

The Mobility Innovation District | Call for Information- Mobility Wallet and Universal Basic Mobility

Abstract

DC's Southwest Mobility Innovation District (The MID) is a national testbed for pioneering solutions to address equitable transportation and connectivity. Transportation insecurity affects 1 in 4 Americans and prevents their ability to attain economic mobility. Mobility wallets, conceptually, can provide person-level benefits to provide a reliable mobility base from which these individuals can climb. The MID seeks responses to capabilities related to developing a mobility wallet that could support the deployment of a universal basic mobility program.

By definition, The MID is focused on “co-creation” opportunities in this testbed, particularly with end users. While this Call for Information aims not to finalize a solution, respondents are welcome to collaborate with other organizations and partners or highlight where partnerships will be required to build and deploy the mobility wallet and Universal Basic Mobility programs.

Problem Statement:

In recognition that transportation mobility is the foundation of economic mobility, The MID is planning to launch a Universal Basic Mobility program that can provide a direct subsidy for residents to use on transportation options. This program's vision is to allow individuals to receive funds they can use for their choice of shared transportation services. This could include anything from a rentable scooter to a public transit bus.

One of the challenges is creating an integrated financial platform that can link multiple funding sources and make payments to multiple vendors. In addition to providing UBM benefits, such a platform could allow employers, developers, and individuals to load, store, re-up value and purchase any transportation solution.

In addition to the capability to make integrated payments, in an ideal state, the same platform would also be able to help with trip discovery and planning.

Requested Information

Before issuing a formal Call for Projects, The MID would like to solicit information about the current capabilities of technology and services to inform the future construction of a mobility wallet. Respondents are encouraged to submit information on current capabilities and/or key considerations in the following areas.

Integration of payment transactions across multiple transportation providers - What is the capability of current technology or other solutions to allow the user to purchase rides from numerous transportation providers seamlessly? This could include but is not limited to ride-hail, car sharing, micro-mobility, and public transportation.

Ability to accept funds from multiple sources - The ability for multiple stakeholders/sources of aid to add funds to a user's account is essential to the success of the mobility wallet. This could include city government, employers, philanthropic organizations, developers, or individuals. Where are examples of funds/benefit loading into a digital platform for transportation purchases? How might a wallet provide accounting and reconciliation of such funds, suitable for auditing and reporting purposes, while protecting personally identifiable information? How can individual accounts be credited while protecting privacy?

Ability to procure discounted, free, or reduced fares for services - How might the savings from purchasing in bulk be passed on to the consumer? How might a mobility wallet create a source of revenue to sustain the program? How might wallet support "fare capping" across a diversity of modes and services acceptable to individual service providers?

Trip Planning & Ride Discovery - Does the platform have the ability to provide aggregated information on all of the potential mobility options and provide users with information on what modes could be utilized for a given trip, including estimated travel time and cost?

Barriers to Use, Adoption, and Problem-Solving - What barriers to using might exist for transportation-insecure populations adopting a Mobility Wallet and gaining utility from the diversity of mobility services offered therein? Is a Mobility Wallet a viable solution to the challenge of mitigating transportation insecurity?

Information Requested:

Additionally, applicants are asked to provide the following information.

Team/Company Contact: Company name(s), address(es), contact name, contact information

Company background and qualifications: Please provide a brief summary of your company's background and experience and any relevant implementation examples

Financial Support/Business Model: What is your proposed/or preferred business model for the creation of a mobility wallet. (ex. Paid service under a contract from the DCMID; donated services; revenue share agreement, advertising-supported, etc.)

* Please note that there is not one preferred business model for projects. We recognize the cost incurred with operating services and that companies have a wide range of revenue models.

Partners: Please outline if there are other partners who you would plan to team with. Additionally, please identify any known gaps that may need to be filled by partners yet to be determined. The DC MID may be able to help facilitate partnerships.

Technology: The MID is about accessibility and, for this program, in particular, universality. How will users interact with your service?

Data sharing: One of the goals of the MID is to demonstrate how new technologies and services can improve equitable access to mobility, reduce emissions and create a more dynamic urban environment. Please outline how you plan to collect and share data to help demonstrate success toward these goals.

Roles: The optimal role of the SWBID, District Government, and other project partners

Accessibility: How does the proposed service meet the needs of all community members, including the unbanked and residents without access to smartphones or technology?

Equity and Mobility: The MID envisions developing a Universal Basic Mobility program to provide qualified residents with access to a wide range of mobility solutions. How do you envision a mobility wallet assisting in providing mobility to low-income residents?

RESPONSE SUBMISSION

All responses must be submitted electronically in one PDF file to: info@dcmid.org

Call for Information Released	10/20/2022
Rolling Question and Answer Period	10/20/2022 through 11/18/2022
Submissions Due	12/19/2022

This document does not obligate the SWBID, the District of Columbia or its agencies to issue a contractual agreement.

If certain portions of your response are considered confidential and proprietary, please mark sections as such and provide a separate redacted copy for sharing electronically with DC agencies. Because the DC government is a partner in this project, we cannot guarantee that the information provided by respondents will not be subject to public release through a Freedom of Information Act (FOIA) request.

Background on the Mobility Innovation District

The District of Columbia's Mobility Innovation District (MID) is a multi-year initiative funded by the District's Deputy Mayor's Office of Planning and Economic Development (DMPED) to

establish the premier global innovation hub for mobility. The MID offers the advantage of the District Government's unique role as a city and state to connect federal and regional policy goals and deploy local projects to test and enhance mobility for residents. The MID aims to create a neighborhood economy that improves the quality of life and connectivity and demonstrates how policies, programs, and technology can scale regionally and nationally.

The Southwest quadrant of DC and near Southeast neighborhoods are rapidly becoming the most densely populated parts of the city and will have a population equivalent to a mid-size city by 2030. While the population is growing, infrastructure capacity is not. Now more than ever, it is time to find innovative urban transportation solutions in a rapidly changing and densifying part of the District of Columbia.

The MID allows policymakers, private companies, and the local community to demonstrate how mobility innovation can make a city more equitable, sustainable, and prosperous. The MID is both a living lab for entrepreneurs and "Policy R&D" for government to address emerging mobility technologies.

Washington, DC, is unique in its vast array of stakeholders. The federal government, industry associations, foreign embassies, think tanks, foundations, media, venture capitalists, entrepreneurs, and virtually every major corporation have a footprint in DC. The city is a global hub for conferences and special events. In addition, Fortune 500 CEOs, Mayors, State Legislators, Governors, World Leaders, and senior officials from around the world spend time here.

The MID taps into this diverse set of stakeholders to create a connected ecosystem for solving mobility challenges for D.C. residents and businesses and turns DC into a hub for innovation in the neighborhood economy.

Mobility Innovation District Goals

- 1) SAFETY - Improve safety in Southwest (and regionally) by reducing vehicular injuries and fatalities in alignment with the city's [Vision Zero goals](#)
- 2) URBAN ENVIRONMENT & NEIGHBORHOOD ECONOMY - Incentivize shared-use transportation instead of single-occupancy vehicles thereby reducing vehicular congestion
- 3) ENVIRONMENT and SUSTAINABILITY - Reduce GHG emissions, air pollution, and noise pollution from congestion and automobile traffic
- 4) EQUITY - Provide equitable and low-cost mobility options to residents without vehicles