



SEATTLE PROJECT – RIDE NOW

MAY 10-12, 2022



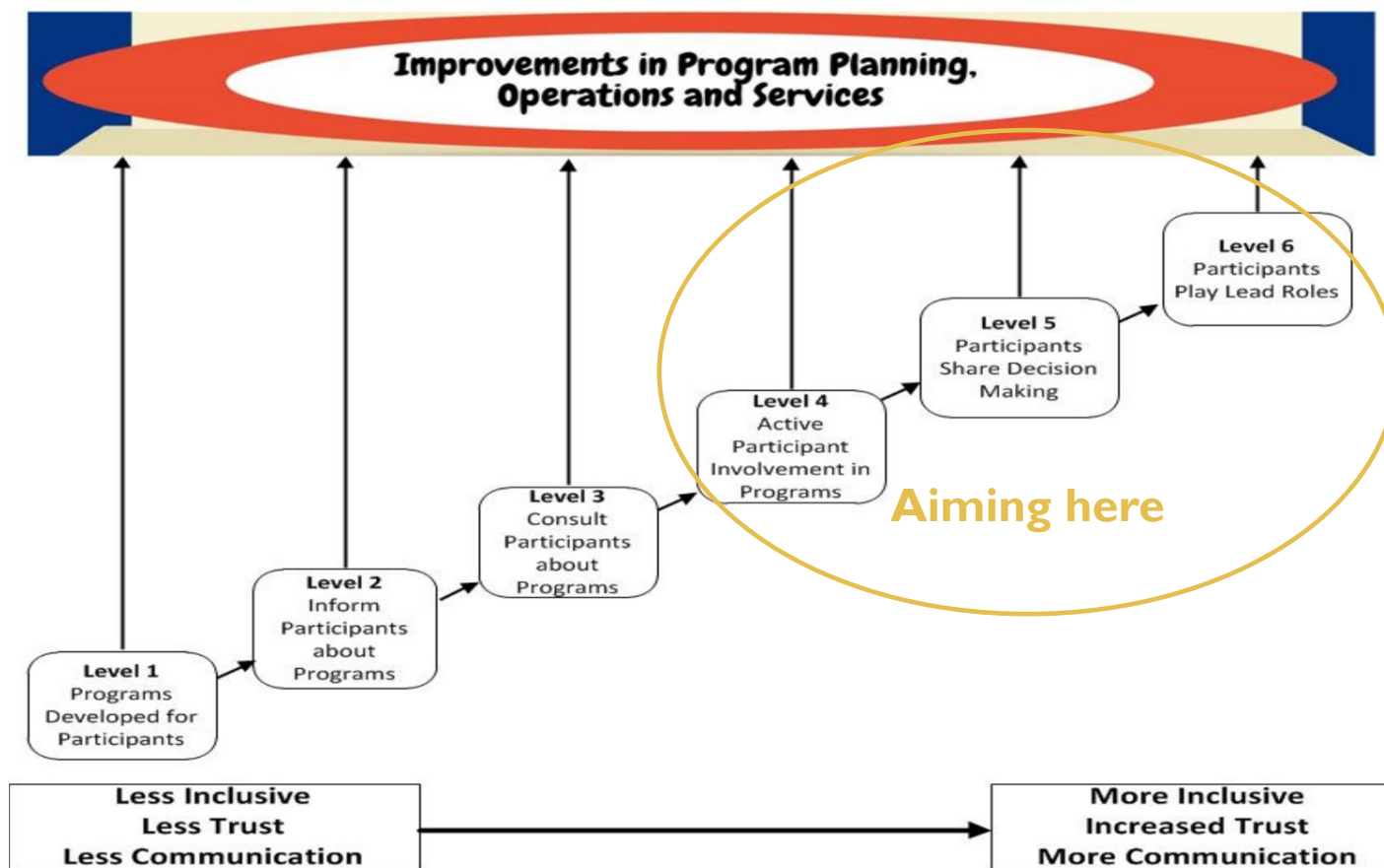
STEERING COMMITTEE

- Diverse
- Compensated
- Empowered



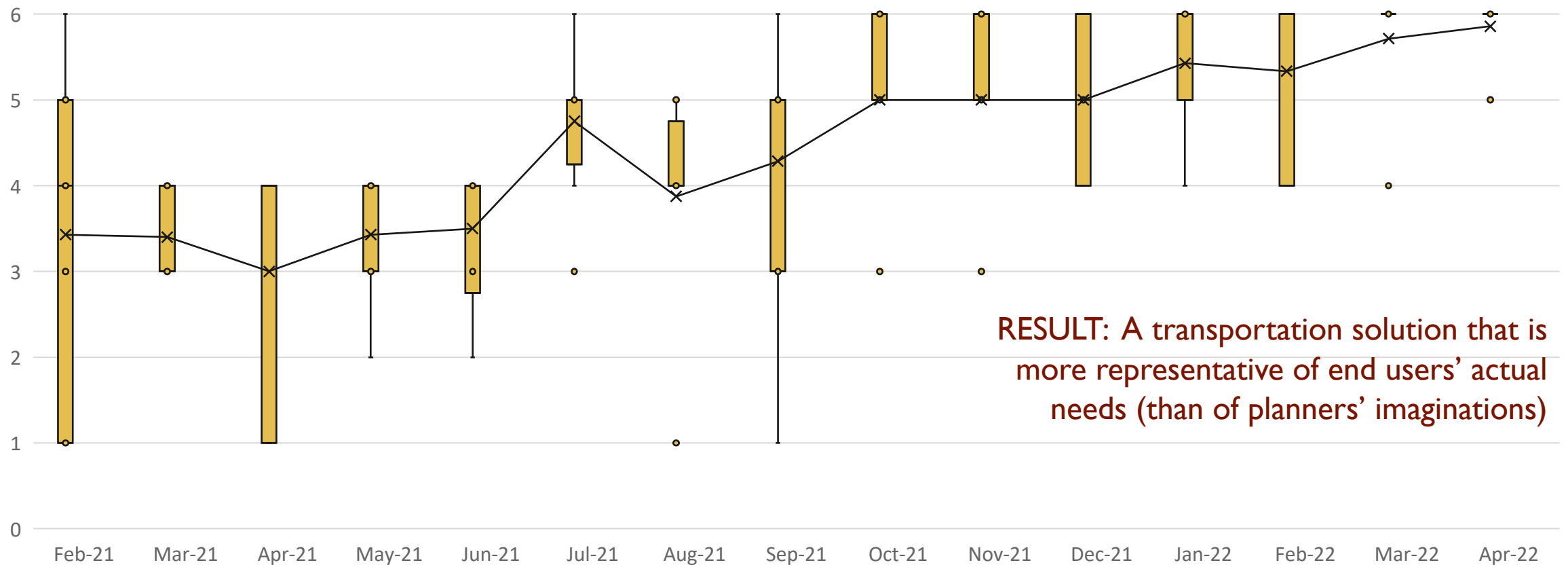
PATHWAY TO INCLUSION

Pathway to Inclusion



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Pathway to Inclusion



RESULT: A transportation solution that is more representative of end users' actual needs (than of planners' imaginations)

WHAT WE'RE LEARNING: ABOUT INCLUSIVE PLANNING

How is this happening?

