

# The Green Business Attraction and Incentive Program

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## *Catalyst Funding Round 3*

### *City of Riverside, Economic Development*

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Charles Michael Futrell  
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O: 951-990-3315

### *Desiree Massei*

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# Application Form

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## *Proposal Information*

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### **Catalyst Funding Guidelines Overview**

This application is for Thrive Inland SoCal's Catalyst Funding Round 3, a regional grant opportunity under California Jobs First. A total of \$3 million is available to support pre-development proposals that advance job quality, climate resilience, and inclusive economic growth in Riverside and San Bernardino counties.

**Submission Deadline:** All applications must be submitted by **June 30, 2025 at 11:59 PM**.

Catalyst prioritizes projects in the following **target sectors**:

- **Cybersecurity**
- **Advanced Manufacturing**
- **Clean Technology**

[Click here to view the full Catalyst Funding Round 3 Guidelines](#)

Need help preparing your application?

Visit [www.thriveinlandsocal.org](http://www.thriveinlandsocal.org) for templates, FAQs, and guidance.

For direct support, contact:

- Daisy Lopez (IELI): [dlopez@ielaborinstitute.org](mailto:dlopez@ielaborinstitute.org)

### **Project Title\***

Name of Proposal.

The Green Business Attraction and Incentive Program

### **Funding Request Lane\***

Funding Lanes:

#### **Lane A:**

Exploratory (early phase ideas)

Maximum award amount of: \$25K

#### **Lane B:**

Planning (reading for investment, job creation started)

Maximum award amount of: \$250K

#### **Lane C:**

Last-mile (needs final funding to begin development)

Maximum award amount of: \$1Million

Lane B (up to \$250K)

### **Funding Request Amount\***

\$250,000.00

## Subregion(s) Served\*

**What subregion(s) will your proposal serve?** You can select more than one. (*Cities listed per subregion*)

Check all that apply.

**Inland Valley:** Fontana, Rialto, Colton, San Bernardino, Redlands, Highland, Loma Linda, Yucaipa, Chino Hills, Chino, Ontario, Upland, Montclair, Rancho Cucamonga, and Unincorporated Areas

**Western and Southwestern Riverside County:** Riverside, Moreno Valley, Lake Elsinore, Perris, Canyon Lake, Menifee, Wildomar, Murrieta, Temecula, Corona, Norco, Eastvale, Jurupa Valley, Hemet, San Jacinto, Beaumont, Banning, and Unincorporated and Extended Areas

**Desert & Mountain Region:** Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Springs, Palm Desert, Indio, Indian Wells, La Quinta, Coachella, Yucca Valley, Twentynine Palms, Joshua Tree, Idyllwild, Blythe, Big Bear, Wrightwood, Unincorporated and Extended Areas

**High Desert Region:** Victorville, Hesperia, Apple Valley, Adelanto, Barstow, Unincorporated and Extended Areas  
Western and Southwestern Riverside County

## Additional Funding Sources\*

Have you applied for additional funding sources for this proposal?

No

## Focus Area\*

Which priority area for California Jobs First does your proposal address? *You can select more than one.*

Job Quality and Access

Equity

Sustainability

## Organization Type\*

(Please be advised that there may be tax implications related to this funding depending on your organization type.)

Government Entity

## Industry Alignment:\*

*Select all that apply*

Clean Technology

Other

## Proposal Narrative

The questions below form the core of your Catalyst application. Use them to describe your proposal's purpose, impact, partnerships, and how it will contribute to economic opportunity in Inland SoCal.

Please respond using clear, direct language. All responses should connect your proposal to the goals of **California**

**Jobs First and Thrive Inland SoCal.**

**Each narrative response has a 250-word (1,500 character) maximum.**

## *Proposal Overview*

### **Proposal Overview\***

**In 500 words (3,000 characters) or less, summarize your proposal.**

Briefly describe what the project is, who's leading it, where it will take place, and its current stage (concept, planning, or implementation-ready). Highlight the core idea, intended beneficiaries, and how it connects to the goals of California Jobs First and Thrive Inland SoCal. This section should provide a clear snapshot before diving into the detailed narrative.

The City of Riverside's Economic & Community Development Department is launching the Green Business Attraction and Incentive Program to catalyze clean technology investment, generate quality job creation, and build long-term environmental and economic resilience in the Inland Empire. This initiative seeks to attract and support clean tech firms through flexible financial tools, wraparound services, and strong public-private partnerships—positioning Riverside as Inland Southern California's leading hub for climate-smart innovation.

At the heart of the program is a two-part strategy: a Green Revolving Loan Fund (RLF) and a targeted business attraction and incentive program. Together, these components will offer low-interest, flexible capital and matching grants to early-stage and expanding clean tech businesses. The program targets companies in high-impact sectors such as renewable energy, sustainable transportation, energy storage, water conservation, electrification, and circular economy innovation. To support inclusive growth, the city will focus on underrepresented entrepreneurs and businesses locating in underserved communities.

Riverside is uniquely positioned to lead in green industry growth. The region faces severe environmental challenges—San Bernardino and Riverside counties consistently rank among the most polluted in the nation. This context underscores the need for clean energy solutions and makes Riverside a logical launchpad for clean tech development. Energy-related occupations are projected to grow over 20% by 2030, and Riverside offers lower business costs, a strategic location, and a robust talent pipeline. Institutions like UC Riverside provide technical training, research collaboration, and direct access to skilled local workers.

As clean tech firms face growing barriers—from limited capital to labor shortages—Riverside's program fills a critical gap. The city will offer support beyond financing, including streamlined permitting, site selection, and technical assistance. A \$250,000 request will fund core infrastructure for the Green RLF, such as legal structuring, underwriting policy development, a digital application portal, and outreach materials tailored to equity-priority communities.

The program is led by the City's Economic Development Division in partnership with local universities. These collaborators will provide technical assistance, mentorship, and industry-specific guidance to help companies grow and hire locally.

This initiative addresses a core challenge: the lack of quality, local jobs in the innovation economy. Many Inland Empire residents commute long distances for work. This program will reverse that trend by attracting companies offering competitive wages & committing to local hiring. Training and upskilling programs will connect youth, transitioning workers, and entrepreneurs to careers in clean energy, electrification, efficiency, energy storage, grid modernization, and environmental stewardship.

## *A. Economic & Sustainability Impact*

### **A.1 Good Jobs, Fairness & Environmental Health\***

Describe how the proposal will support the creation of good-paying, family-sustaining, or mortgage-sustaining jobs, promote fairness, and strengthen long-term environmental health.

The City of Riverside's Green Business Attraction & Revolving Loan Fund (RLF) initiatives support the creation of good-paying, family-sustaining jobs in high-growth sectors like clean tech & advanced manufacturing. By offering accessible, low-interest capital & matching grants, these programs help early-stage & expanding businesses grow locally, create quality jobs, & provide wages between \$25–\$40/hour with benefits in fields such as renewable energy, water conservation, energy storage, & sustainable transportation. These efforts target long-standing regional disparities where many skilled residents commute long distances for work. By attracting firms committed to local hiring & fair labor practices, Riverside creates career pathways close to home. The RLF treats small business owners as long-term wealth builders, not just loan recipients—requiring job data reporting & offering coaching on equitable hiring, scaling, & workforce development.

Partners like RCCD, UCR, & UCR Extension would provide tailored training & certification programs aligned with clean industry needs, preparing residents—especially those without four-year degrees—for upward mobility. This integrated approach ensures that clean economy growth advances equity, supports working families, & strengthens long-term environmental health by building a resilient, sustainable, & inclusive innovation ecosystem in Riverside.

## A.2 Projected Economic Benefits & Metrics\*

Outline the economic benefits expected from the proposal. Where possible, use metrics to demonstrate impact.

The Green Revolving Loan Fund (RLF) & Business Attraction Program drives inclusive economic growth & environmental sustainability in Riverside by supporting early-stage & expanding clean tech businesses. Target sectors—renewable energy, sustainable transportation, water conservation, energy efficiency, energy storage, & circular manufacturing offer strong job growth & upward mobility in the region's transitioning economy. Through low-interest loans of \$25,000–\$100,000, the City will reduce capital barriers & incentivize hiring, equipment purchases, & facility expansion. The RLF is projected to assist 40+ clean tech businesses in year one, helping create or retain 150+ jobs by 2027. Additional job growth will occur through increased demand in local supply chains & the broader innovation ecosystem.

Equity is central to the program's structure. It prioritizes underrepresented entrepreneurs & businesses in disadvantaged communities. Participating firms must commit to offering living wages, benefits, & safe working environments. Outreach will be bilingual, & partners like UC Riverside, & OCIE SBDC would offer no-cost coaching & support.

