Inclusive Mobility on Demand – A Ride to Transit

Agenda

Welcome & introductions

Our solution so far
- What's still up in the air

Project budget
- Subsidized rides

Project timeline
- Community Liaisons
- Engagement roadmap

Logistics & next steps

City of Seattle

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
- One person speaking at a time (and speak clearly)

- Most importantly, all perspectives are valid and important and belong in this conversation
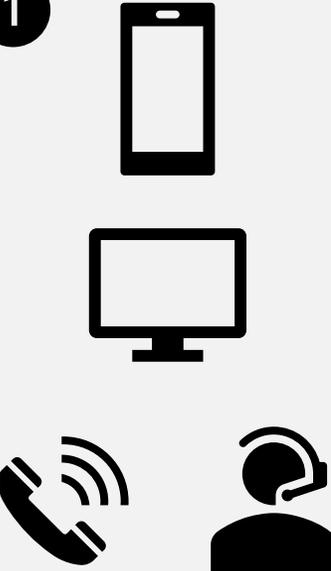
City of Seattle

Welcome & Introductions

Introductions:

- Name, pronouns, organization (if applicable)
- Ice-melter: (Olympic) sport that interests you and you would like to try? Or that you have some cultural connection to?

Our solution so far

1
Book a ride via smartphone app, computer, or call center

(Ease of access)

2
Trained driver arrives with first available vehicle that meets rider's access needs

(Ease of access, safety/experience)

3
Drops off (or picks up) at nearest mass transit station (at a passenger loading zone)

(Safety/ experience)

Seattle Tier 1 languages supported

(Ease of access)

Comes within 10-20 minutes

(Timeliness)

Free or deeply subsidized

(Affordability)

City of Seattle

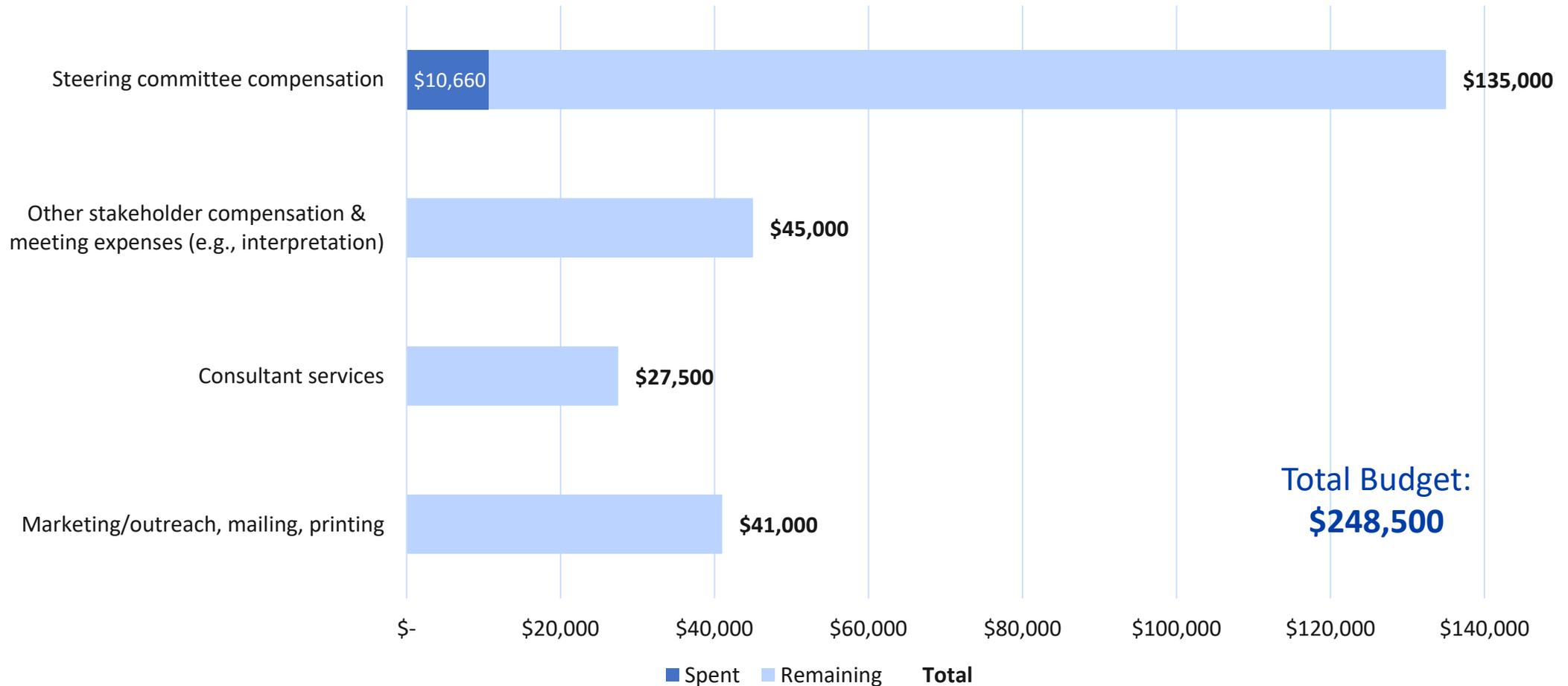# What's still up in the air?   How can we solidify?

