



The Mobility Innovation District

January 28, 2025

# Today's Agenda

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1. The Mobility Innovation District Introduction
2. Universal Basic Mobility - History and Premises
3. UBM - Findings So Far



# the MID

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# Purpose-Driven Innovation

## Local Mobility Needs



Development out  
pacing infrastructure



Advancing Road  
User Safety



Empowering existing  
residents



Service worker mobility  
challenges

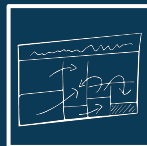
## Purpose Driven Innovation



Existing policy and regulation  
alignment w/ innovation



Developing need-based  
solutions

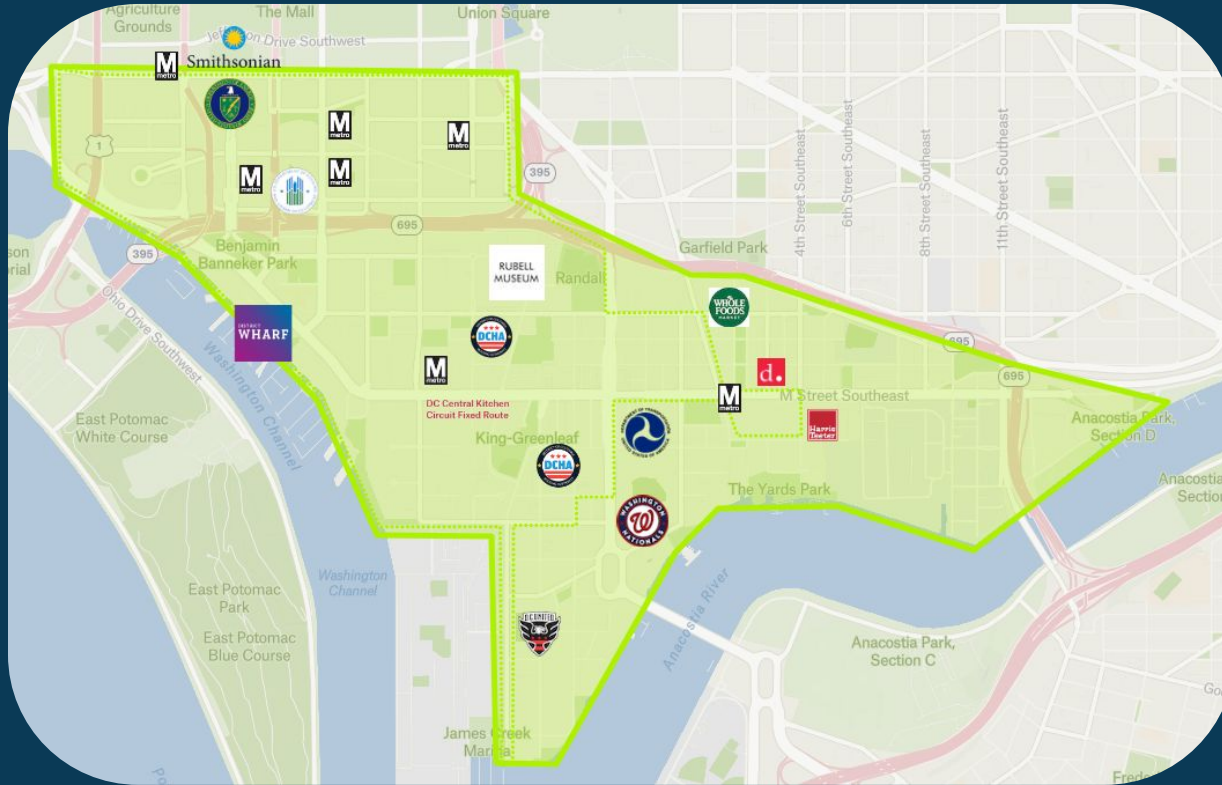


Need to test business and  
partnership models



Advance Public-Private  
Partnerships

# Southwest + Capitol Riverfront Neighborhoods



## A Destination within a Destination

- 9.6 Million Annual Visitors
- Smithsonian, District Wharf, Nationals Stadium, Audi Field

## Front Door to the Federal Government

- Home to over a dozen federal agency HQs, including USDOT, DOE, HUD

## Fast Growing and Diverse

- Population has doubled in the past 5 years (+12,000 new units)
- 60,000+ daily commuters
- Densest concentration of public housing in DC

# DC MID - UBM Introduction

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- What is Universal Basic Mobility?
- Background
  - ◆ Partnership with the Office of the Deputy Mayor for Planning and Economic Development
  - ◆ Removing Informational and Cost Barriers to Transportation Access
  - ◆ Specific focus on access to employment and job opportunities
- Research Question:
  - ◆ Does removing cost and informational barriers to transportation improve access to job opportunities?