A performance dashboard will track key metrics—emissions reductions, private capital leveraged, jobs created, & businesses supported in high-need areas. This program offers a scalable model for green economic development—one that strengthens the economy, supports families, & advances sustainability across Inland Southern California.

## A.3 Advancing Climate Resilience & Sustainability\*

Explain how the proposal supports a cleaner, more climate-resilient future.

The Green Business Attraction Program & Revolving Loan Fund (RLF) are designed to accelerate Riverside's transition to a cleaner, more climate-resilient future by directly investing in businesses that reduce emissions, improve resource efficiency, & create sustainable jobs. By targeting high-impact sectors such as renewable energy, energy storage, sustainable transportation, water conservation, & circular manufacturing, the proposal supports technologies that actively address climate change.

Through low-interest financing & business incentives, the City will enable clean tech firms to scale locally, leading to reductions in greenhouse gas emissions, improved air & water quality, & less reliance on fossil fuels. These businesses will be required to implement sustainability practices & report on environmental outcomes, ensuring accountability.

The program also promotes climate equity by prioritizing underrepresented entrepreneurs & projects in pollution-burdened communities, which often bear the greatest climate risk. Partners such as UC Riverside &

RCCD will provide training aligned with the green economy, building a local workforce equipped to respond to climate challenges.

By combining clean energy growth, equitable job creation, & environmental accountability, this proposal strengthens Riverside's capacity to adapt to climate change & lead in regional resilience. It lays the foundation for a just, inclusive clean economy that benefits both people & the planet.

## ***B. Workforce & Economic Development***

### **B.1 Addressing Local Workforce Needs & Industry Shifts\***

Describe how your proposal addresses local workforce needs and responds to changes in the labor market and environment, especially within cybersecurity, advanced manufacturing, or clean technology.

The City of Riverside's Green Business Attraction & Revolving Loan Fund (RLF) directly addresses evolving labor market demands by supporting job creation in clean technology & advanced manufacturing—two of the Inland Empire's fastest-growing sectors. These industries are key to California's energy transition, which is expected to generate millions of new jobs, particularly in electrification, energy storage, & green infrastructure.

The program provides low-interest capital & matching grants to early-stage & expanding clean tech businesses, helping them scale locally & create jobs paying \$25–\$40 an hour. These family-sustaining wages support upward mobility & reduce the need for long commutes, a persistent regional challenge. To meet workforce needs, the City is partnering with UC Riverside, UCR Extension, & RCCD to deliver training programs aligned with industry trends, many of which require no four-year degree, instead apprenticeship opportunities / certificates to align with industry goals & flexible learning for the workforce.

As automation, climate policy, & global supply chain shifts reshape labor needs, Riverside's initiative prepares residents for future-ready careers while building a clean innovation ecosystem. Businesses will report on job types, wages, & hiring outcomes, ensuring workforce accountability. The program prioritizes underserved communities & fosters inclusive economic growth—ensuring local workers are equipped for a more resilient, sustainable future.

### **B.2 Advancing Job Pathways, Entrepreneurship, and Wealth-Building\***

Explain how the proposal will create job pathways, support entrepreneurship, or help people build wealth in the community.

The City of Riverside's Green Business Attraction & Revolving Loan Fund (RLF) advances job pathways, entrepreneurship, & wealth-building by aligning clean tech business growth with workforce reskilling & education. As industries shift toward sustainability, the program will connect local residents—especially youth, transitioning workers, & those without four-year degrees—to high-demand clean economy careers in renewable energy, energy storage, water conservation, & sustainable manufacturing.

In partnership with local universities and educational partners, the City will expand access to training, certifications, & industry-aligned credentials that equip residents with in-demand skills. These programs will focus on practical, career-ready education that leads directly into jobs paying \$25–\$40 an hour, enough to support rent, mortgage payments, & long-term financial stability.

By supporting companies that commit to hiring locally & offering benefits, the program reduces the need for long commutes, helping residents stay close to home, invest in their communities, & contribute to neighborhood vitality. Entrepreneurs will also receive capital, coaching, & workforce development support—creating opportunities for business ownership & long-term wealth creation.

This integrated approach ensures that clean technology growth creates lasting economic benefits for residents—reskilling the workforce, launching career pathways, & driving community-centered prosperity across Riverside.

### **B.3 Promoting Job Quality & Worker Protections\***

Provide details on job quality elements such as wages, benefits, or worker protections included in the proposal.

The Green Business Attraction & RLF program elevates job quality by pairing financial incentives with strong worker protections, continuous education, & skill building support. All participating employers must commit to offering living wages (\$25–\$40/hour), core benefits like healthcare & paid leave, & maintaining safe, inclusive workplaces. But the program goes further—recognizing that job quality is also about long-term career growth.

In partnership with RCCD, UCR Extension, & local incubators, the City will offer ongoing training, certification pathways, & upskilling programs aligned with clean tech industry needs. These educational supports ensure workers don't just get jobs—they gain careers with advancement potential, often without requiring a four-year degree. From energy systems & electric vehicle maintenance to water efficiency & green building, curriculum is designed for real-world impact.

Employers will receive guidance on equitable hiring, retention strategies, & professional development planning—building a culture of lifelong learning. Workers will have access to stackable credentials that allow them to grow from entry-level into leadership roles, increasing their income & stability over time.

By integrating education, equity, & job protections, Riverside is not just creating clean tech jobs—it's setting a new standard for how communities build prosperity from the ground up.

## ***C. Partnerships, Community Engagement & Implementation***

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### **C.1 Key Partners and Roles\***

Identify your key partners and describe their roles.

The Green Business Attraction & RLF program will be supported by a strong coalition of regional partners committed to advancing clean technology, workforce, & inclusive economic growth. Current educational partners like UCR would serve as innovation partners, offering research collaboration, faculty expertise, & support for early-stage companies through the ExCITE & OASIS incubators, creating a launchpad for scalable clean tech ventures.

UCR Extension can provide courses and programs for workforce training, developing & delivering industry-aligned programs that provide residents, especially underemployed workers, with the skills needed to access clean economy careers. Programs will focus on stackable credentials, continuous learning, & career advancement.

The Orange County / Inland Empire Small Business Development Center (OCIE SBDC) could provide small business coaching, technical assistance, & support for navigating capital access, compliance, & growth planning.

City of Riverside Business Liaisons will promote the program, assist with outreach, & connect local entrepreneurs to available resources including partners at AJCCs.

In addition, the City will engage philanthropic & mission-aligned organizations to support equity-focused marketing, multilingual outreach, & community-based education efforts ensuring the program reaches underrepresented entrepreneurs & high-need neighborhoods. Together, partners will help Riverside grow a resilient, inclusive, clean tech economy.

## C.2 Sustaining Collaboration Throughout Implementation\*

Describe how you will maintain strong collaboration throughout the proposal's life.

The City of Riverside will maintain strong collaboration throughout the life of the proposal by implementing a structured, inclusive, and adaptive coordination model. A City-led steering committee will meet quarterly to guide the implementation of the Green Business Attraction & RLF program. This committee will be responsible for tracking progress, reviewing metrics, addressing challenges, and ensuring alignment with program goals and equity outcomes.

As the initiative grows, the City will expand the steering committee regionally to include voices from neighboring jurisdictions, workforce boards, philanthropic partners, and clean tech industry leaders. This regional collaboration will help align efforts, reduce duplication, and amplify the impact of green job creation and business support across the Inland Empire.

The City will also facilitate monthly internal team check-ins, produce shared dashboards, and host biannual stakeholder forums to evaluate progress, share lessons learned, and strengthen program responsiveness. Community feedback will be gathered through multilingual outreach events, small business roundtables, and surveys to ensure the program evolves with local needs.

By fostering transparency, consistent communication, and broad regional input, Riverside will build a resilient, cross-sector network that supports long-term clean tech growth and inclusive economic development.

## C.3 Metrics and Outcomes for Success\*

Share the specific goals or outcomes you will track to measure success. Use metrics where possible.

To measure success, the City of Riverside will implement a performance tracking framework that combines internal data collection, benchmarking, and community-informed evaluation. Core goals include business growth, job creation, workforce development, and equity-centered impact.

Key metrics will include:

- Number of clean tech businesses funded
- Jobs created or retained
- % of businesses located in underserved areas
- Wages offered
- % of loans/grants awarded to underrepresented entrepreneurs
- Number of businesses attracted to the City of Riverside

The City will build an internal dashboard to collect and monitor real-time program data, including business performance, workforce outcomes, and environmental indicators. This will allow for ongoing benchmarking against local and statewide targets and inform timely course correction.

