



# Inclusive Mobility on Demand – A Ride to Transit



# Agenda

- Welcome & introductions
- Quick review
- Existing data
- Potential solutions
- Logistics & next steps



# Welcome & Introductions

## Requests! Please:

- State your name before speaking
- Speakers, please read slide content aloud
- Mute yourself when not talking (\*6 on phone)
- Use raise-hand feature to ask a question or make a comment (\*9 on phone)
- Feel free to use the chat – Margo or Lizzie will read your comment aloud
- To toggle live transcript, click CC > Show/Hide Subtitle
- Gov't staff, please hold comments/questions until individual participants and non-profit partners have shared



# Welcome & Introductions

## Introductions:

- Name, pronouns, organization (if applicable)
- Ice-melter: Favorite place to be outdoors in Seattle 😊



# What we heard in the first meeting (3/22)

- **Mobility on demand:** An innovative way to connect people with where they want to go, when they want to be there
- What mobility on demand means to each of us:
  - **Flexible, simple, everyone, safe, ease of access, timely, dignified, equitable, humane, versatility**
- Be willing to think big (don't limit ourselves to improving upon existing solutions)
- Aiming for Level 5 on the Pathway to Inclusion: Participants share decision-making

# What we covered last time (4/20)

- Stakeholder analysis – Who's missing? Who could benefit?
  - People who don't currently use transit very much but could if the access barriers were lower
- Engagement activities
  - Start with existing data – what do we already know about transit access barriers?

# Focus this meeting

## Existing data:

- What do we still need to know?
- What questions would we ask in surveys/ focus groups? Who would we ask?



## Potential solutions:

- What elements of these solutions are compelling?
- What elements are concerning?
- What do we want to discuss further next time?



# Existing Data



# Focus populations

- Nearly 18% of all King County residents are age 60 or older, and this population is expected to grow to nearly 25% by 2040.
  - In 2009, 28% of infrequent King County Metro riders were age 55+. In 2015, this percentage increased to 43%, showing nearly half of all non-riders are age 55+.
- About 10% of King County residents identify as having a disability.
- 34-41% of Seattle's population over 65 also identify as living with a disability.
  - Older residents are much more likely to report having a disability than younger residents.
- Approximately one-third of King County residents have some mobility challenge related to disability, age, or income.

# Needs & Barriers

## King County Community Transportation Needs Assessment

Review of ~49 existing studies published since 2014, performed by King County Mobility Coalition, identified 21 unmet needs in King County's mobility network

### Temporal Barriers

- Riders need a viable transportation option that quickly and efficiently gets them to their destination.
  - Shared ride services or public transit that requires more than one transfer will likely result in lengthier trips.
- Potential riders are disincentivized to use specialized transportation options that require advanced booking.

# Institutional Barriers

- Specialized transportation needs more flexibility in trip type.
  - There is a need for transportation options that are not bound by very specific trip type but instead accommodate flexible destinations.
- Interested riders face barriers in using programs or finding appropriate programs due to cumbersome or restrictive eligibility requirements.
  - Need for affordable, accessible vehicles for people who have disabilities but do not qualify for paratransit services

# Institutional Barriers

- Riders need temporary support when their usual transportation option is not feasible.
  - For example, during an interim period of approval for a long-term program or if faced with a temporary injury.
- Local, regional, and federal funders need to be willing to support the unmet mobility needs of older adults and people with disabilities in urban centers.
- Riders with unique social and cultural needs seek a welcoming and inclusive space from their transportation provider.
  - Many communities with unique needs – like Limited-English Proficiency Populations, people experiencing homelessness, and people with disabilities – discuss stigma they feel or receive when using transit and specialized transportation services related to things like needing to ask for help, not being able to pay, or requesting extra time from drivers to have things explained.



# Infrastructure Barriers

- Individuals seeking to walk, bike, or roll need a safe and connected active transportation network.
  - Between dangerous crosswalks that lack adequate timing and audio cues, deteriorating and unlevelled pavements, inaccessible curbs, or complete unavailability of bike lanes or connected sidewalks, there is a lot to improve.
- Older adults and people with disabilities need improved safety on transit.
  - A need exists to provide more options that are supportive of safety needs without compromising frequency and reliability.
- Riders need more bus shelters and benches to support their use of transit.

