



# Inclusive Mobility on Demand - A Ride to Transit

# 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

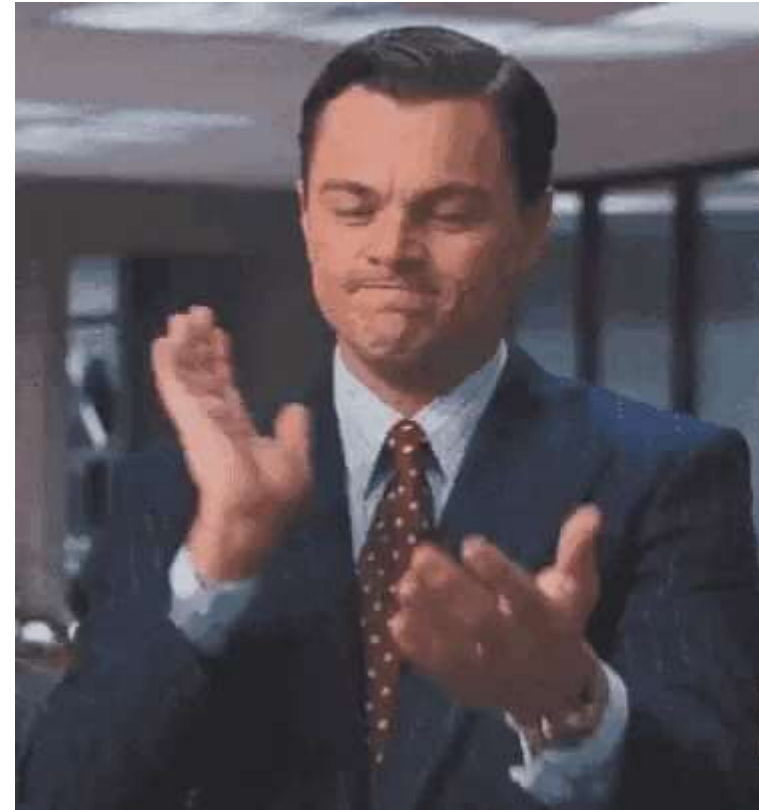
## Making a voucher distribution plan (goal: distribute 2,750 - 5,500 vouchers)