## DC MID - UBM First RFP

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- DC MID launched RFP in early 2023 and reviewed proposals through end of Q1 and early Q2
- No Vendor was selected for the project
- Initial RFP received a half dozen proposals, the most inexpensive of which was triple the available budget
  - ◆ Payment Integration was prohibitively expensive (i.e., integrated technology platform)
  - ◆ Mission misalignment between technology platform and qualitatively positive outcomes
  - ◆ Inability to leverage existing payment integration systems (e.g., SmarTrip)

## DC UBM Pilot - Spin

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- In Summer 2024, Spin approached the DC MID to launch a Universal Basic Mobility pilot program
- Benefits to Include
  - ◆ Unlimited Spin Scooter credits in DC
  - ◆ Unlimited refills on WMATA SmarTrip
  - ◆ \$100/month in Zipcar Credit
  - ◆ Unlimited usage of SWBID E-Cargo Bikes
- Participants recruited from Spin Access and SWBID Ebike Library
- Program kicked off on a rolling basis in the beginning of October 2024





## DC UBM - Key Research Question

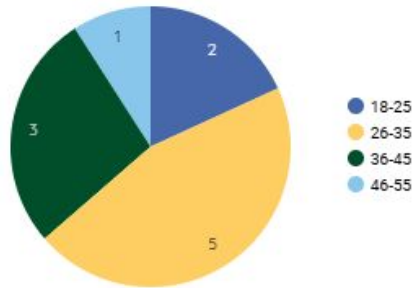
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Does Removing the Cost Barrier Increase Usage of Public Transportation (Bus and Rail)  
and/or Shared Micromobility?

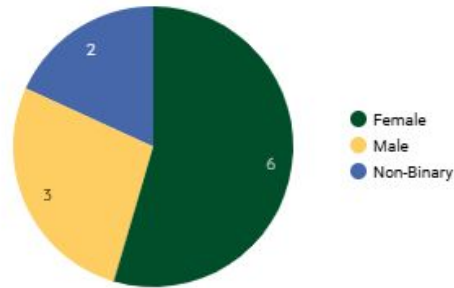
## DC UBM - Participants

- 15 Total Participants, 11 of whom participated in the follow-up survey
- Participants represent diverse age range and gender spectrum
- Equal representation of white and black participants

