



# Mobility Wallet

July 2024



# Mobility Wallet Pilot – How It Works

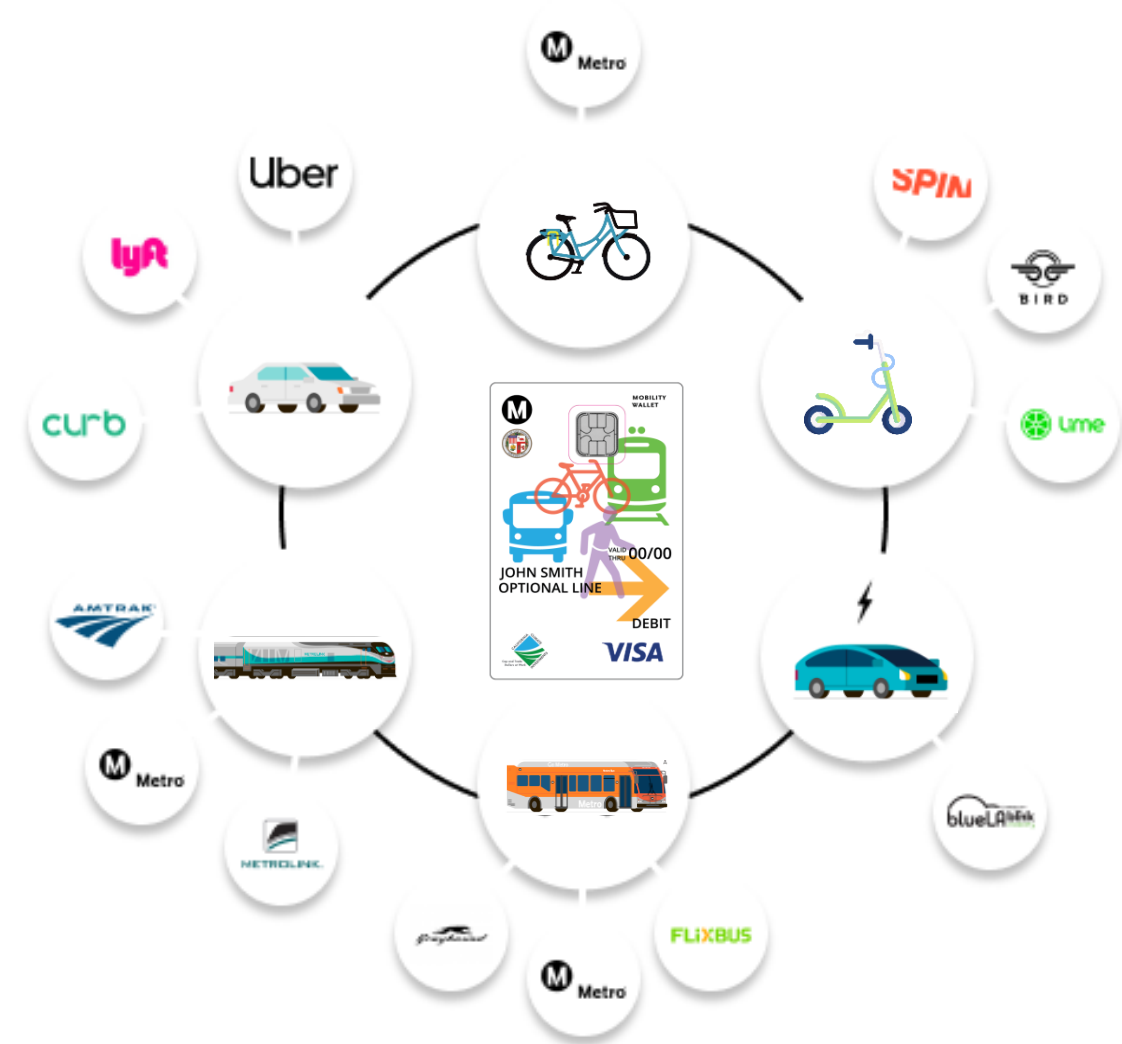
one card, many modes

## 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

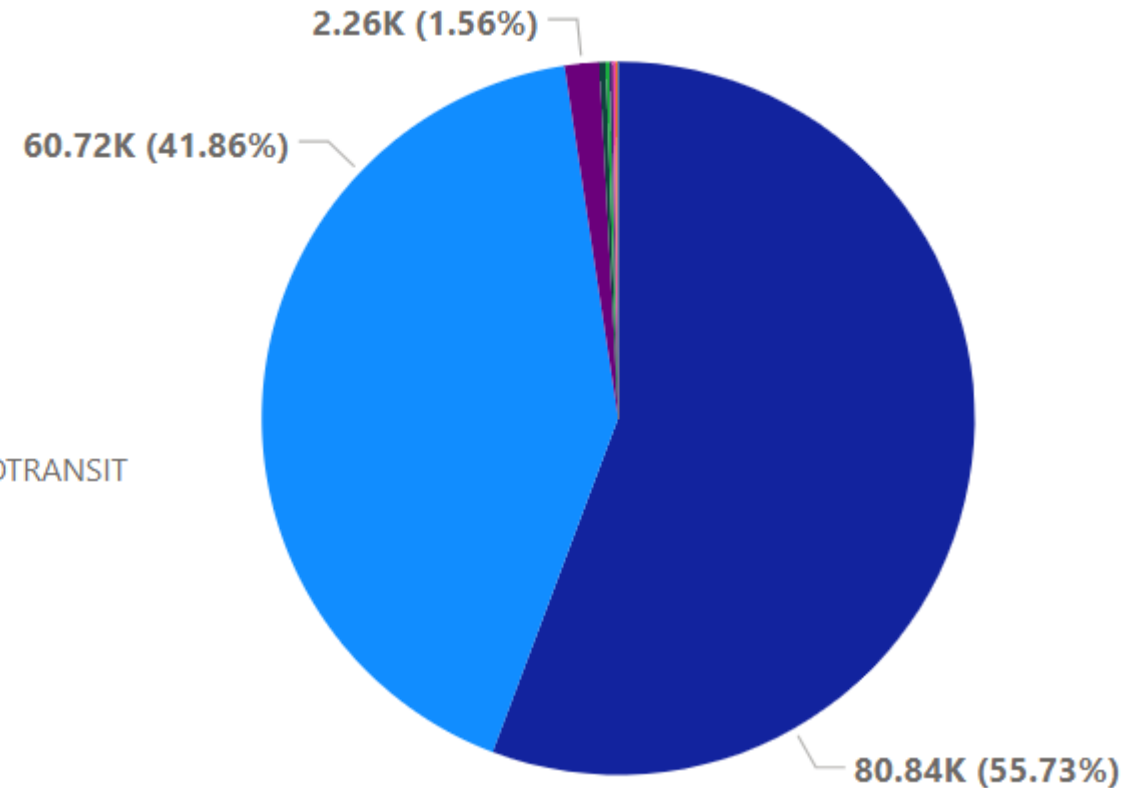
**\$1.36 Mil Spent**  
**145.05K Purchased Trips**