To ensure community relevance, the City will conduct regular multilingual outreach, including quarterly surveys, focus groups, and feedback sessions with business owners, jobseekers, and workforce partners. Insights gathered will inform program refinements, equity strategies, and communication efforts.

Together, this data-driven approach will ensure transparency, impact, and continuous improvement—positioning Riverside as a national model for inclusive, clean economy growth.

## C.4 Community Engagement and Resident Involvement Strategy\*

Outline your strategy to engage the community and keep residents informed and involved.

The City of Riverside will implement a comprehensive, community engagement strategy to keep residents informed and ensure clean economy opportunities are accessible to all. A public outreach campaign will



include digital marketing, printed materials, promotion at Citywide events, and Ward-level updates to maximize visibility and reach.

To engage local businesses, the City will conduct targeted marketing for business attraction, expansion, and retention, highlighting available economic development incentives, site selection support, & workforce partnerships. Program details will be shared through the City's business liaison network, economic development channels, and digital platforms.

Dedicated marketing materials will provide clear, accessible information about funding opportunities, clean tech job pathways, training programs, & program impact. Quarterly partner meetings will be held to coordinate implementation efforts and align outreach with evolving community and business needs.

Community input will be gathered through feedback surveys & opportunities, ensuring transparency & inclusive participation. Outreach will prioritize underserved neighborhoods & underrepresented entrepreneurs and utilize CBO's and Non-Profits to expand reach.

By leveraging digital tools, local partnerships, & real-time community feedback, Riverside will ensure the Green Business Attraction & RLF program remains visible, accessible, & responsive to the needs of both residents & local businesses.

## C.5 Fund Utilization and Timely Expenditure Plan\*

Explain how you will ensure that all awarded funds are fully used by August 2026, and share your plans for sustaining the work beyond the grant period.

The City of Riverside has developed a clear, actionable spending plan to ensure full use of awarded funds by August 2026. The \$250,000 budget is strategically allocated across implementation categories, with timelines aligned to maximize early activation, outreach, & business support.

\$100,000 (40%) is dedicated to a Matching Capital Grant Pool, which will be deployed in the first year to support clean tech businesses.

\$50,000 (20%) will fund Marketing & Outreach, including printed materials, exhibit booths, & digital campaigns—mobilized in the first 6–12 months to recruit businesses & promote the program.

\$37,500 (15%) supports program management, covering oversight, reporting, & coordination. These funds will be fully expended through consistent operations over the life of the grant.

\$37,500 (15%) is allocated to Infrastructure, including fund structuring, underwriting, & a digital application portal—all foundational tasks scheduled for early completion.

\$25,000 (10%) will support Technical Assistance Partnerships, with contracts & scopes finalized by mid-2025.

To sustain impact beyond the grant, the City's Green Revolving Loan Fund (RLF) is designed as a self-replenishing model—loan repayments will be reinvested into future borrowers. The City will also pursue philanthropic support, leverage regional partnerships, & build internal capacity to continue marketing, technical assistance, & business development efforts through its Economic Development Department.

## *Proposal Budget*

### Project Budget Upload\*

Please upload your project budget here using this template.

Riverside\_Green\_Tech\_Grant\_Program\_Budget.xlsx

## *Additional/Supplemental Materials*

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### **Additional/Supplemental Materials**

Submit additional supplemental materials to support your project submission. All documents must be combined into a single file for upload.

City+of+Riverside\_Catalyst+Funding+Round+3\_Support+Attachments-compressed.pdf

Attached is a combined file highlighting the City of Riverside's ongoing commitment to clean technology and sustainable innovation. The file includes photos from key partner events such as the launch of the University of California's CE-CERT initiative and Clean Air Share vehicles, the VOLTU Motors ribbon cutting celebrating the creation of over 400 clean air jobs, and the OHMIO ribbon cutting in partnership with the Riverside Transit Agency, showcasing the region's first self-driving, zero-emission bus. Also featured are groundbreaking ceremonies for the Northside Agriculture Innovation Center and VOLTU's formal resolution of commitment to the City. Two letters of support are included from Mayor Patricia Lock-Dawson and the University of California, Riverside Office of Technology Partnerships.

## *Electronic Signature*

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### **Electronic Signature\***

My name typed below serves as my electronic signature.

Desiree Massei

### **Before You Submit**

Please ensure all required sections are complete. Incomplete applications may be disqualified.

Applications will be reviewed from **July through September 2025**. All applicants will be notified of their status in **Fall 2025** using the email provided in this application.

If you have any questions, contact:

**Daisy Lopez** – [dlopez@ielaborinstitute.org](mailto:dlopez@ielaborinstitute.org)

## File Attachment Summary

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### *Applicant File Uploads*

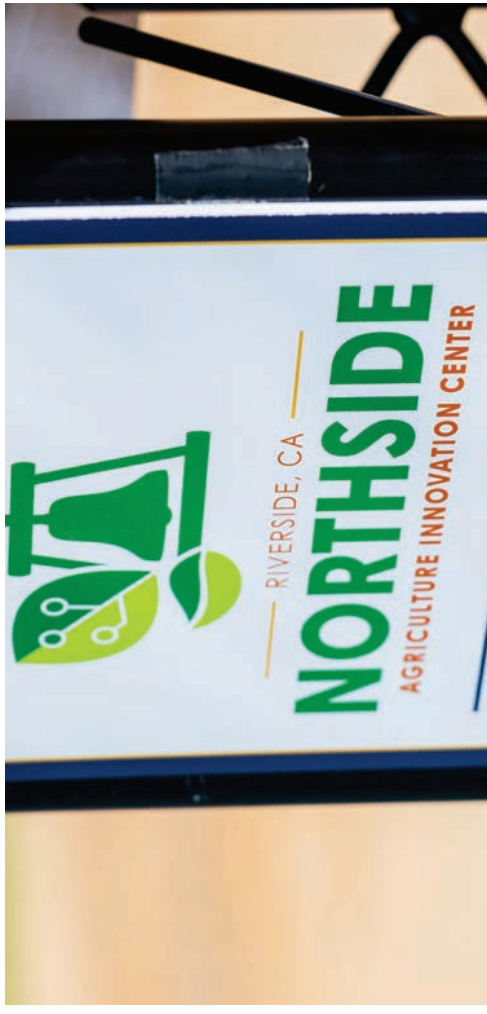
- Riverside\_Green\_Tech\_Grant\_Program\_Budget.xlsx
- City+of+Riverside\_Catalyst+Funding+Round+3\_Support+Attachments-compressed.pdf

Category	% of Budget	% of Budget	Amount (\$)
<b>Matching Capital Grant Pool</b>	40%	\$ 100,000.00	\$ 100,000.00
<b>Marketing &amp; Outreach</b>			
Outreach Materials	20%	\$ 50,000.00	\$ 10,000.00
Booth/Exhibit Space & Events			\$ 12,000.00
Digital Content Creation			\$ 15,000.00
Online Marketing/Ad Campaigns			\$ 13,000.00
<b>Staff Resources / Admin Support</b>			
Staff Time / Program Management	15%	\$ 37,500.00	\$ 25,000.00
In-House Development (tech/tools)			\$ 7,500.00
Supplies / Admin			\$ 5,000.00
<b>Workforce Training &amp; Development</b>			
Program Development & Curriculum	25%	\$ 62,500.00	\$ 20,000.00
Training Implementation / Instructors			\$ 22,500.00
Participant Subsidies / Materials			\$ 10,000.00
Program Evaluation & Reporting			\$ 10,000.00

Breakdown
Revolving grants to green tech firms tied to job creation and investment benchmarks.
Printed brochures, flyers, banners, and signage.
Conference/expo space rentals, local and regional event fees.
Video production, photography, branded content for website/social.
Paid ads, social media boosts, digital media placements.
City staff managing program operations, reporting, outreach, and support.
CRM tools, application intake form, dashboards, etc.
Office supplies, software, printing, incidentals.
RCCD/UCR Extension development of custom green tech modules.
Partner costs for delivery, stipends, facilitators.
Training materials, student incentives, uniforms/tools.
Tracking workforce outcomes and compiling success metrics.











City of Riverside, California  
Office of the Mayor  
**PATRICIA LOCK DAWSON**



June 27, 2025

City of Riverside  
Office of the Mayor  
3900 Main Street  
Riverside, CA 92522

**Subject: Letter of Support – Green Business Attraction and Incentive Program**

Esteemed Catalyst Grant Evaluators:

As the Mayor of the City of Riverside, an environmental scientist, and lifelong advocate for sustainable policy, it is with great enthusiasm that I offer my full support for the City's application to the Catalyst Fund Round 3 (Lane B) for our Green Business Attraction and Incentive Program.

