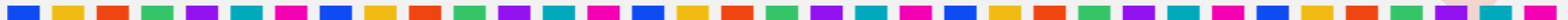




ADVANCED  
MOBILITY  
PARTNERSHIP

# Working Group

December 5, 2023



# Notes about the meeting

- Please add your agency affiliation to your name
- Everyone has the ability to unmute and/or show video, if we're hearing feedback, you may be muted.
- Feel free to use the chat box.
- Quick introductions!

# Agenda

## **Universal basic mobility panel**

City of Los Angeles

City of Oakland

## **Partner agency updates and other matters**

Meeting cadence

Accessibility

## **Next meeting**

February 6, 2024



ADVANCED  
MOBILITY  
PARTNERSHIP

# Universal Basic Mobility Program

Shirin Sardpour, Los Angeles Department of Transportation



# South Los Angeles Universal Basic Mobility Pilot

Shirin Sadrpour  
Environmental Affairs Officer  
December 2023



# South LA Universal Basic Mobility Pilot

## UBM Components:

- Mobility Wallet
- Electric Mobility
- Charging for All
- Workforce Development
- Stakeholder engagement and outreach
- Quick Build Active Streets
- Rail to Rail - First Mile Last Mile
- Zero Emissions Delivery Solutions



## Funding Sources:

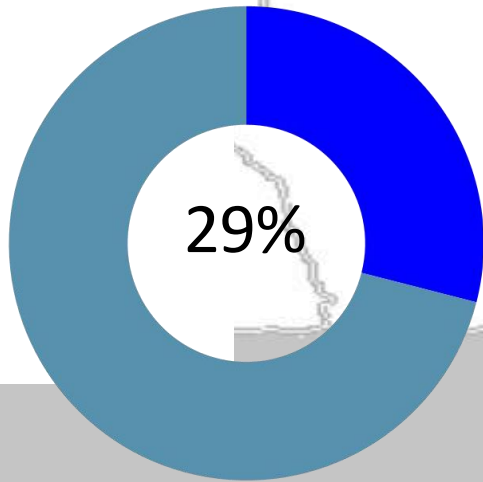
- \$13.8 M California Air Resources Board (STEP grant)
- \$10 M Match from LADOT and project partners
- \$6.2 M Transformative Climate Communities grant



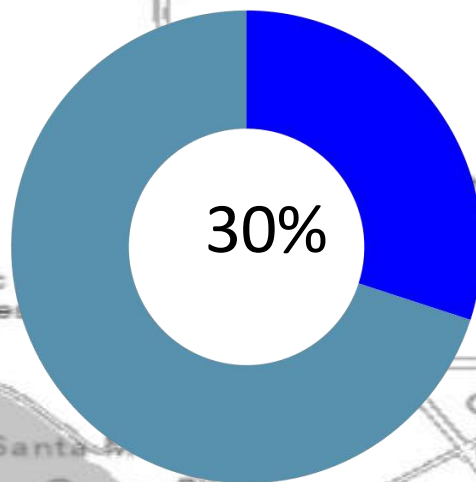


# UBM Pilot Project Area

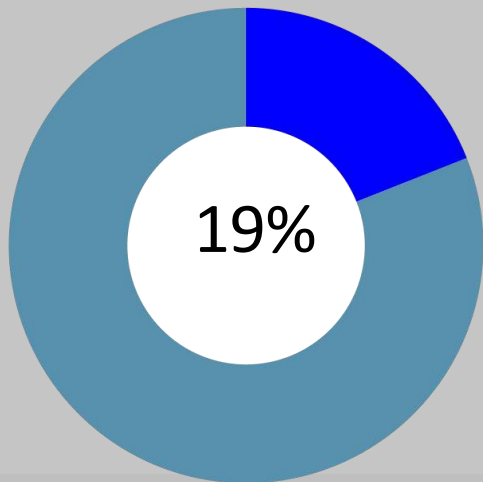
Below Poverty Level



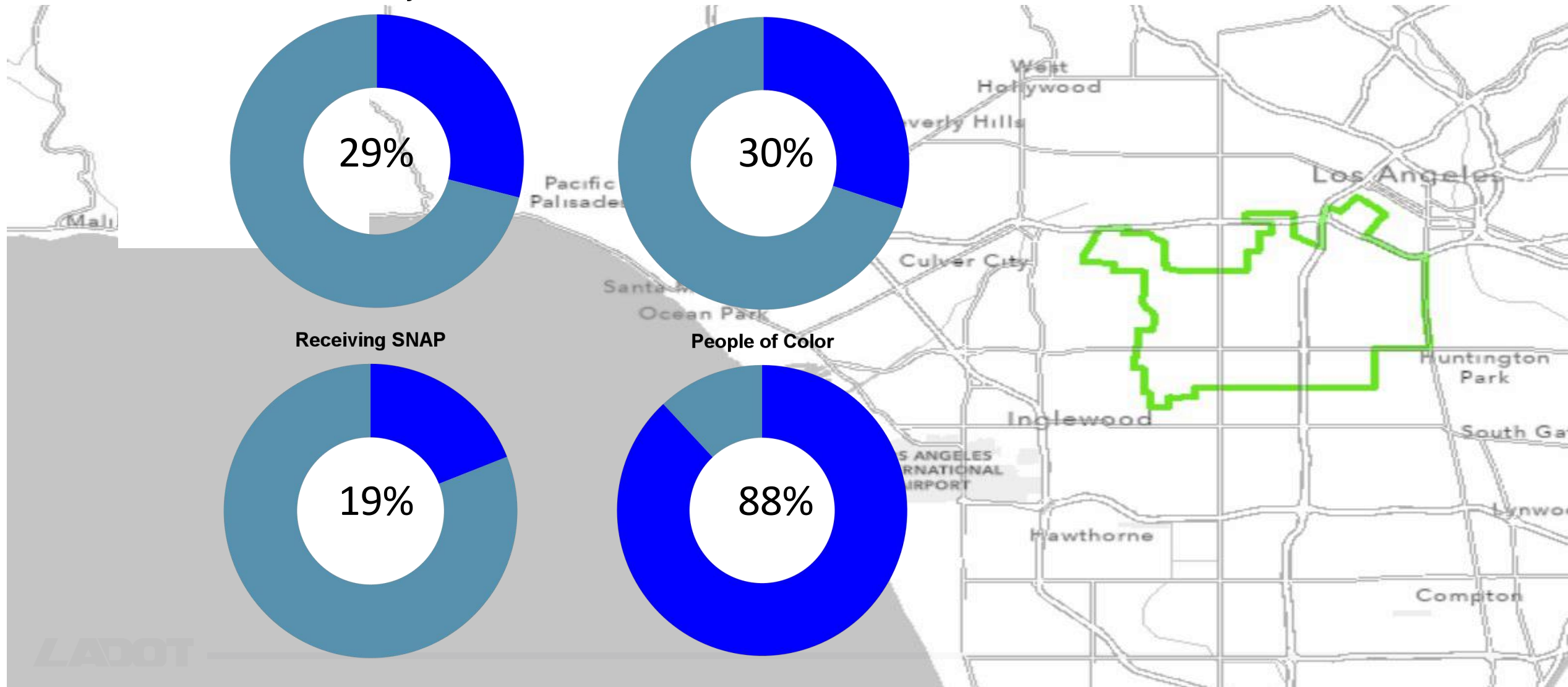
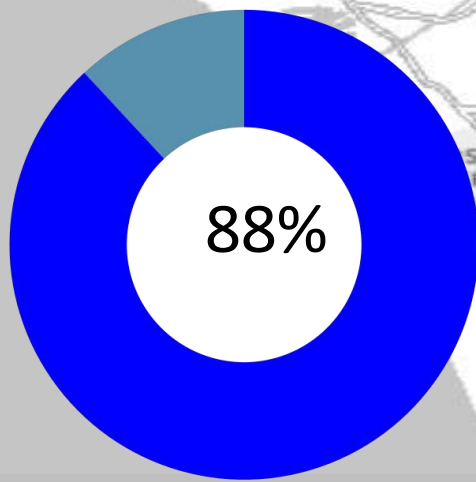
One Vehicle Households



