



Board Report

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Agenda Number: 31.

EXECUTIVE MANAGEMENT COMMITTEE
JULY 18, 2024

SUBJECT: MOBILITY WALLET PILOT UPDATES

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the Mobility Wallet Pilot.

EQUITY PLATFORM

The proposed Mobility Wallet will provide South Los Angeles residents opportunities for more access and mobility through the use of transportation funds for public transit and private shared mobility and will prioritize (though the predetermined CARB STEP geography in South LA) those from historically underserved communities. The geography proposed and selected in the competitive CARB STEP grant is located in several LA Metro Equity Focused Communities (EFC) and would directly benefit residents by providing improved access and mobility. The South Los Angeles Transit Empowerment Zone (Federal Promise Zone) includes 92% are people of color - primarily Latinx (72%) and Black or African American (20.4%), with a large immigrant population (41.2% foreign-born). The unemployment rate is over 12%, and almost 56% of residents live below 150% of the federal poverty level, compared to 30% countywide. Workforce participation is low, with only 59% of 18 to 64 year-olds, compared to 64% in the county, indicating that there are many deep seated barriers to accessing and identifying work. SLATE-Z has a relatively young population: 66% are of working age (18-64), 25% are youth under 18, and only 8% are 65 years or older. However, low educational attainment remains a major obstacle to quality employment. Nearly half the population older than 25 years (47.2%) has less than a high school education, and only 10.6% have a bachelor's degree or higher (compared to 30.4% countywide). The Mobility Wallet helps South LA residents use and pay for transportation, making it easier for them to get to jobs, schools, shopping, and everywhere else they need to go. The future phases of the pilot will be Countywide and will be focused on serving EFC's and will be only available to those that qualify for the LIFE income criteria.

UBM is an evolving concept to ensure that all individuals have access to a range of transportation options. This initiative recognizes mobility as a fundamental right, critical to accessing essential services, employment, and social activities. UBM is designed to reduce inequality in transportation by providing subsidies, improving infrastructure, and integrating various modes of transport, including public transit, rideshare, and bike-share programs.

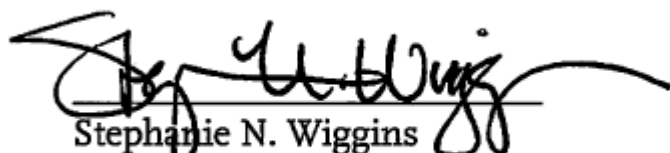
Metro serves as a national leader and pivotal stakeholder in driving the discussion of UBM

throughout the Los Angeles ecosystem to advance access to opportunity for all. Metro's services and system of partnerships, policies, and pilots like the Mobility Wallet exemplify the agency's commitment to connecting low-income Angelenos with a diverse range of transportation resources, thereby expanding access to opportunity and fostering a more integrated mobility landscape. By providing affordable or subsidized mobility services, Metro's initiatives align with and expand upon the broader UBM framework, aiming to make transportation more accessible and attractive to all residents.

