Inclusive Mobility on Demand - A Ride to Transit

Steering Committee Meeting #11
1/25/2022  Department of Transportation
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
• Decision-making time!
  • Service area geography
  • Types of qualifying rides
  • Subsidy amount
• 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: fog 🌧️ or rain 🌧️ ??
Project updates

Purchasing ride subsidies/vouchers
• $55,000 total
• Request for quotes (RFQ) out to registered taxi, for-hire, and TNCs in King County
• Will review responses this Friday – anyone interested in helping?

Developing outreach materials
• Working with SDOT Communications: webpage, print materials, digital materials
• Potentially working with consultants:
  • ASL/captioned video(s)
  • Targeted ad buys
Project updates

Making a voucher distribution plan (goal: distribute 2,750 - 5,500 vouchers)

• Planning to distribute some through SDOT, many through our CLs
• Also want to distribute as many as possible through network of partner organizations:

  • Sound Generations
  • Hopelink
  • Community Living Connections Network
  • Seattle Human Services Department – Aging and Disability Services
  • Asian Counseling and Referral Service?
  • Chinese Information Services Center?
  • Central Area Senior Center?

  • Kin On?
  • Vocational Rehab (DVR)?
  • Aging with Pride (UW) and GenPride?
  • Seattle Housing Authority?
    • Lake City Court
    • SHAG Interurban (Senior Living Apartments)
    • Denny Terrace Apartments
  • Brainstorming others!
Project updates

Stakeholder survey
- 410 responses (goal was 200-300)
- Preparing a results packet now
- Using results to inform our pilot solution
Decision-making time!

Service area geography—trips start OR end:
- Citywide?
- Citywide minus Via to Transit service area?

**Survey Results**: What part of the city could you see yourself using this ride in?*

- North Seattle: 44%
- Central Seattle: 42%
- West Seattle: 21%
- Southeast Seattle: 21%
- Suburb near Seattle: 21%
- Other: 12%

*Likely biased – CLs collected more responses in North and Central Seattle
Decision-making time!

Service area geography—trips start OR end:
• Citywide?
• Citywide minus Via to Transit service area?

Promotion geography:
• Citywide plus 1-2 miles beyond city limits
• Citywide minus Via to Transit service area
• Different strategies for West Seattle, Lake City, Bitter Lake, Central District, etc.
Decision-making time!

Types of qualifying rides:
• Longer trips to/from transit hubs?
• Shorter trips to/from any destination?
• Both?

What should happen if someone takes an “unintended” trip?

Survey Results: Which version of the ride would you be most likely to use?

- Version 1: An on-demand ride to or from my nearest transit station (up to 3-5 miles away) - 45%
- Version 2: An on-demand ride to any destination within 2 miles - 55%
Decision-making time!

**Subsidy amount:**
- $10-20? Enough to ensure no one pays more than $2.75?
- Different levels for different types of trips?
  - $10 for trips with any origin/destination
  - $15 for trips to transit
  - More for WAV trips?

**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%
- $10: 0%
- $5: 0%
- $15: 0%
- $20: 0%
- $25: 0%
- $30: 0%
- $35: 0%
Logistics & Next Steps

• Please fill out two surveys by end of this week (January 28)
  • Feedback form: https://www.surveymonkey.com/r/IMOD-January
  • Other participation opportunities: https://www.surveymonkey.com/r/Feb-additional-opportunities

• Next meeting tentatively scheduled for February 22-24
  • Will likely be in-person, with a call-in/video option
  • Please let us know if you have a conflict

• Reminders/announcements:
  • Submit January invoice
Questions?

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