

EQUITICITY

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Project Overview

Grant Demographic Information

Project Name

Mobility Opportunities Fund (MOF)

Organization

Equiticity

Grant Cycle Date

November 2022 - June 2023

Grant Award Amount

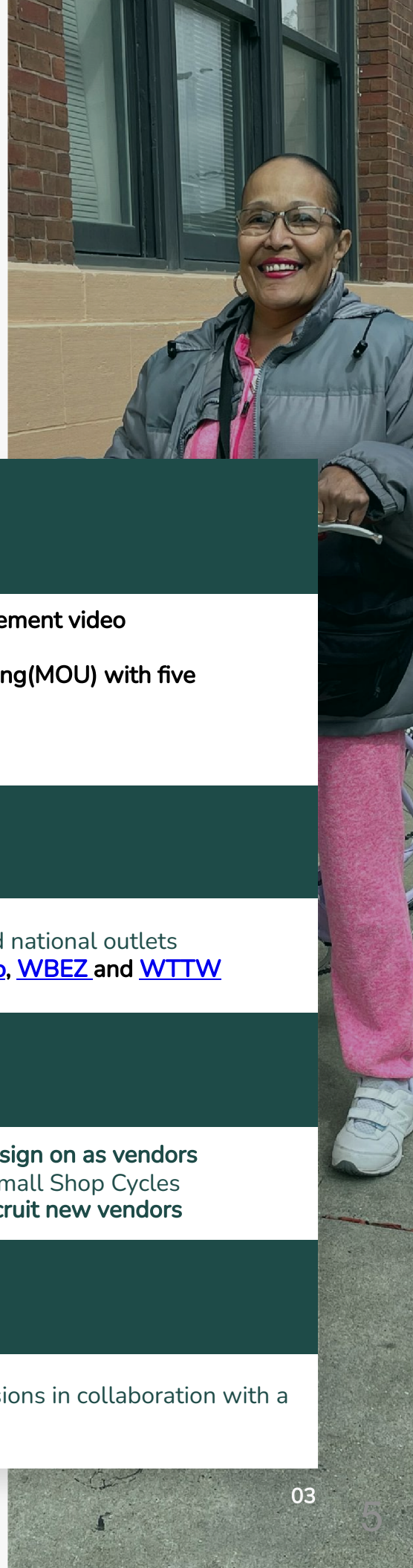
\$448,950





Project Summary

Equiticity's Mobility Opportunities Fund (MOF) is a program that provides stipends to low-to-moderate-income residents of North Lawndale to purchase climate-friendly modes of transportation, such as bicycles, electric bicycles, and electric vehicles. The goal of the program is to create pathways to economic opportunity and close the mobility gap in North Lawndale.



Key Activities

Recruit Prospective Recipients

Tactics

- Created [MOF web page](#) and program announcement video
- Kick-off event with [media coverage](#)
- Establishment of Memorandum of Understanding(MOU) with five hyperlocal community partners
- Weekly Q&A sessions
- [MOF rally and bike ride](#)

Raise MOF Awareness

Tactics

- Created and submitted media pitch to local and national outlets
 - Coverage included: [Block Club Chicago](#), [WBEZ](#) and [WTTW](#)

Secure Trusted Vendors

Tactics

- Reached out to existing partners to have them sign on as vendors
 - Secured Comrade Cycles, Kozy Cyclery, and Small Shop Cycles
- Implemented a 3rd Party Vendor process to recruit new vendors

Bike Safety Training

Tactics

- Provided weekly MOF Bike Safety training sessions in collaboration with a professional Bike Mechanic



