Inclusive Mobility on Demand - RIDE NOW
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
Agenda

• Welcome & introductions
• Project updates
• More decisions!
  • Subsidy amount
  • Monthly cap per rider
• Logistics & next steps
Welcome & introductions

Reminders:
• Please state your name before speaking
• Please mute yourself when not talking (*6 on phone)
• To turn off transcript, click CC > Hide Subtitle
• One person speaking at a time (and speak clearly)
...
• Most importantly, all perspectives are valid and important and belong in this conversation
Welcome & introductions

Introductions:

• Name, pronouns, role, access needs for today’s meeting

• Ice-melter: Favorite snow day activity ❄️
Project updates

Purchase updates
• Selected Yellow Cab, Uber, and Lyft as vendors
• Negotiating terms and conditions and setting up vouchers

Outreach materials updates
• Webpage
• Blog post
• Graphics
• Video
Webpage

Lead reviewer: K.
Designer: Laura
Blog Post

Lead reviewers: T. and M. (honorable mention: Kiana)

Writer: Ethan
**Graphics**

**Lead reviewer:** J.
**Designer:** Mayumi

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**Ride Now**

1. Book a ride.
2. Vehicle arrives in timely manner.
3. Drop off at nearest transit station or other nearby destination and apply voucher to receive $10-15 off your ride.
4. Provide feedback (optional).

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**Announcing a new pilot providing a quick ride when you need it**

- Take it to your nearest transit station!
- Or take it to a nearby destination not well-served by public transit.

**Seattle Department of Transportation** is providing [5-10] ride vouchers for use with Yellow Cab, Uber, and/or Lyft.

- Vouchers will work on any trip that starts or ends within the Seattle city limits.
- Eligible riders can request up to [5] vouchers per month.
- Both paper vouchers and promo codes will be available.

**Request your vouchers online [website] or by calling**

206-684-7623 (ROAD)

[Also available through XYZ organizations.]
Video

Lead reviewer: J.
Designer: TBD
How it’s going to work: Requesting vouchers

A potential rider…

1. Hears about the pilot
2. Requests vouchers through webform or by calling 684-ROAD
3. Receives their vouchers by email or mail
4. Uses their vouchers
5. Provides feedback (encouraged)
6. Requests more vouchers (optional)
Timeline

- **Pilot launch:** Early March
- **Pilot end:** Late May
- **Collecting stories of impact:** April - June

**Phase 1**
- Week of March 1
  - Steering committee members demo ride vouchers

**Phase 2**
- Week of March 7
  - Invite survey respondents who shared their contact information to sign up first

**Phase 3**
- Week of March 14
  - Public launch
Decision-making time!

1. Subsidy amount per trip (e.g., $10, $15, $20)
2. Voucher cap per rider per month (e.g., 4, 6, 8, 10)
Decision-making time!

**Subsidy amount:** $10? $15? $20?

**Goal:** Set high enough that people don’t have to pay more than $2.75 out of pocket

Plan to promote maximum trip length that will be fully covered

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**Survey Results:** What is the maximum amount you would be willing to pay for this kind of ride?

- $15: 1%
- $10: 3%
- $5: 12%
- $2.75 or the cost of a transit ticket: 33%
- $1: 28%
- $0 (must be free): 23%

Total: 84%
**Decision-making time!**

<table>
<thead>
<tr>
<th>Trip Distance</th>
<th>Yellow Cab</th>
<th>Uber</th>
<th>Lyft</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 mile (Wa Na Wari to Langston)</td>
<td>$5.30</td>
<td>$9.91</td>
<td>$10-12</td>
</tr>
<tr>
<td>2 miles (Margo’s house to Post Office)</td>
<td>$13.34</td>
<td>$13.94</td>
<td>$12-15</td>
</tr>
<tr>
<td>3 miles (Lake City Seniors to Northgate)</td>
<td>$17</td>
<td>$17.98</td>
<td>$15-18</td>
</tr>
<tr>
<td>4 miles (U Village to Matthews Beach Park)</td>
<td>TBD</td>
<td>$23.91</td>
<td>$21-24</td>
</tr>
<tr>
<td>5 miles (Alaska Junction to White Center)</td>
<td>TBD</td>
<td>$26.98</td>
<td>$25-30</td>
</tr>
</tbody>
</table>

*Note: Yellow cab paper vouchers will functionally allow people to use multiple in one trip*

**Circle discussion:** How high should we set the per-trip voucher?
Decision-making time!

Follow-up questions on subsidy amount (if time):

• Should we offer different subsidy levels for different types of trips?
  • $x$ for trips with any origin/destination
  • $x+5$ for trips to transit
  • More for WAV trips?

• What should happen if someone takes an “unintended” (long) trip?
  • Current plan: Rider must pay remainder out of pocket
  • Possible alternative: Rider isn’t allowed to use subsidy at all
Decision-making time!

Monthly cap on subsidies per person: 4? 6? 8? 10?

Goal: Give people enough to be useful, while making sure plenty of people get to try the pilot.

Even number to support roundtrips.

Circle discussion: How many vouchers should one person have per month?

[Graph showing total riders served at different caps and subsidy levels.]

Subsidy = $10
Subsidy = $15
Subsidy = $20
Logistics & Next Steps

• Please fill out **two surveys** by end of this week (**February 25**)
  • Feedback form: [https://www.surveymonkey.com/r/IMOD-February](https://www.surveymonkey.com/r/IMOD-February)
  • Other participation opportunities: [https://www.surveymonkey.com/r/March-additional-opportunities](https://www.surveymonkey.com/r/March-additional-opportunities)

• Next meeting will be **March 15**
  • In-person at **Centilia Cultural Center** (Beacon Hill), with a call-in/video option
  • Please let us know if you have a conflict

• Reminders/announcements:
  • Submit February invoice
Questions?

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