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Mobility Wallet

July 2024



Mobility Wallet Pilot – How It Works

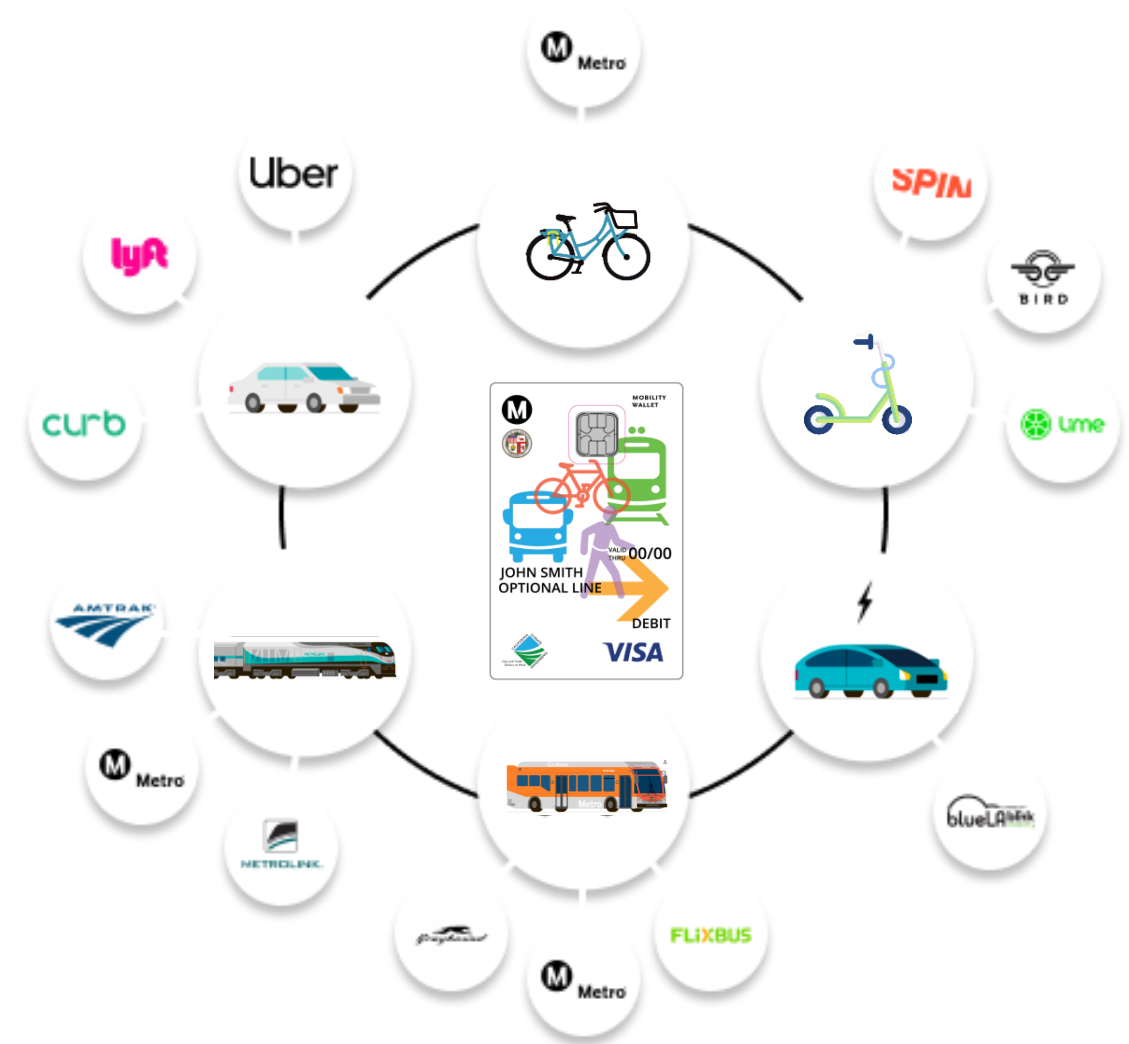
one card, many modes

Participants

- Phase 1: 1,000 low-income residents in South LA
- \$150 monthly for a year

Debit Card

- Merchant Category Code (MCC) Limited
 - Ridehail / Taxi / Access
 - Public Bus/Rail
 - Commuter Rail
 - Carshare
 - Amtrak
 - Intercity Bus
 - Bike Shops
 - Shared Bikes/Scooters



Pilot Goals

UCLA & UCD Measuring Outcomes

UCLA Lewis Center
for Regional Policy Studies

ITS UCDAVIS
Institute of Transportation Studies

Improve access to
Opportunities

01

Reduce travel related
Greenhouse Gas Emissions

02

Improve Economic and
Health Outcomes

03

Mobility Wallet Pilot: Initial Findings

strong adoption by target market: low-income, car-lite households

100%
LIFE qualified

60%
ride transit regularly.

80%
were car-lite
households.
<1 car per adult

~30%
are unemployed.
Have a health-related
challenge or disability

40%
are no car
households.

80%
are participating in a
financial assistance
program.

50%
of people in treatment do not
have a Driver's License.



Andre, 63

Lost his vehicle in a traffic collision and now uses public transportation all the time to commute on the bus or train to get to his job interviews.



Cesar, UNK

Uses it to buy a bike at a local bike shop to get around and get exercise.



Rebeca, 37

Uses it to take the bus or train to DTLA and the supermarket. Also provides for a late-night taxi pickup for her mom who works in a laundromat until 11:00 p.m.

