



Inclusive Mobility on Demand – A Ride to Transit

Our vision, mission, and core values

Vision: Seattle is a thriving equitable community powered by dependable transportation

Mission: to deliver a transportation system that provides safe and affordable access to places and opportunities

Committed to **6 core values:**

- Equity
- Safety
- Mobility
- Sustainability
- Livability
- Excellence

Presentation overview

- Project team
- Anticipated outcomes
- Inclusion plans
- Work completed so far
- Challenges
- Next steps



Project team

Leads: Margo Dawes (SDOT) & Kiana Parker (Individual Participant)

Staff: Steph Hirsch and Lizzie Moll (SDOT)

Liaisons: Virginia Dize and Melissa Gray (N4A)

Steering Committee

- Kiana Parker (Individual Participant)
- Joy Wayte (Individual Participant)
- Ngozi Oleru (Individual Participant)
- Barbara Connor (Individual Participant)
- Anna Zivarts (Partner Organization – Disability Rights Washington)
- Vedrana Durakovic (Partner Organization – Lake City/Northgate Senior Center Project)
- Mike Rimoin (Partner Organization – King County Metro)

Advisors: Hopelink/King County Mobility Coalition, Sound Transit, Northwest Access Fund, Transportation Choices Coalition



Seattle
Department of
Transportation



Disability Rights
WASHINGTON



King County
METRO



Anticipated outcomes

Inclusive planning

- Shared understanding of transit access barriers for people with disabilities and older adults
- Increased familiarity with Inclusive Planning Toolkit, human-centered design, and participatory budgeting
- Experience with virtual inclusive planning
- Just compensation for stakeholder participation
- Distinguish needs of people with disabilities and older adults
- Vastly improved and more dignified experience for stakeholders



Anticipated outcomes

Mobility on demand solution

A ride to transit for people with disabilities and older adults that is:

- Convenient
- Low-barrier
- Affordable
- Open source and replicable

...and improves upon existing options



Inclusion plans

- Meet & greets with potential steering committee members
- Monthly steering committee meetings to guide planning process for MOD solution
- Stakeholder analysis
- Compensated participation
- Human-centered design approach to problem and solution identification
 - Surveys (paper or online)
 - Interviews (phone call or virtual)
 - Virtual round tables/focus groups
 - Workshops
 - Participatory budgeting



Guided by



INCLUSIVE PLANNING TOOLKIT

Planning for inclusion through the adoption of
accessible practices

Abstract

A compilation of lessons learned from Hopelink and the King County Mobility Coalition's participation in the CTAA's Inclusive Planning Grant, and tips for how to bring the inclusive planning process into your organization.

2020 - Edition 1



hopelink

King County
MOBILITY COALITION

King County Mobility Coalition's Access to Healthcare Subcommittee
KCMobility.org

Racial Equity Toolkit

to Assess Policies, Initiatives, Programs, and Budget Issues



The vision of the Seattle Race and Social Justice Initiative is to eliminate racial inequity in the community. To do this requires ending *individual racism*, *institutional racism* and *structural racism*. The Racial Equity Toolkit lays out a process and a set of questions to guide the development, implementation and evaluation of policies, initiatives, programs, and budget issues to address the impacts on racial equity.

When Do I Use This Toolkit?

Early. Apply the toolkit early for alignment with departmental racial equity goals and desired outcomes.

How Do I Use This Toolkit?

With Inclusion. The analysis should be completed by people with different racial perspectives.

Step by step. The Racial Equity Analysis is made up of six steps from beginning to completion:

Step 1. Set Outcomes.

Leadership communicates key community outcomes for racial equity to guide analysis.

Step 2. Involve Stakeholders + Analyze Data.

Gather information from community and staff on how the issue benefits or burdens the community in terms of racial equity.

Step 3. Determine Benefit and/or Burden.

Analyze issue for impacts and alignment with racial equity outcomes.

Step 4. Advance Opportunity or Minimize Harm.

Develop strategies to create greater racial equity or minimize unintended consequences.