- Paying people helps
- Engaging stakeholders *throughout* the process (getting rid of the idea of an “engagement phase”)
- Building trust over time, trying not to rush
- Emphasis on conversation, getting to know one another, making room for vulnerability
- Multiple ways to take ownership

What we would do differently next time

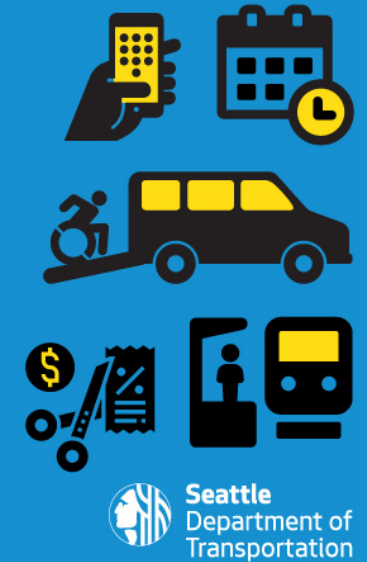
- Include drivers on the steering committee
- Include people who communicate primarily in a language other than English

RIDE NOW

- [Video](#)
- Ride Now: a ride voucher program for older adults, people with disabilities, and caregivers
- \$10-20 vouchers off rides to anywhere: nearest transit station, friend's house, local restaurant
- Vouchers provided by Yellow Cab, Uber, and Lyft
- No eligibility verification (riders self-identify)

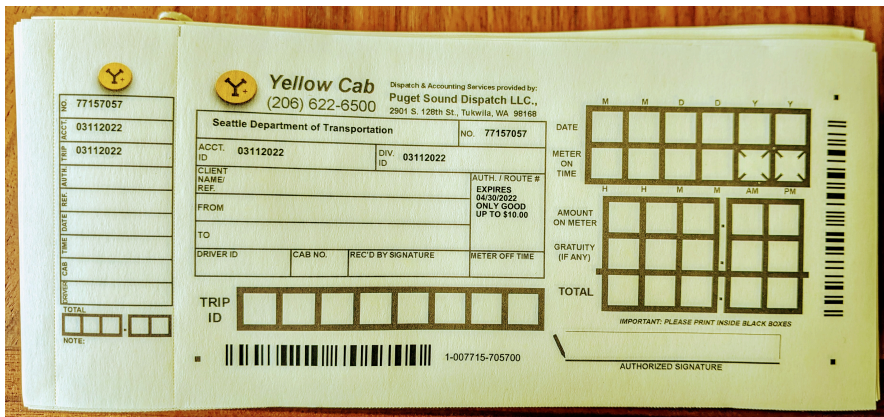
Ride Now

- 1 Book a ride.
- 2 Ride arrives in a timely manner.
- 3 Drop off at nearest transit station or other nearby destination and apply voucher to receive \$20 off your ride.
- 4 Provide feedback (optional).



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HOW WE DISTRIBUTE VOUCHERS



Yellow Cab:

2,107 (\$21,070) by hand, via:

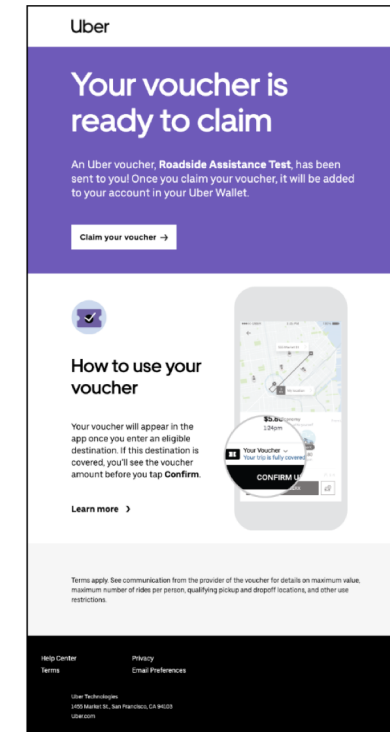
- Steering committee members
- Community Liaisons
- Partner organizations
 - Sound Generations
 - Northaven Senior Living
 - Bellwether Housing

1,387 (\$13,870) by mail



We'll send Vouchers for you

Based on the information you've provided, we'll send an email and/or an SMS to your guests.



