



**RIDE-HAILING PILOT/TRIAL PROGRAM
PHASE II PROJECT FINAL REPORT**

PREPARED BY

WATERTOWN FOR ALL AGES – TRANSPORTATION INITIATIVE FOR SENIORS

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WATERTOWN FOR ALL AGES – TRANSPORTATION INITIATIVE FOR SENIORS

RIDE-HAILING PILOT/TRIAL PROGRAM

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November 15, 2020

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Marshall Home Fund
Tufts Health Plan Foundation
Watertown Community Foundation

EXECUTIVE SUMMARY

Overview

Watertown for All Ages (WAA), a 501(c)3 grassroots organization, completed the first year (Phase I) of the Transportation Initiative for Seniors (WAA-TIS) in 2019. The completed study included research with other communities and facilitating focus groups in Watertown. One result of that study provided the foundation for moving forward with a ride-hailing pilot/trial program in 2020. The centerpiece of Phase II plans was to offer Watertown residents 60 and older who live in subsidized public housing discounted rides with Lyft and GoGoGrandparent (GoGo) for a three-month period in 2020. Funding for this second year was through the Tufts Health Plan Foundation Momentum Grant. Complementary grants were also received from the Watertown Community Foundation and Marshall Home Fund.

WAA-TIS staff and volunteers completed the initial stages of research and planning, began recruiting participants for the pilot/trial, and held two workshops to introduce the use of ride-hailing services. Watertown Housing Authority (WHA) management supported the trial program with access to the community rooms, publicity and encouragement to provide one-on-one support to participants. Project activities were interrupted by "stay-at-home" restrictions imposed by the COVID-19 pandemic. With direction from WHA management, enrollment of additional participants was paused effective March 13, 2020. We could not enter the housing complexes to meet with residents to recruit or conduct additional workshops. We could no longer work in person with people who had registered, to help them get comfortable with ride-hailing services. At the time of the pause, we had enrolled 8 participants in Lyft and 1 in GoGo, somewhat less than 25% of the 40-participant goal. We continued to support people enrolled in the trial and responded to anyone who inquired about the program until the end of the trial period on September 30, 2020. Between March 1 and September 30, six program participants took a total of 68 rides.

The limits on travel caused by the pandemic had a significant impact on the trial program. Older residents were advised to limit any trips to essential needs such as to medical appointments, pharmacies, and grocery stores. Thus, finding out whether discounted rides would enable users to get out more often for non-essential activities and reduce social isolation is not possible at this time. Nonetheless, considerable groundwork has been laid and valuable lessons learned about assisting older people with limited financial resources to use ride-hailing services. After careful evaluation of the current environment, and the uncertainty about how the transportation landscape will evolve as a result of the pandemic, we are unable to plan future programs directed at improving transportation options at this time.

Activities

The purpose of WAA-TIS Phase II was to conduct a pilot/trial program with Watertown residents 60 and older who live in subsidized public housing complexes, offering reduced rate rides with Lyft and/or GoGo for a three-month period. The rationale for the program was twofold:

- To determine whether subsidized rides on Lyft or GoGo meet the needs of older people for transportation that is affordable, accessible and convenient (curb-to-curb, all destinations, on demand).
- To determine the logistics, cost and feasibility of implementing a subsidized ride-hailing services program for older people on a long-term, town-wide basis.

In addition, we hoped to encourage and assess the use of a subsidized ride-hailing services program for non-essential transportation, such as entertainment, visiting friends, etc., as a way to help reduce social isolation among older people with limited financial resources.

Although we were able to enroll only about 25% of the desired number of participants before recruitment was put on pause due to the pandemic, we did complete considerable early-stage development for the project. Importantly, we gathered a considerable amount of information about the challenges involved in assisting this group of older people with limited financial resources to use ride-hailing services.

Beginning in January 2020, WAA-TIS completed these activities:

- Established and consulted with the Senior Transportation Advocacy Committee (STAC), comprised of consumers/residents, town government officials and representatives from town organizations.
- Researched the experience of nearby community providers offering similar ride-hailing programs.
- Engaged on-site ambassadors at the two largest subsidized public senior housing complexes to spread the word, facilitate extra assistance if resident participants required it, and assure that notices were properly and prominently posted.
- Created a Participant Recruitment and Communication Plan including registration packets and related project materials. (continued)
- Conducted two workshops, led by an experienced trainer from the Transportation, Resources, Information, Planning and Partnership for Seniors (TRIPPS) program, to instruct residents on how to use the Lyft application on a smartphone.
- Provided hands-on assistance and sign-ups of interested residents directly following the workshops.