- 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



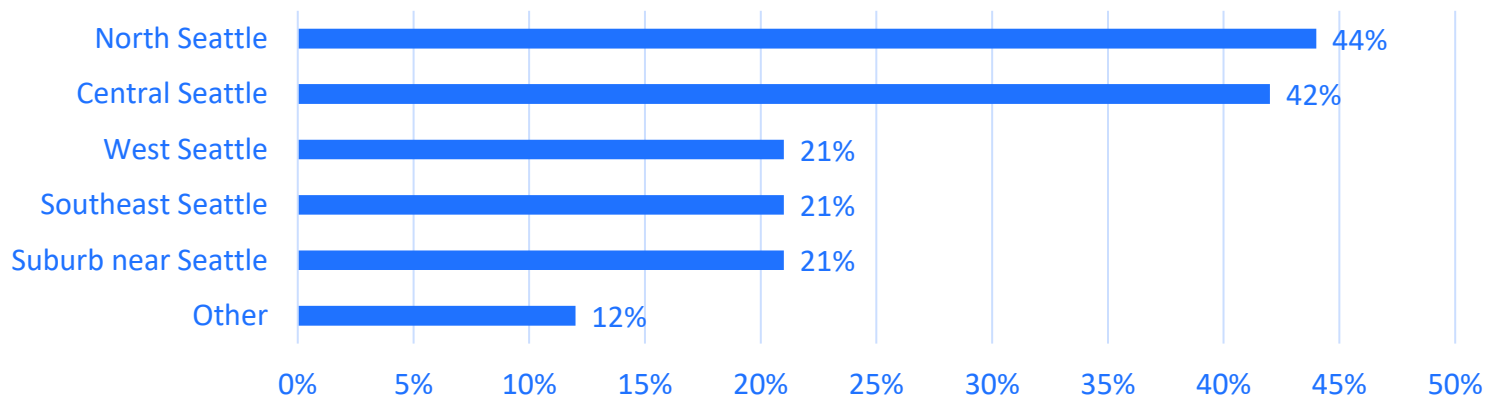


# Decision-making time!

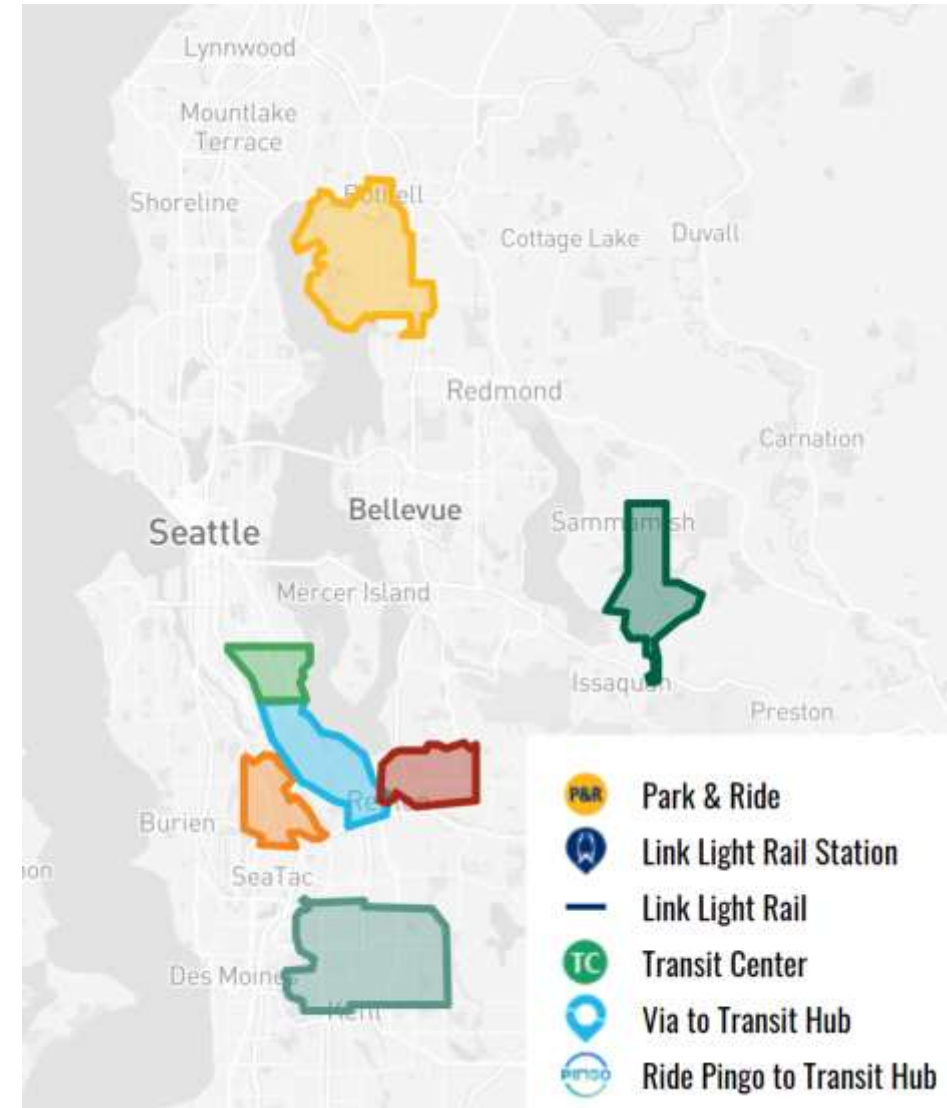
## Service area geography—trips start OR end:

- Citywide?
- Citywide minus Via to Transit service area?

