



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