Step 5. Evaluate. Raise Racial Awareness. Be Accountable.

Track impacts on communities of color overtime. Continue to communicate with and involve stakeholders. Document unresolved issues.

Step 6. Report Back.

Share information learned from analysis and unresolved issue with Department Leadership and Change Team.



Pilot Evaluation Scorecard

Updated May 2019

Date of review: _____ Name of reviewer: _____



What are you working towards?	What are you measuring?	What does success look like?		How does it compare?	How did the pilot perform for _____?										
Goal area	Performance metric	Intended directionality	Target for this pilot	Baseline (avg. for jurisdiction)	All users served by the pilot	Users of color	Users with disabilities	Users with low incomes	Users with limited English proficiency	Seniors	Youth	Women and girls	Immigrants and refugees	Users experiencing homelessness	LGBTQ+ users
Safety	Number of serious incidents (deaths or serious injuries)	Zero													
	Total and per 1000 service miles														
	Number of minor incidents	Low													
	Total and per 1000 service miles														
Conflicts between vehicles and other road users	Observed rate per 100 loads/unloads	Low													
	Perceived safety/security	High													
	Average user rating out of 5														
Mobility	Total users	High													
	Number of unique users served by the pilot														
	Total trips	High													
	Number of trips completed in the pilot														
	Reliability of service	High													
	Percentage of trips completed within 5 minutes of time estimate														
	Trip request fulfillment time [Minutes]	Low													
Average travel time [Minutes]		Low													
	First/last-mile connectivity	High													
	Percentage of trips provided to/from transit stations														
	Average distance to pick-up/drop-off point [Feet]	Moderately low													
Customer Experience	Customer satisfaction	High													
	Average user rating out of 5														
	Ride completion rate	High													
	% of trips completed														
Marketing	Total number of service sign-ups or app downloads	High													
	Active users	High													
	Percent of all users who have used the service at least once in the last three months														
Accessibility	Physical accessibility	High													
	Percentage of vehicles/infrastructure that are wheelchair accessible														
	Average request fulfillment time	Low													
	For users requiring wheelchair-accessible vehicle														
	Digital accessibility	High/Yes													
Service availability for users without smartphones and/or data plans															
	Financial accessibility	High/Yes													
	Service availability for users without credit/debit cards														
Language accessibility		High/Yes													
	Service and information offered in languages spoken by user population														

User-Level Goals

Work completed so far

- Compensation agreement template
- Meet & greet with potential steering committee members
- Steering committee interest & logistics survey
- Monthly feedback form
- Content strategy framework
- Draft webpage
- Draft inclusion and mobility on demand outputs, outcomes, and measures
- Planning for kickoff meeting

MEMORANDUM OF AGREEMENT
BETWEEN
THE CITY OF SEATTLE
SEATTLE DEPARTMENT OF TRANSPORTATION
AND
COMMUNITY STAKEHOLDER NO 1, KIANA PARKER

1. INTRODUCTION

This agreement is between the City of Seattle's Department of Transportation (SDOT) and Kiana Parker (Community Stakeholder). This Memorandum of Agreement (MOA or Agreement) establishes the work to be performed, the measurement of deliverables and the reporting needed to confirm that the deliverables have been completed.

2. BACKGROUND

SDOT envisions a thriving, equitable Seattle powered by dependable transportation and is on a mission to deliver a transportation system that provides safe and affordable access to places and opportunities. As part of this mission, SDOT believes transportation must meet the needs of communities of color and those of all incomes, abilities, and ages. Our goal is to partner with communities to build a racially equitable and socially just transportation system.

The Mobility Solutions program is housed in SDOT's Transit and Mobility division and actively advances the future of transportation in Seattle. The Mobility Solutions team works with residents, community partners, and private agencies to provide options for safer, more sustainable, and more equitable mobility throughout the city. For the purposes of this Agreement, the Mobility Solutions program shall be defined as main point of contact with the Community Stakeholder.