This proposal is a natural extension of our broader vision: to position Riverside as the global hub and premier destination for green technology and sustainable business. By combining a Green Revolving Loan Fund with a proactive business attraction campaign, the program directly addresses critical barriers such as access to capital, inclusive job creation, and community resilience. This initiative is more than just a city project, it is a regional strategy for inclusive, sustainable growth across the Inland Empire. The Inland Empire is home to over 4.5 million residents and one of the fastest-growing workforces in the state. However, our region continues to face structural challenges related to air quality, income inequality, and access to capital for small and emerging businesses. Riverside, as a hub of innovation, education, and public-private collaboration, is uniquely positioned to lead a model that benefits and elevates the broader region.

This work builds on Riverside's proven record of securing and executing over \$300 million in state and federal investments, hosting the California Air Resources Board Southern California Headquarters, the largest net-zero energy facility in the world, and launching transformative projects like SoCal OASIS™ and the Northside Agriculture Innovation Center. Combined with our deep talent pipeline, renewable energy portfolio, and strong regional partnerships, Riverside is ready to serve as a catalyst for Inland Southern California's clean economy future.



Throughout my career, I've prioritized collaborative solutions that drive long-term impact. This is a moment of historic opportunity for the Inland Empire. With the right investments, we can create a regional economy that is not only sustainable, but also inclusive and innovation-driven, positioning us as a leader in California's green transition.

Thank you for considering our application. We welcome the opportunity to demonstrate how Riverside's leadership can serve as a model for the state, and a vehicle for regional economic transformation.

Sincerely,

A handwritten signature in dark blue ink, reading "Patricia Lock Dawson". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Patricia Lock Dawson  
Mayor, City of Riverside

26 June 2025

To: Thrive Inland SoCal's Catalyst Funding Review Committee  
Subject: Letter of Support – Green Business Attraction and Incentive Program (Thrive Inland SoCal's Catalyst Funding Round 3)

On behalf of the University of California, Riverside Office of Technology Partnerships and EPIC SBDC I am writing to express our support for the City of Riverside's Green Business Attraction and Incentive Program proposal, submitted under Catalyst Fund Round 3 (Lane B).

Reporting to the Vice Chancellor for Research and Economic Development, the Office of Technology Partnerships encompasses technology commercialization, corporate & strategic partnerships, and innovation & entrepreneurship. Our mission is to drive economic growth in Inland Southern California by cultivating a vibrant and collaborative entrepreneurial ecosystem. To that end, we recognize the critical need to foster clean technology development and local job creation in Inland Southern California. The City of Riverside's initiative is timely and transformative — addressing the persistent challenges of environmental degradation, job flight, and limited capital access in our region.

We are particularly encouraged by the Program's dual-pronged approach: a Green Revolving Loan Fund (RLF) coupled with a strategic business attraction campaign. This model supports underserved communities and underrepresented entrepreneurs while positioning Riverside as a regional clean tech hub.

The city's vital initiative aligns with our own efforts to help local entrepreneurs develop, fund, validate, commercialize, and scale life-changing innovations — creating meaningful impact for both society and the regional economy. We are proud to collaborate with the City of Riverside and stand ready to contribute to the success of the Green Business Attraction and Incentive Program. Our support will include but will not be limited to delivering business development and technical assistance, outreach and community engagement, referring eligible businesses or entrepreneurs, supporting workforce development and training, plus participating in program design, evaluation, or implementation.

The City of Riverside's Green Business initiative will help shape a clean, inclusive, and innovation-driven future for Riverside and the greater Inland Empire. We commend the City of Riverside for its leadership and look forward to being a part of this impactful effort.

Sincerely,

A handwritten signature in black ink that reads "Martin Kleckner". The signature is fluid and cursive, with a long horizontal stroke at the end.

Martin Kleckner III, Ph.D. MBA | Director UCR EPIC SBDC  
University of California, Riverside | Office of Technology Partnerships  
245 University Office Building, Riverside, CA 92521



**REVISED**

CC Date: 11-19-24

Item No.: 46

# City Council Memorandum

*City of Arts & Innovation*

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: NOVEMBER 19, 2024**

**FROM: COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT      WARDS: ALL**

**SUBJECT: CITY FLEET ELECTRIFICATION AND ECONOMIC DEVELOPMENT – PREORDER AND PURCHASE OF 20 VOLTU ELECTRIFIED F350 XL CREW CAB 4WD TRUCKS IN THE AMOUNT OF \$2,392,500 PURSUANT TO PURCHASING RESOLUTION NO. 24101, SECTION 602(D) AND AUTHORIZE THE CITY MANAGER OR HIS DESIGNEE TO NEGOTIATE THE PURCHASE AGREEMENT – SUPPLEMENTAL APPROPRIATION**

## **ISSUE:**

Authorize the preorder and purchase of 20 Voltu Electrified F350 XL Crew Cab 4WD Trucks in the amount of \$2,392,500 pursuant to Purchasing Resolution No. 24101, Section 602(d) and authorize the City Manager or his designee to negotiate and execute the purchase agreement.

## **RECOMMENDATIONS:**

That the City Council:

1. Authorize the preorder and purchase of 20 Voltu Electrified Dual Motor 4WD Crew Cab Trucks in the amount of \$2,392,500 pursuant to Purchasing Resolution No. 24101, Section 602(d), and authorize the City Manager or his designee to negotiate and execute the purchase agreement;
2. With five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$150,000 in the Air Quality Management District Fund; and
3. With five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$2,217,500~~2,217,000~~ from available General Fund Infrastructure Reserves.

## **BACKGROUND:**

On October 22, 2024, Voltu Motor Inc. (Voltu) selected the City of Riverside as the site for its U.S. headquarters and manufacturing facility for electric vehicles and lithium cell batteries. The



decision was influenced by California's status as the largest electric vehicle market, the Inland Empire's logistical advantages, and Riverside's supportive green technology ecosystem. Voltu plans to establish a manufacturing and research facility capable of producing approximately 10,000 vehicles annually in Riverside. Initially, the company will relocate 20 employees from Argentina and will hire hundreds of engineers locally. The City of Riverside is collaborating with Voltu and local educational institutions to create a talent pipeline and apprenticeship programs, aiming to provide quality job opportunities for residents and graduates. The Voltu project meets several of the City's goals including:

- Continuing to grow the City's Green Technology cluster;
- Meeting the need to purchase electric vehicles for City fleet needs to modernize and replace resources;
- Expediting the delivery of these vehicles as other manufacturers have quoted a three-year timeline for production;
- Creating 400 jobs;
- Generating substantial sales tax revenue within the City; and
- Strengthening Riverside's circular economy exponentially.

## **DISCUSSION:**

The City of Riverside is committed to enhancing its sustainability by replacing aging vehicles with electric alternatives. This transition is vital for several reasons: it significantly reduces air pollution and greenhouse gas emissions, leads to a healthier environment, lowers operating costs, enhances reliability, ensures compliance with California's emissions regulations, and this shift supports public health and promotes technological advancements in the green economy.

### **City of Riverside Fleet Vehicle Needs**

The City of Riverside was recently recognized as having the #1 Green Fleet in North America by the NAFA Fleet Management Association and remains committed to supporting a cleaner and greener future. As part of that commitment, the City is prioritizing the replacement of diesel and aging vehicles with clean and electric vehicles. This crucial transition is important for the City and the community due to:

- *Environmental Impact:* Electric vehicles produce zero tailpipe emissions, significantly reducing air pollution and greenhouse gas emissions compared to diesel vehicles. This transition contributes to cleaner air and a healthier environment for residents and staff to enjoy while helping the City meet GHG emission reduction goals.
- *Cost Savings:* Electric vehicles have lower operating costs, including maintenance and fuel expenses. Electric power tends to be cheaper than diesel, leading to long-term savings for municipalities, with RPU as a critical part of that savings.
- *Reliability and Performance:* Modern electric vehicles often provide better performance, with quicker acceleration and lower noise levels. They also tend to require less maintenance than diesel engines, which can result in increased reliability for staff who work long hours in the field.
- *Regulatory Compliance:* The State of California is implementing stricter emissions regulations such as the Advanced Clean Fleets Regulation (ACF) requiring municipalities to phase-in medium and heavy duty zero-emission vehicles into their fleets through 2042. As a new 2024 requirement, municipalities are required to add zero-emission vehicles to fleets as a percentage of their purchases each year and starting January 1, 2024, 50% of vehicle purchases must be zero-emission vehicles and 100% of purchases must be zero-emission vehicles starting January 1, 2027. Transitioning to electric vehicles helps the City stay compliant with these laws and avoid potential fines.