Feasibility & cost

Talk to potential providers (taxi/for-hire/transportation network companies)
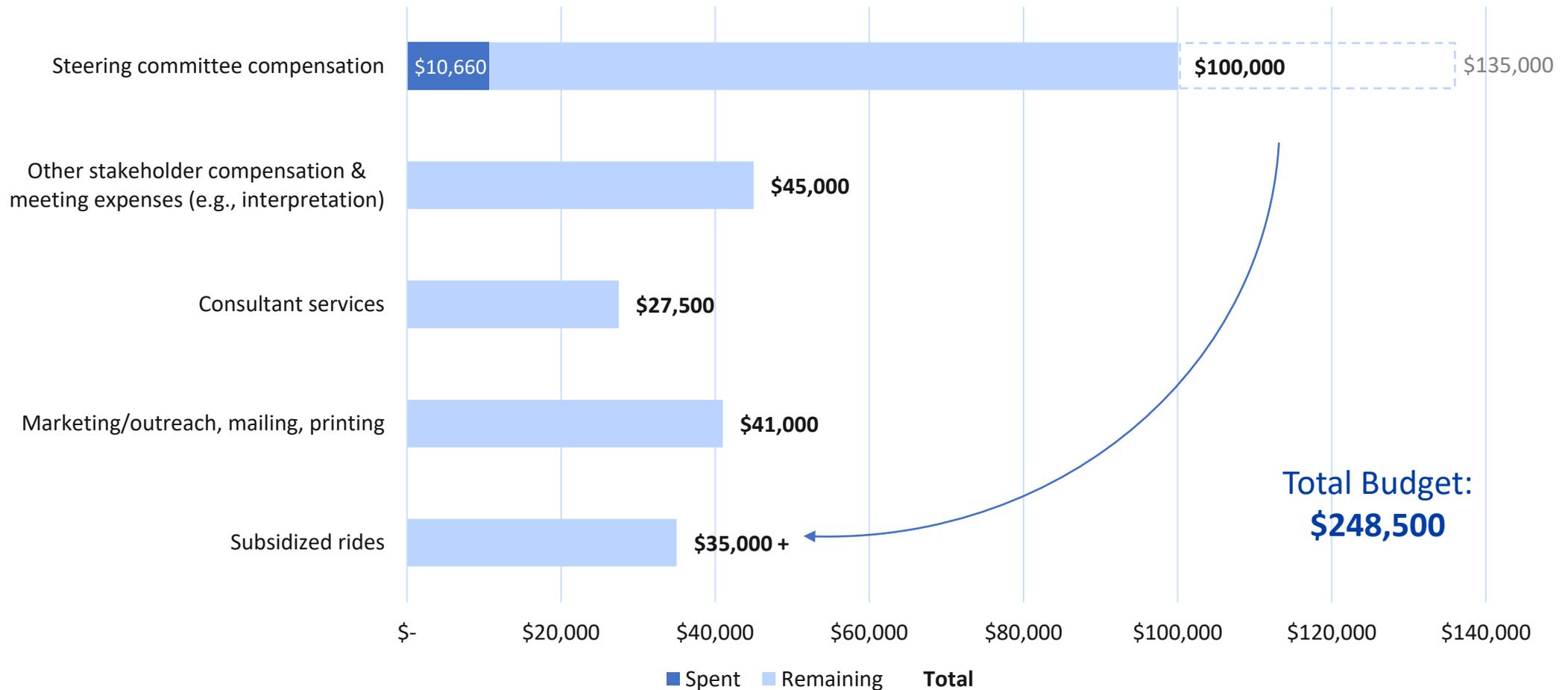
Missing & priority features