3. PURPOSE

To effectively develop mobility options and programs to meet the needs of the traveling public, and to advance the department's goal of partnering with communities to build a racially equitable and socially just transportation system, the Mobility Solutions program engages directly with community stakeholders who are end users of new and existing mobility options.

This engagement must occur at all stages of program development, from idea generation to identifying and pursuing funding, and through planning, implementation, and evaluation. To be inclusive and advance the City of Seattle Race and Social Justice Initiative, this engagement must also be appropriately compensated.

In partnership with the Community Stakeholder, the Mobility Solutions program applied for and received a grant to conduct an inclusive planning project to develop a mobility on demand solution for people with disabilities and older adults (Inclusive Mobility on Demand Project). The funds received through this grant are intended to be used in part to compensate individual participants and project partners for their participation on the project team.

Community Stakeholder – Inclusive Mobility on Demand Project
SDOT

Page 1 of 5

This agreement provides for the compensation of the Community Stakeholder participating in Inclusive Mobility on Demand activities described in Paragraph 5 with the Mobility Solutions team.

4. TERM OF AGREEMENT

SDOT and the named Community Stakeholder shall begin the work outlined in the "Scope of Work" (Paragraph 5) in June 2020. See Paragraph 5. This term established under the Agreement may be extended in writing for convenience or conditions beyond SDOT's control.

This agreement shall end on March 31, 2022, unless amended in accordance with the provisions of Paragraph 10, by written agreement or terminated earlier pursuant to the provisions in Paragraphs 22 or 23.

5. SCOPE OF WORK (WORK)

Community Stakeholder will participate in Inclusive Mobility on Demand Project activities with Mobility Solutions staff. Activities include:

- Participate in planning meetings with Mobility Solutions staff, other SDOT staff and leadership, other Inclusive Mobility on Demand Project team members, and external stakeholders such as individual community members and public and non-profit partners
- Communicate with project manager and staff by email and phone to provide input and feedback on project direction, strategy, and logistics
- Review and provide feedback on materials such as meeting agendas and notes, communications, funding applications, and monthly progress reports
- Help schedule meetings, set agendas, and take notes for planning and engagement meetings when needed
- Identify and engage with additional community members who are or could be project stakeholders
- Actively contribute to the design and implementation of project activities

Expected number of hours to participate in the above activities is 3-12 hours per month.

6. PAYMENT

The Community Stakeholder will be reimbursed at a rate of \$100 per hour. Total compensation under this Agreement shall not exceed \$20,000 unless modified by a written Amendment to this Agreement, see Paragraph 10. Payment will be administered according to Payment Procedures, see Paragraph 7. The parties agree that the rate includes all direct and indirect reimbursement for the project.

7. PAYMENT PROCEDURES

Community Stakeholder will submit monthly invoices to SDOT to receive payment. Deliver all invoices and invoicing notices under this agreement to:

Community Stakeholder – Inclusive Mobility on Demand Project
SDOT

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Work completed so far

- Compensation agreement template
- **Meet & greets with potential steering committee members**
- Steering committee interest & logistics survey
- Monthly feedback form
- Content strategy framework
- Draft webpage
- Draft inclusion and mobility on demand outputs, outcomes, and measures
- Planning for kickoff meeting




Work completed so far

- Compensation agreement template
- Meet & greets with potential steering committee members
- **Steering committee interest & logistics survey**
- **Monthly feedback form**
- Content strategy framework
- Draft webpage
- Draft inclusion and mobility on demand outputs, outcomes, and measures
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The screenshot shows a survey titled "Inclusive Mobility On Demand Steering Committee Survey". The introduction text reads: "Hello, all! We are looking forward to working with each one of you to create an on demand ride to transit for older adults and people with disabilities. Please fill out this form to share your interest/capacity in participating on our steering committee and your feedback on where you believe this project is on the Pathway to Inclusion." The form includes several sections: 1. A "Required" section for "Email address" with a text input field labeled "Your email". 2. A section for "What is your name and what are your pronouns (e.g., he/she/they)?" with a text input field labeled "Your answer" and a "Share Profile (View only)" button. 3. A section for "Which organization are you representing? (Partner organizations only - individual participants can skip this question.)" with a text input field labeled "Your answer". 4. A "Feedback" section titled "Inclusive Planning for Mobility on Demand Post-meeting survey" with the question "How was the kick-off meeting?". It contains three numbered questions: "1. How was the kick-off meeting for you?" with a star rating, "2. How can we improve these meetings?" with a text input field, and "3. What special accommodations would help you be an active participant during meetings (e.g., interpreter, all materials in advance, etc.)?" with a text input field.

