representatives on the need to help California's most impacted communities better access available clean transportation and mobility funding. The pilot provided local community-based organizations with technical assistance and capacity-building support focused on community outreach efforts and access to resources. It was administered by GRID Alternatives through [Access Clean California](https://www.accesscleanca.org), a statewide project to create easy and comprehensive access to California's climate equity programs for residents and communities that face the most harm from environmental injustice. The technical assistance and capacity-building pilot supported Access Clean California's work in building a network of community outreach providers to increase awareness and uptake of these programs.



East Oakland Collective participating in a clean transportation planning process in their community.

In alignment with CARB's SB 350 Low-Income Barriers Report and CARB's Outreach Roadmap, the goals of the pilot were to:

- Raise awareness of Low Carbon Transportation Investments with a focus on equity incentive programs
- Build partner organizations' capacity to conduct clean mobility outreach and access funding
- Develop a replicable curriculum & clean mobility outreach resources for use by other agencies and organizations
- Create long-term community partnerships between economic and environmental justice communities and CARB

Access Clean California is a statewide project to create easy and comprehensive access to California's climate equity programs.

[accesscleanca.org](https://www.accesscleanca.org)

THIS PROJECT IS SUPPORTED BY



Project Funding

CARB provided \$1 million in funding for the one-year pilot, which supported the following:

- Direct grants to participating organizations up to \$50,000
- Full-time paid fellows
- Curriculum development and training

Participants & Activities

Participating organizations received capacity-building support that aligned with their needs and helped position them for future growth. For several of the participants, this included fully funded fellows to work with their staff for the year. Staff and fellows received training in clean mobility topics and California's climate equity policies and programs. Each organization piloted innovative outreach strategies in their communities with funding from Access Clean CA, adding to the outreach knowledge base for the broader network. Six organizations were selected to participate in the pilot, based on:

- [Geographic and demographic gaps in current clean mobility outreach](#)
- Organizations' potential to expand reach and impact
- Alignment with organizations' missions/existing services

Pilot Participants

- East Oakland Collective
- Healthy Active Streets
- Latino and Latina Roundtable
- Northern Circle Indian Housing Authority
- People for Mobility Justice
- South Kern Sol

Capacity-Building Curriculum

Phase I: Hiring & Management (January - March)

Access Clean CA supported organizations through a fellow hiring process and provided management training. Resources included:

- [Fellow Template Job Description](#)
- [Clean Mobility Fellow Sample Hiring Checklist and Timeline](#)
- [Sample Fellow Interview Feedback Form](#)
- [The Management Center - Managing to Change the World](#)

Phase II: Launch & Outreach Planning (March – June)

Outreach partners grounded their planning in an understanding of mobility justice, learned about the low-carbon transportation equity programs, and developed outreach plans tailored to their community and organization's needs. Resources included:

- [What is mobility justice?](#)
 - [Mobility Justice Resource Guide](#)
- [Low-Carbon Transportation Equity Programs “training for trainers”](#)
 - [Information on LCTE transportation programs](#)
- [Outreach mapping & persona development](#)
 - [Activity: Build a persona](#)
 - [Access Clean California community mapping exercise](#)
- [Targeting Your Outreach Strategies and Developing Virtual Outreach Campaigns](#)
 - [Campaign planning worksheet](#)
- [Tactic spotlight: Canvassing](#)
- [Strategy guide & sample outreach plan](#)

Phase III: Evaluating Outreach & Refining Strategy (June – August)

As partners began executing their outreach plans, they identified what data they wanted to collect to inform their organizational strategy and used that data to evaluate and refine their outreach efforts.

- [Data Management 101](#)
- [Data-informed decision-making](#)
- Mid-year feedback survey

Phase IV: Systematize and Scale (September – December)

As the funding period came to a close, partners evaluated their own organizational strategy and how clean mobility outreach fit into that strategy. They also began planning on how to incorporate their learnings into their organization.

- [Self-assessment of organizational strategy](#)
- State agency roundtable
- [Organizational strategy workshop](#)
- One-on-one coaching:
 - [Organizational Branding & Messaging](#)
 - [Strategic planning for nonprofits](#)
 - [Development and fundraising](#)
- Sample organizational transition plan

Phase V: Wrap Up & Final Presentations (January - February)

As a final conclusion to the program, partners presented at a community capacity building summit co-hosted by the Strategic Growth Council, sharing their learnings and recommendations with 70+ funders and state agency staff. Partners also had “exit interviews” with CARB staff to directly share feedback.

- [Community Capacity Building Summit](#)
- End of Contract Survey

Evaluation & Learnings

Outcomes

The pilot was evaluated based on both community outreach metrics and participants’ capacity to continue and deepen their work with environmental justice communities. Key outcomes include:

- Increase in partners’ capacity to:
 - Conduct data-informed community outreach
 - Access future funding opportunities
 - Deepen their work to help residents access clean mobility
- Raised community awareness of clean mobility issues and incentive programs
- Improved CBO partner relationships with public agencies
- Majority of CBO participants’ continue to do clean mobility outreach beyond the pilot period
- Created curriculum and other resources available to other community organizations

Key Recommendations for Future Capacity-Building Programs

- **Multi-year investment** allows for a longer onboarding process and deeper relationships and mitigates disruptions caused by clean mobility program funding cycles.
- **Flexible program structure** enables pivoting and adapting in response to external challenges and partner feedback, but should be paired with clear, attainable program goals
- **Investments in existing staff capacity** – managing fellows and devoting time to learning and innovation requires capacity, limiting CBO’s ability to deepen knowledge in other areas
- **One-on-one availability of program staff** is essential to relationship building, facilitating meaningful feedback and keeping work on track.