Engage a broader group of stakeholders

City of Seattle

Project Budget – Original

Category	Spent	Total
Steering committee compensation	$10,660	$135,000
Other stakeholder compensation & meeting expenses (e.g., interpretation)		$45,000
Consultant services		$27,500
Marketing/outreach, mailing, printing		$41,000

Total Budget:
$248,500

■ Spent ■ Remaining **Total**

City of Seattle

Project Budget – Proposed Revision

Steering committee compensation: $10,660 | $100,000 | $135,000

Other stakeholder compensation & meeting expenses (e.g., interpretation): $45,000

Consultant services: $27,500

Marketing/outreach, mailing, printing: $41,000

Subsidized rides: $35,000 +

Total Budget: **$248,500**

$- | $20,000 | $40,000 | $60,000 | $80,000 | $100,000 | $120,000 | $140,000

■ Spent   ■ Remaining   **Total**

City of Seattle

Subsidized rides

Total rides possible with different per-ride caps and overall budgets

Chart: Total rides possible (y-axis, 0 to 12,000) vs. Cap per ride (x-axis, $10 to $35)

- $100,000 (blue line)
- $50,000 (orange line)
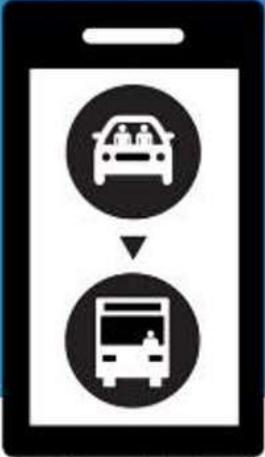- $35,000 (gray line)

City of Seattle

Subsidized rides

For context, the 2019 Rideshare to Transit pilot offered:

- **$2.75-$3.00** discounts
- On **15,469** total rides
- To **6,094** unique riders
- Over a **2-month** period (mid-Dec. 2018 to mid-Feb. 2019)
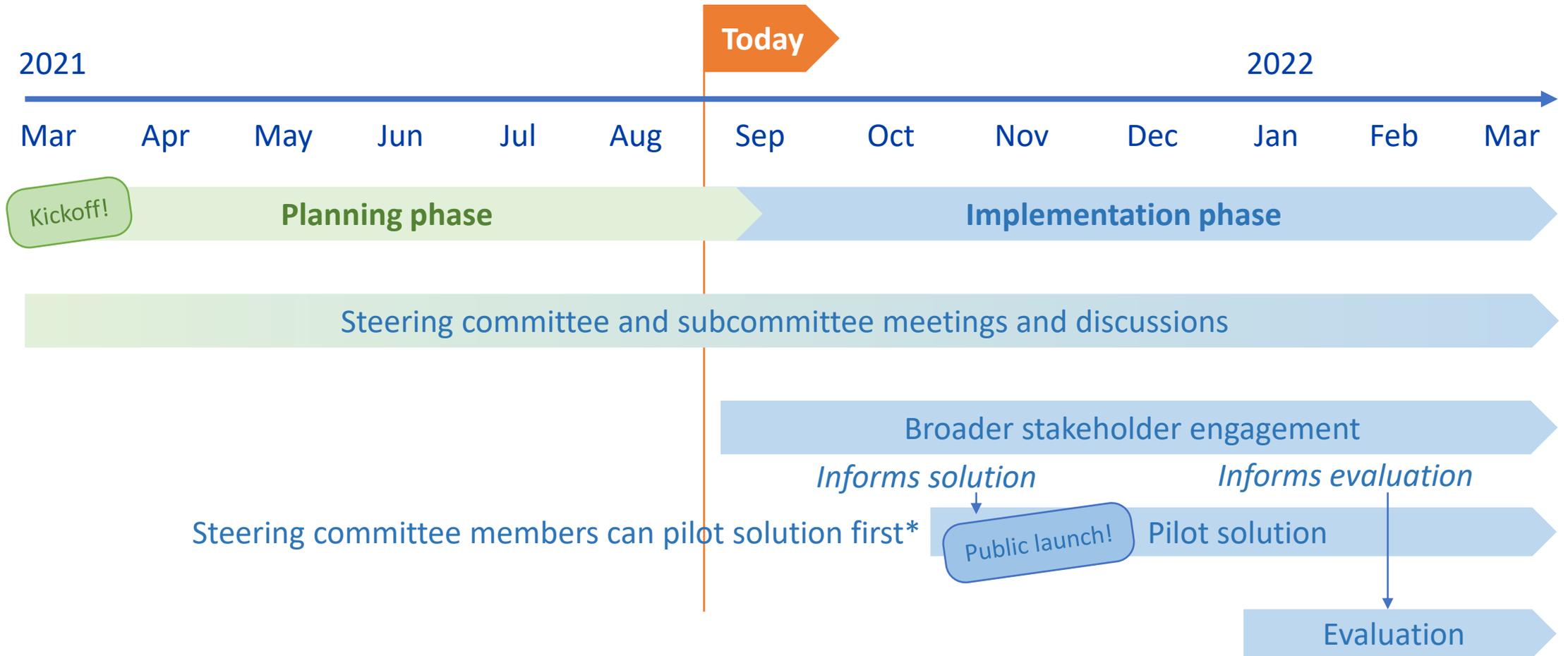- Open to the general public

City of Seattle

Project Timeline

Community Liaisons

- Who are Community Liaisons (CLs)?

- How might they help with our project?

- Discussion:
  - Should we try to expand our reach/capacity by working with CLs?
  - What questions do steering committee members have for Stanley?

City of Seattle

Engagement roadmap – Pre-launch

Week of	Task
August 23	Schedule next subcommittee meeting(s)
August 30	Draft survey instrument in SurveyMonkey Draft interview guide in Microsoft Word Decide incentives for survey and interviews
September 6	Test survey instrument with subcommittee Get feedback on survey and interview from other steering committee members Schedule training for conducting interviews
September 13	Finalize survey instrument and interview guide Hold training for conducting interviews
September 20	Launch survey Begin conducting interviews

Week of	Task
September 27	Promote and collect surveys Conduct interviews
October 4	Promote and collect surveys Conduct interviews
October 11	Close survey Finish conducting interviews Begin evaluating data, use to inform solution
October 18	Continue evaluating data, use to inform solution
October 25	Finish evaluating data Pilot solution with steering committee Launch solution

Bold dates indicate weeks when we have steering committee meetings

City of Seattle

Logistics & Next Steps

- Please fill out **two surveys** by end of this week (**August 27**)
  - Feedback form: [link forthcoming]
  - Subcommittee preferences: [link forthcoming]
- Next meeting tentatively scheduled for **September 21**
  - Please let us know if you have a conflict
- Reminder about check-ins with Margo and Kiana
- Reminder to submit monthly invoices

City of Seattle

Questions?

Margo Dawes | Margo.Dawes@seattle.gov

Kiana Parker | Kiana.Parker-C@seattle.gov

Lizzie Moll | Lizzie.Moll@seattle.gov

http://www.seattle.gov/transportation/projects-and-programs/programs/inclusive-planning-for-mobility-on-demand

City of Seattle