(Activities continued from previous page)

- Designed and produced promotional, educational and data collection materials to be used during the pilot/trial.
- Collected data on participant profiles and the riders' experiences.

What We Learned

Program participation: Enlisting support and help from management personnel of the housing complex is highly important before beginning any program. Having on-site ambassador residents and word-of-mouth are key to effective recruitment. Recruiting on-site where people live is most effective. Although we publicized the workshops at other buildings, no residents from those buildings attended or registered for the program.

Resistance: In addition to a certain amount of resistance to any new program, there is discomfort with ride-hailing services due to some unfavorable news reports and fear of sharing credit card information with the Lyft app or with GoGo.

Access to Technology: Residents may not own a smartphone or any type of mobile telephone.

Training: The need for technical and social support was much higher than initially anticipated. Language sometimes presented a challenge. More workshops and one-on-one tutoring will be required for many participants.

Conclusion

The outbreak of COVID-19 and resulting stay-at-home recommendations significantly impacted our ride-hailing pilot/trial program. The pandemic-related restrictions limited participation significantly, in terms of the number of people we were able to recruit and the reduced types of destinations to which participants were able to travel. Therefore, we are currently unable to draw firm conclusions about the potential for a program of subsidized ride-hailing services to increase transportation options for older residents with limited financial resources.

BACKGROUND

Phase I of Watertown for All Ages Transportation Initiative for Seniors (WAA-TIS) was a one-year project to identify the transportation needs of Watertown's older residents and to develop recommendations to address unmet needs. Funding was provided by a Tufts Health Plan Foundation Momentum Grant and the Watertown Community Foundation.

During Phase I (2019) Project staff conducted six focus groups and numerous interviews with older people in town; gathered information about transportation-related initiatives in Watertown and other communities; and consulted with an Advisory Committee of town officials and community members.

We identified and cataloged the transportation options available to older people who can't or don't want to drive, and the challenges they reported:

- Many are unaware of what is available or don't know how to use it.
- Current transportation options are insufficient. Older people need and want options that are
 - affordable
 - accessible to those with limited mobility
 - convenient (curb-to-curb, on-demand, variety of destinations) and
 - available to all, with no eligibility requirements.
- Walking conditions in some areas are especially difficult for many older people, limiting their ability to get around town and to walk to and from bus stops.
- No single agency or organization is responsible for all aspects of transportation for older residents.

At the conclusion of Phase I, WAA and its Advisory Committee developed a set of recommendations to begin to address older residents' needs for more information, additional transportation options, and improved walking conditions. (The complete report on Phase I, "Mobility for Older People in Watertown: An Assessment of Needs and Recommendations," is available on the WAA website.)

Goals for Phase II, to be conducted in 2020, were developed to address these recommendations. They included:

- Increasing the knowledge of older people about existing transportation options and how to use them by developing a Resource Guide and offering educational workshops.
- Increasing transportation options for a group of older residents by running a trial program to partially subsidize the cost of using the Lyft Partnership Program and GoGo.

- Creating a Senior Pedestrian Advocacy Corps (SPAC) to advocate for policies related to pedestrian safety for older residents, in coordination with existing town initiatives promoting walking/biking.
- Organizing a Senior Transportation Advisory Committee (STAC) of key stakeholders to develop a coordinated approach to transportation for older residents.

Based on these recommendations, WAA-TIS developed Phase II of the project, focused primarily on a trial of subsidized ride-hailing services for older residents in subsidized public housing in Watertown, based on the following hypotheses:

- With education and training, older residents with lower income will use ride-hailing transportation services if they are affordable, accessible, convenient and on-demand.
- A subsidized ride-hailing services program could be implemented on a permanent basis if a pilot is:
 - informed by best practices from other communities
 - guided by a group of community stakeholders
 - shown to be economically and logistically feasible
 - heavily and consistently publicized, including through word-of-mouth.

METHODOLOGY

Research and Planning

WAA-TIS staff surveyed other local communities running various trial or permanent subsidized ride-hailing programs, including through membership in the InnerWest Suburban Community Transportation Coordinating Council.

