



MOBILITY FOR ALL

Commuting
Solutions

Mobility on Demand Pilot Program Evaluation of Phase I

Program Goal: The Mobility on Demand program aspires to give residents in the Josephine Commons and Aspinwall in Lafayette affordable housing developments free trips on Lyft to determine if this service increases mobility among residents.

Objective: Phase I of the pilot program included a 6-month trial period of offering Lyft services to the 144 housing units (180 residents 18+yo) to inform the transportation needs of residents. The total budget for the pilot program is \$25,000.

After technological glitches, Phase I the pilot program ended up being a 6-month trial period using Lyft as the technology partner. We utilized six program ambassadors, three from each housing development. These Ambassadors were trained first on the program and then asked to help other residents register for the program. Each month, they were asked to log their volunteer hours helping other residents. In return for 1-2 hours of time each month, the ambassadors were rewarded double the amounts of credits per month (\$70 the first month and \$100 the last five months of the pilot program).

Lessons Learned:

- Program development:
 - Meeting with residents beforehand to work through our initial program plans and any kinks that might have occurred was key to working through logistics.
 - Clearly articulating the cost associated with the program. Residents had many questions about costs, the way costs were calculated, and how to use the credits in addition to their own funds.
 - It is easier to divide the residents based on their technological abilities for the workshops. For example, having one group is familiar with Lyft or downloading applications to their phone and one group that is completely unfamiliar.
 - Creating an interactive workshop will add to the workshop experience and help remove the barriers to trying something new.
 - Because of the glitches with loading the credits, we didn't see as great of use as we were expecting. For another pilot or a continuation of this pilot, we recommend having a process in place for credits to be loaded with clear dates attached to each loading cycle. We might also include an FAQ sheet or how-to trouble shoot if you don't receive your credits by a certain date. This was a point of frustration for many of the participants.
 - Using ambassadors for this program was very useful. Meeting monthly with the program ambassadors allowed for any group-wide issues to be discussed and addressed. They also allowed for a time to bring any program updates and promotional issues to the group.
 - There were some social apprehensions to asking the ambassadors for help. Some residents didn't want to ask the ambassadors to take them on their first ride.

- Program mechanics:
 - There needs to be a process outlined for confirming that a participant gives only one number to register for the program. Some of the numbers given for this program were already previously associated with Lyft accounts, which led to some confusion on the back-end of the credit loading. Part of this problem could be due to the free government phones. Perhaps a question in registering can be if they've previously had a Lyft account or if their phone was part of the free

government phone program. The back-up option to checking this would be to look at both phone number and email address the first time we register and confirm accounts.

- Participants need the capability to book trips ahead of time on the website and not just utilizing the in-app technology.
- Ensure that the technology partner is loading credits in the backend in a timely manner. We experienced several delays that resulted in very frustrated senior-users
- The ability to provide prompt customer service is crucial for less technologically savvy users. We operated this program using Commuting Solutions staff as the median for any trouble shooting, which worked sometimes but often wasn't enough assistance to fix any back-end issues.
- Lyft, and presumably other TNC partners, have a requirement of a \$50 minimum in bank accounts to use the application, this becomes problematic for those on fixed incomes, particularly at the end of the month.
- Participants expressed several concerns:
 - Accessibility issues including being able to get in and out of the car alone or loading a walker. From what we have gathered, this was never an issue but mentioned by almost every participant as a concern.
 - Not being able to request a driver who spoke Spanish
 - Losing things in the car and not being able to get immediate assistance. For the next pilot, clarity around the lost and found process should be outlined.
- Marketing
 - Posters should be colorful but with fonts need to be at least size 16.
 - In person and word-of-mouth marketing seem to work best in these communities.
 - Postcards sent directly to residents.
- Events
 - How to Lyft workshop – 9/6/18
 - This overview workshop saw about 20 people in attendance. Overall, it was an effective introduction and got a decent amount of people to sign-up for the program. We provided pizza, a PowerPoint overview of the program,
 - How to Lyft ride event – 9/12/18
 - The concept for this event was to create groups to ride together or match them with a buddy for comfort in using a new program.
 - We held one How to Ride in event for the program. The program ambassadors took a ride using Lyft to a local coffee shop to understand how to request a ride, what to look for with their cars, etc. We had 6 people attend the ride.
 - For future pilots, it would probably be beneficial to have more than one event so Ambassadors fully understand their role and how to move forward with the program.
 - Bingo – 10/18/18
 - We attended a Josephine Commons Bingo event to sign up residents. This was productive because one of the Ambassadors was able to get some of their neighbors to sign up on the spot.
 - Aspinwall Halloween Party—10/24/18
 - This event helped register 3 people. There were more youth in attendance than adults, but the purpose was to attempt an event that was strictly Aspinwall-related outreach.
 - Resident Pizza and Signup Party – 11/16/18
 - This event gathered 3 signups. The ambassadors were present as well.