- *Public Health:* Reducing diesel emissions can lead to improved public health outcomes, particularly for vulnerable populations in urban areas. Lowering air pollutants can decrease respiratory illnesses and related health issues.
- *Technological and Economic Development Advancements:* Investing in electric vehicles supports the growth of innovative technologies and infrastructure, positioning the City of Riverside at the forefront of the green economy. With Riverside as the home of CARB, the City strives to be the global leader in green and clean technology and is focusing on the attraction of sustainable companies to establish their headquarters in Riverside.

#### About Voltu Motor Inc.

Voltu Motor Inc. (Voltu) is a technology and innovation company, currently based in Argentina, specializing in electric power. With a focus on cutting-edge technology and eco-friendly design, the company prioritizes quality and performance, ensuring that its products meet the needs of modern urban environments. By investing in electric mobility, Voltu not only contributes to reducing carbon emissions but also positions itself as a leader in the green technology sector. Voltu aims to provide efficient, reliable, and cost-effective vehicles for commercial applications.

Founded in the US, and currently headquartered in Argentina, by Mr. George Gebhart, Voltu seeks to enable electrification by delivering the most advanced powertrain systems. Voltu has the vision to have the largest market share of electric class 3 vehicles in the United States. Voltu holds more than 20 worldwide patents with their products tested and/or validated by:

- *Applus IDIADA:* Applus IDIADA is the worldwide leader in the testing, inspection and certification sector
- *FutureMotiv:* FutureMotiv is an engineering company that specializes in electric and hybrid vehicle systems and integration. We provide engineering services and components to support both prototype and production vehicle programs at all stages of development including feasibility studies, design, integration and testing.
- *ECER100:* ECER 100 is the regulation specifies all tests that must be carried out on lithium batteries installed on 4-wheel electric vehicles for transport of persons or goods of road vehicles of categories M and N with electric traction.
- *SAE International:* SAE International provides the world's leading authority in mobility standards development. The design of safety, productivity, dependability, efficiency, and certification is better with standards.
- *International Organization for Standardization (ISO):* ISO brings global experts together to agree on the best way of doing things – for anything from making a product to managing a process and provides certifications.

Over the past two years, Voltu has worked to build relationships with the University of California, Riverside (UCR), the Center for Environmental Research and Technology (CE-CERT), and the Office of Technology Partnerships and Small Business Technology Transfer Program. Through the Build to Scale Program offered at UCR, they worked directly with an Entrepreneur-in-Residence, Doug Kollmyer, a professional with over 35 years' experience in sales management, business development, marketing, strategic planning, distribution and channel strategy, manufacturing and service operations, team building, and P&L responsibility. Mr. Kollmyer specializes in helping businesses grow through leveraging technology, improving sales process and sales management and worked directly with Voltu on their move to the United States market.

Voltu is led by their Management Team comprised of four key officers:

- *George Gebhart:* Chief Executive Officer and Founder
  - o Bioengineer and EV technological expert
- *Juan Artola:* Chief Commercial Officer



- MBA and Mechanical Engineer with expertise in OEMs sale, aftersales and customer care
- **Joaquin Uranga:** Chief Administrative Officer
  - MBA and Industrial Engineer with expertise in manufacturing corporations, administration and finance
- **Gonzalo Cuenca:** Quality, Health, Safety, and Environment Officer
  - Bioengineer with expertise in research, development and testing

With plans to establish a U.S. headquarters in Riverside, Voltu is set to create hundreds of jobs and generate significant economic benefits, including generating substantial sales tax revenue which will directly contribute to the City's fiscal health and sustainability. This partnership not only reinforces Riverside's commitment to a green and sustainable future but also positions the City as a leader in sustainable technology and economic development.

#### **Voltu – Uniquely Qualified with Unmatched Offering**

In the competitive landscape, the Voltu 3 Electrified Dual Motor 4WD Crew Cab Truck is the only Class 3 electric vehicle/truck on the market that is not a cab over truck. It is the only vehicle in its class that has a high tow rating and payload capacity compared to other four-door mass-produced electric trucks including the Chevrolet Silverado EV, Edison Future EF1-T, Ford Lightening F150e, GMC Sierra EV, Hummer EV, Ram 1500 REV, Rivian R1T, and the Tesla Cyber Truck. Although those vehicles have similar horsepower, they do not have the proper torque or tow-rating and are not Class 3 vehicles appropriate for municipal fleet use. There are no other appropriate fleet vehicles in the 1-ton category that are electric. Additionally, the Voltu 3 is the only electric truck with a 350-mile range capability from their unique immersive temperature management system. The trucks have a built-in on-board fast charger, allowing them to charge anywhere without relying on charging infrastructure (max power achieved with three phase 480 volts). The Voltu 3 has a proprietary patented bi-directional inverter which allows the vehicles to charge themselves when needed. This exclusive Voltu feature provides flexibility to drivers when being utilized in the field for long hours, which is needed by Riverside Public Utilities staff.

For a commercial class 3 truck, there are no available competitors. Should the City be interested in other electric trucks, the Ford F150 Lighting is the closest competitor; however, the Ford Lighting would not satisfy the weight ratings or towing capacity needed for Riverside's municipal fleet applications. Additionally, order times from local dealerships lag the City's needs. Placing an order of 20 vehicles can take upwards of twelve months and provides no additional jobs to benefit the City.

Purchasing Resolution No. 24101, Section 602(d), Acquisition of Goods, Exceptions states that Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required, "When the Procurement can only be obtained timely from a single source and the Manager is satisfied that the best price, terms and conditions for the Procurement thereof have been negotiated."

The Purchasing Manager concurs that the recommended actions are in compliance with Purchasing Resolution No. 24101, Sections 602(d).

<b>Voltu Vehicle Specs</b>	
<b>Model</b>	Voltu 3 Electrified Dual Motor 4WD Crew Cab Truck
<b>MSRP</b>	\$125,000 + tax
<b>Riverside Discounted Price</b>	\$110,000 + tax



<b>Timeline to Deliver Product</b>	20 electric F350 XL Crew Cab 4WD delivered Q3 2025
<b>Driveline/Powertrain</b>	Dual Motor 4-wheel drive
<b>Motor</b>	Permanent Magnet Synchronous Motor
<b>Peak Power</b>	620 hp @ 3900 rpm
<b>Peak Torque</b>	827 lb-ft @ 0-3820 rpm
<b>Battery Pack</b>	166 kWh (800v)
<b>Gross Vehicle Weight Rating</b>	11,400 lbs
<b>Towing Capacity</b>	17,000 lbs
<b>Payload</b>	4,400 lbs
<b>Vehicle Range</b>	350 miles
<b>Charge Time</b>	40 minutes @ 220v outlet
<b>Breaking</b>	Regenerative breaking
<b>Service and Support</b>	Monitoring Service: <ul style="list-style-type: none"> <li>- Data analytics</li> <li>- Performance analytics</li> <li>- Driver behavior</li> <li>- Charging management</li> <li>- Over-the-air software updates</li> <li>- Technical training program</li> </ul>
<b>Warranty</b>	Battery Pack – 5 years / 100,000 miles Power Unit – 5 years / 60,000 miles Limited – 3 years / 36,000 miles
<b>CARB Executive Order</b>	Compliant

**Economic Development Impact - Bringing Quality Jobs and Green Tech to Riverside:**

After considering five locations in California, on October 22, 2024, Voltu selected the City of Riverside as the site of their United States headquarters and manufacturing for their vehicles and lithium cell batteries. Drawn to California as the largest EV market and to the Inland Empire as a hub of logistics, Voltu's business plan is to establish a 10,000 vehicles per year manufacturing, research and development headquarters in Riverside. Voltu will relocate 20 of their staff from Argentina to Riverside and will be hiring hundreds of engineers from Riverside to join their staff. The City has committed to work with Voltu and local institutions of higher education to establish and strengthen a talent pipeline of skilled engineers and apprenticeship and internship programs to provide quality local jobs to Riverside residents and graduates. A large amount engineers are needed for Voltu's operations as the tech company will be performing continuous research and development.

**Key Benefits and Economic Impact Years 1-3:**

- 400 direct jobs, growing to 700 in manufacturing, engineering, research and development, administration and sales;
- 1,200 indirect jobs generated through local suppliers and vendors;
- \$1.6 Billion in projected revenue for Voltu from the deployment of over 14,000 trucks; and
- Substantial sales tax revenue to the City of Riverside as the Point-of-Sale for Voltu's trucks.

