Building An Equitable Transportation System with Shared Mobility

Hosted by the Shared-Use Mobility Center

December 6th, 2016

This project was funded by the Urban Sustainability Directors Network
Guest Speakers

• **Moderator:** Sharon Feigon, SUMC
• **Bikeshare:** Amanda Woodall, CDOT
• **Carshare:** Karen Worminghaus, eGo
• **TNCs:** Christopher Cochran, PSTA
• **Senior Mobility:** Jeff Maltz, SilverRide
• **Shuttles:** Sanya Cade, DFHV
Making it possible to live well without having to own your own car, by creating a multimodal transportation system that works for all.
Why Equity?

• We need **environmentally sound**, **cost effective**, and **efficient** ways to get around our communities
• **Transit** is the **backbone** along with **flexible shared mobility**, including **bikesharing**, **carsharing**, & **ride-hailing**
Tackling the **Big Issues**

**Poverty**: Transportation as a growing household expense

**Economic Development**: Only 1/3 of jobs are currently accessible by transit

**Climate Change**: The transportation sector is the leading cause of emissions

**Racial disparities**: Land use and other disparities need to be addressed
The more people use shared modes, the more likely they are to use transit, own fewer cars, and spend less on transportation overall.
How the **Shared Mobility Toolkit** Can Help

sharedusemobilitycenter.org/tools/

**Policy Database**
- Has over 700 entries on policies relating to transit, shared mobility and land use planning
- The Policies, Programs & Presentations from this webinar will be posted to the site

**Mapping Site**
- Look at existing shared mobility services & compare to socio-economic characteristics.
- Compare to SUMC’s Shared Mobility Opportunity Analysis
- Create detailed Market Reports to help assess the demand for shared mobility

**Benefits Calculator**
- Assess the environmental & households savings that can be achieved with shared mobility

Contact Albert Benedict, SUMC Research Manager to Learn More about the Toolkit!
albert@sharedusemobilitycenter.org
DIVVY FOR EVERYONE

Presented to SUMC
12/6/16
CHICAGO BY THE NUMBERS

- **Population:** 2.7 million; 3rd largest city in the U.S.
- **237 square miles** in size
- **$600–800 million/year** for transportation
  - More than half from state or federal grants
- **Non-motorized** mode share: 38%
- **Top ten** in the U.S. for regional auto congestion
- **~40 pedestrian & ~10 cyclist** fatalities/year
- **1/3 of Chicago children** are overweight; 17% are clinically obese
MEET THE DIVVY BIKE

Front and rear fenders to protect clothing

Basket holds up to 20lbs; straps to hold loose items

Step through design and chain guard allows riders to wear suits or skirts
1. BUY 24-HOUR PASS AT A STATION OR ANNUAL MEMBERSHIP TO GET A KEY

2. PICK A BIKE
MEMBERSHIP OPTIONS

» 24-Hour Pass $9.95
» Annual Membership
  » $99.00/year
  » $9.95/month (with 12-month commitment)

» D4E Membership $5.00/year (income qualifications)

Usage Fees

<table>
<thead>
<tr>
<th>Ride Time</th>
<th>Annual Members</th>
<th>24-Hour Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 30 minutes</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>30 - 60 minutes</td>
<td>$ 1.50</td>
<td>$ 2.00</td>
</tr>
<tr>
<td>60 - 90 minutes</td>
<td>$ 4.50</td>
<td>$ 6.00</td>
</tr>
<tr>
<td>Each additional 30 min</td>
<td>$ 6.00</td>
<td>$ 8.00</td>
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</table>
DIVVY TO DATE

2016 Expansion Completed
• 584 stations; 5800+ bikes
• Includes suburbs of Evanston & Oak Park

Ridership
• 20 million miles traveled
• 9.8 million trips
  – 6.8 million member trips
  – 2.9 million 24-hour
• 33,000+ active annual members
  – Includes 1,900+ D4E members
EQUITABLE BIKESHARE

» Promote equity through a comprehensive approach including:
  » Planning & station siting
  » Proactive hiring
  » Youth training & job opportunities
  » Outreach in Chicago Public Schools
  » Unbanked and low income individuals
  » Citywide outreach
FEASIBILITY & HEAT MAPPING

