



AGENDA REPORT

Library and Community Services

DATE:	May 6, 2025
TO:	Mayor Martinez and Members of the City Council
FROM:	LaShonda White, Deputy City Manager
Subject:	Contract Amendment with NOMAD Transit (dba Via, LLC) to Expand Richmond Moves Shuttle Service City-Wide
FINANCIAL IMPACT:	The City of Richmond received a \$300,000 grant from Clean Mobility Options which will cover the cost to amend the Via contract for expanded services of the Richmond Moves on-demand shuttle program city-wide.
PREVIOUS COUNCIL ACTION:	October 17, 2023 May 7, 2024
STATEMENT OF THE ISSUE:	The City received a \$300,000 grant from Clean Mobility Options (CMO) to expand the Richmond Moves shuttle program city-wide.
RECOMMENDED ACTION:	ACCEPT and APPROPRIATE a grant from Clean Mobility Options (CMO) in the amount of \$300,000 to expand Richmond Moves shuttle program city-wide, and APPROVE a first contract amendment with Nomad Transit, LLC (Via) for expanded city-wide shuttle service through Richmond Moves to add \$300,000 to the contract for a not to exceed contract limit of \$6,535,000, maintaining the existing term of July 7, 2027 – Community Services Department (LaShonda White 510-620-6828).

DISCUSSION:

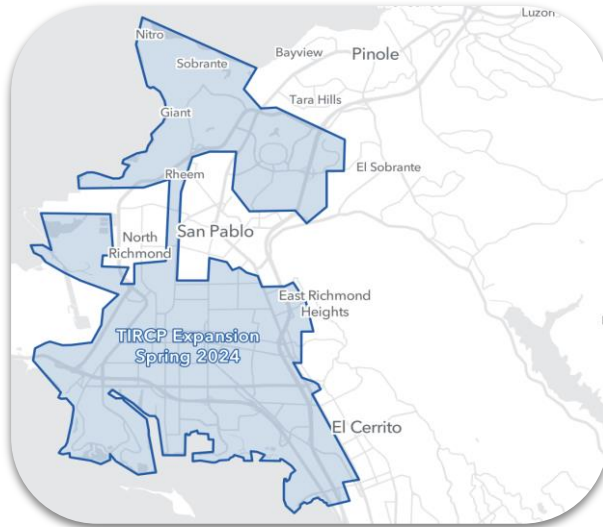
Richmond Moves is a city-wide, on-demand transportation service in Richmond, CA, providing affordable and convenient rides, particularly for underserved neighborhoods, connecting residents to key transit hubs like BART and the ferry terminal. Richmond Moves is a shared shuttle service that reduces pollution in Richmond caused by greenhouse gas emissions, and operates on-demand, meaning you can book trips directly from your phone and get picked up within minutes. The service uses an app to match riders headed in the same direction, offering a private ride experience with the efficiency of public transit. The goal of Richmond Moves is to fill transportation gaps in Richmond, particularly for neighborhoods that lack other mobility options, and to connect residents with key transit hubs. Richmond Moves operates Monday-Friday from 7:00am to 7:00pm. Vehicles are fully electrified. In total, the Richmond Moves micro-transit fleet is currently ten (10) zero emission vehicles to operate the service city-wide.

On May 7, 2024, City Council approved a \$6,235,000 contract with Nomad Transit, LLC (dba Via) to expand transit routes to the majority of the City of Richmond for its existing city-wide shuttle service through Richmond Moves (Attachment 1). The grant was funded in part by the Transit and Intercity Rail Capital Program (TIRCP) (\$3,117,500) and the grant match was funded through the Environmental and Community Investment Agreement (ECIA) (\$3,117,500).¹ The contract term expires on July 7, 2027.

The current shuttle service is available to the majority of Richmond residents. However, The majority of District 4 was not included in the most recent expansion funded with TIRCP funds (see Current Zone map).