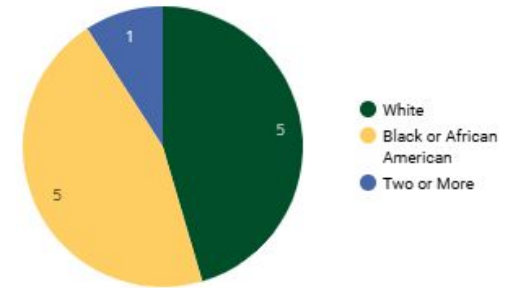
Participants By Age



Participants By Gender



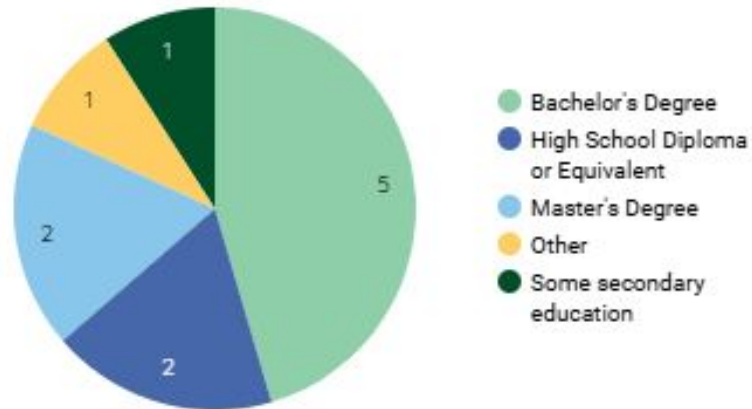
Participants by Race



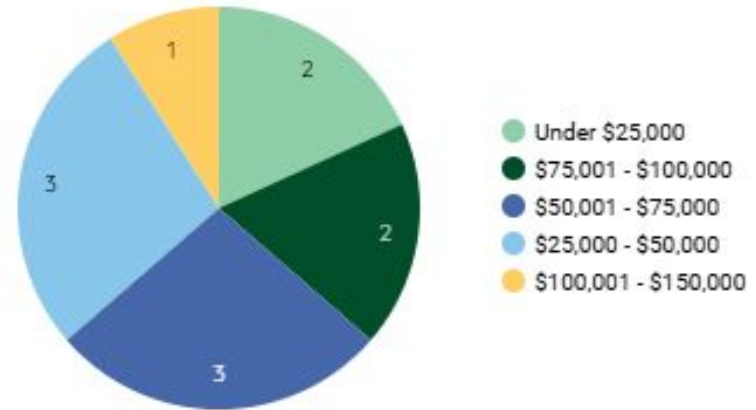
## DC UBM - Participants

→ Diverse educational background (Other = Did Not Complete High School) and Income