- Standard Criteria
  - Bikeways network
  - Population aged 20-39
  - Dense population and housing
  - Existing walk/bike modeshare

- Equity Criteria
  - Household income
  - Non-white population
  - Educational attainment
  - Households without vehicles
2016 EXPANSION

- 584 Stations
  - 561 stations in the City of Chicago
  - Includes 23 stations in Evanston & Oak Park
- 44% of the City’s geography served (up from 38%)
- 64% of Chicago’s population lives within ½ mile of station (up from 56%)
- 52% of population served is non-white (up from 46%)
- 11 of 15 community areas with median household income under $30K/year are served by Divvy
- 38% of Divvy stations are within one block of train station (up from 25%)
CHICAGO’S UNBANKED
» 12.7% Citywide
» 17% Bronzeville
» 7% Nationwide

HOUSEHOLDS BELOW FPL
» 22% Citywide
» 29% Bronzeville
» 14.5% Nationwide

DIVVY DEMOGRAPHICS
» 63% Male
» 79% Caucasian
» Average age of 34
» 95% have a college degree or more
» Moderate to high household incomes

Photo credit John Greenfield
DIVVY FOR EVERYONE (D4E)

GOALS

» Address financial barriers to Divvy membership

» Create an accessible enrollment process

» Market and administer the program with local partners and stakeholders

» Affordable transportation should be available to those who need it most
FUNDING & PARTNERSHIPS

BlueCross BlueShield of Illinois

CDOT
CHICAGO DEPARTMENT OF TRANSPORTATION

DIVVY

PayNearMe

Outreach Services

Go BRONZEVILLE

Slow Roll CHICAGO

LISC Chicago

Enrollment Services

Center for Changing Lives

25 Years of Jobs & Hope

Cara

Metropolitan Family Services

JARC

25 Central States

Jobs for Progress, Inc.
D4E USER FEATURES

- One-time $5.00 subsidized membership
- No credit or debit card required
- In-person enrollment
- Chicago residents only
- First time Divvy members
- Income level at or below 300% FPL

<table>
<thead>
<tr>
<th>Family Size</th>
<th>Annual household income less than:</th>
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<tbody>
<tr>
<td>1</td>
<td>$35,310</td>
</tr>
<tr>
<td>2</td>
<td>$47,790</td>
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<tr>
<td>3</td>
<td>$60,270</td>
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<tr>
<td>4</td>
<td>$72,750</td>
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<tr>
<td>5</td>
<td>$85,230</td>
</tr>
<tr>
<td>6</td>
<td>$97,710</td>
</tr>
</tbody>
</table>
USER EXPERIENCE

1. Travel in-person to an FOC
2. Paper application
3. Income verification
4. Online sign up
5. Phone activation of key fob
6. Option for cash payment
## D4E OUTREACH

### Go Bronzeville

<table>
<thead>
<tr>
<th></th>
<th>July 2015 – October 2016</th>
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<tr>
<td></td>
<td>Events</td>
<td>People Reached</td>
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<tr>
<td>Slow Roll</td>
<td>89</td>
<td>3504</td>
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<tr>
<td>Go Bronzeville</td>
<td>36</td>
<td>1513</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>125</td>
<td><strong>5017</strong></td>
</tr>
</tbody>
</table>
D4E PROGRAM RESULTS

• 1,900+ signups to date
• 1,400+ signups in Year 1
• 900+ currently active

Race:
• ~35% African American
• ~37% White

Ethnicity:
• ~15% Hispanic

Gender:
• 53% Male / 46% Female

Trips:
• 82% have used Divvy
• 53% have taken 10+ trips
divvybikes.com

Amanda Woodall
312-744-5194
amanda.woodall2@cityofchicago.org
Webinar: Building an Equitable Transportation System with Shared Mobility

Karen Worminghaus
Executive Director
eGo CarShare – 501(c)(3)
www.carshare.org

December 6, 2016
CarShare: How Shared Mobility is Helping Low-Income Communities in Boulder, CO.