Receiving SNAP



People of Color





### Phase I: Launched May 2023

- **900** participants were mailed cards
- **100** participants invited to sign up at in person workshops

### Phase II: Launch expected Summer 2024

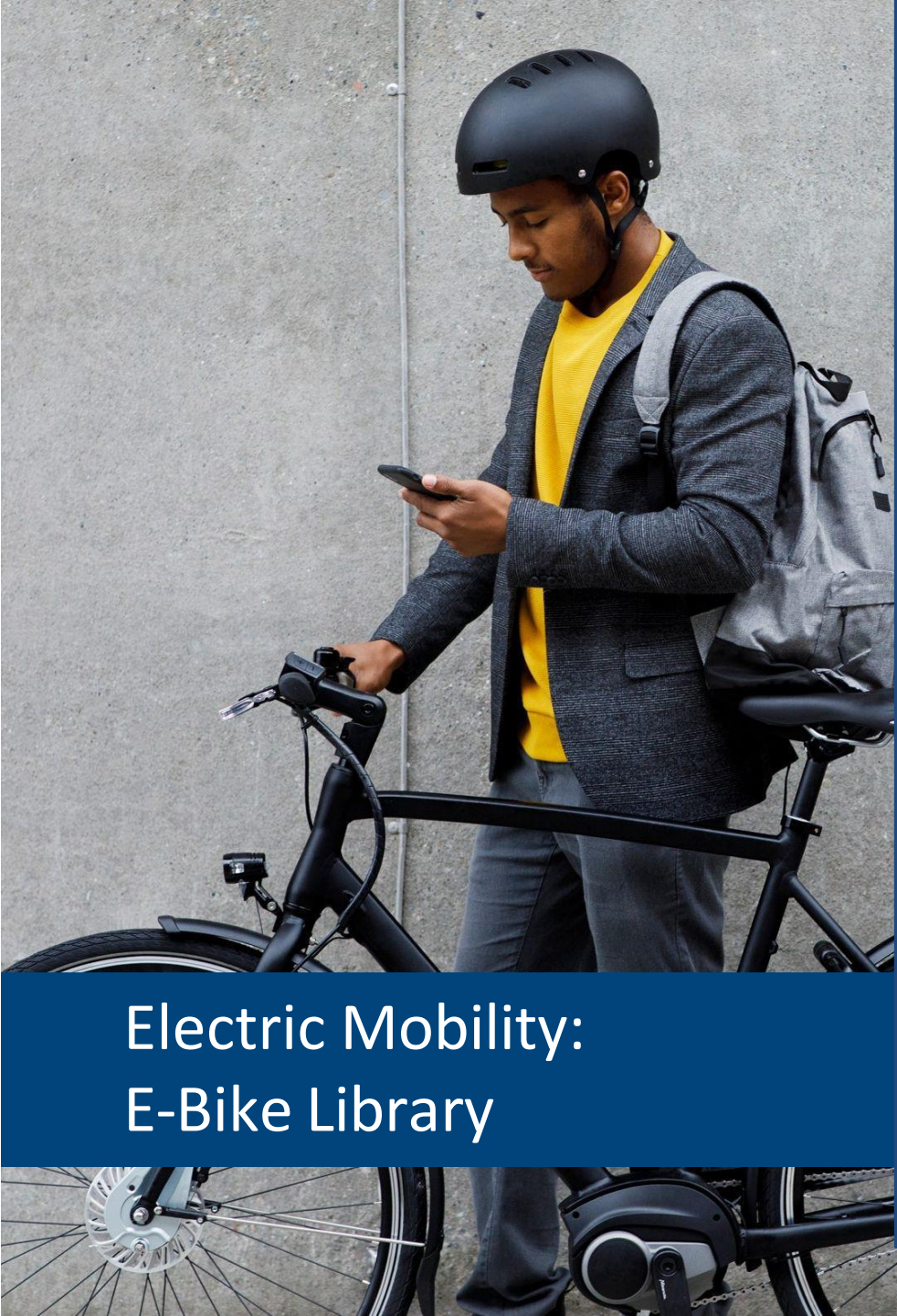
- **1,000** additional participants
- Prepaid debit card