Participants By Education

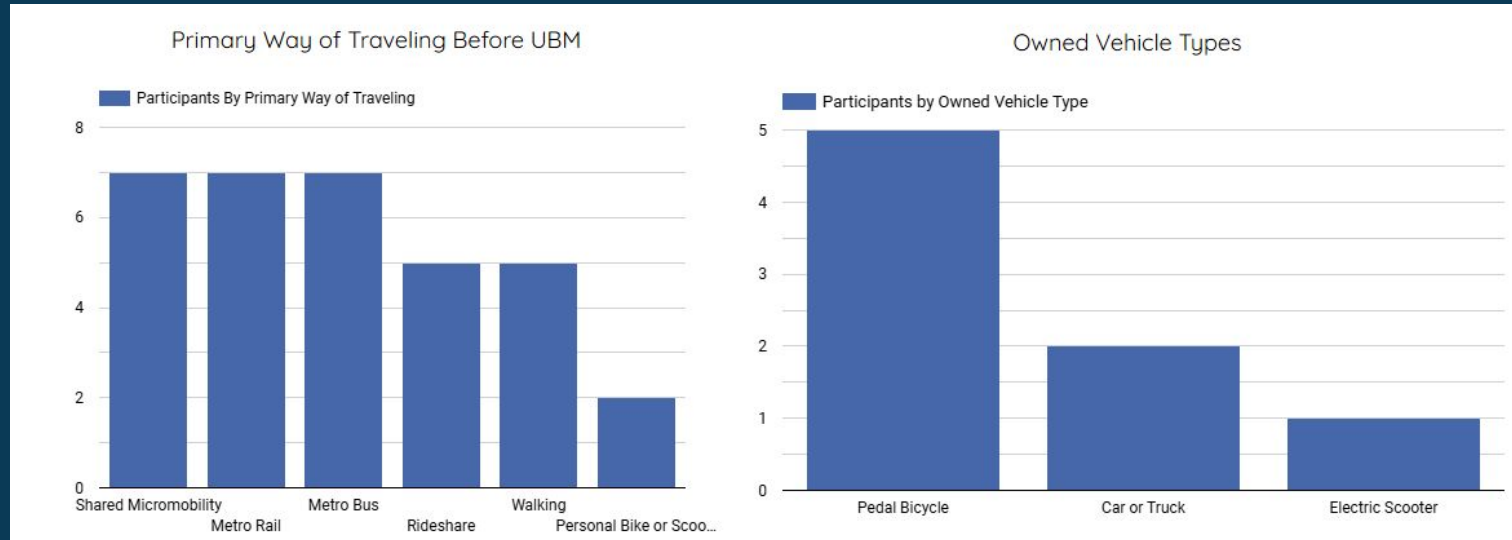


Participants by Income



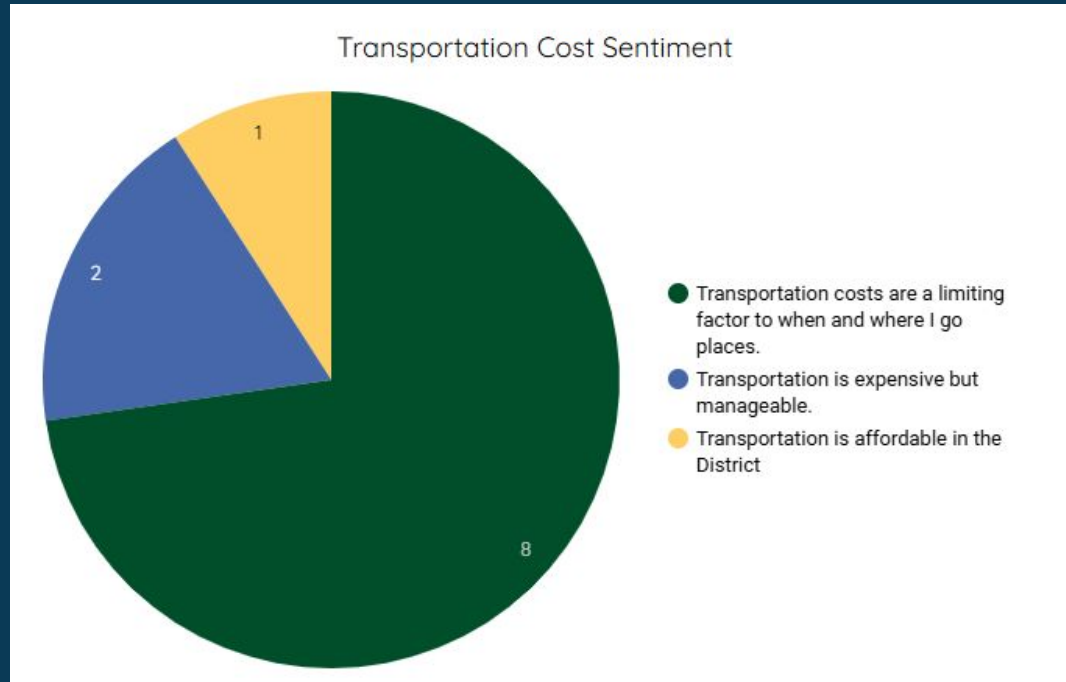
# DC UBM - Travel and Vehicles

- No Participants Used Their Own Car “Primarily”
- About half of participants do not own any personal vehicle



## DC UBM - Transportation Cost Sentiment

→ 10 out of 11 participants described Transportation in DC as “Expensive” or “Limiting”