- Remember to keep at the forefront that public transportation is the core component to meeting transportation needs – don’t lose sight of this.

- Shared Mobility cannot wholly replace the fundamental service public transportation provides.
In 2014-2015, eGo CarShare initiated a CMAQ funded pilot project to create an innovative and comprehensive “Multimodal Toolkit” for residents in various affordable housing neighborhoods in Denver and Boulder.
Tools in the Toolkit:

1) A NECO Pass or Monthly Transit Pass

2) Bike access and/or B-cycle membership

3) Easy access to carsharing at discounted rates

4) Transportation information, maps, resources, training, etc.
eGo CarShare Programs

Multi-modal Toolkit
CMAQ 2014-15 Funding
Denver:
- Mariposa – DHA Neighborhood Redevelopment (TOD)
- Globeville – DHA & HFHMD Townhomes

Boulder:
- 5 Boulder Housing Partner sites
CarSharing

When you buy a car you are pre-paying for a large number of trips which encourages car usage.

CarSharing encourages people to use automobiles only when it is the most practical and economical transportation option.
Key Successes:

• 2 of 5 NECO (Transit) Pass programs have continued and are now self-funded via resident contributions.

• 4 of 5 carshare locations are still in service with revenue from 50% discount plan, and revenue from “market rate” members.

Key Challenges:

• Complexity of NECO Pass program and price variances.

• Staff time / resources required to effectively educate residents about all components of the Transportation Toolkit.
Questions?

Karen Worminghaus – karen@carshare.org

www.carshare.org
303.720.1185
Maintaining Equity in Pioneering Pilots and Partnerships

Building an Equitable Transportation System with Shared Mobility Webinar

December 6, 2016

Christopher Cochran, AICP
Senior Planner

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida
Current Innovative Pilot Programs

- **Direct Connect (First Mile/Last Mile)**
  - Uber, Lyft, Local Taxi, and Wheelchair provider
  - Uber/Lyft – Must have Mobile Phone and Credit Card
  - Taxi and Wheelchair Provider – Accepts Cash or Credit
  - PSTA pays first $5.00
  - Uber and Lyft – about $1.00 to get to stop
Current Innovative Pilot Programs

• Transit Disadvantaged Late Shift (*Service Gaps*)
  • Uber, Local Taxi, and Wheelchair provider
  • Uber for Business Platform requires only email address and mobile phone
  • Taxi and Wheelchair provider – Mobile app or call in
  • 100% grant funded rides between 9pm and 6am for low-income workers
Current Innovative Pilot Programs

- **FTA MOD Sandbox Grant (Paratransit)**
  - Awarded $500,000 to demonstrate cost effectiveness and reliability of using TNCs for paratransit services.
  - Call-in and PSTA dispatches all rides regardless of provider
  - Digital Voucher, Credit Card, or cash
Principal Equity Issues

• Access to technology
  • Access to mobile phones not necessarily a primary issue (APTA Survey 2016)
  • Disparity in access occurs in the willingness of low-income riders to use 3rd party apps to complement the rider experience
  • PSTA has shown that a strategic outreach and marketing plan is effective.
Principal Equity Issues

• Payment Methods

  • Uber
    • Direct Connect – must have a credit card
    • TD Late Shift – Uber for Business Platform
      • Does not require credit card
      • Requires email address
Principal Equity Issues

• Payment Methods
  • United Taxi
    • Direct Connect - accepts Cash or Credit
    • TD Late Shift - 100% grant funded, free ride
  • Care Ride
    • Direct Connect - accepts Cash or Credit
    • TD Late Shift - 100% grant funded, free ride
Principal Equity Issues

- FTA MOD Sandbox Grant
  - Paratransit ADA Regulations
    - LyftWAV rides will consist of vetted drivers and conversion vans that have been vetted by PSTA for this particular grant
    - Option of using LyftWAV, Taxi or Traditional Wheelchair Provider
    - Co-pay is fixed, so the choice of provider is left to the rider
    - Payment options vary among provider choice and maintained by Goin’s Software platform
      - Vouchers
      - Cash or credit
Thank you.

