Inclusive Mobility on Demand – A Ride to Transit
Agenda

• Welcome & introductions
• Review & recap
• Engagement activities discussion
  • Examples
  • Survey subcommittee report-out
• Language access discussion
• Logistics & next steps
Welcome & Introductions

Reminders:
• Please state your name before speaking
• Speakers, please read slide content aloud
• Please mute yourself when not talking (*6 on phone)
• To turn off live transcript, click CC > Hide Subtitle

• Most importantly, all perspectives are valid and important
Welcome & Introductions

Introductions:
• Name, pronouns, organization (if applicable)
• Ice-melter: pancakes, waffles, or crepes?
Review

March meeting (3/22)
• Defined mobility on demand:
  • An innovative way to connect people with where they want to go, when they want to be there
  • Flexible, simple, everyone, safe, ease of access, timely, dignified, equitable, humane, versatility

May meeting (5/18)
• Existing data about transit access barriers:
  • What do we still want to know?
• Potential mobility on demand solutions:
  • What’s compelling? What’s concerning?

April meeting (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?

June meeting (6/22)
• Mobility on demand objectives and performance measures
• Stakeholder engagement – review/provide feedback on WAV centralized dispatch survey
Priority objectives for mobility on demand

• Ease of access (6 people)
• Timeliness (4 people)
• Affordability (4 people)
• Safety/rider experience (3 people)
Today’s discussion

• Engagement activities:
  • Examples and discussion
  • Discuss potential survey/interview and decide as a group whether to pursue
• Discuss language access/inclusivity
Example engagement activities

Examples
• Big online surveys
• Intercept surveys
• Tabling at community events
• Focus groups
• In-language interviews
• Human-centered design workshop

Discussion
• Any questions about these examples?
• How have you been engaged with in the past?
• What has appealed to you (approach, incentives, etc.)?
Survey/Interviews - Overview

• Purpose:
  • Get input on what solution(s) would make it easier to get to transit
  • Obtain information and spread awareness simultaneously

• Target audience:
  • Older adults and people with disabilities in Seattle, including people who live outside the city but use the city’s transportation network

• Outreach approach:
  • Tailored to different stakeholder communities and networks
  • Interested steering committee members can survey/interview people directly and/or we can hire community liaisons or a research firm to help us
Survey/Interviews - Potential Questions

For transit riders:
• How frequently do you use transit to access things in Seattle?
• How long does it usually take you to get to transit?
• How do you get there?
• What barriers do you experience in accessing transit?

For non-transit-riders:
• Have you ever used transit to access things in Seattle?
• If so, when? What for?
• Why don’t you use it more now? (Preferences and barriers)

Introduce mobility on demand solution(s)
• Which of these solutions would make it easiest for you to get to/from transit?
• What would make you most likely to use this solution? What makes it useful/not?
• What would you use this solution for? (What kinds of trips?)
• What is highest priority for you?
  • Cost/affordability, speed/convenience, safety/experience, having multiple ways to request a ride, etc.
• What would make you feel encouraged/confident? What would make you apprehensive?
Survey/Interviews - Discussion

Key question: Should we devote time and resources to conducting a survey/interviews? Or focus on other engagement activities?

Follow-up questions:
• What would success look like?
• Do you have capacity to help design? To conduct?
• Who would you reach out to?
• How many people could you reach?
• What mode(s) would you use? (in-person conversation, phone call, online survey link, other)
• How should we incentivize/compensate people?
Language access

Discussion

• What is a feasible objective to set for our project around language access?
• How will we measure success?
• How can we expand language inclusivity in our planning process (i.e., these steering committee and subcommittee meetings)?
• How can we expand language inclusivity in our engagement activities (e.g., through surveys/interviews)?
Logistics & Next Steps

• Please fill out **two surveys** by end of this week (**July 23**)  
  • Feedback form: [https://www.surveymonkey.com/r/IMOD-July](https://www.surveymonkey.com/r/IMOD-July)  
  • Subcommittee preferences: [https://www.surveymonkey.com/r/IMOD-Aug-subcommittees](https://www.surveymonkey.com/r/IMOD-Aug-subcommittees)  

• Next meeting tentatively scheduled for **August 24**  
  • Please let us know if you have a conflict  

• Margo and Kiana would like to begin check-ins with steering committee members  

• Reminder to submit monthly invoices  
  • Let Margo know if you have questions or need assistance
Questions?

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