- Evaluation
 - Phase I of the program saw *25 participants with Lyft accounts and 4 who wanted to sign up but never followed through with opening accounts for various reasons: 1) didn't know their google play password, 2) didn't feel comfortable, or 3) changed their minds.*
 - September
 - Participants: 11
 - Credit Amount: \$30 per participant, \$70 per ambassador
 - Total Trips Taken: 29
 - Credits Used: \$257.01
 - October
 - Participants: 15 (5 additional participants signed up but didn't open an account)
 - Credit Amount: \$50 per participant, \$100 per ambassador
 - Total Trips Taken: 60
 - Credits Used: \$553.37
 - November
 - Participants: 20 (3 additional participants signed up but didn't open an account)
 - Credit Amount: \$50 per participant, \$100 per ambassador
 - Total Trips Taken: 84
 - Total Credits Used: \$844.35
 - December
 - Participants: 21 (4 additional participants signed up but didn't open an account)
 - Credit Amount: \$50 per participant, \$100 per ambassador
 - Total Trips Taken: 93
 - Total Credits Used: \$801.22
 - *January*
 - *Participants:* 21 (4 additional participants signed up but didn't open an account)
 - Credit Amount: \$50 per participant, \$100 per ambassador
 - Total Trips Taken: 85
 - Total Credits Used: \$749.03
 - *February*
 - *Participants:* 25 (4 additional participants signed up but didn't open an account)
 - Credit Amount: \$50 per participant, \$100 per ambassador
 - Total Trips Taken: 91
 - Total Credits Used: \$765.25
 - Overall, \$3,970.23 dollars were distributed over Phase I of the pilot program duration.
 - Participants were asked to take a short survey when signing up for the program. The following highlights of the data includes respondents who signed up for the program, but didn't follow through with creating a Lyft Account:
 - Have you ever used Lyft or Uber? 32% Responded Yes, 68% Responded No
 - Do you have a car? 50% Responded Yes; 50% Responded No
 - Do you have an email address? 92% Responded Yes; 8% Responded No
 - We did not initially collect data on credit card/debit card access but added it to later registration forms to know who to assist with payment issues.