# Awareness Barriers

- Individuals with limited-English proficiency face barriers in utilizing specialized transportation services due to a lack of awareness associated with missing in-language and culturally competent transportation education and outreach.
- Interested riders are confused or overwhelmed by the process of understanding their mobility options – particularly how specialized transportation providers operate with varying service areas, trip types, and eligibility requirements.

# Technology Barriers

- [Connectedness study](#): 4,315 households surveyed (10,358 Seattle residents)
- **Access to a device**
  - Overall, 98% of respondents have at least one internet capable device.
  - The number of types of internet enabled devices in the household **decreases** among older residents.
  - Households with a member living with a disability and low-income households (at or below 135% of the federal poverty level) are **less likely** to have a range of devices where they live.
- **Access to the internet**
  - 95% of overall households have access – 5% do not
  - 91% of older adults (65 and older) have access – 9% do not
  - 85% of people living with a disability have access – 15% do not

# Discussion

## Existing data:

- What do we still need to know?
- What questions would we ask in surveys/ focus groups? Who would we ask?





# Potential solutions

# What we've heard so far

Elements of our mobility on demand solution:

- “On demand” = convenient/real-time; don’t want to have to plan 24 hours in advance (like for Access paratransit)
- There can be a stigma associated with using dedicated/highly-visible services (like Access)
- Driver training (both on transit and in our potential solution) is critical

# Discussion

## Potential solutions:

- What elements of these solutions are compelling?
- What elements are concerning?
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# Via to Transit (Feeder-to-Fixed-Route)

## How to ride



1. Download the Via/Crossroads Connect/Community Ride app



2. Book an on-demand ride with the app or dial in phone number



3. Ride and connect to transit, or Point to Point





# Via to Transit

- **Feeder-to-fixed** shared ride service connecting riders to and from transit
- **Pilot service** serving SE Seattle, Tukwila, and soon expanding into Skyway and Renton

## How does it work?

- **Walk** up to 5 minutes. **Wheelchair accessible vehicles** available with direct pickup.
- **Get picked up** within 10-15 minutes
- **Take a shared ride** starting or ending at a Link light rail station.
- **Integrated fares** with free transfer to connecting buses and light rail



### With the Via app

Download the Via app and register. Enter your ORCA card number and let us know if you use a wheelchair or require assistance boarding.



#### 1 Request a ride

Request a ride to or from one of the designated Link light rail stations. Enter the address of your starting point or destination.



#### 2 Get picked up

Walk to your assigned nearby pick-up location, no more than 5 minutes away. You'll receive prompts so you don't miss your ride. Drivers are instructed to wait only 2 minutes at the pick-up location.