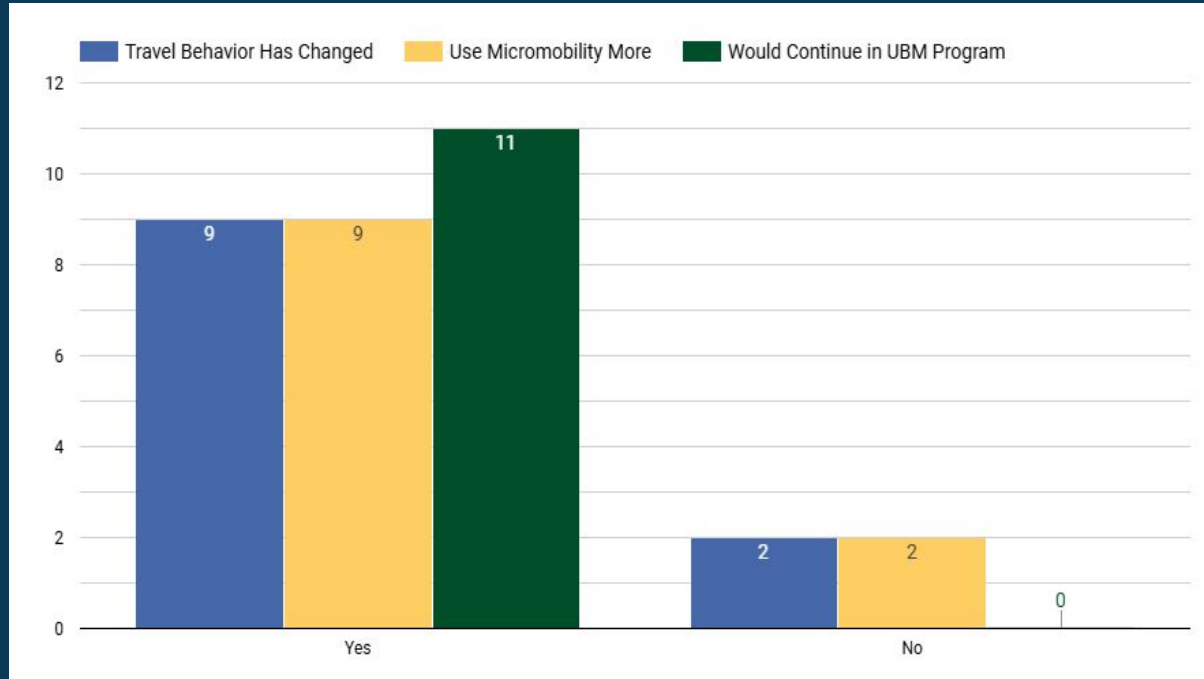


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# Outcomes

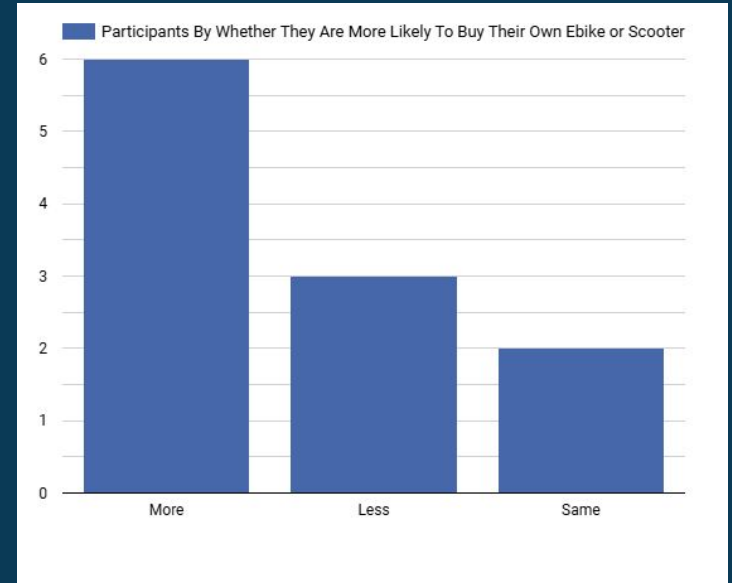
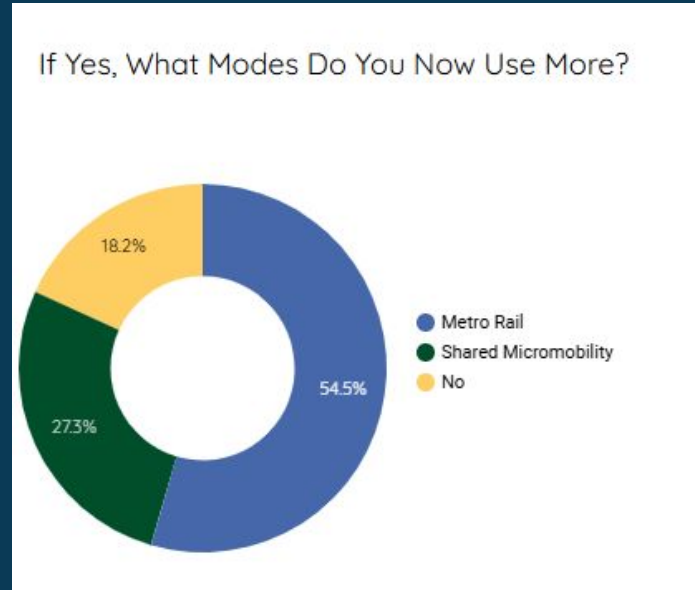
## DC UBM - Outcomes

→ 9 Indicated a Change in Travel Behavior, 9 Used Micromobility More, 11 would re-enroll