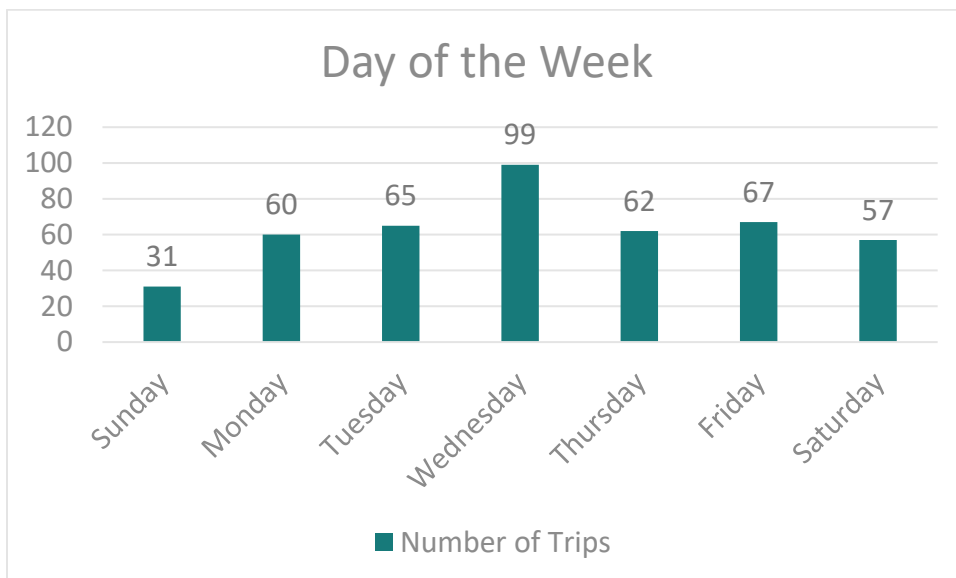
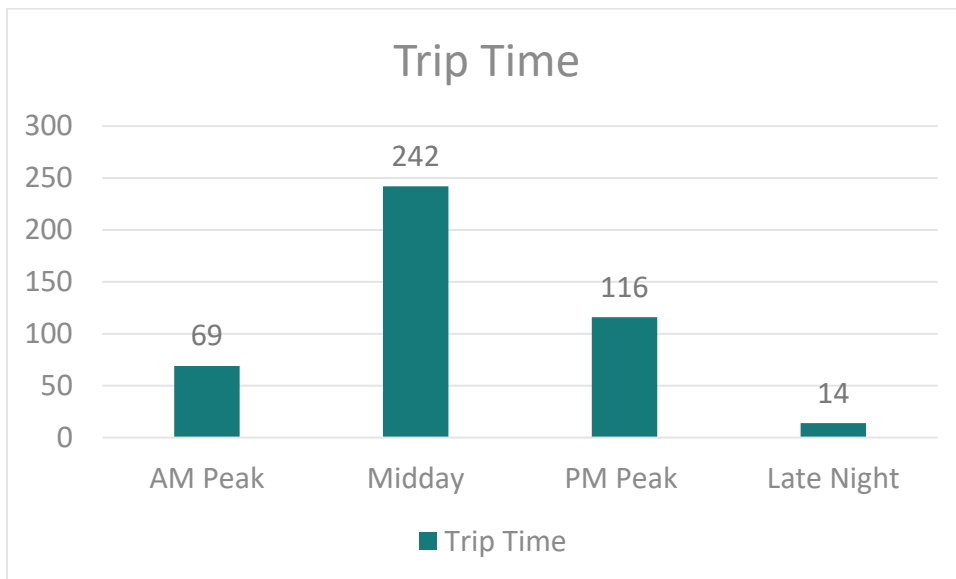
- Testimonials