**Additional Community Benefits:**

- Educational partnerships and training programs to establish a skilled talent pipeline to keep more talent in Riverside and reduce brain drain;
- 40% local procurement goal by 2030 resulting in more indirect jobs and strengthening of Riverside's circular economy;
- Within the first three years of vehicle deployment, Voltu will generate 910,000 tons of CO2



emission reduction 910,000 tons of CO2 emission reduced;

- Carbon neutral manufacturing by 2035 with an investment in renewable energy;
- Voltu is anticipated to be the only manufacturer of lithium cells in Riverside County; and
- Additional momentum in the Green Technology Area of Excellence for the City to be able to translate this business attraction win into bringing additional green and sustainable businesses to the City of Riverside.

As a technology start-up, with the City of Riverside as a primary pre-order for Voltu, this greatly assists their financing positioning and Series A capital raise to grow their business, leverage investment to expand operations to the United States and increase their market presence. To help learn from this partnership, the City is also participating in a joint pilot program with Voltu and the South Coast Air Quality Management District to track and measure the vehicles' performance analytics and generate hard numbers for emissions reduction.

*Timeline to Operate in Riverside:*

- Q4 2024 (November): Announce partnership with City of Riverside and formal launch of the vehicle in the United States; begin weekly meetings with the Community and Economic Development team to prepare for the tenant improvement process
- Q1 2025 (January): Take possession of manufacturing site in Riverside
- Q1 2025 (February): City staff returns to City Council to appropriate the respective funds' repayment to the General Fund Infrastructure reserves and for consideration of a three-year plan for the purchase of additional vehicles beyond the initial 20
- Q3 – Q4 2025: Voltu begins manufacturing and production
- Q1 2026 (January): Delivery of vehicles with City of Riverside receiving priority delivery within three months of start of production

Voltu's vision and operations are aligned with Economic Development's Area of Excellence of Green Technology and is aligned with the City's vision to become the global technology center in clean and green technology. Voltu was interested in locating in Riverside due to the supportive ecosystem including the California Air Resources Board (CARB), the Center for Environmental Research and Technology (CE-CERT) at the University of California, Riverside, and a responsive Community and Economic Development team at the City to support their needs. The City has committed to fully supporting the move of the current 20 Voltu staff to Riverside, assisting in local hiring and relationship building, and providing a streamlined permitting process for their site improvements at their industrial site.

*Sustainability Impact and Climate Action Plan Progress*

According to the California Air Resources Board (CARB), transportation is the single largest source of global warming emissions and air pollution in the state, comprising 50% of greenhouse gas emissions and 80% of air pollutants. In 2022, CARB approved the "Advanced Clean Cars II" Rule that set California on a path to rapidly grow the zero-emission car, truck and SUV market and deliver cleaner air and massive reductions in climate-warming pollution. The rule established a year-by-year roadmap so that by 2035 100% of new cars and trucks sold in California will be zero-emission vehicles.

This action supports the City's Climate Action Plan efforts to:

- Increase the number of clean vehicles in the non-emergency City fleet to at least 60%
- Spur entrepreneurial growth and economic opportunities related to emission reductions
- Continue emission reductions across all sectors of the economy
- Assist the City in reaching 2035 emission reduction targets

As the City is currently in the process of updating the General Plan and Climate Action and



Adaptation Plan, implementation of clean and green tech and deployment of electric vehicles in the City fleet will continue to be a priority.

### **STRATEGIC PLAN ALIGNMENT:**

This item contributes to Strategic Priorities of Economic Opportunity, Environmental Stewardship, and Infrastructure, Mobility & Connectivity.

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – The partnership between the City of Riverside and Voltu Motor Inc. fosters community trust by demonstrating a commitment to sustainable development and local economic growth.
2. **Equity** – Partnership outcomes will benefit the entire community. By focusing on local hiring and skill development, the partnership aims to create diverse job opportunities that uplift underrepresented populations and provide pathways to sustainable careers in the growing green technology sector. Voltu's commitment to training and apprenticeship programs will empower residents, particularly those from disadvantaged backgrounds, to acquire valuable skills in a rapidly evolving industry. This inclusive approach not only fosters economic equity but also promotes a sense of belonging and investment among community members, ensuring that everyone can participate in and benefit from the city's transition to a cleaner, more sustainable future.
3. **Fiscal Responsibility** – Investing \$2.2 million in Voltu vehicles reflects the City of Riverside's commitment to fiscal responsibility by prioritizing long-term savings and sustainability. This strategic expenditure will facilitate the replacement of aging diesel vehicles with modern electric alternatives, leading to significant reductions in fuel and maintenance costs over time. By choosing high-quality, efficient vehicles that align with the City's green initiatives, Riverside not only enhances its fleet's performance and reliability but also ensures compliance with emissions regulations, thereby avoiding potential fines. Furthermore, this investment supports local economic growth and job creation as Voltu establishes its headquarters in Riverside, maximizing the return on investment for taxpayers while advancing the City's goals for a cleaner and more sustainable future. There are no other class 3 vehicles available with the same capabilities.
4. **Innovation** – Riverside's partnership with Voltu significantly advances innovation by embracing cutting-edge electric vehicle technology and fostering a culture of sustainable practices. By collaborating with a forward-thinking company dedicated to developing efficient, eco-friendly vehicles, the city positions itself at the forefront of the green technology movement. This partnership not only brings state-of-the-art manufacturing and research capabilities to Riverside but also promotes the integration of advanced technologies in the municipal fleet, enhancing operational efficiency and performance. Our partnership with Voltu requires collaboration with local educational institutions to cultivate a skilled workforce, driving research and development that can lead to further innovations in sustainable transportation. Overall, this partnership exemplifies how the City can leverage private sector expertise to drive progress and create a more innovative, sustainable future for Riverside residents.
5. **Sustainability & Resiliency** – Riverside's partnership with Voltu and deployment of vehicles plays a pivotal role in advancing the City's sustainability and resiliency goals by facilitating a significant transition to electric vehicle technology in an economic



development approach that helps further position the City as the global hub for clean and green technology and leverage existing economic development assets. By investing in local manufacturing and technology development, the City enhances its economic resiliency, creating jobs and fostering a green economy that can adapt to future challenges.

**FISCAL IMPACT:**

The total fiscal impact of this action is \$2,392,500. \$150,000 is available in the Air Quality Management District Fund. The balance of \$2,217,500 will be initially funded from General Fund Infrastructure Reserves, with repayment to be identified based on the departments and funds purchasing the vehicles for City operations.

Following the City Manager's negotiation of the purchase agreement and related timeline, City staff will work to identify the vehicles and respective costs to be purchased by Riverside Public Utilities and General Services Fleet Internal Service Fund, as well as annual funding allocations from the Air Quality Management District Fund. Once identified, staff will return to City Council to appropriate the respective funds' repayment to the General Fund Infrastructure reserves.

The City is projected to receive substantial sales tax revenue as the worldwide point-of-sale for Voltu's trucks. Additionally, job creation and workforce development will lead to increased local employment, higher consumer spending, job multiplier effects, and the attraction and retention of a skilled workforce. These factors contribute to a more robust and dynamic local economy, generating revenue, fostering business growth, and enhancing the overall quality of life for Riverside residents.

Prepared by:	Miranda Evans, Economic Development Manager
Approved by:	Jennifer Lilley, Community & Economic Development Director
Certified as to availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Mike Futrell, City Manager
Approved as to form:	Jack Liu, Interim City Attorney

**Attachments:**

1. Voltu Motor Inc. Quote
2. Presentation



# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: NOVEMBER 19, 2024**

**FROM: COMMUNITY AND ECONOMIC      WARDS: ALL**  
**DEVELOPMENT DEPARTMENT**

**SUBJECT: CITY FLEET ELECTRIFICATION AND ECONOMIC DEVELOPMENT –  
PREORDER AND PURCHASE OF 20 VOLTU ELECTRIFIED F350 XL CREW  
CAB 4WD TRUCKS IN THE AMOUNT OF \$2,392,500 PURSUANT TO  
PURCHASING RESOLUTION NO. 24101, SECTION 602(D) AND AUTHORIZE  
THE CITY MANAGER OR HIS DESIGNEE TO NEGOTIATE THE PURCHASE  
AGREEMENT – SUPPLEMENTAL APPROPRIATION**

## **ISSUE:**

Authorize the preorder and purchase of 20 Voltu Electrified F350 XL Crew Cab 4WD Trucks in the amount of \$2,392,500 pursuant to Purchasing Resolution No. 24101, Section 602(d) and authorize the City Manager or his designee to negotiate and execute the purchase agreement.

