

Universal Basic Mobility Pilot

Mobility Management Team
Parking & Mobility Division



Outline

- Project Overview
 - Financial Incentives
 - Personalized Marketing of Alternatives
 - Evaluation for Long-Term Program
- Pre-Program Survey Summary
- Prepaid Cards in DOT Projects
- Lessons Learned/Project Wins



Project Overview

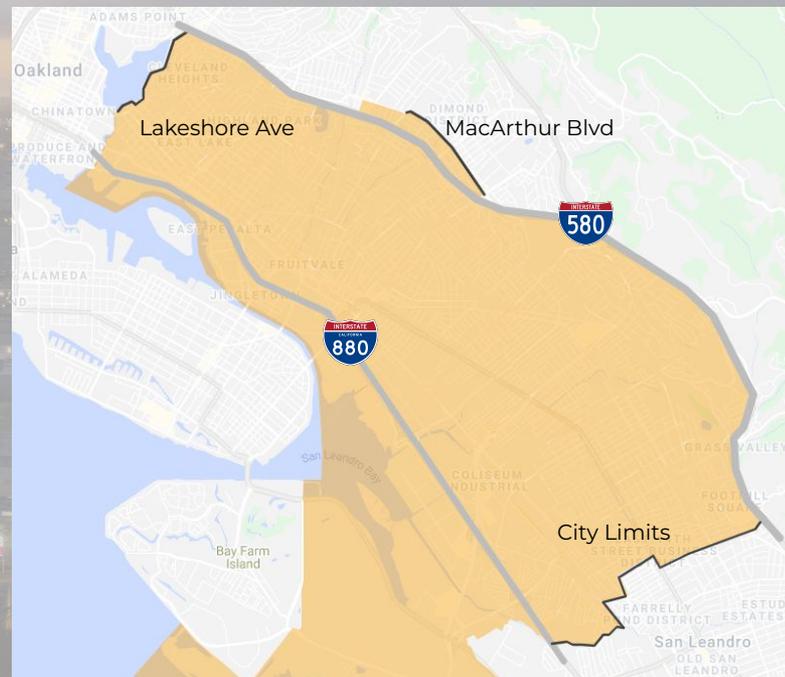
Goal: Increase transit, walking, biking, and shared mobility trips while reducing SOV trips near the BRT corridor

Budget: \$243k, including \$215k grant from ACTC

Timeline: Grant received in 2017, ended Dec. 31, 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
- Minimal fees to recipients



Personalized Marketing

- Tabling at libraries and community events
- “Flyering” at transit stations
- CBO, City Administrator newsletters
- 12,000 flyers mailed to all addresses within ¼-mile of BRT corridor
- 2 Community Bike Rides with Cycles of Change
- Project website

HEY EAST OAKLANDERS,
GET \$300
for transit and shared mobility!*

If you live or work in this area, then you can receive \$300 for transit and shared mobility on a prepaid card!

TAKE OUR SURVEY to tell us how you travel and apply for \$300.
tinyurl.com/oakland-mobility

Brought to you by: CalDOT, ALAMEDA, TEMPO, bo, AMTRAK, CLIPPER, SPIN, veo, bay, GIG, Lime, LINK

*Spend your \$300 only with these providers

This card is issued by Sunrise Bank 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.



Scan here for project website

Engagement Tracking

Outreach Events

Promoting prepaid card, program events like community walks/bike rides, and other transit and shared mobility resources
27 views
Published seconds ago

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In-Person Tabling

- 95th Avenue
- Oakland Public Library: 81st Avenue Branch
- Oakland Public Library - Martin Luther King J...
- Oakland Public Library: César E. Chávez Bra...
- Foothill Square Shopping Mall
- AKOMA Market
- ZEV Workshop

Mail/Delivery

- Vietnamese American Community Center of...
- 1T SB
- 1T NB

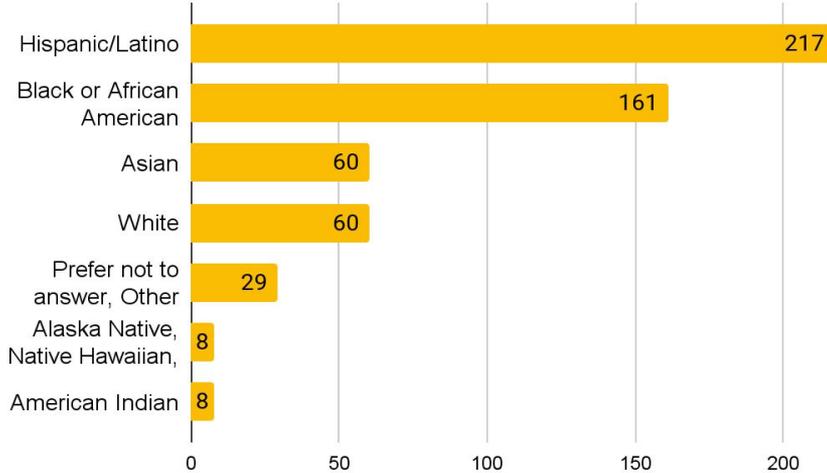
Map data ©2022 Google Terms 2,000 ft

Evaluation for Long-Term Program

- Program evaluation in spring 2022
- 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