\$150/month for 12 months

**Research Partners:** UC Davis, UCLA

Mobility Wallet





## Electric Mobility: E-Bike Library

**E-Bike Library:** 250 e-bikes available for extending to South LA residents

**Schedule:** 2024-2026

**Current Status:**

- **125** e-bikes ordered
- Delivery expected early 2024

**Future Additions:**

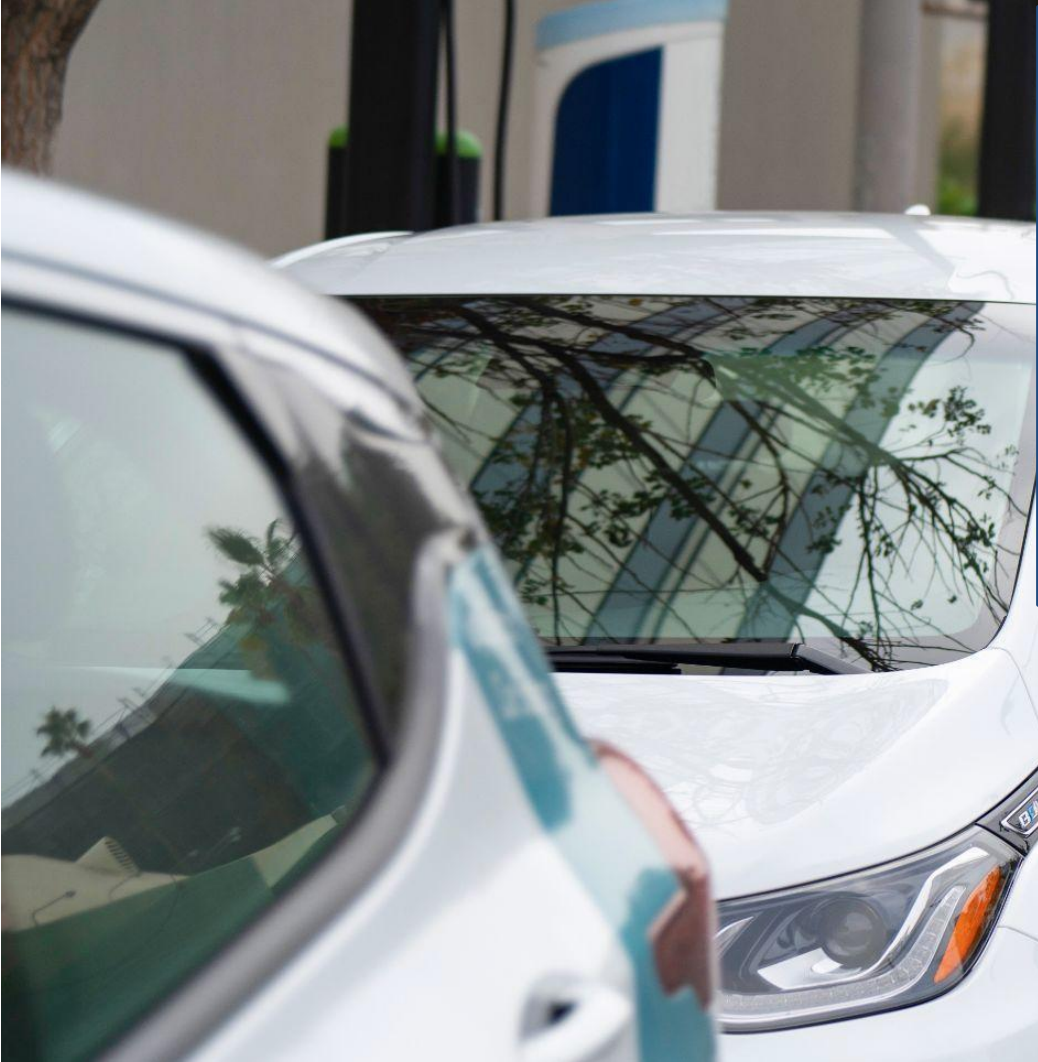
- **125** additional e-bikes

**Operations:** LACI

**Technology Partner:** Ride-On

**Community Partners:**

- RideWitUs
- Esperanza Community Housing
- TRUST South LA
- Community Services Unlimited
- SCOPE LA
- Labor/Community Strategy Center



### **BlueLA Car Share:**

Add **100** EV cars to the STEP project area by December 2025

### **Schedule:**

- Conduct outreach through BlueLA Steering Committee in 2023
- Install BlueLA Stations in South LA late 2023-2024

Electric Mobility: BlueLA Car Share Expansion







**Electric On-Demand Shuttle:** Pilot on-demand electric shuttle connector in South LA

**Schedule:** Operations planned Fall 2024-2025

**Current Status:**

- Transit in procurement process
- Transit to establish service area



Electric Mobility: Electric On-Demand Shuttle







# Workforce Development



### **110 L2 EV Chargers:**

Providing L2 Chargers at City facilities such as libraries, parks, and on street lights.

**BSL:** 30 L2 EV Chargers installed on street lights in STEP project area. 45 to be installed.

**Library:** 16 L2 EV Chargers are in progress to be installed at 4 libraries. Equipment has been delivered. Final design plans pending.

**RAP:** 10 L2 EV Chargers at 5 parks. Considering solar EVSE option.

Charging for All





## Stakeholder Engagement

**Resident Advisory Committee:** Preparing to launch the 2nd cohort of RAC members.

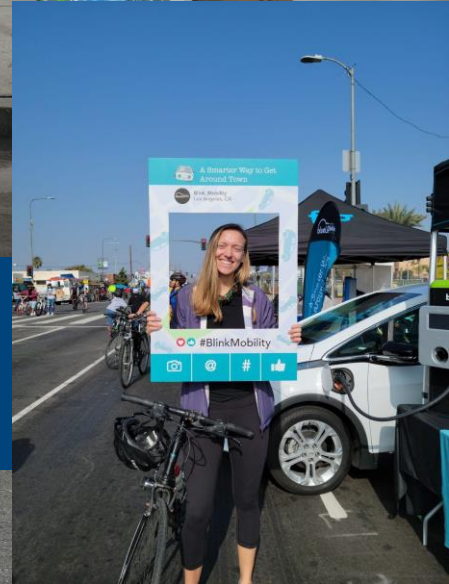
**Steering Committee:** Meeting monthly. Highlighting one STEP project per meeting.