We learned, for example, that:

- Needham supplements its volunteer transportation program with Lyft Concierge to fill travel needs when no volunteer driver is available. The Senior Center coordinates the program.
- Newton partnered with on-demand transit platform VIA to create NewMo, a microtransit on-demand public shared ride. The town leased 4 six-person vans, one of which is wheelchair accessible. The program is well-funded and staffed.
- Carlisle Council on Aging (COA) partnered with Lyft and GoGo to offer a trial program. The biggest challenge was recruiting participants. Subsidies are offered to people ages 50+ and/or who are disabled. The COA Director managed the program directly.
- Burlington partnered with Lyft and GoGo in a trial. Participant numbers are low (11 as of 2.11.20) despite the former fixed-route shuttle bus routes having been cancelled. The COA Director manages the program directly.
- Sudbury collaborated with 5 other towns to get a Community Impact Grant from the Metropolitan Area Planning Commission (MAPC). Sudbury partnered with UBER. People eligible for the transportation subsidy include those aged 50+, veterans, and those who are financially challenged or disabled. Twenty signed up; most are younger and tech-savvy. The Senior Center Director and Town Planning Department manage the program; town social worker works directly with and supports participants.

[NOTE: The above descriptions represent pre-pandemic conditions. Transportation arrangements have changed significantly as a result of travel and social distancing restrictions.]

Based on our understanding of existing transportation initiatives prior to the pandemic, funding sources, and the experiences of other communities, we focused on finding ride-hailing service providers who would work with us to help the trial program succeed. Following extensive consultation, we selected Lyft Partnership and GoGo,¹ both of which provide transportation on demand. Both companies worked with us to develop documentation of ride-tracking to meet our data needs.

WAA partnered with Brookline's Transportation Resources, Information, Planning & Partnership for Seniors (TRIPPS) to provide training workshops to older people. The Watertown Housing Authority (WHA)² was an active partner in many aspects of the project. A current resident coordinated the logistics with WHA management and actively participated in planning the workshops, publicity, individual tutors and follow-up. The ride-hailing workshops were held in community meeting rooms of the two largest WHA housing developments for older residents in Watertown: the E. Joyce Munger Apartments (100 Warren Street) and Woodland Towers (55 Waverly Street). Workshops were also advertised and promoted to residents of privately-owned, subsidized units designed for older people or people with disabilities: Arsenal Street Apartments, Marshall Place and St. Joseph's Hall.

Guidance from the Senior Transportation Advisory Committee members helped inform service provider selection and participant recruitment and support.

¹ Lyft requires riders to use a smartphone to schedule a ride, a credit or debit card registered on its system, and familiarity with using its app. The cost of the ride is based on distance, time of day and requires a \$5.00 minimum. The rider has a firm understanding of the cost when the ride is booked. All Lyft vehicles are required to have an open trunk for mobility assistive equipment. Lyft has limited-availability wheelchair accessible vehicles for motorized chairs. With GoGo, a rider calls a dispatcher using any type of phone. A credit or debit card is required. GoGo is a high-touch service providing individualized support for riders. For example, a dispatcher can tell the rider over a landline that the ride is out front and waiting. GoGo also creates a profile for each rider, which includes information about challenges that may need attention. GoGo uses Lyft and UBER drivers. The ride cost includes a \$.27 per-minute surcharge for GoGo on top of the Lyft or UBER cost.

² The Watertown Housing Authority operates a variety of publicly-subsidized housing programs, including three housing complexes for adults with lower income and persons with disabilities.

Communication Plan

The WAA-TIS Phase II project team designed a Communication Plan focused on recruiting riders and documenting rider experiences.

The Plan included:

- Collateral Materials
 - Flyers for community bulletin boards - full and half-page versions
 - Registration materials for workshops and trial program participants
 - Rider Experience Cards with stamped addressed return envelopes to be completed after each ride
 - Participant surveys for workshop attendees
- Training Materials
 - Brookline's TRIPPS instructional booklet on using ride-hailing apps and rider safety
 - GoGo information about its supportive ride-hailing program (GoGo provides its own detailed user handbook to participants who register to use its service.)
- Contact Outreach
 - Calling registrants to encourage attendance at workshops
 - Monthly calls and emails for follow-up with trial program registrants and ambassadors

Participant Recruitment

Guided by other communities' experience and WHA management, we approached recruiting as follows:

- Community Ambassadors
 - Identified residents at each location to serve as resources to recruit, encourage and support their neighbors.
 - Worked closely with Watertown Housing Authority management to make sure we were getting our message across.
 - Worked with on-site management at 5 buildings to encourage participation. Those residences are: E. Joyce Munger Apartments (100 Warren Street), Woodland Towers (55 Waverley Avenue), Marshall Place, St. Joseph's Hall and Arsenal Street Apartments.