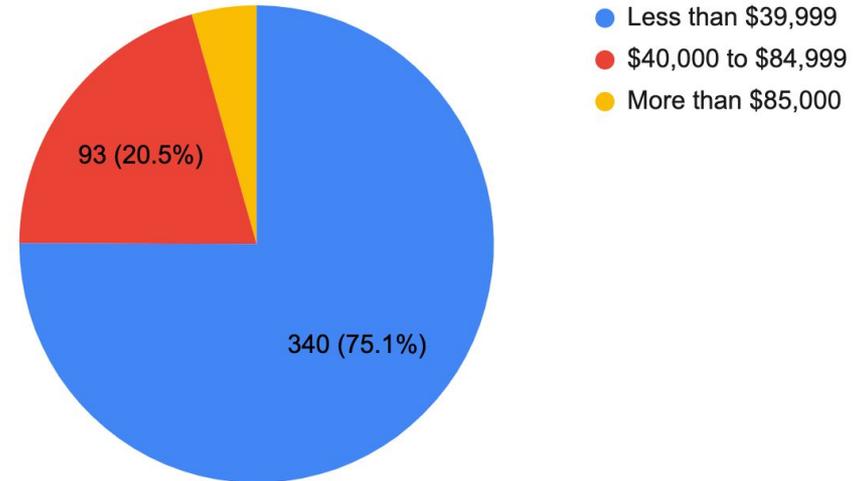
Pre-Program Survey Summary

Identified Race/s of Participants



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

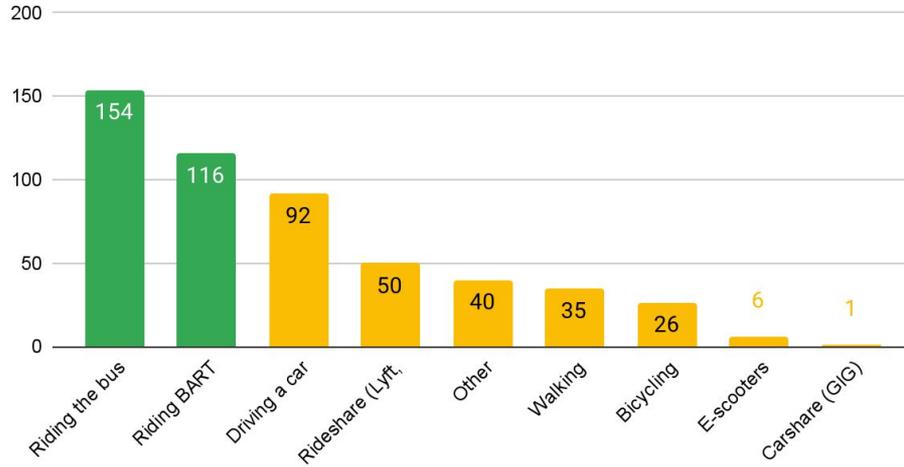
Approx. Household Income of Participants



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

Pre-Program Survey Summary

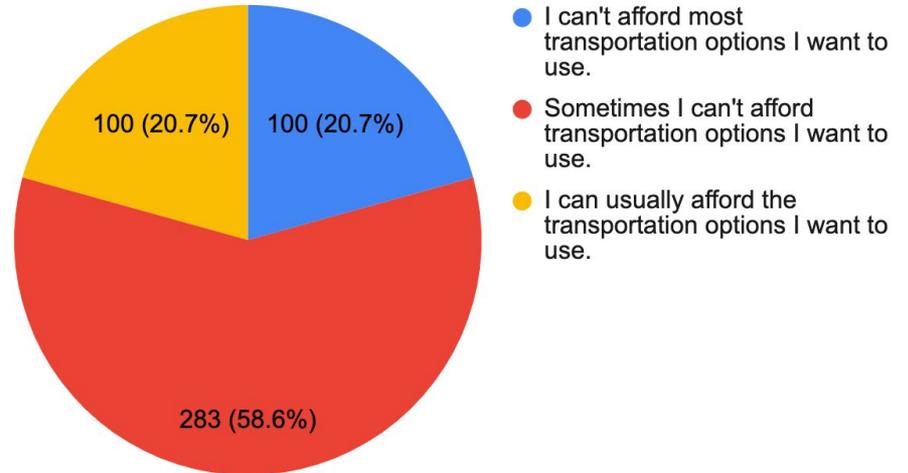
Primary Transportation Mode of Participants