Outcomes

Quantitative Outcomes

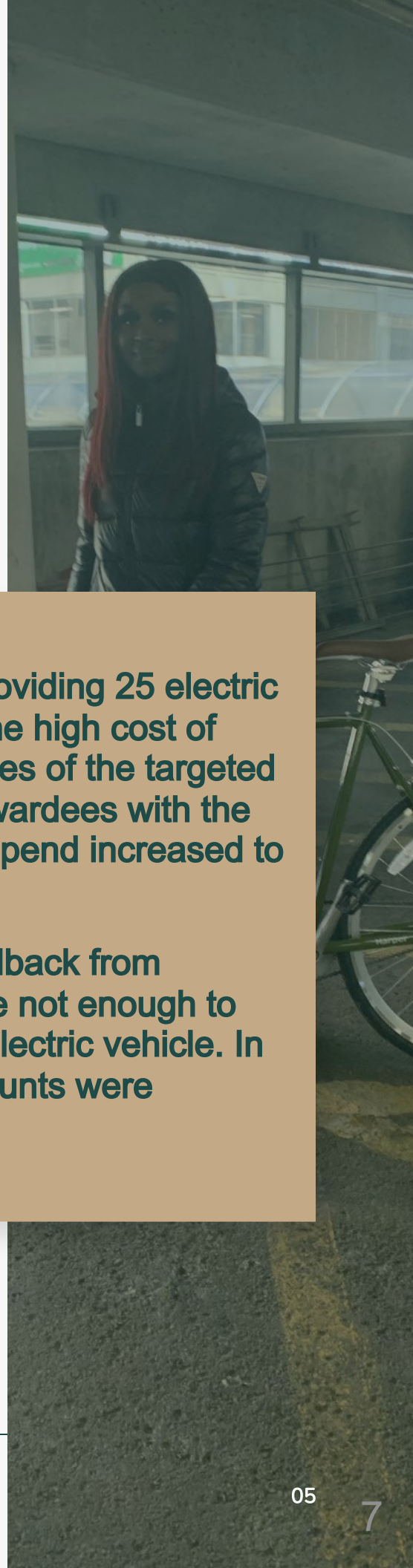
- 111 conventional bicycles were purchased
 - 85 electric bicycles were purchased
- 57 electric cargo bicycles were purchased
 - 4 electric vehicles were purchased
- 156 safety equipment sets were awarded

Qualitative Outcomes

- Participants reported increased transportation access and independence
 - Participants reported improved health and wellness
 - Participants reported increased economic opportunities
- The program received positive press coverage and citywide and national awareness
- The program was mentioned by speakers at the Transport Chicago conference



Unintended Outcomes



- The program did not achieve its goal of providing 25 electric vehicles to participants. This was due to the high cost of electric vehicles and the financial challenges of the targeted community. We were able to assist four awardees with the purchase of an electric vehicle after the stipend increased to \$8750 from \$3500.
- The program received some negative feedback from participants who felt that the stipends were not enough to cover the cost of purchasing a bicycle or electric vehicle. In instances where feasible, the stipend amounts were increased.

The background of the page is a photograph of two young men standing in a store. The man on the left is wearing a dark hoodie with a white 'NB' logo. The man on the right is wearing a dark t-shirt with a red and white graphic. Above them is a sunburst graphic made of white lines. The text 'Conclusions' is centered over the image in a large, white, sans-serif font.

Conclusions

The Mobility Opportunities Fund was a successful program that achieved its goals of increasing transportation access, improving health and wellness, and increasing economic opportunities for low-to-moderate-income residents of North Lawndale.

The program could be improved by providing longer timelines for implementation, considering a cycle approach to eligibility, and increasing staffing levels. The cycle approach will allow for the program to be implemented incrementally to allow recipients to have more time to complete purchases with less stringent timelines. Future plans for the program include building more partnerships with trusted bike and electric vehicle vendors and expanding the applicant pool citywide.

The continuous funding of the program has yet to be determined but we are considering using funds from Equiticity's annual giving efforts based on availability and pursuing government, corporate, and foundation grants.



Recommendations

LONGER TIMELINE APPROACH

The program could be improved by providing a longer timeline for implementation. This would allow more time to build partnerships with community organizations and to educate participants about the program.

HIGHER STAFFING LEVELS

The program could increase staffing levels to improve the efficiency of program operations. This would allow the program to reach more participants and to provide better customer service.

CITYWIDE EXPANSION

The program could expand the applicant pool citywide. This would allow more people to benefit from the program.

INCREASE VENDOR PARTNERSHIPS

The program could build more partnerships with trusted bike and EV vendors. This would ensure that participants have more access to high-quality transportation options.