**CBO Ambassadors:** 3 CBO Ambassadors are finalizing contracts with SLATE-Z to assist all partners with on-the-ground outreach

**Youth Ambassadors:** 2 concurrent cohorts set to begin Fall 2023 at Frida Kahlo High School and Early College Academy.

**CicLAvia events:** 2021, 2022, 2023  
4 events in project area completed.





# CicLAvia Open Streets Events





Quick Build Active Streets

**Five Quick Build Design Treatments:**  
Use striping, signage, bollards, and other temporary elements to improve street safety.

**Survey:** LADOT identified potential east corridors and surveyed communities until 27, 2023.

**Route Rides:** 1st bike test run conducted on 15. Two additional rides to be scheduled.

**Pop-up Event:** January 2024





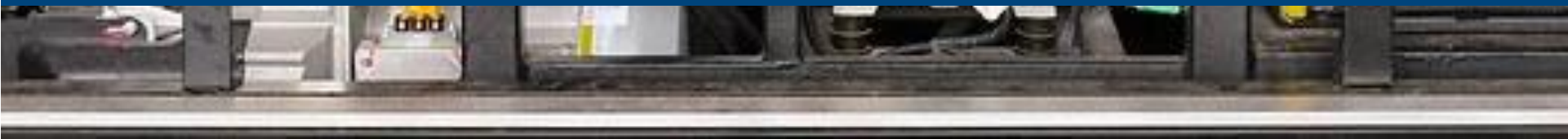
Community-informed program to deploy of technology and services for:

- **Local Businesses** to adopt ZE delivery solutions and integrate into their delivery business
- **Delivery workers** to fulfill last-mile delivery orders

**Current Status:** Conducting outreach to local businesses and preparing release of Request for Information. Seeking technology partners and businesses to use the technology.

**Implementation Partner:** LACI

Zero Emissions Delivery







# Thank You

[LADOT UBM](#) | [LADOT \(lacity.org\)](#)



**LADOT**





ADVANCED  
MOBILITY  
PARTNERSHIP

# **Universal Basic Mobility Pilot Program**

Michael Randolph, City of Oakland Department of Transportation



An aerial photograph of a city at dusk. The sky is dark with some light clouds, and the city lights are visible. A major highway runs through the center of the image, with traffic lights and cars visible. The surrounding area is filled with industrial buildings and parking lots.

# Universal Basic Mobility Pilot

Michael Randolph (he/him)  
City of Oakland Department of Transportation (OakDOT)  
Advanced Mobility Partnership  
December 5<sup>th</sup>, 2023



# Outline

- East Oakland Project Overview
- Program Evaluation
- Takeaways/Project Wins
- The West Oakland Pilot
- Looking Forward





# East Oakland Project Overview

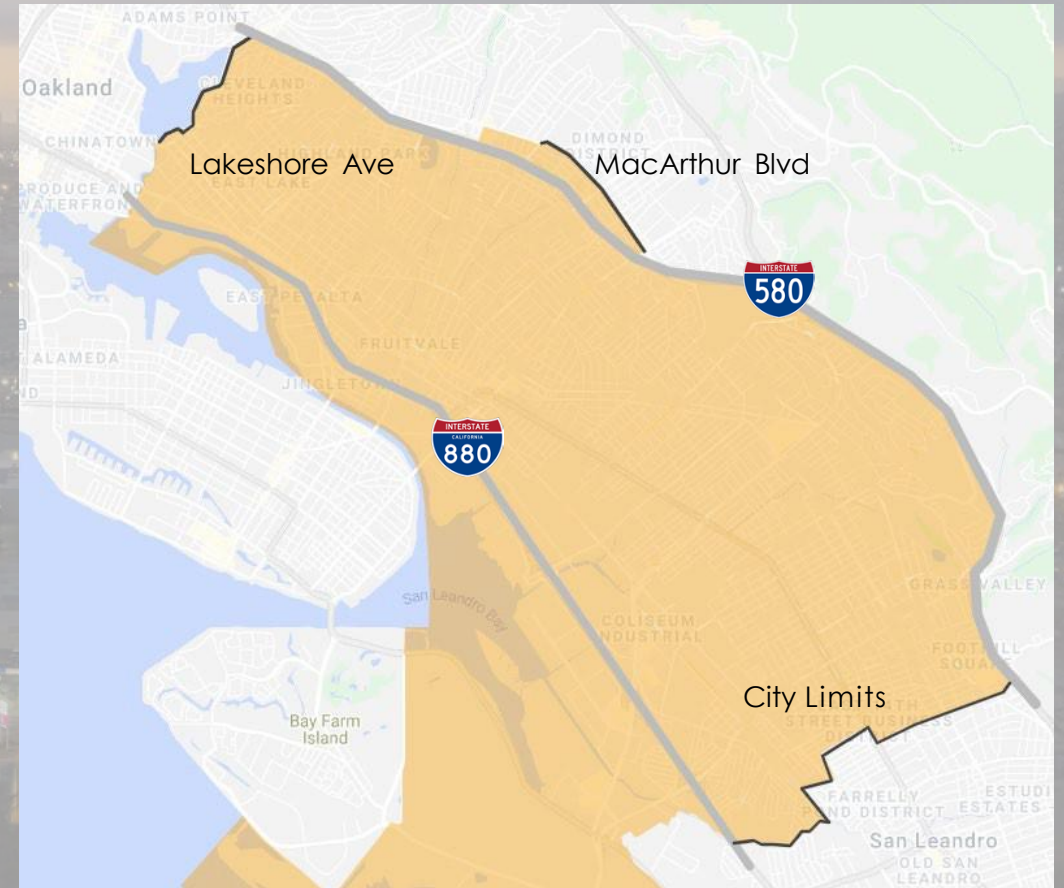
**Goal:** Increase transit, walking, biking, and shared mobility trips while reducing SOV trips near the new BRT corridor