- Workshops
 - Two Lyft training workshops were held at WHA’s largest subsidized public housing complexes —100 Warren St. and 55 Waverley Ave. Attendance was disappointingly low, which resulted in the need for additional outreach sessions and contacts with residents. A total of 17 residents participated in these sessions, 11 at Warren Street and 6 at Waverley Avenue.
 - A GoGo workshop scheduled for March 12, 2020 was cancelled due to virus concerns. Instead, WAA’s Board and project team met with Justin Boorgaard, GoGo founder and CEO, to learn about the service.

- Lobby Sits
 - We quickly realized residents needed additional support to decide to register, and one-on-one assistance to learn how to use the Lyft app.
 - Seven Lobby Sit sessions were held at the E. Joyce Munger Apartments (100 Warren Street) and Woodland Towers (55 Waverley Street) between February 25 and March 10, when virus concerns made it inappropriate to continue. At least two WAA members were present at each session to assist participants, answer questions, and recruit new participants.
 - Sessions were scheduled around high traffic times including community lunch (Woodland Towers) and Senior Center shopping shuttle pickups at both buildings.

- Participant Check-Ins
 - A monthly outreach schedule was set up to maintain contact with the trial program participants.
 - Contacts have been limited by non-working email addresses and full voice mailboxes, among other communication challenges.

DATA SUMMARY

Workshop Participant Profiles

WAA conducted two workshops to recruit and train participants. These were held on February 20 and February 26. A total of 17 participants, 13 women and 4 men, attended these sessions. Attendees ranged in age between 60 and 89. A total of 12 attendees chose to move forward with registering for the project, and 5 did not. Subsequently 3 registrants for Lyft either didn't have smartphones that could download the app (1) or decided that they would not participate.

Some highlights concerning the respondents' experience with transportation include the following:

- Twelve (71%) never drive, and 3 more only drive sometimes.
- Most (13) have not missed medical appointments due to lack of transportation³, but 8 of the 17 have missed other types of appointments at least a few times.
- Only 3 described themselves as “experienced” with a smartphone, while 7 said they were beginners. (Of the 12 who registered, half thought they would need help using their phones for the project.)
- Ten out of the 17 said they had a health problem that sometimes made it hard to get around, while another 3 said that was always the case.
- One respondent reported having used a wheelchair in the last 12 months while 2 had used a walker.
- The impact of cost on decisions about how to get around was “a lot” for 6 respondents and “sometimes” for 5 more.

Takeaway: We reached a population that could use the help.

³ This may be due to the fact that assistance specifically for transportation to medical appointments is available from the Watertown Senior Center and Springwell.

Respondents reported the following with respect to their use of various modes of transportation:

- Private car (their own or another's): 11
- MBTA: 9
- Taxicab: 7
- Senior Center Shuttle: 4
- The Ride: 4
- Lyft/UBER: 4
- Medical Transportation (from Springwell, Senior Center or other): 3.

Takeaway: Given that only two respondents drive all the time, most of them are probably getting rides from family and friends. Most do not make use of group transit options.

We asked those who chose to register to rate the importance of four different factors in their decision, using a five-point scale that ranged from “not important” (1) to “extremely important” (5). The average of the ratings given by the participants for each question was as follows:

- “The discount will help me financially” – 4.6
- “It will help me get to places that are important to me” – 4.5
- “I won’t have to ask other people for rides” – 4.3
- “I will be able to get out of my home more often” – 3.7
- Additional factors provided by respondents include not driving at night or in bad weather, “I like to try new things,” and “I won’t feel so helpless.” They expected to be able to get to medical appointments, but there were a few mentions of other destinations such as a crafts shop, nail shop, Senior Center activities, and social events.

Takeaway: The discount and the ability to get to important places are the two most important factors. Even though few had reported missing doctor’s appointments because of transportation problems, doctor’s appointments were still an important expected destination.