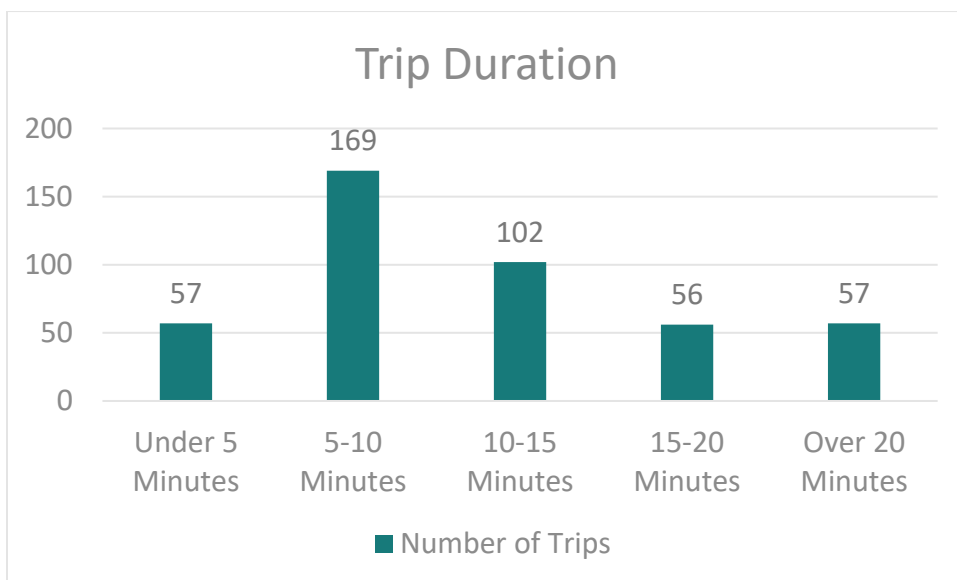
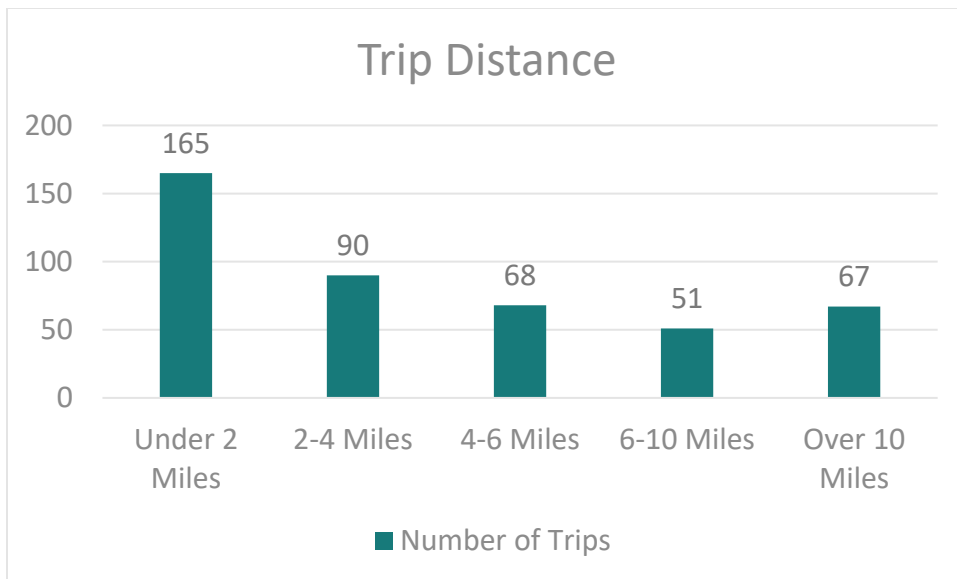
“As an ambassador for the pilot program, I have received a lot of feedback and have had the privilege to help several residents enjoy their first ride with Lyft. Some have enjoyed a renewed sense of freedom that they would not have experienced without this program. Some have learned more about technology which will make their lives easier, and some

have become more active because they have the opportunity of going out without bothering or imposing on their kids, grandkids, or caregivers.

