



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

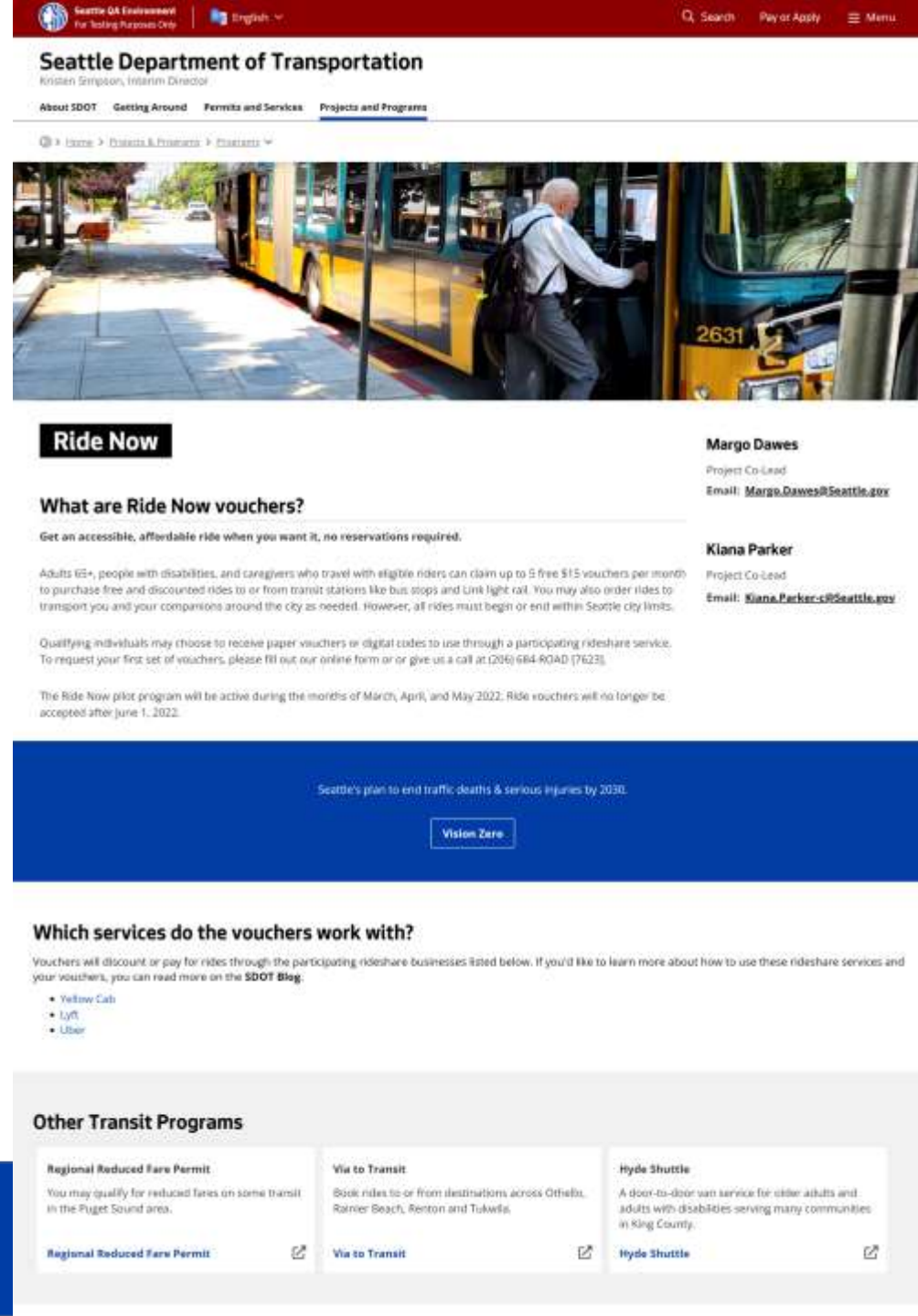
Outreach materials updates

- Webpage
- Blog post
- Graphics
- Video

Webpage

Lead reviewer: K.

Designer: Laura



Blog Post

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

Writer: Ethan

New Ride Now program offers free and discounted rides to transit and other local trips for older adults (65+) and people with disabilities – learn more and find out if you qualify!



Photo of senior Seattle residents from Lake City and South Park Senior Centers, who took a transit-oriented field trip in 2022 to help familiarize them with transit options in Seattle. Photo credit: SDOT

Summary:

- We are launching a new rides to transit station transit only – specific caregivers.
- Eligible community in from Yellow Cab, Uber
- Eligible riders can request either as paper voucher
- The vouchers are for 1 discount off trips the
- To request vouchers, [7623].
- Vouchers will also be organizations in ORCA
- The Ride Now pilot program 2022. Ride vouchers
- We will provide an opportunity will help us decide what

Sounds interesting. Who exactly is eligible to participate?