Mobility Wallet: Initial Findings

multimodal choice enables access to opportunity

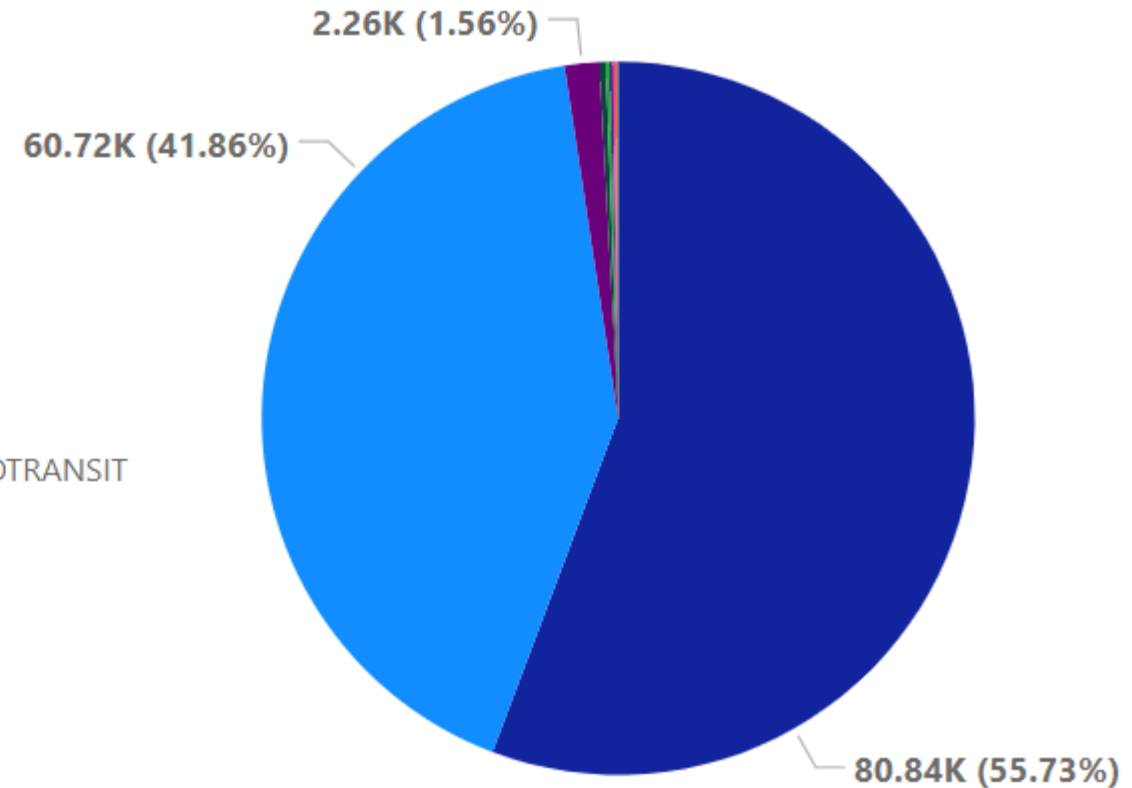
\$1.36 Mil Spent
145.05K Purchased Trips

May 2023 – May 2024 (12 months)

- 60.7K Trips via Ridehail/Taxi/Access Services
- 70.8K Trips via Public Transit (Bus/Rail)
- 2.2K Trips via Shared Scooters & Bikes
- 169 Bike Shop Purchases

MCC Category

- METRO BUS/RAIL
- RIDEHAIL/TAXI
- E-SCOOTERS
- MICROMOBILITY/MICROTRANSIT
- CARSHARE
- FLIXBUS/GREYHOUND
- AMTRAK/METROLINK
- BIKE SHOPS



Mobility Wallet Stories



Ashanti

“It helped me out so much with not owning a vehicle and being a full time student and part time employee all while paying rent in Los Angeles, this program helped ease some of my financial burden and allowed me to not have to worry if I would have the money every month to commute everyday”



Daniel

“It helped me get out more without the worry on how I was going to get to and from destination. I feel like I was more social thanks to this program”

Robin

“This program made transportation a joy. I plan on buying a prepaid card in the future”



Vladislav

“It has brought more comfort since we have more budget to spend on food and health and not have to worry about transportation fee as much as before”



Robin Berry

“This was awesome, it took away the burden on my family”



Themes

- Improved sense of financial stability
- Developing financial literacy
- Building social capital
- Encouraging alternate/multi-modal transportation
-