Uber:

881 (\$17,620) by email

COMMUNITY LIAISONS



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HYPOTHESES / QUESTIONS

- Testing demand for and efficacy of a flexible ride voucher program
- More cost-effective to use multiple established vendors rather than one dedicated provider?
- Low-barrier vs. requiring verification
 - Trusted network approach
- Where do people go when they have enough vouchers?

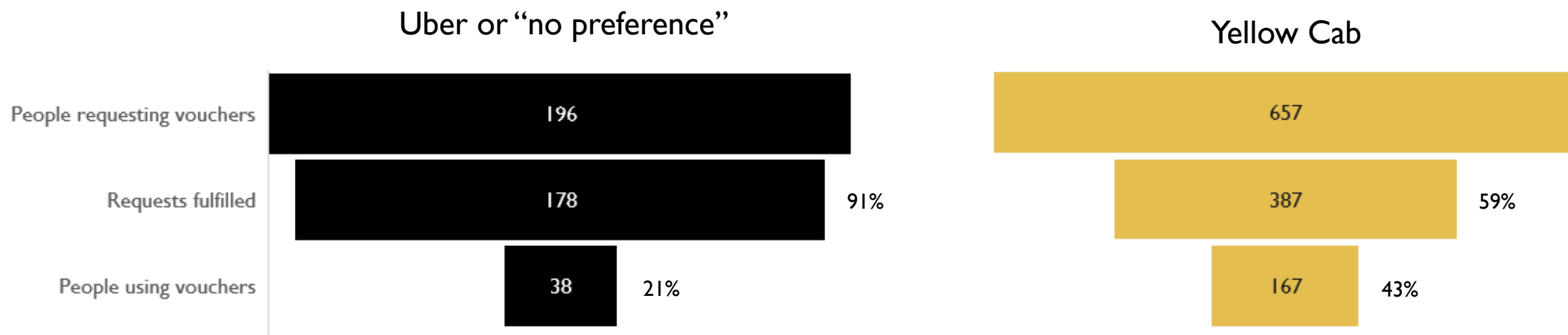


WHAT WE'RE LEARNING: ABOUT MOBILITY ON DEMAND

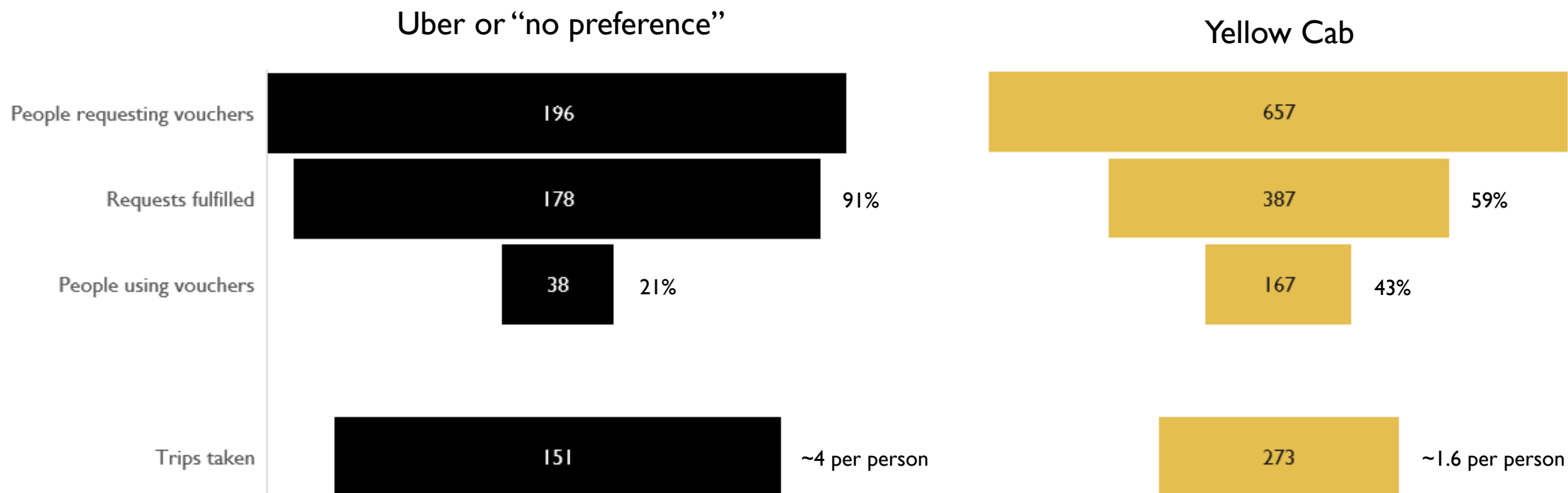
- High demand for direct benefit that is low-barrier / highly flexible
- Significant need for driver training and improved language access
- Having multiple vendors gives riders ability to choose, shifts power
- Strong relationships with organizations that serve older adults; reaching working-age people with disabilities remains challenging