**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”*



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### Themes

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

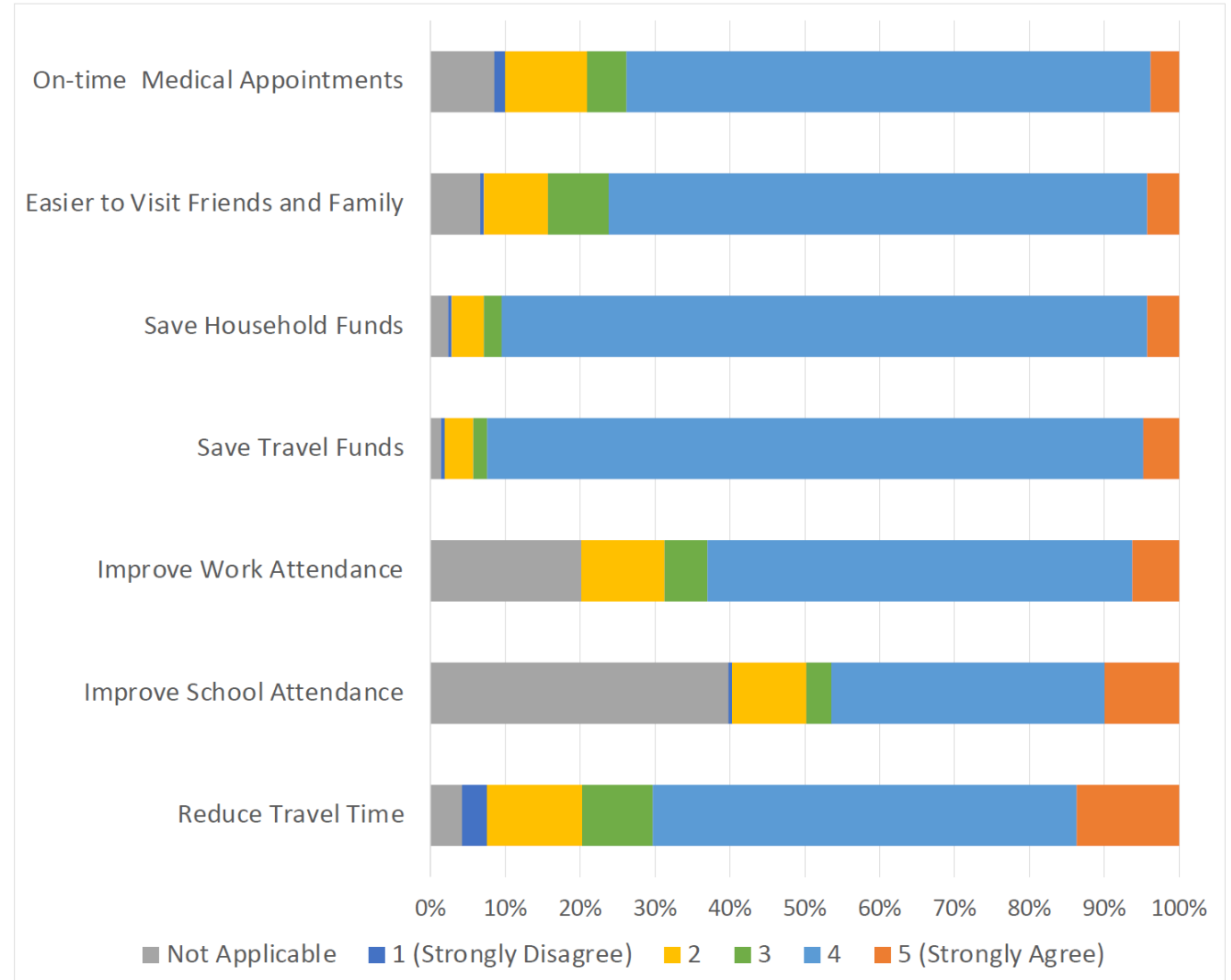
Strategic Innovation. (2024). Unpublished raw data from Customer Feedback form on Mobility Wallet Phase II. LA Metro

# 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](https://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