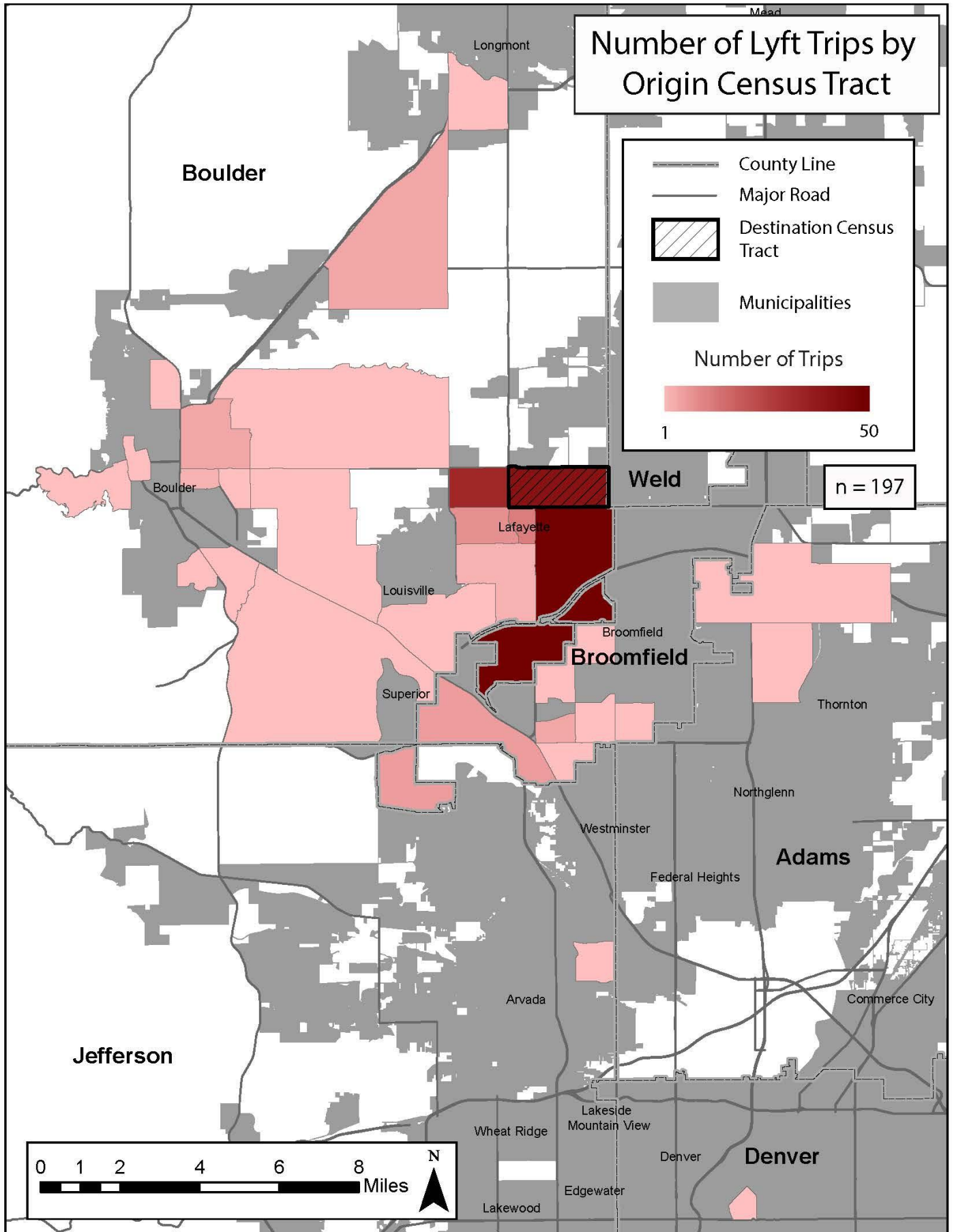
“Personally, this program has been great for me. I had to give up driving because of a health condition. I’ve used Lyft for transport to medical appointments and the Emergency Room, to go shopping and to church, and to go out with friends when I was experiencing ‘Cabin Fever.’ I have truly been helped by this pilot program.” Connie G, Lyft Ambassador.