**Budget:** \$243k grant

**Timeline:** Fall 2020 to Dec. 2021, evaluation in March 2022

## Methods:

- Financial Incentives
- Personalized Marketing of Alternatives
- Evaluation for Long-Term Program



**Project Area**

# Financial Incentives

500 restricted prepaid debit cards for program participants to purchase trips or passes on public transit, bikeshare, and e-scooters

- Automated restrictions to merchant IDs, category codes
- Up to \$300 per card - 2 loads of \$150 each
- Cards expire in November 2022
  - 2<sup>nd</sup> Round of \$200, expires December 2023
  - Added Bike Shops and Bike Maintenance as qualifying purchase





# Personalized Marketing

- Tabling at libraries and community events
- “Flyering” at transit stations
- CBO, City Administrator newsletters
- 12,000 flyers mailed
- 3,000 flyers distributed through CBOs
- 2 Community Bike Rides with Cycles of Change
- Project website



Scan here for project website

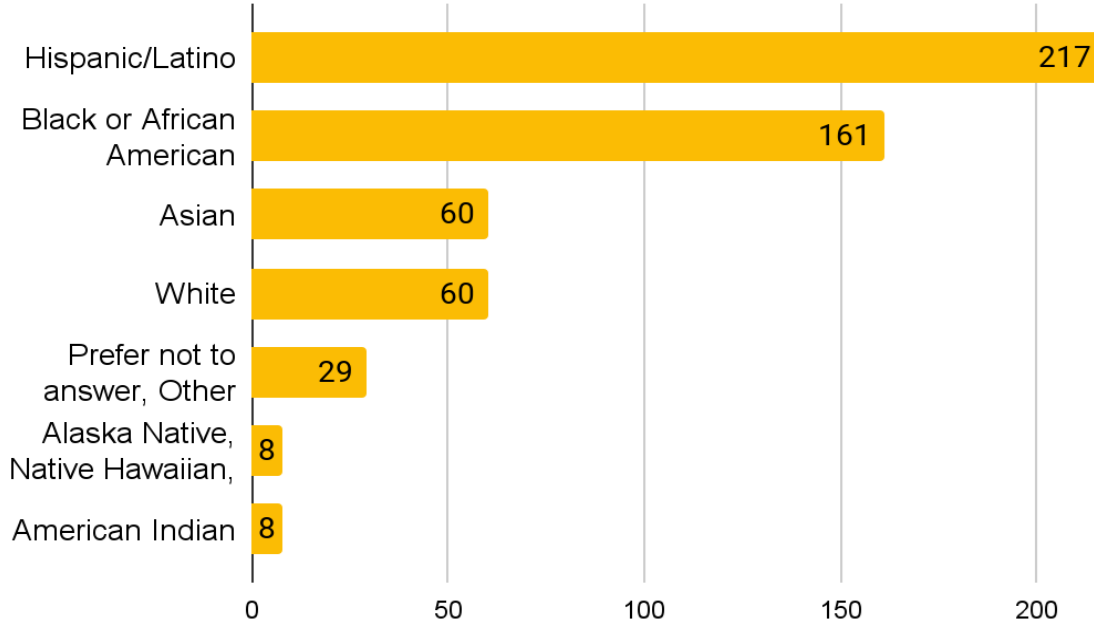
# Evaluation for Long-Term Program

- Program evaluation in spring 2022 (in full on webpage)
- Pre- and mid-program survey data - travel patterns/shift, select demographic data, qualification
- Aggregated, anonymous prepaid card data evaluation
- Complementary UC Davis research in collaboration with SPIN
- Exploring long-term funding options