This program is designed to serve older adults, people with disabilities, and caregivers who travel with these individuals. Vouchers will work on trips that start or end within the city of Seattle, and riders can receive higher discounts off trips that connect to transit. More detailed guidance is available on [our website](#).

Eligible individuals include:

1. **Older adults:** Individuals aged 65 or older.
2. **People with disabilities:** Individuals with any type of disability that impacts their ability to access transit, including physical and cognitive disabilities.
3. **Caregivers:** Individuals who travel with the above eligible riders.



Seattle community members enjoy a sunny day in the Alki neighborhood of West Seattle (left) and a ride on the bus (right) during their transit field trips in 2021. Photo credit: SDOT

Got it. So how does the Ride Now program work?

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).



After you request and receive your ride vouchers, here's how to use them:

1: Book a ride

- Book your ride with any of these available methods:
 - **Phone:** Book a Yellow Cab by calling (206) 622-6500.
 - **Smartphone app:** Book a Yellow Cab, Uber, or Lyft through their apps on your smartphone.
 - **Computer:** Book an Uber or Lyft through their websites on your computer or tablet.
- You will receive information on when to expect your ride to arrive and can ask your driver for certain accommodations.

2: Vehicle arrives in a timely manner

- The Yellow Cab, Uber, or Lyft ride will arrive soon, typically within 10-30 minutes of being requested.
- Yellow Cab provides wheelchair-accessible vehicles for riders who need them.
- The Uber or Lyft vehicles are typically sedans (cars), unless otherwise specified.

3: Drop off and pay

- The driver will drop you off at your nearest transit station or other nearby destination.
- Use your paper voucher or digital promo code to apply the discount to your ride, then pay the remaining balance with cash (Yellow Cab only) or a credit/debit card.
- The \$10 / \$15 / \$20 ride discount is meant to make most trips under **1 / 2 / 3 / 4 / 5 miles** free or deeply discounted.
- Please remember to tip your driver! (Vouchers can be used towards tips.)

4: Provide feedback (optional)

- You will receive a short survey where you can provide feedback on your ride and input that will help shape future services.

Graphics

Lead reviewer: J.

Designer: Mayumi

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Seattle Department of Transportation



Are you an older adult (65+) or a person with a disability

TAGLINE?

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 [\$10-20] 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



RAPIDRIDE H IS COMING TO DELRIDGE

Making Delridge Way SW a better bus street



We want to hear your feedback to inform design

[Take Our Survey](#)