- Phase I Usage Reports:
 - Total Trips Taken: 442
 - Trip Distance: 58% of trips taken were under 4 miles
 - Trip Duration: 38% of trips taken lasted between 5 and 10 minutes; 23% between 10 and 15 minutes
 - Trip Cost: 62% of trips taken were between \$5 and \$10
 - Range: \$3.04 to \$35.32 per One-Way Trip
 - Average: Mean: \$9.37 and Median: \$7.65





- Phase I Origin/Destination Maps
 - Origin and Destination Data was split into two groups: trips ending in the census tract with the housing authority site and trips originating there. The complete data breakdown is as follows:
 - 441 Total Trips in Phase I
 - 156 trips start outside and end in focus census tract
 - 209 trips start within the focus census tract and end outside of it
 - 41 trips both start and end within the focus census tract (this number gets counted in the n-value for both maps)
 - 35 trips both start and end outside of the focus tract



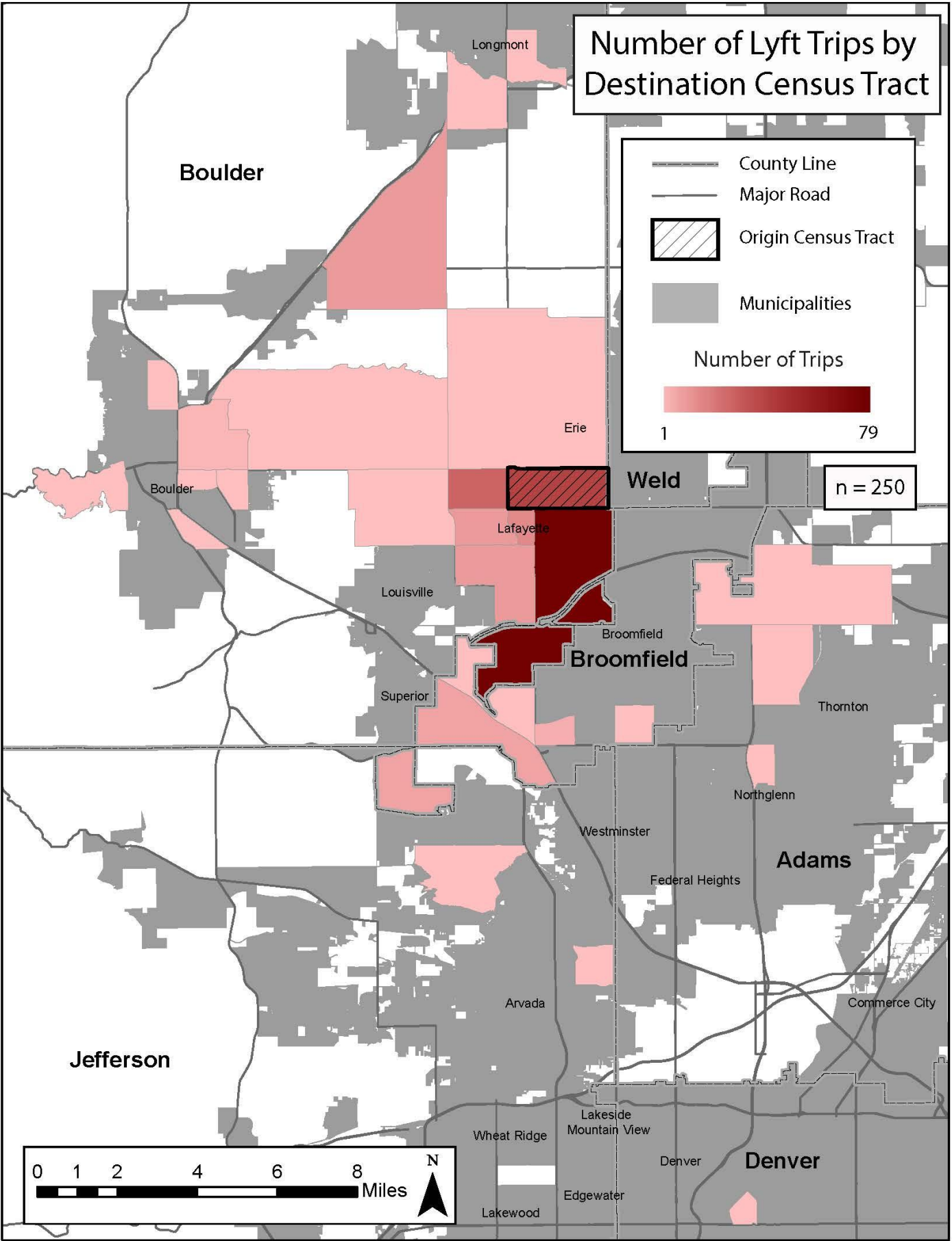
Number of Lyft Trips by Destination Census Tract