Questions?
Shared Use Mobility Center Webinar: Building an Equitable Transportation System with Shared Mobility

Prepared by: Jeff Maltz, CEO/Founder, SilverRide
Jeff@SilverRide.com
Agenda

• A Growing Gap In Service For Seniors & Those With Disabilities
• How SilverRide Helps Address the Problem
• How Organizations Use SilverRide
• Policy Thoughts
There Is Growing Inequity For Riders Who Need Extra Assistance Or Are Disabled

- A whopping 38.7%, or 15.8m people age 65+, have a serious disability preventing use of standard transportation service.
- Subsidized service not robust for those who need extra assistance
- New options do not meet needs of those who need extra physical assistance or have cognitive issues

Rise of TNCs & Other New Options (ex Bikesharing) Good for the 61.3% of 65+ Riders Who Can Use

+ Current Subsidized Systems Have Difficulty With The Outliers
+ Focus on Wheelchair Users or Ambulatory – Not on Riders Who Need Extra Physical Assistance

=GROWING GAP FOR RIDERS WHO NEED EXTRA ASSISTANCE
What Is SilverRide?

SilverRide is a personalized, care-managed mobility platform helping seniors get things done, socialize and continue to have engaged, meaningful lives.

- We know the person, we tailor the ride
- Guaranteed Door-Through-Door Assisted Rides
- Trained, Highly-Screened, Engaging Drivers (can provide physical assistance)
- No Need To Use A Smartphone
- Accompaniment

Using SilverRide or partner vehicles, clients who need extra assistance can take advantage of the ridesharing revolution too! – without making any compromises!
Main SilverRide Differentiators

**Differentiators:**
- Focus on seniors and those with disabilities
  - We can physically touch clients and provide assistance
  - Able to accommodate both wheelchair users who can and cannot transfer
- True TNC – licensed by State of California
  - $1m for all 3 periods, insurance outside the car
  - SilverRide insurance cards in driver’s cars.
- All staff highly credentialed
  - Trained: Physical transfers, Safety, Compliance, Client Sensitivity
  - Fingerprinted and background checked

**Geography:**
- Mostly greater Bay Area, with presence in Sacramento and L.A.
- Can expand to any area quickly, looking for more pilots
How Used By Organizations?

Benefits:
- Eliminate Organization-Owned Vehicles, Employees
- Tailored Service, Better Customer Service, Fewer Complaints
- Can Accommodate Most Clients Unless Extreme Situation
- Can Coordinate With Care Staff, Professionals, Families
- Guaranteed Door-Through-Door Ride for Every Client
- Reduce Costs
Desired Policy Changes

- Acknowledge difference in rider capability with policy
  - Rider who needs accessible vehicle and cannot transfer different from rider to can transfer or who uses walker, cane but needs more physical assistance getting to car and in/out of car
- Create an assisted ride category with required service criteria
  - Driver must be trained in physical transfers
  - Driver must be trained in how to handle various physical and cognitive issues
- Make sure no discrimination wheelchair users still want options

<table>
<thead>
<tr>
<th>Accessible Vehicle: Typically Wheelchair User Who Cannot Transfer</th>
<th>Assisted Ride: Needs Physical Assistance Can Use Passenger Vehicle</th>
<th>Ambulatory: Can use passenger vehicle and no special training necessary</th>
</tr>
</thead>
</table>

Accessible Vehicle:
Typically Wheelchair User Who Cannot Transfer

Assisted Ride:
Needs Physical Assistance Can Use Passenger Vehicle

Ambulatory:
Can use passenger vehicle and no special training necessary
NEIGHBORHOOD RIDE SERVICE
BY DC TAXIS
AGENDA

WHO WE ARE

WHAT WE DO

NEIGHBORHOOD RIDE SERVICE

DISCUSSION
Who We Are: New Name, New Mission.

On June 28, 2016, the DC Taxicab Commission was reorganized to become the DC Department of For-Hire Vehicles.

Our Mission: Protect the public interest through appropriate regulation of the vehicle-for-hire industry that allows the residents of and visitors to our Nation’s Capital to enjoy their choice of safe, affordable, and accessible transportation options.