1.5 MILLION
Impressions



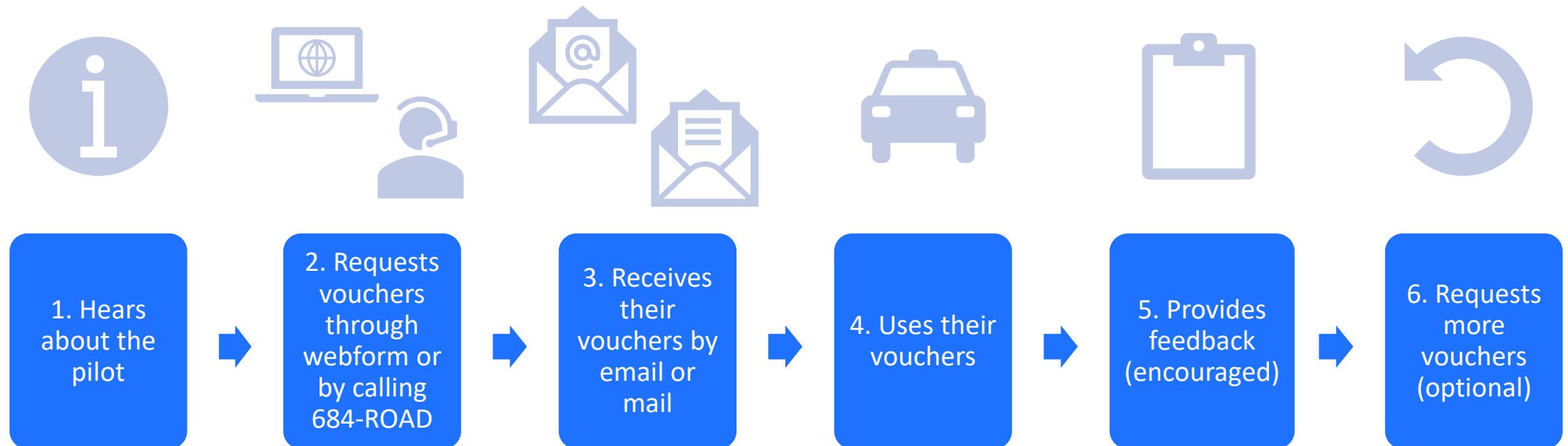
3,600
Clicks



.24%
Average CTR

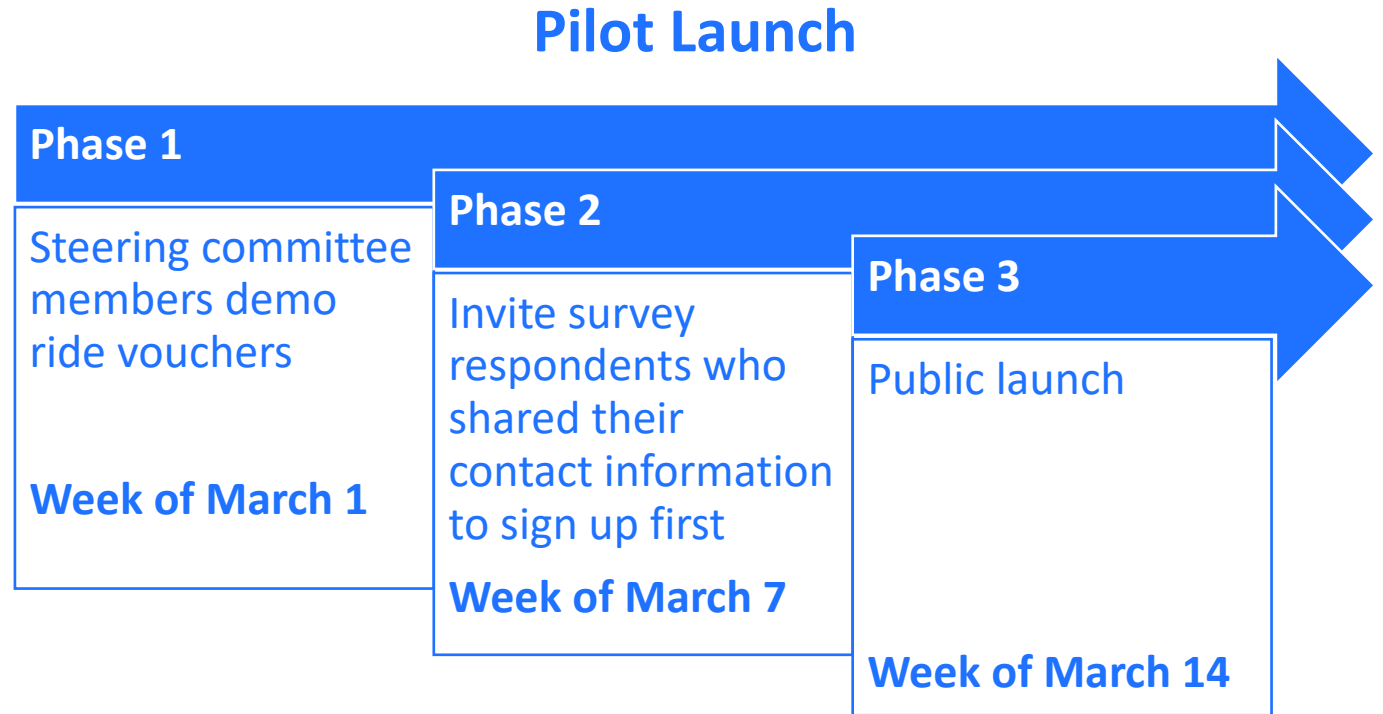
How it's going to work: Requesting vouchers

A potential rider...



Timeline

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



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)