We also asked the five respondents who chose not to register to rate the importance of eight possible reasons for choosing not to participate. This small number of respondents (not all of whom even answered each question) makes analysis moot. Given these limitations, it can be noted that the only item with a mean above 3.0 was “I have better, other options.” Better options cited included a Senior Charlie card for \$30/month or being driven by a friend or relative.

Rider Experiences

Between March 1 and September 30, six program participants took a total of 68 rides. Five riders took a total of 41 Lyft rides. Of these, 29 were used by one person. One rider used the GoGo service for a total of 27 rides through September.

We designed a short survey card for participants to complete and return after each ride to give information about their experiences (please see Appendix.) The survey included the date, time, and purpose(s) of the trip (e.g., shopping, medical, entertainment). It also asked for ratings that ranged from 1 (“Terrible”) to 5 (“Great”) for setting up the ride, the driver, and the overall experience, along with any additional comments.

For a variety of reasons considered elsewhere in this report, our recruiting fell short, and the COVID-19 crisis curtailed our recruitment and training activities even further. Therefore, our ridership data are limited.

We received 43 rider response surveys total, only 13 for Lyft (from two participants); eleven of the 13 Lyft responses were from one respondent. We received a total of 27 from the one rider who used the GoGo service.

Almost two-thirds (28, 65%) of the reported rides were for shopping (food, essentials), with a few others for such things as going to the bank. Fifteen trips were for medical reasons, and there were 13 reasons coded as “other,” which was sometimes a combination of purposes. Because with COVID-19 came a strong recommendation that people only go out for essential activities, there was no chance to see how respondents might have used the service in other ways under different circumstances.

It is noteworthy that both of the Lyft respondents had previously used Lyft or UBER and had rated themselves as “experienced” in smartphone use. They gave very high ratings to each of their rides. By contrast, the respondent using GoGo reported several difficulties and misunderstandings about the rides and the service. The GoGo rider had a wider range of experiences, some highly satisfactory and some with shortcomings. Over time this rider became much more comfortable with the whole system and came to enjoy many of the rides.

Takeaway: Those with previous Lyft/UBER experience and experience with a smartphone made use of the service and gave it very high marks. Those without such experience are likely to need handholding and encouragement.

Rider Stories

Throughout Phase II of this project, older residents presented ways they could use new options for transportation. For example:

- Some noted the ability to shop at grocery stores beyond those served by the Senior Center shuttle.

- One rider, noting that her daughter's wedding was coming up, asked if she could take a subsidized ride-hailing service to the Burlington Mall to go shopping for a dress. She then realized she could bring friends with her to share the cost, and they could also go shopping.
- One rider realized he could pick up a friend and they could both seek out entertainment at a casino.

Rider responses have shown WAA that the experience of taking a ride-hailing service varies. The experience significantly depends on the driver providing the ride. Individual drivers can be more or less accommodating for those with mobility or hearing challenges.

Residents who own smartphones and are familiar with using the Lyft app have more positive experiences.

When asked in followup conversations in August whether they would continue to use the subsidies from WAA, the responses from riders were varied:

- One had used ride-hailing services frequently but perceiving a risk from Coronavirus to those around her, she limited her travel. This rider said she would use ride-hailing services in the future, when travel feels safer.
- One relied on a neighbor to drive her when she needed to travel.
- Health problems kept a third trial participant at home.
- A fourth had an injury and was very happy to have subsidized curb-to-curb rides via Lyft while she recovered during April.

Community Ambassador Feedback – Ann Hilferty

The professional presentations at the workshops were excellent, and tenant participation was quite positive. In fact, there was remarkable engagement among tenants and WAA members. Seated together at small tables, they discussed points the presenters had made, adding their own experience and questions. Tenants, as well as WAA members, contributed ideas and questions, and there was cross-table sharing. Anyone, presenter, tenant, or WAA member might jump up to write or draw on the flip chart to make a point clear.

The design was very creative: social and flexible, supported by a framework of confirmed information, and allowing improvisation as needed. WAA members responded sensitively as tenants expressed their personal interests and goals (and later reflected on their own experiences in the workshops as well). Tenants realized they could use subsidized transportation for a variety of purposes, including activities and resources at other sites in Watertown Housing.

Tenants' questions, along with those of possible new recruits, called for additional contacts. Assistance from ambassadors, along with the imaginative idea of "lobby sits"

spoke to these needs. Lobby sits were scheduled for a variety of times on different days when WAA members could meet informally in public with interested tenants who didn't need to make appointments. It became clear, even at this early stage, that the project was going to be labor-intensive.