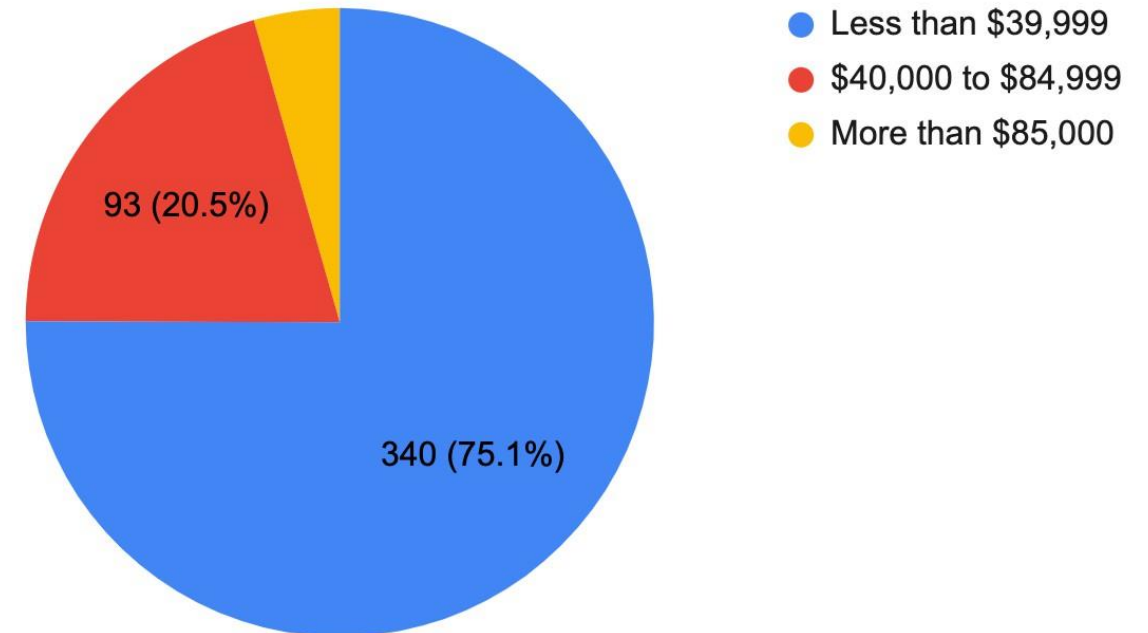
# Pre-Program Survey Summary

## Identified Race/s of Participants



Majority of participants identify as Hispanic/Latino or Black/African American

## Approx. Household Income of Participants

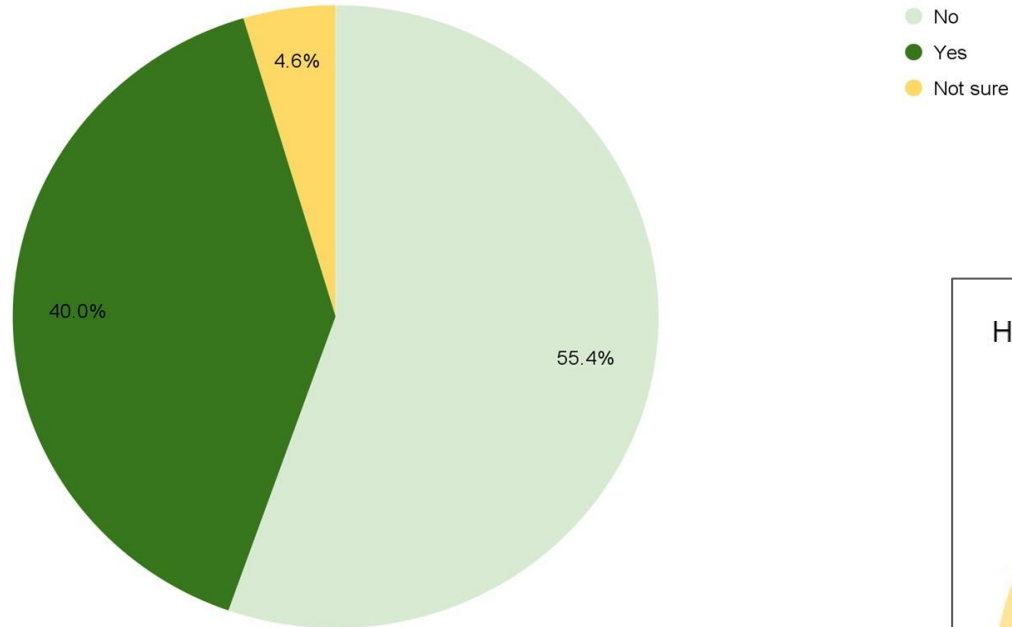


About  $\frac{3}{4}$  of participants' households earn less than \$40k per year



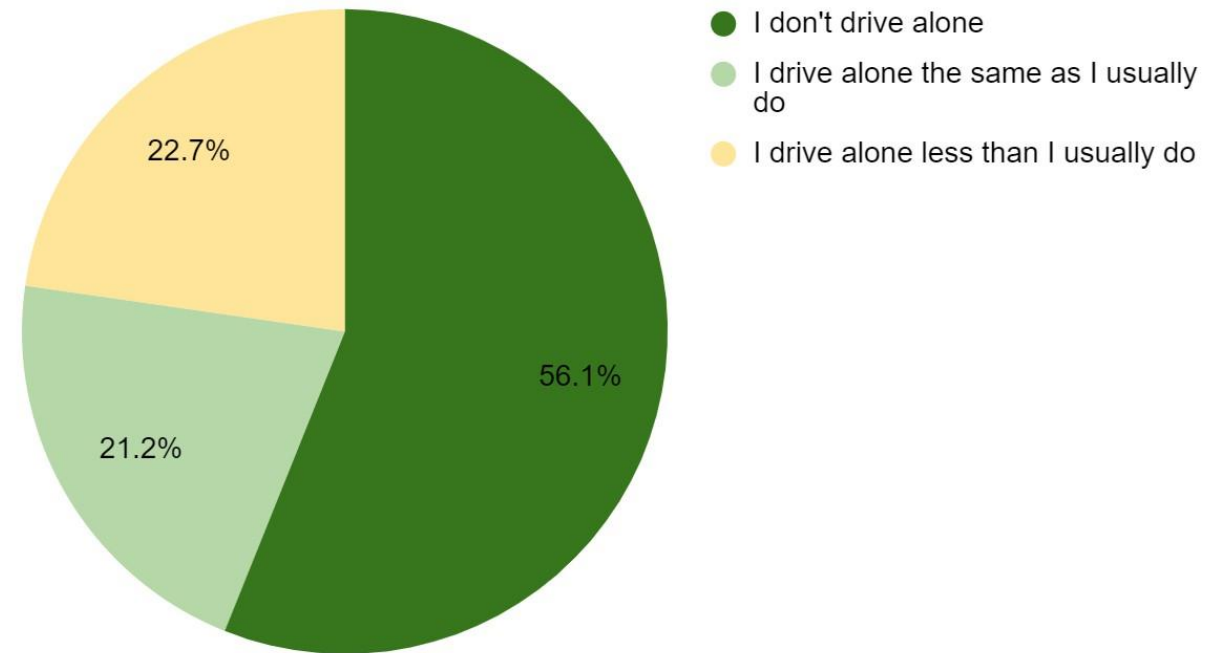
# Mid-Program Survey Summary

Have you changed the way you travel since receiving the card?