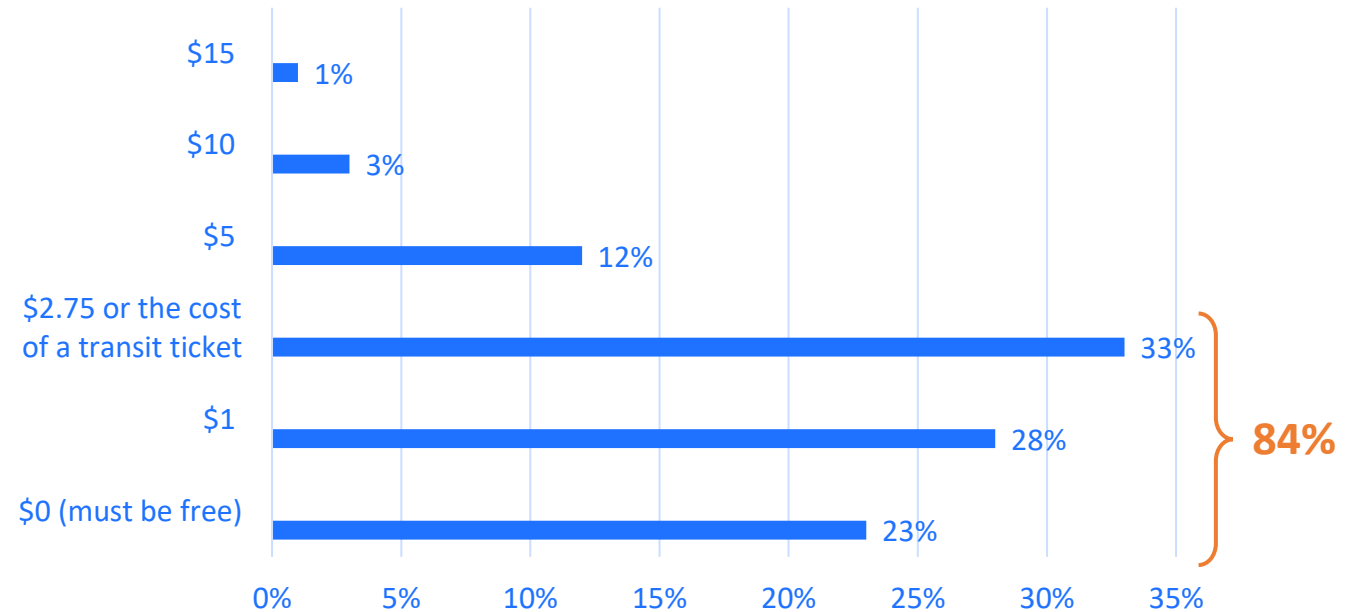
Decision-making time!

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

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



Decision-making time!

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

**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!

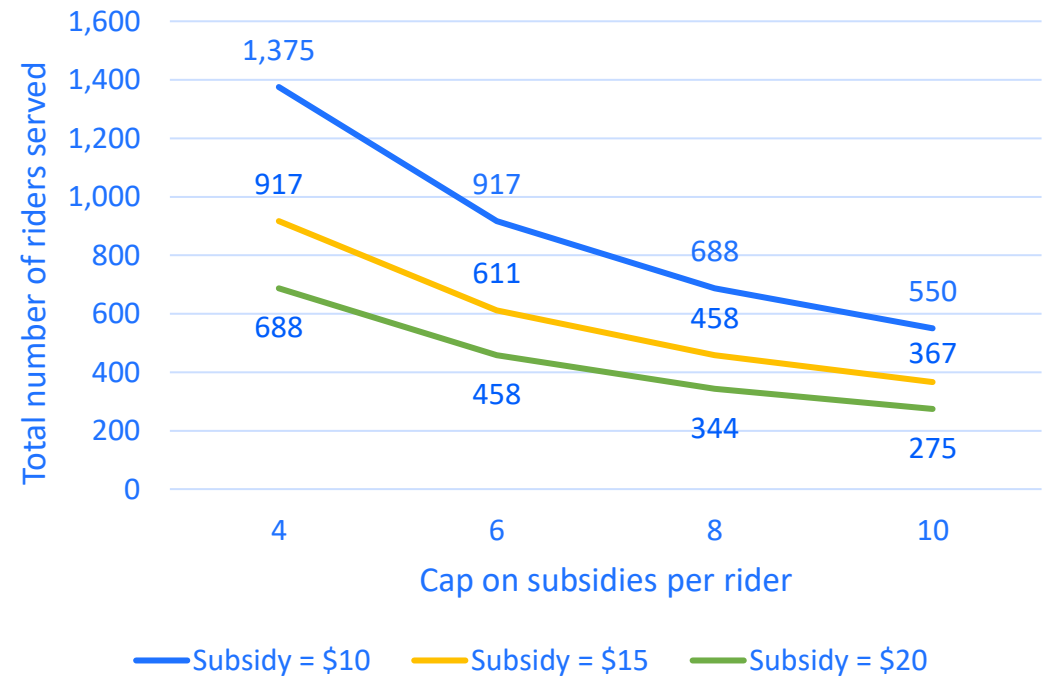
Monthly cap on subsidies per person:
4? 6? 8? 10?

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?

Total riders served at different caps and subsidy levels



Logistics & Next Steps

- Please fill out **two surveys** by end of this week (**February 25**)
 - Feedback form: <https://www.surveymonkey.com/r/IMOD-February>
 - Other participation 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?

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>