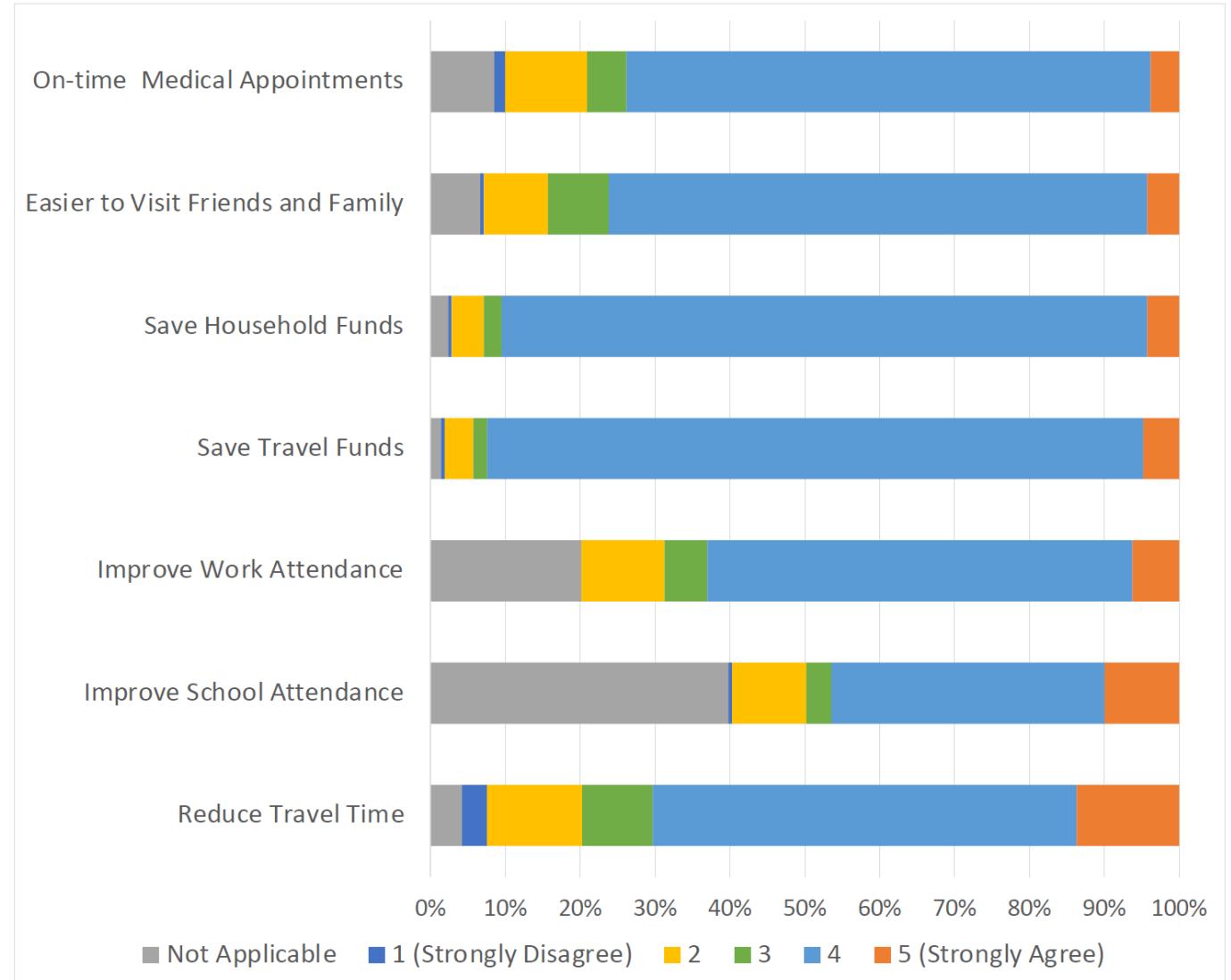
Strategic Innovation. (2024). Unpublished raw data from Customer Feedback form on Mobility Wallet Phase II. LA Metro

Midpoint Insights

Stated Effects of Mobility Wallet

Participants

- Mobility Wallet Program facilitates increased travel across various transportation modes and for more trip purposes.
- **Mobility Wallet Program has a significant effect on increasing transportation security**
 - Validated using [Transportation Security Index](#)



Mobility Wallet Pilot

next steps

1. Continue to explore future funding sources and models
 - **Successfully secured \$6.3M** in state and federal grants
2. Report out on pilot goals analysis for phase 1 by end of 2024 with UCLA & UCD.
3. Recruit participants for Phase 2 - **Recruitment is Live.**
 - Apply at metro.net/mobilitywallet or at the various workshops happening across LA County
4. Continue to leverage CBO relationships to reach EFC's

Scan here to apply.

Escanee aquí para aplicar hoy.



Phase 2 Summer 2024

01

Phase 2A

1,000 – South LA



Phase 2B

1,000 Countywide



02

Phase 3 - Summer 2025

Countywide



03

Summer 2026

End Phase 3
Future