

The Mobility Innovation District | Call for Information-Trip Planning and Discovery

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 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.

The MID has also issued a Call for Projects for a partner to assist with distributing funds for A UBM pilot, we also recognize that many residents, across income spectrums could also use assistance in finding potential transportation solutions and planning the best solution for any particular trip.

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

Scope

- **Ride Discovery** - The vendor will integrate with current transportation solutions and provide real time information on available modes of transportation.
- **Trip Planning** - The vendor shall provide a solution that allows users to input their origin and destination and receive recommendations for multiple solutions to get them to their destination. This should include the ability to combine multiple transportation solutions into a single trip. For example, taking a scooter to the bus

stop which drops off at the final destination.

Requested Vendor Response

Digital Product - Describe the digital application that will be available to users

Physical Assets - Describe any physical assets that would assist in ride sourcing, planning and/or payment information.

Customer Support - Please describe any customer support services that will be available to program participants.

Ride Discovery and Trip Planning - Describe how the solution will assist residents to find new modes of transit and decide the best solution for a given trip.

Payment Integration - If available, please describe how the digital application integrates with transportation vendors and allow users to purchase rides directly through an app/platform, or how close to integrating payment in-app the solution can be.

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.

Mode Support: Please list which modes are supported in the solution, or any modes that are anticipated to be part of the solution.

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