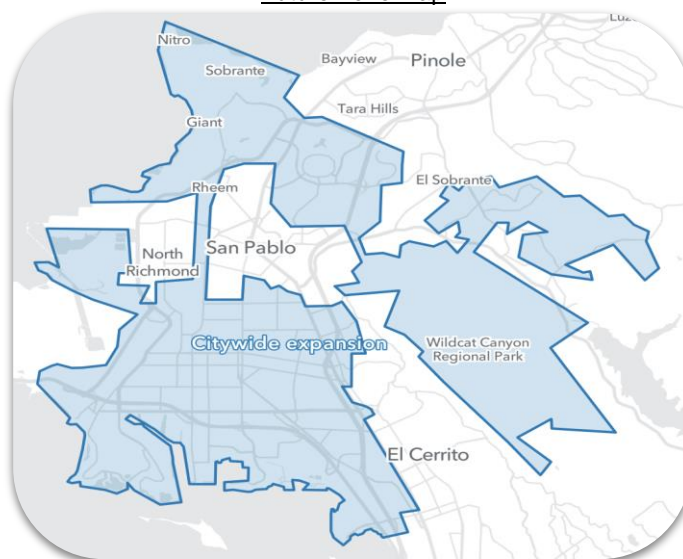
CURRENT ZONE

¹ The Transit and Intercity Rail Capital Program (TIRCP) was created by Senate Bill (SB) 862 (Chapter 36, Statutes of 2014) and modified by Senate Bill 9 (Chapter 710, Statutes of 2015), to provide grants from the Greenhouse Gas Reduction Fund (GGRF) to fund transformative capital improvements that will modernize California's intercity, commuter, and urban rail systems, and bus and ferry transit systems, to significantly reduce emissions of greenhouse gases, vehicle miles traveled, and congestion. Through the six cycles of TIRCP funding, the California State Transportation Agency (CALSTA) has awarded more than \$10 billion in funding to 132 projects throughout the state.



Funding became available through Clean Mobility Options (CMO) grant to expand services and City staff determined it would be beneficial to expand services so that the entire City of Richmond was covered (Attachment 2). The City received \$300,000 from CMO to expand services to the remaining portion of District 4 as a pilot project through April 2026. Per the grant application, City staff had to present evidence that residents in District 4 would benefit from and utilize the shuttle service. Residents of District 4 shared their desire for the shuttle especially as a way to connect residents to public transportation as there is limited public bus service in that area. This expansion will also support school-aged youth, especially at DeAnza High School. Consequently, City staff are recommending approval a contract amendment with Nomad for city-wide shuttle service through Richmond Moves to effectuate service expansion (Attachment 3).

Future Zone Map



City staff will work closely with Via to use grant funds to purchase additional Richmond Moves vehicles and provide outreach for the new service area. Via shared that the additional vehicles

will be used primarily to support the expanded service area but can also be redeployed to the existing service area, if needed and based on demand. At the end of the pilot period in April 2026, the City will have to determine if the expansion was successful and should be funded for additional years. A potential funding source to continue the pilot in District 4 beyond 2026, and city-wide service beyond 2027 is ECIA Transportation funds.

HISTORY OF RICHMOND MOVES FUNDING

Since its launch in 2022, the City has received \$8,035,000 in outside grant funding (including a grant match of \$3,117,500 in ECIA funds) to support the 5-year pilot program through July 2027. The City received the following grants outlined below:

- \$1,000,000 Grant from Clean Mobility Options Voucher Pilot Program (CMO): Initial award of \$1 Million from the project that is funded through the California Air Resources Board.
- \$500,000 Grant from CMO: An additional \$500,000 in CMO funds to add two vans to increase the Richmond Moves fleet total to five and funds the Via operations to expand the service area.
- \$6,235,000 Grant from Transit and Intercity Rail Capital Program (TIRCP) and ECIA: The City received a Grant from Transit and Intercity Rail Capital Program (TIRCP) in the amount of \$3,117,500. A grant match was funded through the Environmental and Community Investment Agreement (ECIA) in the amount of \$3,117,500. The grant allowed the City to expand transit routes to the majority of the City of Richmond (minus the majority of District 4) for its existing citywide shuttle service through Richmond Moves utilizing zero emission vehicles.
- \$300,000 Grant from CMO (current grant): The CMO program offered current grantees an opportunity to receive an additional \$300,000 to support program expansion. The additional funding will allow Richmond Moves to expand city-wide, including District 4.

The Richmond Moves shuttle service will continue to utilize zero-emission electric vehicles, grouping multiple passengers heading in the same direction, and booking passengers into a shared vehicle, thereby improving efficiencies for both the rider and the city, and reducing greenhouse gas emissions. The new extended service will improve transit options for all residents within the City of Richmond.

SYNERGISTIC POLICIES:

Richmond First Mile/Last Mile Transportation Strategic Plan: A comprehensive strategy for mobility within the Richmond community that focuses on development and implementation of a first mile/last mile transportation network at three primary transportation hubs.

Link: <https://www.ci.richmond.ca.us/DocumentCenter/View/48476/Richmond-FLM-Plan--Appendix>

DOCUMENTS ATTACHED:

Attachment 1 – Executed Standard Contract with Nomad Transit, LLC
Attachment 2 – Clean Mobility Options Grant Approval

Attachment 3 – Proposed Contract Amendment 1
Attachment 4 – Richmond Moves Slide Deck