## **RECOMMENDATIONS:**

That the City Council:

1. Authorize the preorder and purchase of 20 Voltu Electrified Dual Motor 4WD Crew Cab Trucks in the amount of \$2,392,500 pursuant to Purchasing Resolution No. 24101, Section 602(d), and authorize the City Manager or his designee to negotiate and execute the purchase agreement;
2. With five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$150,000 in the Air Quality Management District Fund; and
3. With five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$2,217,000 from available General Fund Infrastructure Reserves.

## **BACKGROUND:**

On October 22, 2024, Voltu Motor Inc. (Voltu) selected the City of Riverside as the site for its U.S. headquarters and manufacturing facility for electric vehicles and lithium cell batteries. The



decision was influenced by California's status as the largest electric vehicle market, the Inland Empire's logistical advantages, and Riverside's supportive green technology ecosystem. Voltu plans to establish a manufacturing and research facility capable of producing approximately 10,000 vehicles annually in Riverside. Initially, the company will relocate 20 employees from Argentina and will hire hundreds of engineers locally. The City of Riverside is collaborating with Voltu and local educational institutions to create a talent pipeline and apprenticeship programs, aiming to provide quality job opportunities for residents and graduates. The Voltu project meets several of the City's goals including:

- Continuing to grow the City's Green Technology cluster;
- Meeting the need to purchase electric vehicles for City fleet needs to modernize and replace resources;
- Expediting the delivery of these vehicles as other manufacturers have quoted a three-year timeline for production;
- Creating 400 jobs;
- Generating substantial sales tax revenue within the City; and
- Strengthening Riverside's circular economy exponentially.

## **DISCUSSION:**

The City of Riverside is committed to enhancing its sustainability by replacing aging vehicles with electric alternatives. This transition is vital for several reasons: it significantly reduces air pollution and greenhouse gas emissions, leads to a healthier environment, lowers operating costs, enhances reliability, ensures compliance with California's emissions regulations, and this shift supports public health and promotes technological advancements in the green economy.

### **City of Riverside Fleet Vehicle Needs**

The City of Riverside was recently recognized as having the #1 Green Fleet in North America by the NAFA Fleet Management Association and remains committed to supporting a cleaner and greener future. As part of that commitment, the City is prioritizing the replacement of diesel and aging vehicles with clean and electric vehicles. This crucial transition is important for the City and the community due to:

- *Environmental Impact:* Electric vehicles produce zero tailpipe emissions, significantly reducing air pollution and greenhouse gas emissions compared to diesel vehicles. This transition contributes to cleaner air and a healthier environment for residents and staff to enjoy while helping the City meet GHG emission reduction goals.
- *Cost Savings:* Electric vehicles have lower operating costs, including maintenance and fuel expenses. Electric power tends to be cheaper than diesel, leading to long-term savings for municipalities, with RPU as a critical part of that savings.
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- *Regulatory Compliance:* The State of California is implementing stricter emissions regulations such as the Advanced Clean Fleets Regulation (ACF) requiring municipalities to phase-in medium and heavy duty zero-emission vehicles into their fleets through 2042. As a new 2024 requirement, municipalities are required to add zero-emission vehicles to fleets as a percentage of their purchases each year and starting January 1, 2024, 50% of vehicle purchases must be zero-emission vehicles and 100% of purchases must be zero-emission vehicles starting January 1, 2027. Transitioning to electric vehicles helps the City stay compliant with these laws and avoid potential fines.



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**Economic Development Impact - Bringing Quality Jobs and Green Tech to Riverside:**

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**Key Benefits and Economic Impact Years 1-3:**

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learn from this partnership, the City is also participating in a joint pilot program with Voltu and the South Coast Air Quality Management District to track and measure the vehicles' performance analytics and generate hard numbers for emissions reduction.

*Timeline to Operate in Riverside:*

- Q4 2024 (November): Announce partnership with City of Riverside and formal launch of the vehicle in the United States; begin weekly meetings with the Community and Economic Development team to prepare for the tenant improvement process
- Q1 2025 (January): Take possession of manufacturing site in Riverside
- Q1 2025 (February): City staff returns to City Council to appropriate the respective funds' repayment to the General Fund Infrastructure reserves and for consideration of a three-year plan for the purchase of additional vehicles beyond the initial 20
- Q3 – Q4 2025: Voltu begins manufacturing and production
- Q1 2026 (January): Delivery of vehicles with City of Riverside receiving priority delivery within three months of start of production

Voltu's vision and operations are aligned with Economic Development's Area of Excellence of Green Technology and is aligned with the City's vision to become the global technology center in clean and green technology. Voltu was interested in locating in Riverside due to the supportive ecosystem including the California Air Resources Board (CARB), the Center for Environmental Research and Technology (CE-CERT) at the University of California, Riverside, and a responsive Community and Economic Development team at the City to support their needs. The City has committed to fully supporting the move of the current 20 Voltu staff to Riverside, assisting in local hiring and relationship building, and providing a streamlined permitting process for their site improvements at their industrial site.

*Sustainability Impact and Climate Action Plan Progress*

According to the California Air Resources Board (CARB), transportation is the single largest source of global warming emissions and air pollution in the state, comprising 50% of greenhouse gas emissions and 80% of air pollutants. In 2022, CARB approved the "Advanced Clean Cars II" Rule that set California on a path to rapidly grow the zero-emission car, truck and SUV market and deliver cleaner air and massive reductions in climate-warming pollution. The rule established a year-by-year roadmap so that by 2035 100% of new cars and trucks sold in California will be zero-emission vehicles.

This action supports the City's Climate Action Plan efforts to:

- Increase the number of clean vehicles in the non-emergency City fleet to at least 60%
- Spur entrepreneurial growth and economic opportunities related to emission reductions
- Continue emission reductions across all sectors of the economy
- Assist the City in reaching 2035 emission reduction targets

As the City is currently in the process of updating the General Plan and Climate Action and Adaptation Plan, implementation of clean and green tech and deployment of electric vehicles in the City fleet will continue to be a priority.

**STRATEGIC PLAN ALIGNMENT:**

This item contributes to Strategic Priorities of Economic Opportunity, Environmental Stewardship, and Infrastructure, Mobility & Connectivity.

This item aligns with each of the five Cross-Cutting Threads as follows:



1. **Community Trust** – The partnership between the City of Riverside and Voltu Motor Inc. fosters community trust by demonstrating a commitment to sustainable development and local economic growth.
2. **Equity** – Partnership outcomes will benefit the entire community. By focusing on local hiring and skill development, the partnership aims to create diverse job opportunities that uplift underrepresented populations and provide pathways to sustainable careers in the growing green technology sector. Voltu's commitment to training and apprenticeship programs will empower residents, particularly those from disadvantaged backgrounds, to acquire valuable skills in a rapidly evolving industry. This inclusive approach not only fosters economic equity but also promotes a sense of belonging and investment among community members, ensuring that everyone can participate in and benefit from the city's transition to a cleaner, more sustainable future.
3. **Fiscal Responsibility** – Investing \$2.2 million in Voltu vehicles reflects the City of Riverside's commitment to fiscal responsibility by prioritizing long-term savings and sustainability. This strategic expenditure will facilitate the replacement of aging diesel vehicles with modern electric alternatives, leading to significant reductions in fuel and maintenance costs over time. By choosing high-quality, efficient vehicles that align with the City's green initiatives, Riverside not only enhances its fleet's performance and reliability but also ensures compliance with emissions regulations, thereby avoiding potential fines. Furthermore, this investment supports local economic growth and job creation as Voltu establishes its headquarters in Riverside, maximizing the return on investment for taxpayers while advancing the City's goals for a cleaner and more sustainable future. There are no other class 3 vehicles available with the same capabilities.
4. **Innovation** – Riverside's partnership with Voltu significantly advances innovation by embracing cutting-edge electric vehicle technology and fostering a culture of sustainable practices. By collaborating with a forward-thinking company dedicated to developing efficient, eco-friendly vehicles, the city positions itself at the forefront of the green technology movement. This partnership not only brings state-of-the-art manufacturing and research capabilities to Riverside but also promotes the integration of advanced technologies in the municipal fleet, enhancing operational efficiency and performance. Our partnership with Voltu requires collaboration with local educational institutions to cultivate a skilled workforce, driving research and development that can lead to further innovations in sustainable transportation. Overall, this partnership exemplifies how the City can leverage private sector expertise to drive progress and create a more innovative, sustainable future for Riverside residents.
5. **Sustainability & Resiliency** – Riverside's partnership with Voltu and deployment of vehicles plays a pivotal role in advancing the City's sustainability and resiliency goals by facilitating a significant transition to electric vehicle technology in an economic development approach that helps further position the City as the global hub for clean and green technology and leverage existing economic development assets. By investing in local manufacturing and technology development, the City enhances its economic resiliency, creating jobs and fostering a green economy that can adapt to future challenges.