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Approx. Number</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Sedans</td>
<td>150,000+ (95.4%)</td>
<td>4 Private Sedan Companies (TNCs) (Uber, Lyft, Wheelz, Split*, etc.)</td>
</tr>
<tr>
<td>Taxicabs</td>
<td>7,000 (4.4%)</td>
<td>97 Taxicab Companies (Yellow Cab, VIP, Grand Cab, etc.)</td>
</tr>
<tr>
<td>Limousines (Black Cars)</td>
<td>300 (0.3%)</td>
<td>Limousine Companies</td>
</tr>
</tbody>
</table>

Note that Taxis and Limousine represent less than 6.5% of the vehicles in our ecosystem.
Our Vision.

Reinvent the vehicle-for-hire industry through innovative technologies and business models that expand customer options and enhance rider experiences.

GOALS

• Expand economic opportunities for drivers and companies.
• Modernize technology infrastructure, architecture, to allow third-party developers to deploy complementary products and services.
• Level the competitive playing field across the for-hire spectrum.
Our Strategy: OPEN APIs

Application Program Interfaces (APIs) allow systems to talk to each other

- Third party developers can build apps on top of your data and systems
- Engine for digital transformation
What Services do we Provide?

We provides a number of services to enhance the overall experience of our stakeholders including:

**Lost and Found**
- Partners with taxicab companies and launched an online form for passengers to report and recover items lost in a DC taxicab.

**Complaint Resolution**
- Reviews, researches, and adjudicates complaints submitted against vehicle operators, taxicab companies, payment service providers, or dispatch companies. Our compliant resolution process covers digital dispatch providers, such as Uber and Lyft.

**24/7 Street Enforcement**
- Enforcement staff is responsible for the safe and responsible operating of taxicabs and ensuring compliance with Title 31 regulations.

**Driver and Vehicle Licensing**
- Processes applicants for a Taxicab and/or Sedan or Limousine Operator’s Licenses in addition to registering and licensing public vehicles for hire and luxury vehicles.

**Grants Administration**
- The agency administers grants to incentivize the purchase of Wheelchair Accessible Vehicles (WAVs), Electric Taxis, as well as a neighborhood ride service for underserved communities.

**Paratransit Services – Transport DC**
- Provides Paratransit services for MetroAccess-eligible persons with disabilities through the Transport-DC program, allowing point to point transportation services with only a one-hour lead time for requests.

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Some examples of what the agency is **NOT** includes:

- We are **NOT** a cab company
- We are **NOT** a dispatch company
- We do **NOT** employ vehicle operators
- We do **NOT** employ dispatchers
- We do **NOT** lease or own taxicabs
- We do **NOT** compete with taxicab companies or private companies such as Uber and Lyft
• The Department conducted a study of transportation options and identified three distinctly less well served than other locations.

• The study measured data, including that held by the DCTC Taxicab Information System (TCIS) and survey responses.

• A large-scale survey was undertaken with 4,000 Survey questionnaires distributed to recipients identified at random from the electoral register.

• 400 Responses received

• Surveys were distributed across wards with low taxi use, and in neighborhoods with a limited number of taxi pick-ups.

• Survey data has been used to calculate the number of trips likely in each neighborhood, likely trip purpose, and trip length, as well as informing location and zone definition.

• To help reduce transportation inequities the Department launched a competitive grant program for taxi companies.
The Neighborhood Ride Service By Taxis (NRS)
RESEARCH: TRIPS PRODUCTION RATES IN UNDERSERVED WARDS

Chart 2: Trip productions / respondent (by zone) Trips per week - Taxi

- Hailed Taxi
- Taxi phone dispatch
- Taxi From Taxi stand
- Taxi using taxi company app

Chart 3: Trip productions / respondent (by zone) Trips per week - TNC dispatch / Black Car