## DC UBM - Outcomes

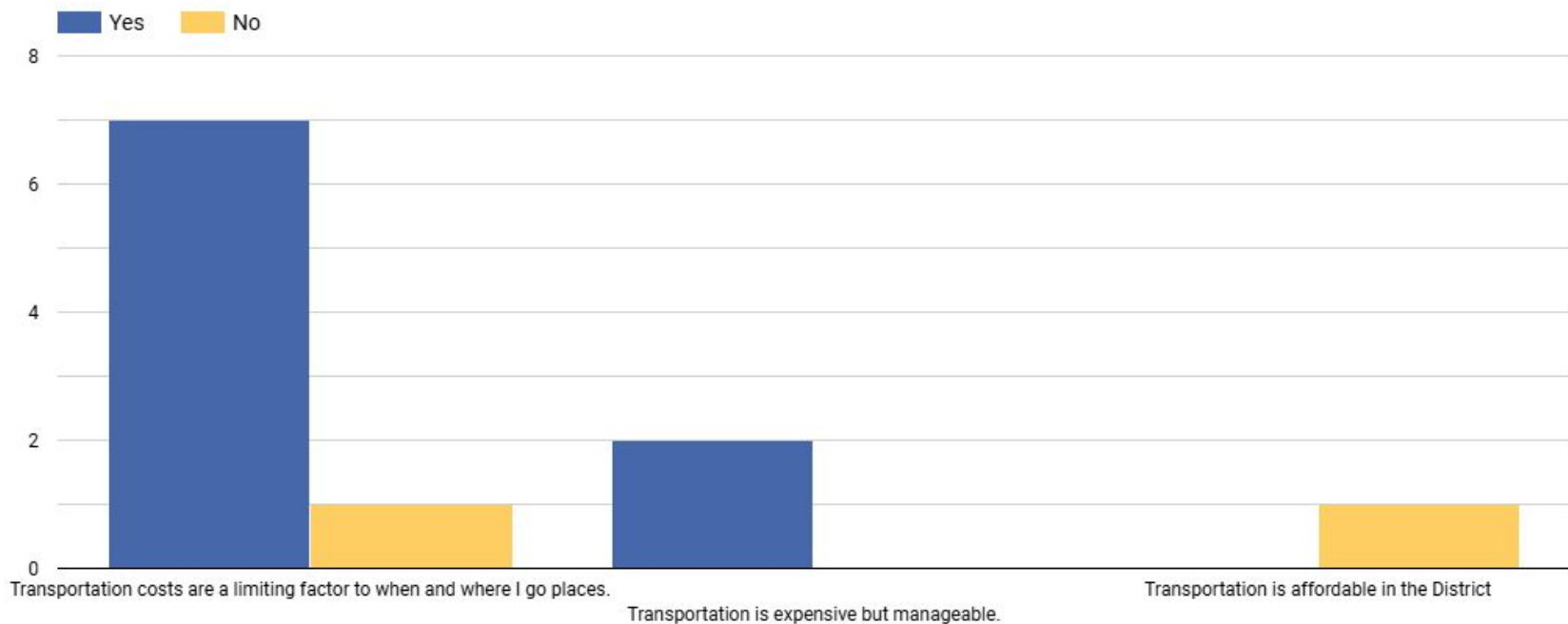
- 6 Indicated They Use Metro Rail More
- 6 Indicated They Are More Likely To Buy Their Own Ebike or Scooter





