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
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
Engagement Tracking

Outreach Events

Promoting prepaid card, program events like community walks/bike rides, and other transit and shared mobility resources
27 views
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In-Person Tabling
- 95th Avenue
- Oakland Public Library: 81st Avenue Branch
- Oakland Public Library - Martin Luther King Jr.
- Oakland Public Library: César E. Chávez Bra...
- Foothill Square Shopping Mall
- AKOMA Market
- ZEV Workshop

Mail/Delivery
- Vietnamese American Community Center of...
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

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

Identified Race/s of Participants

- Hispanic/Latino: 217
- Black or African American: 161
- Asian: 60
- White: 60
- Prefer not to answer, Other: 29
- Alaska Native, Native Hawaiian, American Indian: 8

Approx. Household Income of Participants

- Less than $39,999: 340 (75.1%)
- $40,000 to $84,999: 93 (20.5%)
- More than $85,000: 8

About ¾ 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

Cost of Transportation for Program Participants

Over half of participants sometimes cannot afford preferred transportation mode
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)
Mid-Program Survey Summary

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

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

- Commute: 66.2%
- Medical appointments: 23.1%
- Leisure time: 7.7%
- Errands/grocery shopping: 3.1%

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

**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**

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

<table>
<thead>
<tr>
<th>Merchant Category</th>
<th>Sum of Amount</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clipper Card/BART</td>
<td>$8,445.55</td>
<td>80.50%</td>
</tr>
<tr>
<td>AC Transit</td>
<td>$986.10</td>
<td>9.40%</td>
</tr>
<tr>
<td>e-Scooter</td>
<td>$702.05</td>
<td>6.69%</td>
</tr>
<tr>
<td>Bikeshare</td>
<td>$207.07</td>
<td>1.97%</td>
</tr>
<tr>
<td>Other</td>
<td>$150.00</td>
<td>1.43%</td>
</tr>
</tbody>
</table>

Total Purchase Transactions: $10,490.77
### Card Account and Load Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cards Issued</td>
<td>592</td>
</tr>
<tr>
<td>Active Cards</td>
<td>156</td>
</tr>
<tr>
<td>Pre-Active Cards</td>
<td>426</td>
</tr>
<tr>
<td>Other Status</td>
<td>10</td>
</tr>
</tbody>
</table>

### Card Spend Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Transaction Volume*</td>
<td>$10,490.77</td>
</tr>
<tr>
<td>Purchase Transactions</td>
<td>$10,490.77</td>
</tr>
<tr>
<td>Purchase Transaction Count</td>
<td>336</td>
</tr>
<tr>
<td>Average Purchase Transaction Amt.</td>
<td>$31.22</td>
</tr>
</tbody>
</table>

Pre-active cards were the biggest challenge for administration and evaluation of the pilot.
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
Thank you!