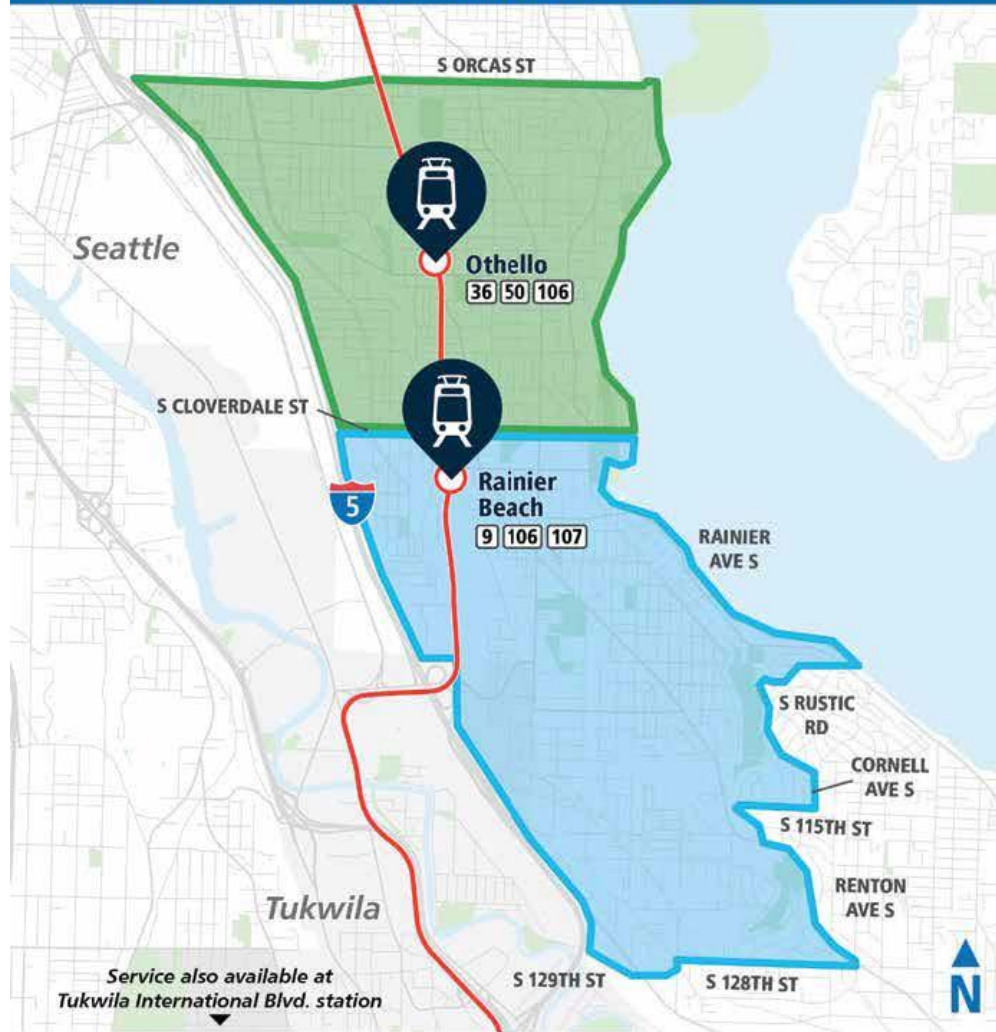


#### 3 Arrive at your destination

Arrive and connect to your Link light rail, bus, or other destination. **Rate your trip** so we can improve the Via to Transit pilot service.