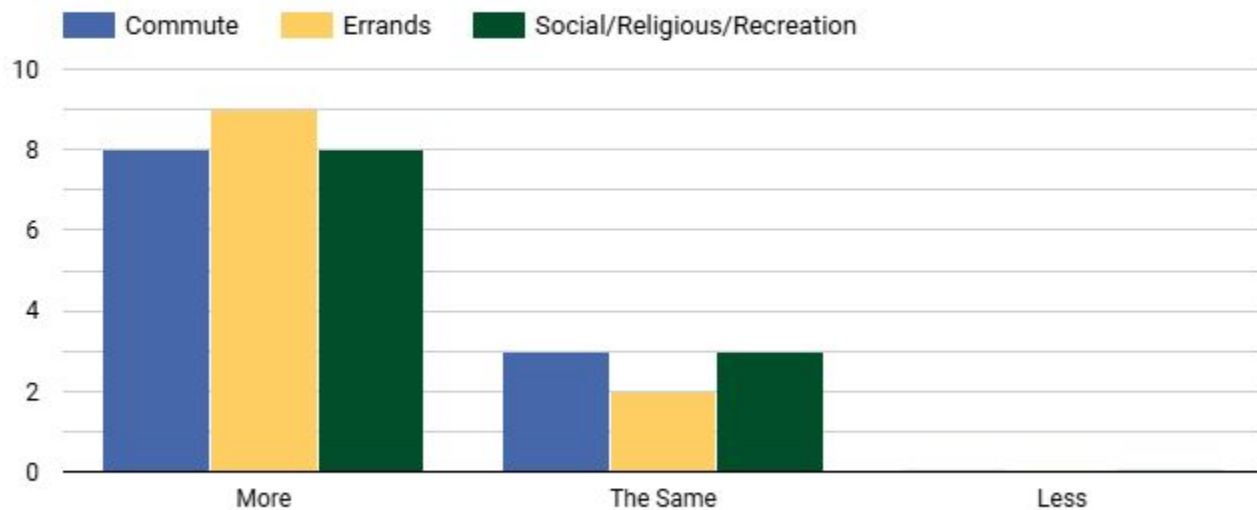
## DC UBM - Outcomes

Has Your Primary Way of Traveling Changed Based on Transportation Cost Sentiment



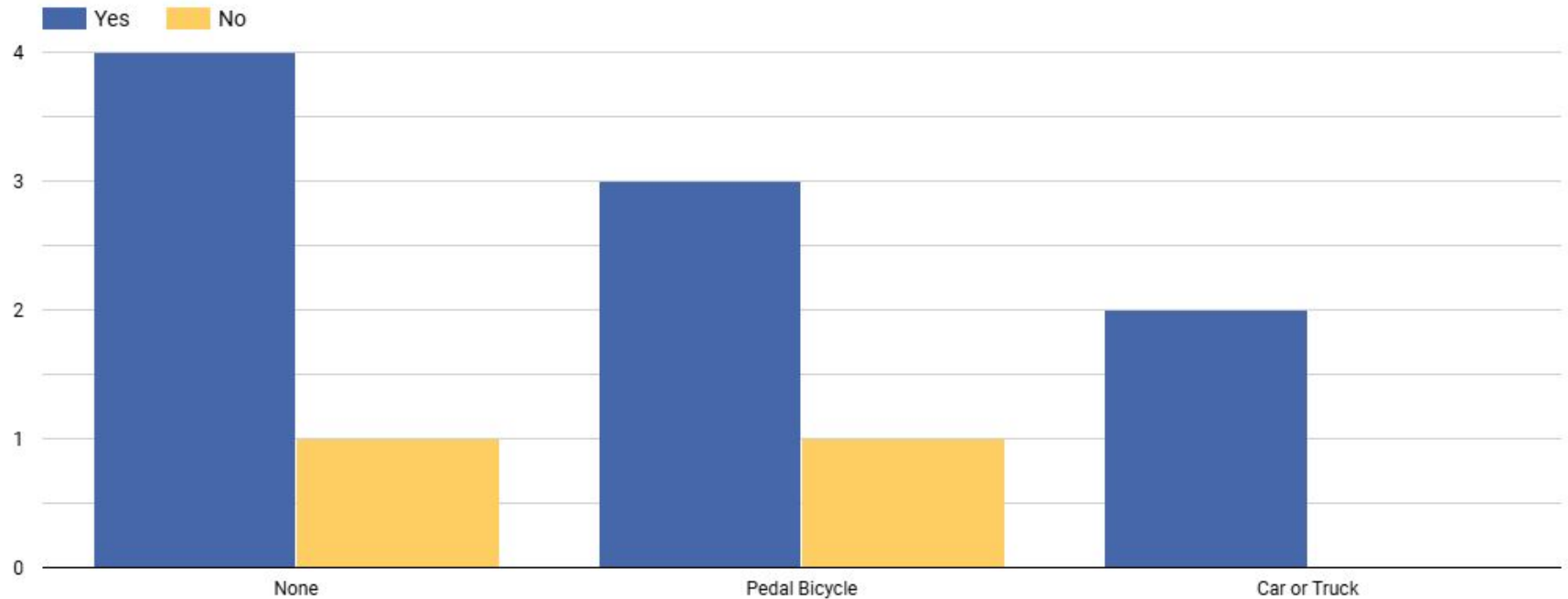
## DC UBM - Outcomes

Do You Use Public Transit or Micromobility More For the Following?



# DC UBM - Outcomes

Has Your Primary Way of Traveling Changed Based on Owned Vehicles



## DC UBM - Final Remarks

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- Does Removing the Cost Barrier Increase Usage of Public Transportation (Bus and Rail) and/or Shared Micromobility?
  - ◆ **Yes, Removing Cost as a Barrier had an impact on the behavior of most participants**
- Without a large budget, programming needs clear limitations and ways to re-fund charges
- Participants feel comfortable and safe using shared micromobility vehicles and cost is a significant, if not main, obstacle to use

# DC UBM - Final Thoughts

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→ Discussion Question: What else can we learn from this cohort?

→ Contact

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