Work completed so far

- Compensation agreement template
- Meet & greets with potential steering committee members
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- Monthly feedback form
- **Content strategy framework**
- **Draft webpage**
- Draft inclusion and mobility on demand outputs, outcomes, and measures
- Planning for kickoff meeting

Disabled Riders	What do you hope the primary message of our project will be and why?	Content strategy framework	
Disabled Riders	What do you hope our overall solution is, and what education will you need communicated about the solution once proposed?		
Disabled Riders	What channels work best for you to have us update you on this project through?		
Older Adult Riders	What draws you to use public transportation?	Website icons	
Older Adult Riders	What's one word to describe what access and mobility means you? Why?		
Older Adult Riders	What words do you see used by agencies to describe your experience/identity while riding transit or finding a transit resource? What feelings do you get from that?		

Work completed so far

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10. MOD-SPECIFIC PERFORMANCE MEASURES	
Outputs	Column 1 Target for the End of Implementation Phase
10A1. Number of trips requested: wheelchair-accessible vehicle (WAV), non-WAV and total [#]	
10A2. Number of trips fulfilled: WAV, non-WAV, and total [#]	
10A3. Fulfillment reliability – Percentage of trips fulfilled: WAV, non-WAV, and overall [%]	≥ 90%
10A4. Number of unique riders who completed trips: WAV, non-WAV, and overall [#]	
10A5. Median trips per rider: WAV, non-WAV, and overall [#]	
10A6. Median request fulfillment time (how long rider had to wait to be picked up): WAV, non-WAV, and overall [minutes]	< 15 min.
10A7. Wait reliability – Percentage of trips begun within time estimate (+ buffer of 3 minutes): WAV, non-WAV, and overall [%]	
10A8. Median travel time (trip duration): WAV, non-WAV, and overall [minutes]	
10A9. Number of trip requests initiated by: mobile app, computer, phone call [#]	
10A10. Number of MOD needs/barriers/problems identified by participants [#]	
10A11. Number of MOD solutions identified by participants [#]	



Inclusive MOD Kickoff Meeting Agenda — March 2021

6:00 PM – 7:30 PM (subject to change)
Virtual Meeting (Kiana will provide Zoom links)

6:00 PM	Welcome Introductions, Ice Breaker
6:20 PM	Project updates since we got the grant
6:30 PM	Revisit pathway to inclusion and participant levels of project team members, discussion
6:50 PM	Collectively decide on meeting logistics meeting day/time/ document sharing platform, introduce MOAs & compensation, use of name and photo in public domain for project purposes, questions/ concerns of participants
7:10 PM	Project meeting structure
7:20 PM	Next Steps

Challenges

- Disruptive year – health issues impacting project team and steering committee
- Risk/fear of transit – not top of mind for most
- City Council approved funding in December, only now launching project
- Setting up new participation-based compensation agreements
- Planning around disparate schedules for internal kickoff
- Limited racial diversity of steering committee
- Access to tech/shared platforms

Next steps

- Steering committee: Kickoff meeting + begin meeting monthly
- Launch website
- Begin planning/engagement activities
- Looking ahead:
 - Anticipated start of implementation phase: late summer (September?)

Questions?

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Kiana Parker | grantismywish33@gmail.com

<https://sdotblog.seattle.gov/2020/12/29/were-working-on-a-new-mobility-on-dem-and-solution-thanks-to-a-grant-from-transit-planning-4-all/>