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



\*Likely biased – CLs collected more responses in North and Central Seattle



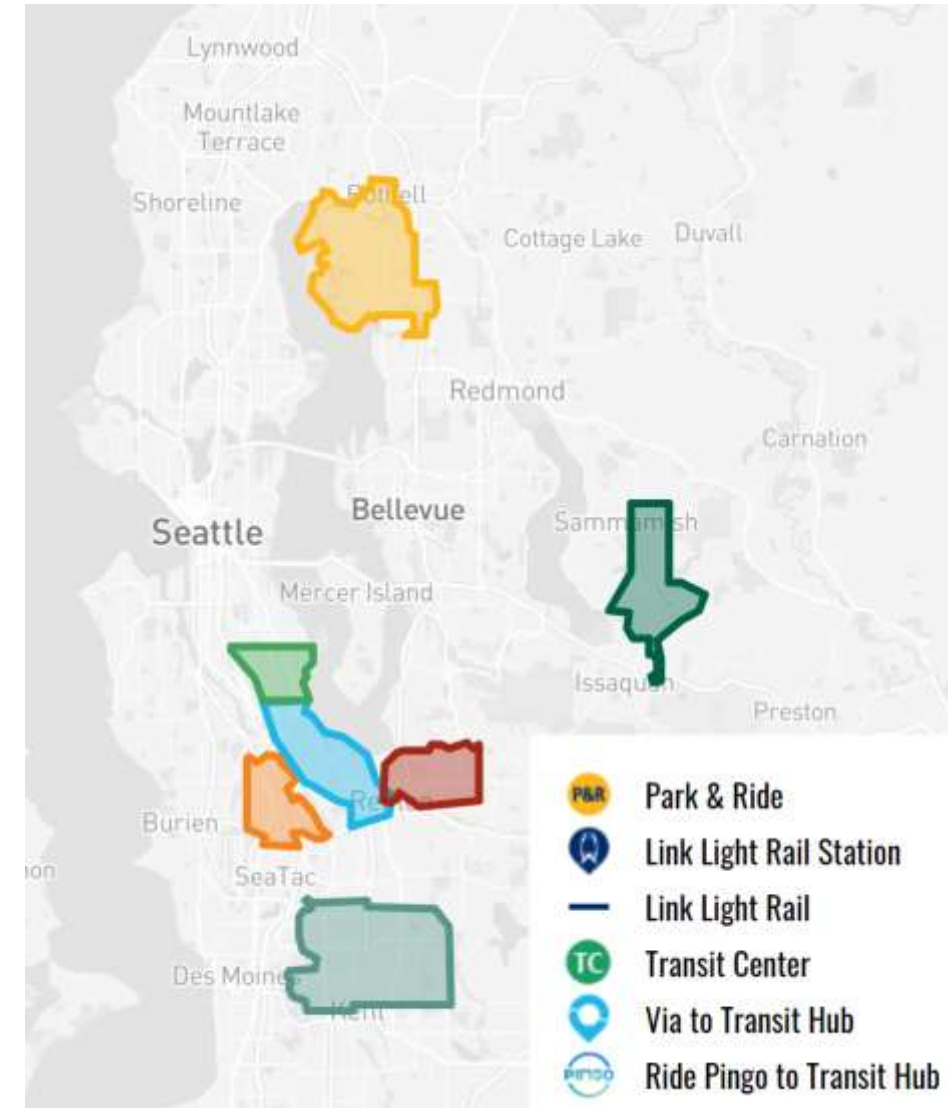
# Decision-making time!