- Black Car / Limousine
- Uber
- Lyft

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>Zone 4</th>
<th>Zone 7</th>
<th>Zone 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church</td>
<td>5%</td>
<td>5.26%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Medical</td>
<td>21.67%</td>
<td>23.16%</td>
<td>23.08%</td>
</tr>
<tr>
<td>Kids</td>
<td>0%</td>
<td>1.05%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Library</td>
<td>0%</td>
<td>1.05%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Metro</td>
<td>8.33%</td>
<td>2.11%</td>
<td>2.2%</td>
</tr>
<tr>
<td>NTE</td>
<td>15%</td>
<td>10.53%</td>
<td>10.99%</td>
</tr>
<tr>
<td>Shopping</td>
<td>30%</td>
<td>38.95%</td>
<td>38.46%</td>
</tr>
<tr>
<td>Sports</td>
<td>5%</td>
<td>2.11%</td>
<td>2.2%</td>
</tr>
<tr>
<td>VFR</td>
<td>8.33%</td>
<td>9.47%</td>
<td>9.89%</td>
</tr>
<tr>
<td>Work</td>
<td>6.67%</td>
<td>6.32%</td>
<td>6.59%</td>
</tr>
</tbody>
</table>
This is a pilot for a broader project - fixed route taxi service

We started in neighborhoods hence the moniker Neighborhood Ride Service (NRS)

@ $3.25 it is cheaper than express bus service which is $4. Also cheaper than UberX minimum fare

Faster and more comfortable than the bus

Residents by pay by cash or credit card or phone.

The NRS was made possible by a $183K competitive grant funding from DFHV

Addresses supply and demand side economics

- 30K for resident vouchers
- 153K for vehicles, hackup, and operator.
• Developing fixed route network model.
• Collecting user and NRS operator feedback.
• Partnering with DDOT for optimize and or expand routes.
• Start phase two in early 2017.
  • Have Grant Parity Legislation in Place
• Integrate with smart buttons and or “where is my taxi” web application.
What is TRANSPORT DC?

TRANSPORT-DC (formerly known as CAPS-DC) is a program established by the DC Taxicab Commission (DCTC) to provide a cost-effective alternative to the Washington Metropolitan Area Transit Authority (WMATA) “MetroAccess” paratransit services for dialysis patients residing in the District of Columbia using taxicab companies. Transport DC started as a pilot program to transport MetroAccess dialysis patients to and from all dialysis facilities within the District of Columbia. In addition, this program is used to increase the number of wheelchair accessible taxicabs within the city.
WHO MAY USE TRANSPORT DC?

- All MetroAccess customers who are District of Columbia residents may utilize the TRANSPORT DC service.

- You may travel anywhere within the District of Columbia.

- Rides provided by Yellow Cab Co. and Transco Inc.

- Schedule your ride by dialing 1(844) 322-7732.

- No one gets left behind!
TRANSPORT DC COMPARISON

- TRANSPORT DC
  - NO STOPS between a destination!
  - 1 hour advanced scheduling required prior to the requested time a taxicab is to arrive for service
  - Easy scheduling and rescheduling
  - Up to two additional companions may accompany a MetroAccess customer at no additional charge
  - Wheelchair Accessible Vehicles upon
  - Pay only $5 for the trips you take
  - 7 days per week and 24 hours per day

- WMATA MetroAccess
  - Multiple stops with ride times being a few hours
  - Wait times for a ride can be a few hours alone
  - Shared rides
  - Must schedule days in advance
  - Must cancel trip at least 2 hours before, if not you are penalized
  - Must pay in advance
TRANSPORT DC

A BETTER TRANSPORTATION ALTERNATIVE
Next Steps to Creating **Connected, Multimodal Systems**

1. Understand your market
2. Set goals
3. Make sure all the key stakeholders are at the table
4. Find the champions & support them
5. Be bold, experiment
6. Be creative
7. Lead with action
8. Choose partners carefully
9. The resources will surface
10. Seize moments of change
Thank you!

Questions?

Sharedusemobilitycenter.org/tools

Thank you to the DePaul Chaddick Institute for Metropolitan Development for hosting this webinar
Guest Speakers

- **Moderator:** Sharon Feigon, SUMC
- **Bikeshare:** Amanda Woodall, CDOT
- **Carshare:** Karen Worminghaus, eGo
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