#### **FISCAL IMPACT:**

The total fiscal impact of this action is \$2,392,500. \$150,000 is available in the Air Quality Management District Fund. The balance of \$2,217,500 will be initially funded from General Fund



Infrastructure Reserves, with repayment to be identified based on the departments and funds purchasing the vehicles for City operations.

Following the City Manager's negotiation of the purchase agreement and related timeline, City staff will work to identify the vehicles and respective costs to be purchased by Riverside Public Utilities and General Services Fleet Internal Service Fund, as well as annual funding allocations from the Air Quality Management District Fund. Once identified, staff will return to City Council to appropriate the respective funds' repayment to the General Fund Infrastructure reserves.

The City is projected to receive substantial sales tax revenue as the worldwide point-of-sale for Voltu's trucks. Additionally, job creation and workforce development will lead to increased local employment, higher consumer spending, job multiplier effects, and the attraction and retention of a skilled workforce. These factors contribute to a more robust and dynamic local economy, generating revenue, fostering business growth, and enhancing the overall quality of life for Riverside residents.

Prepared by:	Miranda Evans, Economic Development Manager
Approved by:	Jennifer Lilley, Community & Economic Development Director
Certified as to availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Mike Futrell, City Manager
Approved as to form:	Jack Liu, Interim City Attorney

Attachments:

1. Voltu Motor Inc. Quote
2. Presentation

Voltu Motor Inc  
710 LAKEWAY DRIVE  
SUITE 200  
Sunnyvale CA 94085  
United States

City of Riverside,CA  
Riverside CA 92522  
United States

## Quotation # S00030

Quotation Date:  
10/31/2024

Salesperson: Juan  
Ignacio Artola

Description	Quantity	Unit Price	Disc.%	Taxes	Amount
Voltu 3 Work Truck - Dual Motor 4WD - F350 chassis SRW XL Crew Cab 6.75 Bed	20.000 Units	125,000.00	12.00	8.75%	\$ 2,200,000.00
Untaxed Amount					\$ 2,200,000.00
Sales Tax on \$ 2,200,000.00					\$ 192,500.00
Total					\$ 2,392,500.00

**REVISED**

CC Date: 11-19-24

Item No.: 46



## VOLTU 3 FLEET SERVICE VEHICLES & ECONOMIC DEVELOPMENT SUCCESS

Community & Economic Development  
*Driving Innovation*


City Council Meeting  
November 19, 2024




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**NEW SLIDE** **PRESENTATION OVERVIEW**



City Fleet Replacement and Electrification Needs + Tech Company Establishing Global HQ in Riverside = Economic Development Success



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## CITY FLEET NEEDS

- ① Replacing aging fleet with electric alternatives
- ① Complying with **Advanced Clean Fleets Regulation** requiring the phase-in of medium and heavy duty Zero-Emission Vehicles
  - ① 50% of vehicles beginning January 1, 2024
  - ① 100% of purchase must be zero-emission vehicles by January 1, 2027



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## CITY FLEET NEEDS

NEW SLIDE

- ① Zero-Emission Fleet Transition Plan *(October 2024)*

Total Vehicles in City Fleet	Vehicles Subject to ACF Regulations	Vehicles Replaced in FY2024	General Services Truck Replacement Needs	RPU Truck Replacement Needs
701	373	141	F250s: 72	F250s: 9
53% governed by CARB ACF Regulations	GVWR of 8,500 pounds or greater		F350s: 96	F350s: 64
			F450s: 5	F450s: 2



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## ABOUT VOLTU



- ⚙️ Technology and innovation company
- ⚙️ Founded in the US and headquartered in Argentina
- ⚙️ 20+ worldwide patents and product testing and validation
- ⚙️ UCR Success Story - SoCal Oasis Build to Scale Program and Center for Environmental Research and Technology (CE-CERT)
- ⚙️ Proven Platform - utilizes Ford chassis powered by Voltu Technology

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## WHY VOLTU?



Job Generator



Up to 350 miles of range and only vehicle in its class with a high tow rating



Lithium cell battery manufacturer with immersive temperature management



Built-in on-board fast charger to charge anywhere and charge other vehicles; low maintenance power train



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## ECONOMIC DEVELOPMENT ADVANTAGES


**PREVIOUS VERSION**

- Key Benefits & Economic Impacts Years 1-3




**Local Manufacturing, Research and Development Headquarters in Riverside**

10,000 vehicles per year  
14,000 over the next 3 years




**Quality Jobs Generated**

400 direct jobs in Engineering, Manufacturing and Research & Development  
1,200 indirect jobs through local vendors  
Establish a skilled talent pipeline in Riverside  
40% local procurement goal by 2030 for additional indirect jobs



**Revenue Generated**

Approx. \$1.4 Billion in projected revenue from the deployment of over 14,000 trucks (3 years)  
Substantial sales tax revenue to the City of Riverside



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## GLOBAL HQ IN RIVERSIDE

**NEW SLIDE**

Vehicle to Vehicle (V2V) Fast Charging



➔



**Global Headquarters in Riverside**

- Establishing Point of Sale in Riverside
- City with priority to receive vehicles



**Manufacturing, Research & Development**

- 14,000 trucks over first three years of operations
- \$27.6M investment in R&D (estimated)



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## QUALITY JOBS GENERATOR

**NEW SLIDE**

### Direct Jobs

- 400+ jobs within first 4 years of operations
- Job growth to 700+
- Quality jobs: engineering, manufacturing, management, administration and sales
- Future top 10 employer

### Indirect Jobs

- 1,200 indirect jobs from suppliers, contractors, etc.
- Strengthening local economy
- 40% local procurement goal by 2030

### Talent Pipeline

- Strengthening our talent pipeline
- Workforce Development
- Partnerships with higher education ecosystem to promote local hiring

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## REVENUE GENERATOR

**NEW SLIDE**

### Projected Sales

- Approx. \$1.6 Billion in projected revenue from the deployment of over 14,000 trucks (3 years)

### Projected Sales Tax Revenue

- City of Riverside as Point of Sale
- Substantial sales tax revenue to the City

### Quality of Life

- Quality jobs created and additional sales tax generated create opportunity to fund community enhancements

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## WHY RIVERSIDE?

**PREVIOUS VERSION**

**Riverside's Supportive Ecosystem**

- California as leading and largest EV Market and Inland Empire leading logistics hub
- Clean and green leadership with access to CARB, the Center for Environmental Research and Technology (CE-CERT) and recent Ohmio success
- UCR resources in Build to Scale and Entrepreneurs-in-Residence Programs

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## WHY RIVERSIDE

**NEW SLIDE**

**Riverside's Supportive Ecosystem**

- California as leading and largest EV Market and Inland Empire leading logistics hub
- Clean and green leadership with access to California Air Resources Board (CARB), South Coast Air Quality Management District (AQMD), shared values with City and recent Ohmio success
- UCR Center for Environmental Research and Technology (CE-CERT) and resources in Build to Scale Program with assistance from Entrepreneurs-in-Residence

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**RIVERSIDE ECONOMIC DEVELOPMENT  
COMPETITIVE ADVANTAGES**

**NEW SLIDE**



<p><b>Riverside Public Utilities</b></p> <p>Among lowest water and energy rates in the region and State of California</p>	<p><b>Economic Development Concierge Service</b></p> <p>Responsive, agile and reliable assistance</p>	<p><b>Shared Sustainability Visions</b></p> <p>Shared visions to create a greener, cleaner community, economy and world</p>
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**HEAR FROM THE EXPERTS**

**voltu**

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Enabling electrification through innovative technology

[voltumotor.com](http://voltumotor.com)

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## CROSS CUTTING THREADS



Community Trust



Equity



Fiscal Responsibility



Innovation



Sustainability & Resiliency



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## RECOMMENDATIONS

1. Authorize the preorder and purchase of 20 Voltu Electrified Dual Motor 4WD Crew Cab Trucks in the amount of \$2,392,500 pursuant to Purchasing Resolution No. 24101, Section 602(d), and authorize the City Manager or his designee to negotiate and execute the purchase agreement;
2. With five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$150,000 in the Air Quality Management District Fund; and
3. With five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$2,217,500 from available General Fund Infrastructure Reserves.



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## VOLTU 3 FLEET SERVICE VEHICLES & ECONOMIC DEVELOPMENT SUCCESS

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## CROSS CUTTING THREADS



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Equity



Fiscal Responsibility



Innovation



Sustainability & Resiliency



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