As the gravity of the looming pandemic was revealed, we were obliged to 'pause' after only our second workshop. For all our program's creativity, we did not have the models to design an alternative, adaptive program based on social distancing and other subsequently mandated health practices necessary for the safety of all involved.

On the positive side, the tenants who did register for the program were able to reach their personal transportation goals through the collaboration of WAA members and tenant-ambassadors, and to provide data attesting to the effectiveness of the original WAA-TIS program design.

KEY FINDINGS and CHALLENGES

Although we were able to enroll about 25% of the desired number of trial program participants before recruitment paused due to the pandemic, we were able to establish close working relationships and gather a considerable amount of information about challenges involved in implementing a subsidized ride-hailing program and assisting this group of residents to use ride-hailing services.

- Communication challenges
 - We were fortunate to have a resident 'community organizer' on the project team. It was crucial to the success of the workshops, both in participation and content, to have an insider recruit and encourage residents to participate.
 - Personal recommendations from other residents were very important to recruitment success. Those residents who embraced the program became ambassadors and played important leadership roles. WAA identified a key resident for each location responsible for posting notices and helping people use the service. Endorsements from staff at WHA and Springwell were just beginning to help win over participants when the program was paused.
 - We were overly ambitious in expecting residents from other buildings to participate in the trial program. We worked closely with building management at each location to promote the workshops, recruited residents as ambassadors to encourage neighbors to attend, and offered to provide rides to/from the Lyft training workshops. Despite this effort, all attendees were residents of the two large subsidized public housing

buildings where the workshops were held: Woodland Towers (Waverly Avenue) and E. Joyce Munger Apartments (Warren Street)

- We were not able to provide program services to non-English speakers at this time.
- Outreach and follow-up were complicated by difficulties communicating by email (e.g., lack of email account or inactive email addresses) and telephone (e.g., not answering calls from us because of unfamiliar phone number, full voicemail boxes).
- Resistance
 - The use of app-based ride-hailing services is unfamiliar to many of the residents of the housing complexes involved in this project. Even with people familiar with UBER or Lyft, WAA members met some resistance to the new program we were offering. We were met with suspicion about the subsidized (or “discounted”) rides. We learned that programs are best marketed by word of mouth.
 - We found that many older riders were uncomfortable getting into an unmarked car, citing stories they had seen in news reports. Many Watertown residents 60 and older who live in subsidized public housing already receive subsidized cab rides which offer limited and inconsistent service, but those vehicles are marked and familiar to this population.
 - Using a ride-hailing program means putting payment details into an app, and many residents were not comfortable providing a debit or credit card, fearing they would be robbed, hacked, or overcharged. People with fixed income and limited resources can be especially concerned about controlling spending and sometimes face other challenges that complicate their use of credit or debit cards.
 - Some Watertown residents 60 and older who live in subsidized public housing do not have mobile phones. Some have flip phones or outdated smartphones that cannot be used to download the Lyft app, which made using that ride-hailing service problematic. Our training workshop for GoGo, the platform that does not require a smartphone, was cancelled due to the pandemic, and we did not have the opportunity to offer that program, in person, to most potential users.
- Training and support needs are high
 - Technical and social support requirements were much larger than anticipated – hands on, one-on-one introduction to the concept and working with individuals to download and use apps on their phones were time-consuming. We underestimated infrastructure and individual support

required (e.g., more workshops and one-on-one assistance). While a few could be jump-started into the process with only reassurance and encouragement, many residents needed supports beyond what WAA could provide.

CONCLUSION

The outbreak of COVID-19 and resulting stay-at-home recommendations significantly impacted our ride-hailing pilot/trial program. The pandemic-related restrictions limited participation significantly, in terms of the number of people we were able to recruit and the reduced types of destinations to which participants were able to travel. Therefore, we are currently unable to draw firm conclusions about the potential for a program of subsidized ride-hailing services to increase transportation options for older residents with limited financial resources.

Attendees at the two Lyft training workshops we offered were enthusiastic, and grateful for the program. We did succeed at providing subsidies for a seven-month period and received feedback from participants about how they used the rides and whether having access to subsidized rides would improve their quality of life. Of the eight participants who initially enrolled, six of them used a total of 68 ride subsidies during the pilot/trial -program period from March through September. Although the resulting ridership data is limited, the anecdotal information we received and lessons we learned about establishing and operating a program of this kind are informative and may be helpful to future initiatives to address transportation needs of older people with limited financial resources.