40% of participants have changed the way they travel

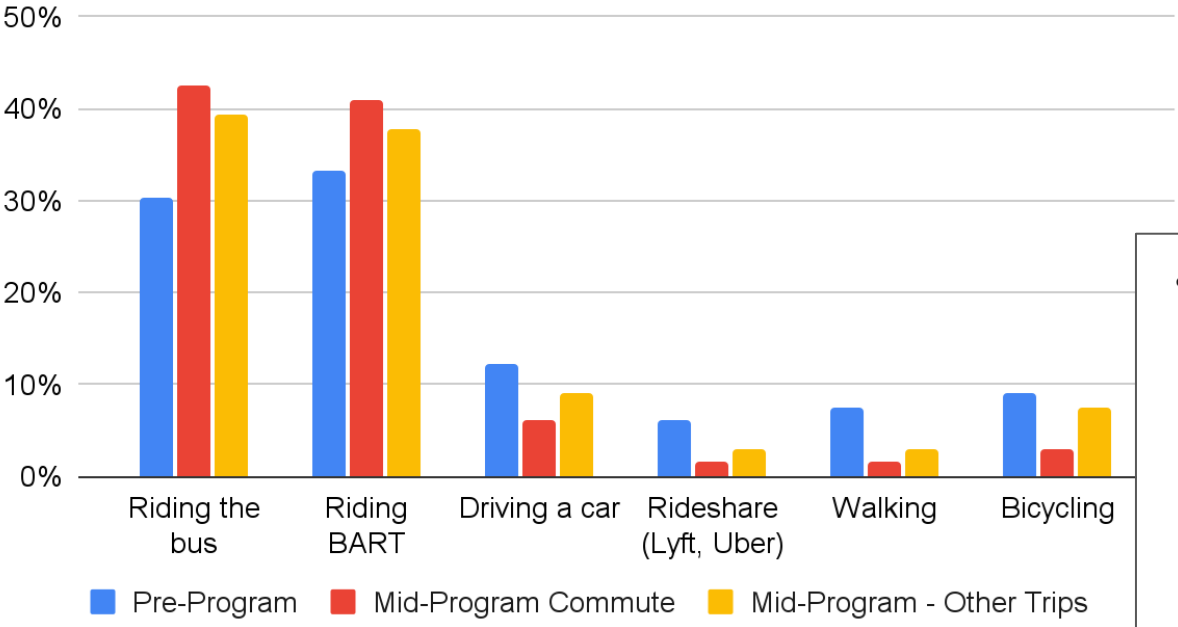
How often have you driven alone since receiving the card?



23% have driven alone less since receiving the card

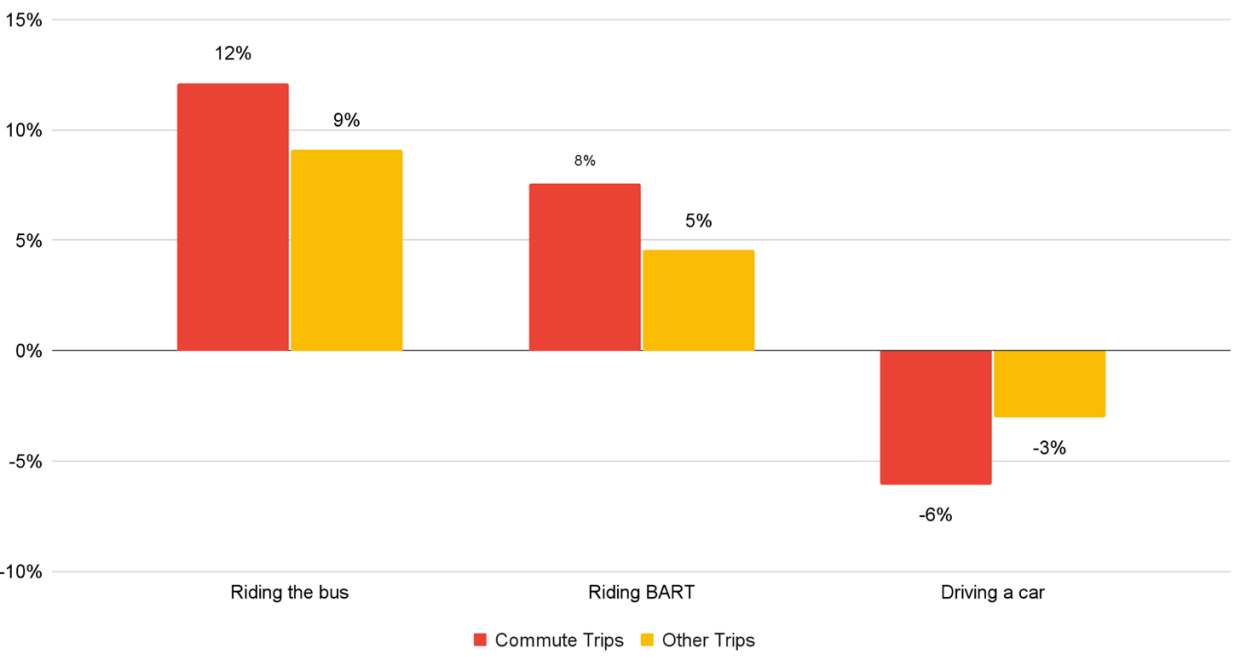
# Mid-Program Survey Summary

Primary Mode of Program Participants



Participants rode transit more and drove less as their primary mode of transportation for commute and other trips

% Change in Transit and Driving as Primary Mode for Pilot Participants



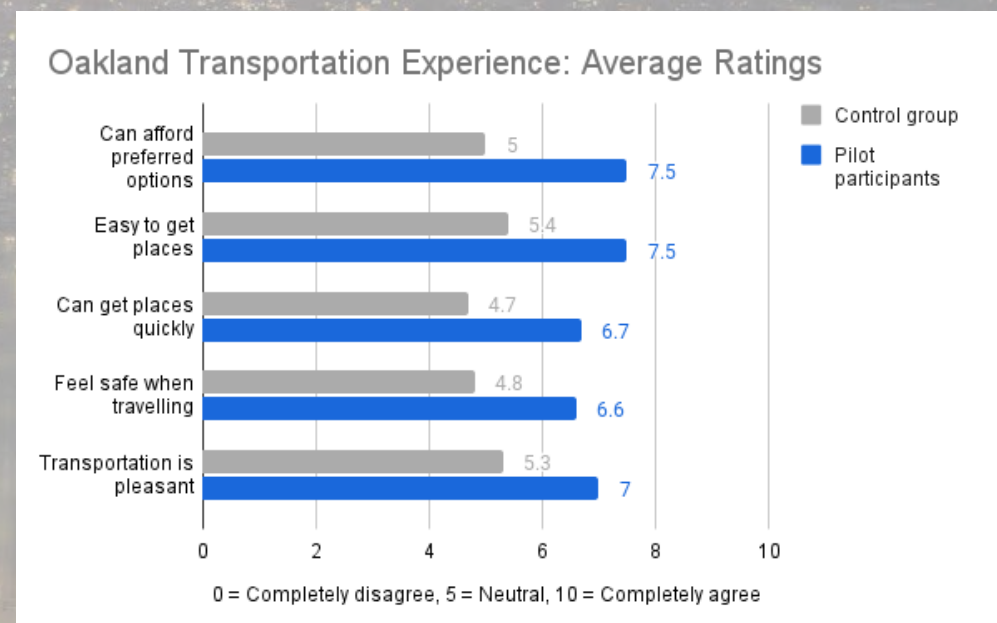
# Prepaid Card Usage

- About 90% of funds on all cards were spent on transit
  - 7% spent on e-scooters
- Average transaction amount of about \$100
- Pre-active cards were key challenge
  - Hit 32% activation rate by end of program