Transit is primary mode of mobility for program participants

Over half of participants sometimes cannot afford preferred transportation mode

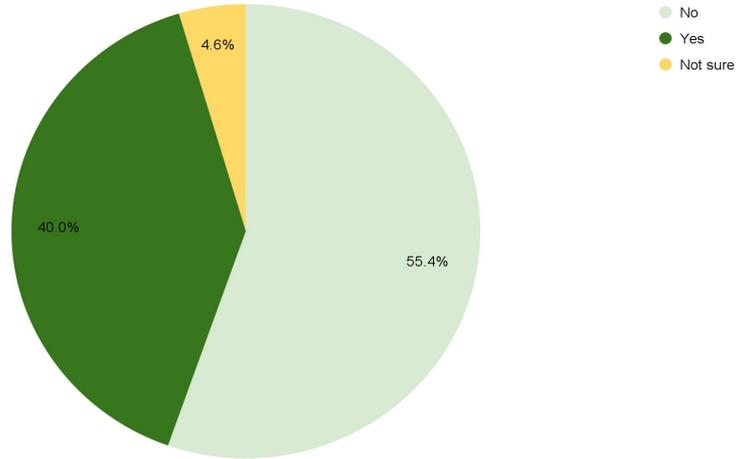
Cost of Transportation for Program Participants



- I can't afford most transportation options I want to use.
- Sometimes I can't afford transportation options I want to use.
- I can usually afford the transportation options I want to use.

Mid-Program Survey Summary

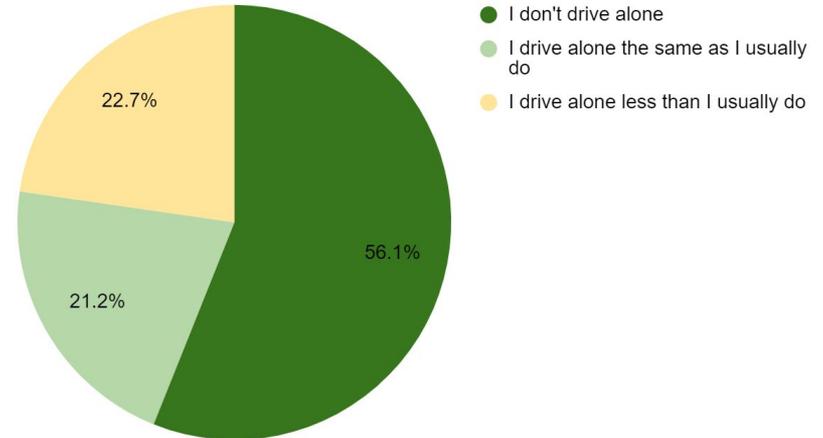
Have you changed the way you travel since receiving the card?



40% of participants have changed the way they travel and 23% have driven alone less since receiving the card

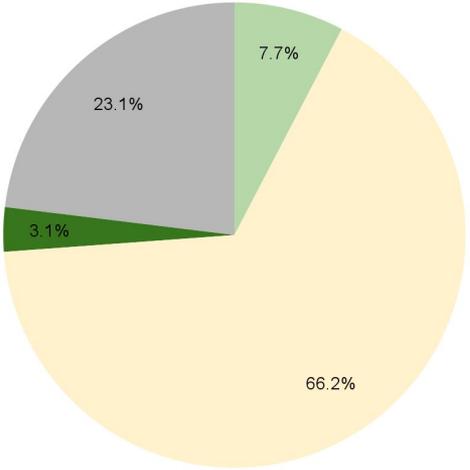
* Only participants that took both the pre-program and mid-program surveys are included in this analysis (n=66)

How often have you driven alone since receiving the card?