County Line
Major Road
Origin Census Tract
Municipalities

Number of Trips

1 79

n = 250



- Recommendations
 - For those that were able to use the program in Phase I, it was a beneficial experience and added to their mobility. Residents were able to use their credits to run errands and make doctor appointments.
 - Any contract with a technology partner moving forward should include response times, customer service guarantees and a set procedure for how credits will be loaded and distributed. If the technology partner can't guarantee customer service times and easy methods, a program manager would need to set aside extra time to dedicate to assisting residents.
 - Extend Phase I of the pilot program through Feb 2019, to have approximately 4 months with minimal complications with program mechanics to give a better understanding of usage rates.
 - Conduct more group social trips with the ambassadors to get other residents familiar with using mobility on demand services to overcome the social apprehensions.
 - Advertise the program more as an emergency service to those living in Aspinwall as most residents have cars.
 - Phase II: It could be beneficial to partner with a technology company that already works with audiences that are similar to the residents of Josephine Commons and Aspinwall. Perhaps a secondary contract with a company like Via or GoGoGrandparent would be useful.
 - Phase III: work with technology partner to develop a cost sharing model for the Josephine Commons and Aspinwall sites to study usage impacts.



Mobility on Demand Pilot Program Phase 1
Marketing Collateral



Lyft Ambassadors

Josephine Commons

Names and Phone Numbers Removed

Aspinwall

Names and Phone Numbers Removed

Program Overview

- Each participant in the program will get \$50 of FREE Lyft credits per month.
- You must be at least 18 to participate in the program.
- You need a smart phone to utilize the app.
- The pilot program began in September and will last until December. That's \$150 in Lyft credit if you register now!
- Complete a survey and return it to your Resident Coordinator
- Match up with a Lyft Ambassador from your building to take your first ride and learn how to Lyft!



MOBILITY
FOR ALL





COMMUNITY LYFT

A ride fueled by Mobility for All & Lyft

Join Mobility for All and fellow Lyft Ambassadors for a community ride to a local coffee shop using lyft!

WHO: Lyft Ambassadors from Josephine Commons & Aspinwall

WHEN: Sept. 12, 2018 | 1:00 - 3:00 PM

WHERE: Meet at Josephine Commons, Dining Area

After meeting in the dining area at Josephine Commons, we will call a Lyft and head towards a local coffee shop to enjoy an afternoon cup of joe together, courtesy of Mobility for All! Once we are finished, we will use Lyft to get back to Josephine Commons.





LEARN TO LYFT

A ride fueled by Mobility for All & Lyft

Be the first to learn about an exciting new pilot program at Aspinwell and Josephine Commons by attending the Learn to Lyft Workshop. Hear about the new pilot program, learn more about using Lyft and receive complimentary ride credits!

WHAT: Learn to Lyft Workshop

WHO: Residents of Aspinwell and Josephine Commons

WHEN: Sept. 6, 2018 | 5:00 - 7:00 PM

WHERE: Josephine Commons, Dining Area





Need a Ride This Holiday Season?

Mobility For All is providing a FREE \$50 monthly credit through February to help you get your holiday errands done! To sign up, please contact one of the Ambassadors listed on the back, create a Lyft account and complete a 5 minute survey.



Mobility on Demand Ambassadors

The ambassadors are available to answer any questions you may have about the program.

Josephine Commons

Names and Phone Numbers Removed

Aspinwall

Names and Phone Numbers Removed

*To participate, you must be 18 or older, own a smartphone and live at Aspinwall or Josephine Commons.