# VIA TO TRANSIT – SE Seattle Service Areas

Monday–Saturday: 5 a.m. – 1 a.m. | Sunday: 6 a.m. – midnight

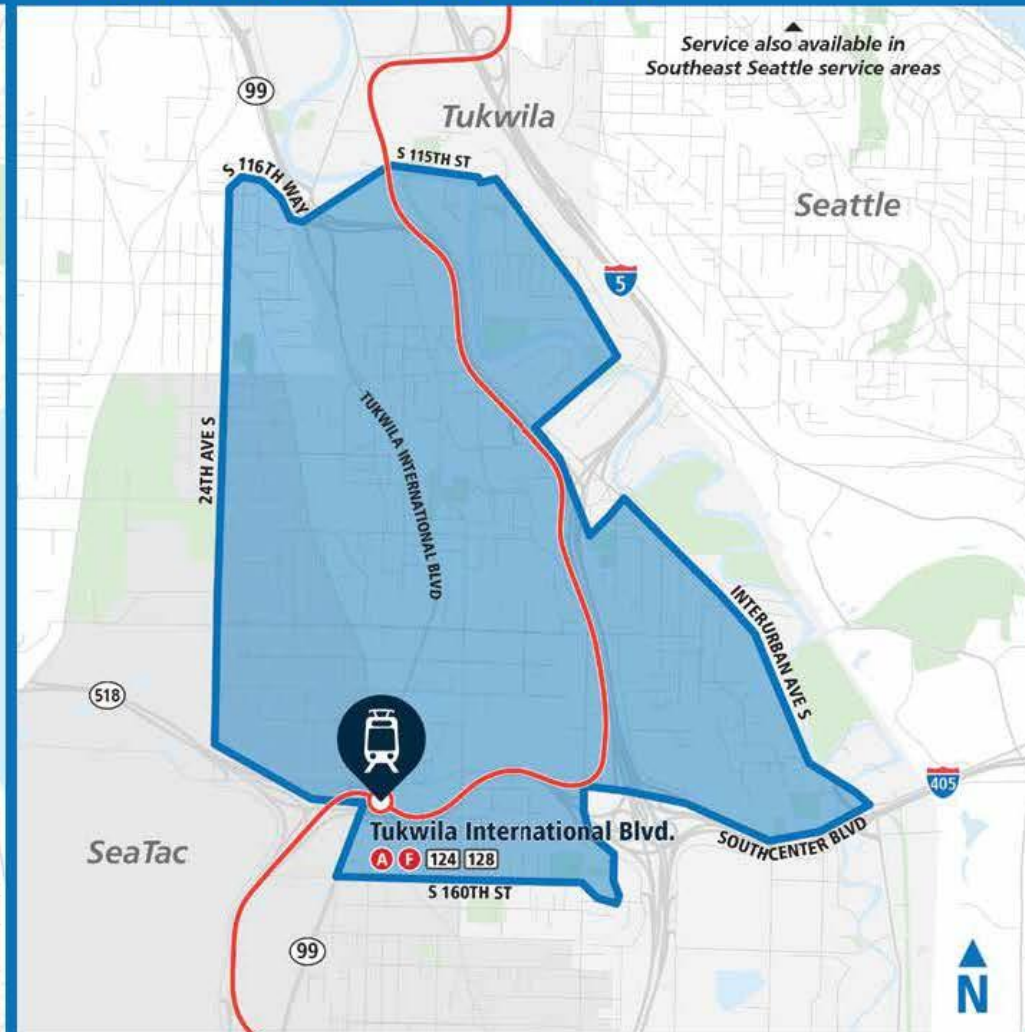


## LEGEND

- Othello Station service area
- Rainier Beach Station service area
- Link light rail station
- Bus connections
- Link light rail

# VIA TO TRANSIT – Tukwila Service Area

Monday–Friday: 6–9 a.m., 3:30–6:30 p.m.



## LEGEND

- Tukwila International Blvd. Station service area
- Link light rail station
- Link light rail
- Bus connections

# Rideshare to Transit

- **Piloted** Dec. 2018 – Feb. 2019
- **Goal:** Reduce drive-alone trips downtown during viaduct closure
- **How it worked:** \$2.75 off your ride if you connected to transit (Uber, Lyft, ReachNow provided the subsidies)
- **How we could adapt for this project:** Free or discounted ride to nearest mass transit station citywide for older adults and people with disabilities



# Centralized Dispatch for Wheelchair-Accessible Vehicles (WAV)

- **Goal:** All wheelchair accessible for-hire vehicles will be visible and available for dispatch on all platforms, regardless of vehicle type (taxi, flat-rate/for-hire, TNC) or brand
- **Purpose:** Make it easier to find and request an accessible ride for customers that use wheelchairs, reduce customer wait times, and increase fleet efficiency through improved dispatching
- **Approach:** Contract with a service company to provide the technology that will support an **integrated central dispatching solution and a call center** to support both business-to-business and customer-to-business request for trips
- **Timeline:** Aiming to have system up and running Q1 2022



# Discussion

## Potential solutions:

- What elements of these solutions are compelling?
- What elements are concerning?
- What do we want to discuss further next time?



# Logistics & Next Steps

- Please fill out feedback form by end of this week (**May 21**)
  - <https://www.surveymonkey.com/r/May-IMOD>
- Next meeting tentatively scheduled for **June 22**
- Review our webpage!
  - <http://wwwqa.seattle.gov/transportation/projects-and-programs/programs/inclusive-planning-for-mobility-on-demand>
- Compensation agreements & invoicing
  - Let Margo know if you have questions
  - Use invoice template to record time spent this month, submit at end of month

# Questions?

Margo Dawes | [Margo.Dawes@seattle.gov](mailto:Margo.Dawes@seattle.gov)

Kiana Parker | [Kiana.Parker-C@seattle.gov](mailto:Kiana.Parker-C@seattle.gov)

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