## 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.



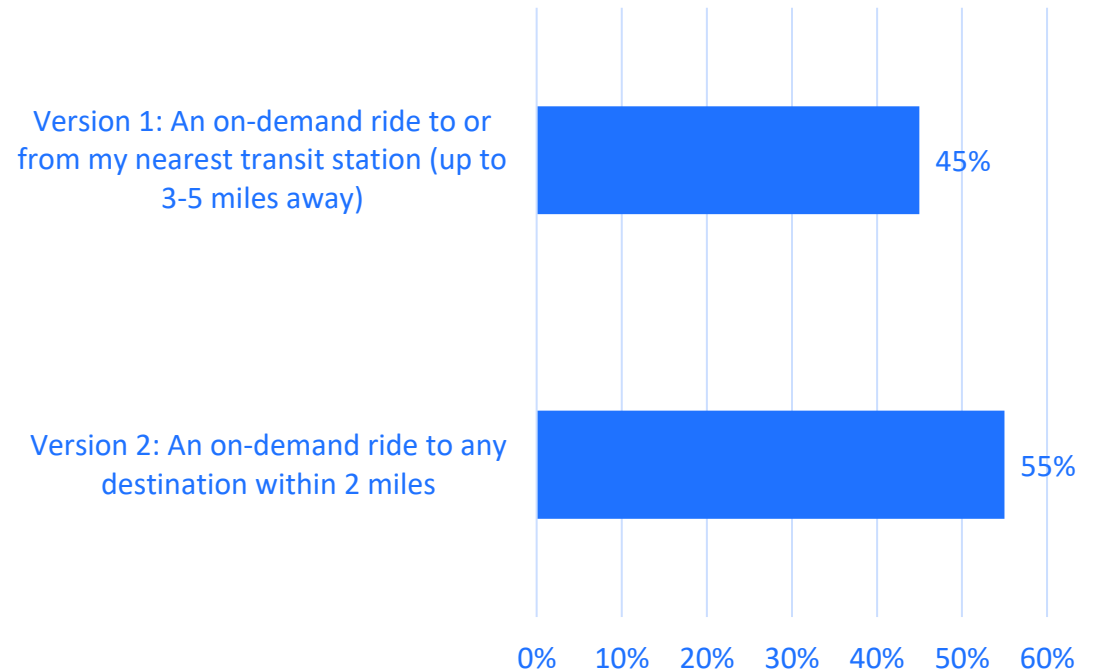
# Decision-making time!

## 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?

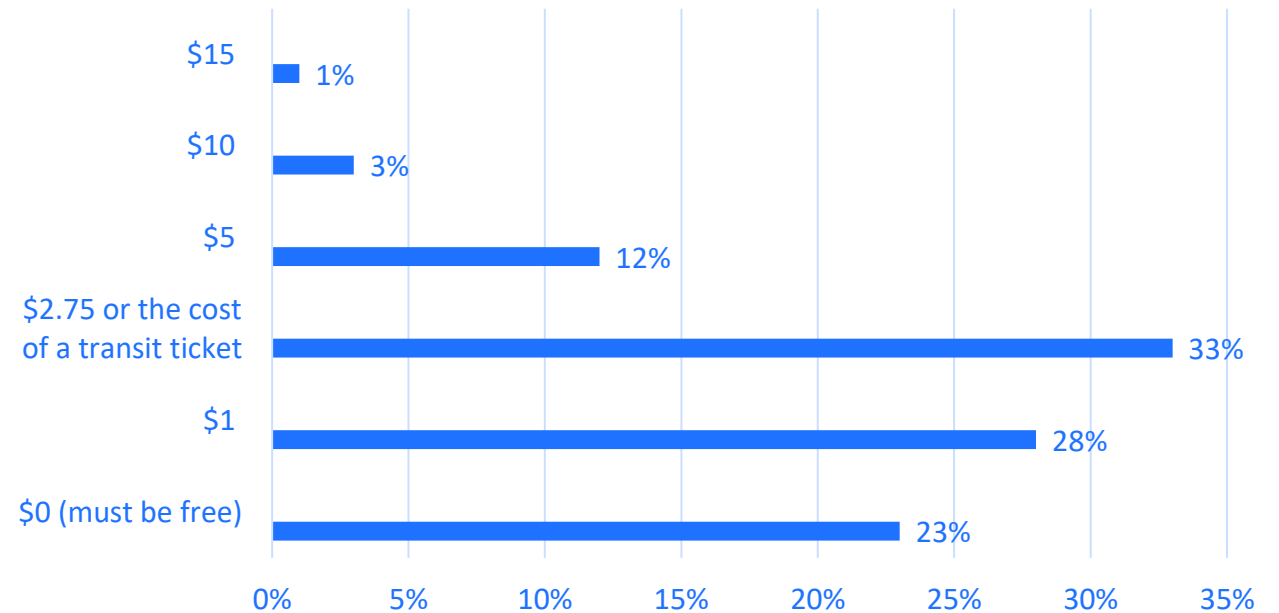


# Decision-making time!

## 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?



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