Mid-Program Survey Summary

I have primarily used the card to pay for trips related to



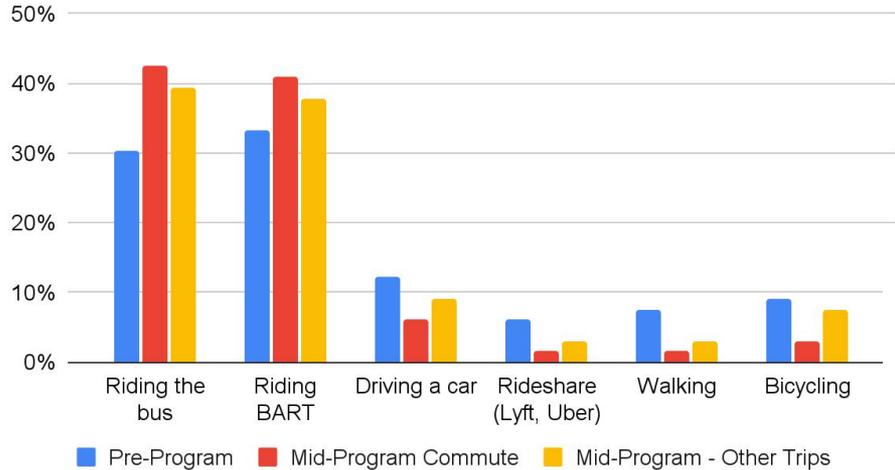
- Medical appointments
- Commute
- Leisure time
- Errands/grocery shopping

* Only participants that took both the pre-program and mid-program surveys are included in this analysis (n=66)

Two-thirds of participants used the card to primarily pay for commute trips to work or school

Mid-Program Survey Summary

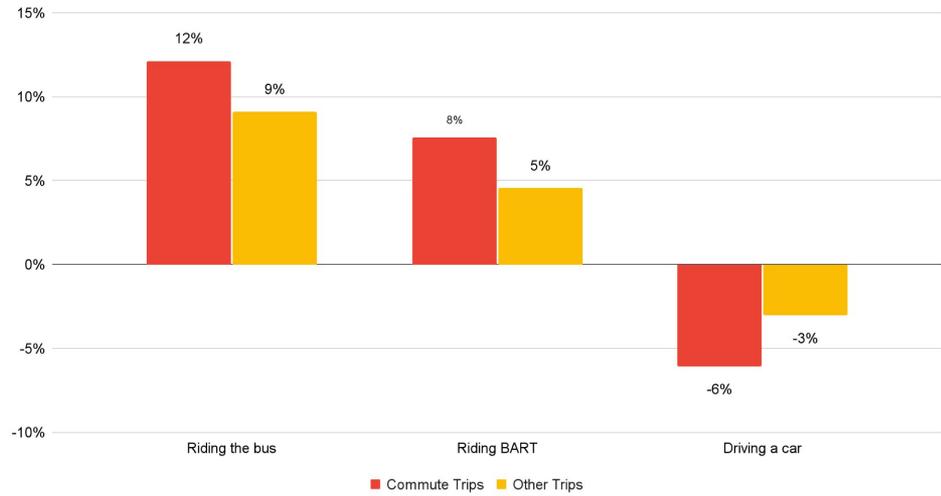
Primary Mode of Program Participants



* Only participants that took both the pre-program and mid-program surveys are included in this analysis (n=66)

**Pre-Program survey did not distinguish between commute trips and all other trips whereas mid-program survey did

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



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

Prepaid Card Usage

Majority of funds were spent on transit. There is no data available for transactions made with funds loaded onto Clipper Cards

Spend by Merchant Category		
Merchant Category	Sum of Amount	% of Total
Total Purchase Transactions	\$10,490.77	
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%

Prepaid Card Usage

Card Account and Load Summary

Total Cards Issued	592
Active Cards	156
Pre-Active Cards	426
Other Status	10

Pre-active cards were the biggest challenge for administration and evaluation of the pilot

Card Spend Summary

Total Transaction Volume*	\$10,490.77
Purchase Transactions	\$10,490.77
Purchase Transaction Count	336
Average Purchase Transaction Amt.	\$31.22

Lessons Learned

- **Prioritize equitable selection alongside mode shift goals.** In response to inequities that became prevalent during the COVID-19 pandemic, staff elected to select a representative sample of 500 participants by race and household income (according to U.S. Census data), rather than distributing funds on a first-come first-serve basis. 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. Staff contacted over 30 organizations throughout this pilot. Seek your partners' input in the program design phase -- don't wait until implementation.



Lessons Learned

- **Include technology needs in participation requirements when possible.** In addition to providing surveys and project materials in the appropriate language(s), provide the technology and support necessary (when possible) to access and partake in the project. For example, if you have to take a survey to be considered for the program, have a tablet available when tabling and talking with prospective participants. 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. About 30% of participants' prepaid cards were ultimately activated in this pilot. In a future program iteration, staff will carefully consider alternative distribution options, such as in-person pick-up locations and times throughout the project area.



Project Wins

- Successful outreach coordination with AC Transit, Oakland libraries, ZEV Action Plan
- Discounted transportation promotion
- New mailing list tool used
- ~3,000 flyers distributed through Vietnamese American Community Center
- ~1,000 survey responses received
- Wide press interest in project
- Groundbreaking DOT-wide prepaid card contract

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

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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



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Thank you!

