



Strategic Action Planning Group on Aging

Transportation Committee Minutes – May 28, 2019

Participants: Josh Laipply, Lisa Streisfeld, Rena Soller, George Maxey, Angel Bond, Joan Mobley, Troy Larson, Hank Braaksma, Jarett Hughes, Chris Primus, and Kiernan Maletsky

Key Takeaways:

- Mobility Choice Blueprint (MCB) represents input from 2,000+ persons and contains 34 tactical actions in 7 key objective areas
 - o Objective areas include: regional collaboration, system optimization, shared mobility, data security and sharing, mobility electrification, driverless vehicle preparation, and new transportation funding
- MCB actions and objectives have key initiators who should be taking action on them, including: CDOT, DRCOG, RTD, Denver Metro Chamber of Commerce, and cities/counties
 - o Many actions and objectives have multiple initiators
 - o Other than organizations acknowledging a willingness to handle initiating actions and objectives, there is no administration or oversight of future progress
- Mobility for All (M4A), operated through the Boulder County Area Agency on Aging, has the goal of promoting equitable, affordable, and accessible transportation options for limited mobility individuals
- M4A has launched a Lyft pilot project involving older adults at the Josephine Commons and Aspinwall communities – both within the Boulder County Housing Authority and considered transportation deserts
- Three phases to the Lyft pilot:
 - o Phase 1: \$50 in free Lyft credits for participants to become familiar with the ride share app. Involves a peer mobility ambassador to assist in using app and ride service. Mobility ambassador receives extra Lyft credits.
 - o Phase 2: Free credits for participants and includes GoGo Grandparent. GoGo Grandparent allows individuals without smart phones to access Lyft and Uber services. 24/7 Operators watch rides and offer support to users and allows for third party booking (e.g., families can also arrange ride for a family member). Text alerts keep the third party booker informed.
 - o Phase 3: Involves a cost sharing model - \$2 per trip up to \$13
- Phase 1 was recently completed and are moving into Phase 2
- Phase 1 found 442 rides taken with 62% between \$5-\$10

Action Items:

- Jarett Hughes to review Mobility Choice Blueprint report for potential recommendation and objective areas
- Jarett Hughes to follow up with Angel Bond, Program Director M4A, about upcoming phases of their Lyft pilot project
- Jarett Hughes to look into other navigation ambassador programs around the country
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