Spend by Merchant Category		
Merchant Category	Sum of Amount	% of Total
Clipper Card/BART	\$8,445.55	80.50%
AC Transit	\$986.10	9.40%
e-Scooter	\$702.05	6.69%
Bikeshare	\$207.07	1.97%
Other	\$150.00	1.43%

# UC Davis: “Going Places: Universal Basic Mobility Pilot Programs in California

- Alleviating Transportation Poverty:  
Participants in the East Oakland Pilot reported better transportation experiences
- Better Access to Basic Necessities
- Improvements to ability to take care of basic needs, to get or keep a job, social relationships, recreation or exercise, ability to save money
- Higher satisfaction with life





# Key Takeaways for Practitioners

- **Prioritize equitable selection alongside mode shift goals.** Engage both existing transit/shared mobility riders and vehicle owners to prompt both mode shift to sustainable options while preserving and rewarding existing riders.
- **Work through existing community channels.** Consider partnering with libraries, community-based organizations, community events and meetings, key stakeholders, and other trusted voices in the project area.





# Key Takeaways for Practitioners

- **Include technology needs in participation requirements when possible.** Be prepared to "maneuver" the surveys for individuals by asking the questions aloud and clicking for them.
- **Fund distribution method matters.** Staff encountered many challenges with mailing prepaid debit cards directly to program participants that ultimately required that cards be replaced, resulting in a lower participation rate than anticipated.






# Project Wins


- ~1,000 survey responses received
- Contacted over 30 community organizations
- Successful outreach coordination with other public agencies and projects
- Groundbreaking DOT-wide prepaid card contract
- Established new customer services processes
- Wide press/practitioner interest in project

**OakDOT Distributes Prepaid Debit Cards to 500 East Oakland Community Members, Launching 'Universal Basic Mobility' Pilot**

Date Posted: January 6th, 2022 @ 11:43 AM  
Last Updated: January 6th, 2022 @ 11:46 AM

**Media Contact**

  
**Sean Maher**  
Public Information Officer  
Public Works  
smaher@oaklandca.gov  
(510) 238-6358




**CITYLAB**

## Like Basic Income, But for Transportation

Several U.S. cities are piloting “universal basic mobility” programs that subsidize bus rides, e-bikes and scooters in the hopes of sparking an economic boost.

By [Laura Bliss](#) +Follow  
November 11, 2021, 9:14 AM PST Updated on November 11, 2021, 1:43 PM PST



**LIVE ON BLOOMBERG**  
Watch Live TV >  
Listen to Live Radio >

# In Development: West Oakland Pilot

- New West Oakland focused Universal Basic Mobility Pilot is in development
- ~1,000 participants, \$320 per participant
- Launch early 2024
- Incorporating Lessons Learned
  - Virtual Card Options
  - Administrative Changes to bring Program into Compliance



**WEST OAKLAND,**

**GET UP TO \$320!**  
FOR TRANSPORTATION\*

DO YOU LIVE OR WORK IN THIS AREA?



If yes, then you can receive up to \$320 for transportation on a virtual/prepaid card!



Apply here!  
([tinyurl.com/woubm](https://tinyurl.com/woubm))

Brought to you by:



\*Spend your money only with these providers:



This card is issued by Sunrise Banks N.A., Member FDIC, pursuant to a license from Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. Use of this card constitutes acceptance of the terms and conditions stated in the Cardholder Agreement.



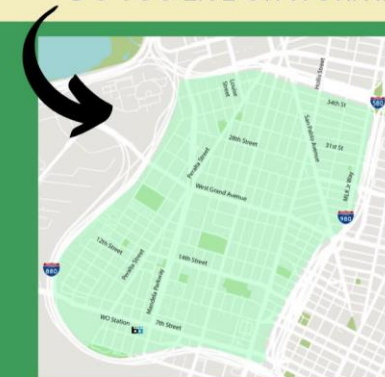
# Looking Forward

- Analyze End-Surveys for East Oakland UBM Project
- Launch the West Oakland UBM Project, January 2024
- Development of Possible Citywide Program

## WEST OAKLAND,

**GET UP TO \$320!**  
FOR TRANSPORTATION\*

DO YOU LIVE OR WORK IN THIS AREA?



If yes, then you can receive up to \$320 for transportation on a virtual/prepaid card!



Apply here!  
([tinyurl.com/woubm](https://tinyurl.com/woubm))

Brought to you by:



\*Spend your money only with these providers:



This card is issued by Sunrise Banks N.A., Member FDIC, pursuant to a license from Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. Use of this card constitutes acceptance of the terms and conditions stated in the Cardholder Agreement.

# Thank you!

Michael Randolph

[mrandolph@oaklandca.gov](mailto:mrandolph@oaklandca.gov)







ADVANCED  
MOBILITY  
PARTNERSHIP

# **Partner Agency Announcements**



ADVANCED  
MOBILITY  
PARTNERSHIP

## **Other Matters**

Type in the chat box or chime in (just unmute yourself).



# Meeting cadence

Propose to switch AMP Working Group meeting cadence to every other month.

- *February, April, June, August, October, December*

# Accessibility

Changes to meeting packet and website to comply with HB21-1110.



ADVANCED  
MOBILITY  
PARTNERSHIP

**Thanks for joining the conversation.**

See you in 2024!