

The Mobility Innovation District | Call for Projects - Universal Basic Mobility - Fund Disbursement

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 Project 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 a fund distribution mechanism.

Problem Statement:

In recognition that transportation mobility is the foundation of economic mobility, The MID is planning to launch a 12 month Universal Basic Mobility demonstration to provide a direct subsidy for residents to use on transportation options. This program's vision is to allow individuals to receive funds they can then use for their choice of shared transportation services. This could include anything from a rentable scooter to metro rail service.

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.

NOTE: Vendors are also welcome to respond to the UBM - Trip Planning & Discovery proposal. Please only submit one application for both proposals but include the information for both if applicable.

Scope

The initial phase of this agreement will be to provide 40 residents with \$100 per month over a period of 12 months.

- **Fund Disbursement** - The vendor will be responsible for ensuring funds are distributed on a monthly basis to participants.
- **Integration of transportation solutions** - The vendor will be responsible for ensuring that funds are able to be used on all eligible transportation solutions.
- **Conflict Resolution** - The vendor will be responsible for working with participants to address issues such as lost or stolen cards and any issues processing transactions.
- **Off Ramping** - At the conclusion of the UBM Pilot the vendor will be responsible for off ramping all participants and work with the MID and DC government to connect participants with resources to continue to meet their transportation needs; AND/OR please provide a plan for extending or continuing the program.
- **Data and outcomes reporting** - As a demonstration project it will be important to collect information from participants about their experience and the outcomes from participating in the program.

Requested Vendor Response

In order to respond to this Call for Projects please address the topic areas and questions below.

Fund Disbursement

- How will participants receive and be able to spend funds?
- Will participants have a physical card or digital app?
- Can users add money to their own cards? How?
- Can third parties such as employers or government agencies add money to users' cards? How?

Restricting funds to transportation

- How will vendors restrict the use of funds?
- What information will be required from the MID to set the restrictions for these funds?

Payment integration

- Will the vendor integrate with transportation vendors and allow users to purchase rides directly through an app?

Participant Selection and Engagement - The MID intends to lead the process of selecting participants.

- How does the vendor intend to be involved with the MID to select participants?

Research - The MID plans to partner with a research partner to measure the outcomes of program participants.

- Please discuss the information and data that you would be able to make available to a research partner?

User Interface and Customer Experience

- What will the user experience be like for participants?
- Will there be a smartphone application for participants to use?
- If so, What options are available for users without smartphones?
- What customer support will be provided to address user questions and issues?

Nudges or Incentives

- Can the vendor provide any nudges or incentives to riders for using specific modes of transportation. (ie. incentivizing transit over an ride hailing service)

Financial Support/Business Model - Please provide a detailed cost summary that outlines the financial support needed to implement the program. Please note any fixed cost to administer the program, incremental cost per users, and any economies of scale that can be achieved if the program were to scale in the future.

Program Size

- Please provide an estimate of the minimum number of participants for viability?

Fees

- Is there a fee for partners to contribute funds to the accounts? If so, what is the fee?

General 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

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

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.

RESPONSE SUBMISSION

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

Call for Information Released	4/25/23
Deadline to submit Questions	5/8/23

MID Responses to Questions	5/17/23
Submissions Due	5/31/23

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