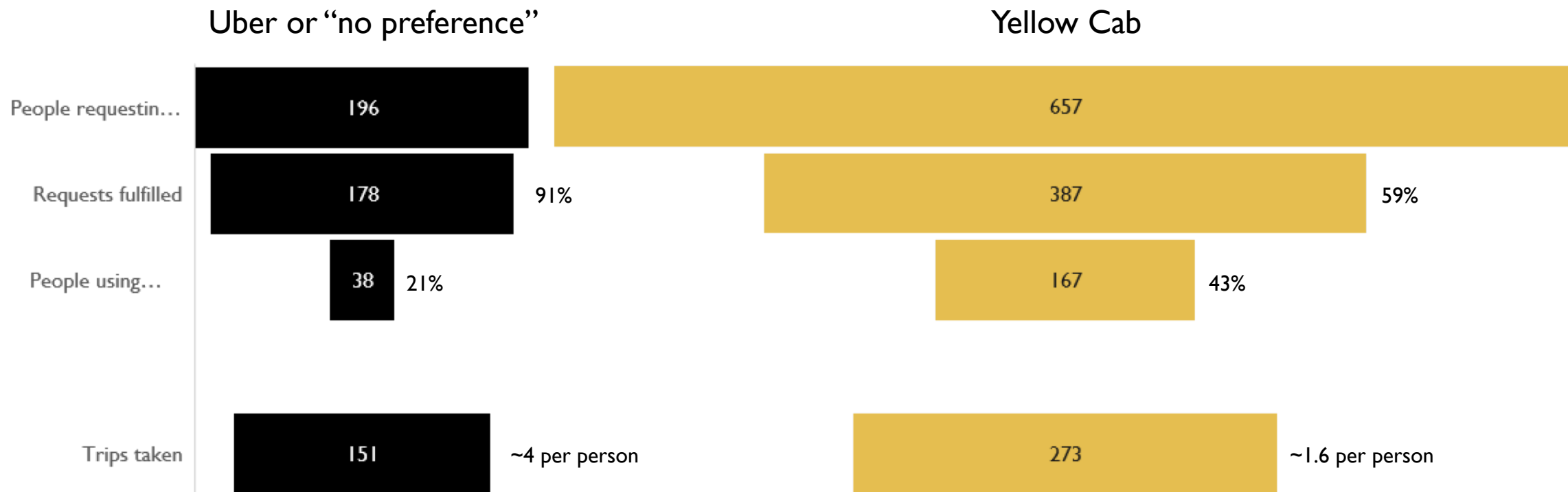
BY THE NUMBERS



BY THE NUMBERS



BY THE NUMBERS (TO SCALE)



WHAT COMES NEXT

- Inform future same-day alternative to *Access* paratransit
- Inform future ride voucher programs in Seattle and King County
- Find more money!
- Contribute to growing practice of compensating stakeholders



THANK YOU!

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