We cannot predict what the transportation landscape will be post-pandemic.

After careful evaluation of the current environment, and the uncertainty about how the transportation landscape will evolve as a result of the pandemic, we are unable to plan future programs directed at improving transportation options at this time.

March 12

Want Uber or Lyft without a smartphone? Talk to us

Watertown For All Ages wants to learn if discounted trips using Uber and Lyft is a good transportation option for older adults in Watertown.

- Does a discounted ride share program meet your needs?
- Is this something Watertown should adopt long term?

Here's what you get

You can take six trips per month, for three months. You'll pay the first \$2 and we'll pay up to the next \$10 of the cost of each ride.

Here's how you can help

We'd like your help in trying out a service called GoGo. You can sign up for discounted rides if:

- You live in senior housing in Watertown at 100 Warren St., 55 Waverley Ave., 415 Arsenal, Marshall Home, St. Joseph's Hall or McSherry Apartments
- You are 60+
- You're willing to tell us a little bit about each ride
- You have a credit card you can share with GoGo.

To sign up for the trial program, you must attend the workshop

Thursday, March 12, 3-4:30 pm in the 100 Warren Street Community Room.

To get a ride to and from the workshop, contact info@watertownforallages.org or phone 857-228-4821.



Watertown for All Ages (WAA) is a grassroots organization working to improve the livability of Watertown, Massachusetts for residents of all ages and abilities.

February 26

Transportation for older residents

Watertown For All Ages wants to learn if discounted trips using Lyft is a good transportation option for older adults in Watertown. We need your help to find out:

- Does a discounted ride share program meet your needs?
- Is this something Watertown should adopt long term?

Here's what you get

You can take six trips per month, for three months. You'll pay the first \$2 and we'll pay up to the next \$10 of the cost of each ride.

Here's how you can help

We want to know about your experiences taking these trips over the next three months. You can sign up for discounted rides using Lyft if:

- You live in subsidized senior housing in Watertown at 100 Warren St., 55 Waverley Ave., 415 Arsenal, Marshall Home, St. Joseph's Hall or McSherry Apartments
- You are 60+
- You have a smartphone and are willing to download the Lyft app
- You have a credit, debit or prepaid card

To sign up for the trial program, you must attend the workshop

Wednesday, Feb. 26, 3-4:30 pm in the 55 Waverley Community Room.

To get a ride to and from the workshop, contact info@watertownforallages.org or phone 857-228-4821.



Watertown for All Ages (WAA) is a grassroots organization working to improve the livability of Watertown, Massachusetts for residents of all ages and abilities.

RIDE EXPERIENCE CARD



Name _____ Date _____ Time Started _____

Reason for Ride: You may ✓ check off more than one, for example did you meet a friend at a movie?

- Social, Visit a Friend
- Shopping (Mall, Groceries)
- Entertainment (Movie, Theater)
- Medical
- Religious
- Other (specify) _____

How was your ride?	Terrible 	Not so Good 	OK 	Good 	Great 
Setting up the ride					
The driver					
Overall experience					

Comments _____

WAA Transportation Project Participant Survey for Registrants

Name: _____ Date: _____

Gender: _____ Age: _____

1. Do you drive?

- Yes, all the time Yes, some of the time No, never

2. In the last 12 months, have you missed a medical appointment because you didn't have transportation?

- Yes, many times Yes, a few times No

3. In the last 12 months, have you missed other things like a social or religious event because you didn't have transportation?

- Yes, many times Yes, a few times No

4. Please rate your skill level with your smartphone

- Beginner Know a few things Experienced

5. Do you think you will need some extra help in using the Lyft app on your phone?

- Yes No

6. Do you have a health problem that makes it hard for you to get around town?

- All the time Sometimes No, never

7. Please check off any of the following of transportation types you have used in the last 12 months:

- Private car (my own or someone else's)
- Watertown Senior Shuttle
- The RIDE
- MBTA Buses
- Taxicab
- Lyft/Uber
- Transportation to medical appointments - provided by Springwell, the Senior Center, the Cancer Society or other

WAA Transportation Project Participant Survey for Registrants

8. In the last 12 months, have you used:

Wheelchair or scooter

Walker

9. Transportation can be expensive. How much does cost affect your decisions about how to get around?

A lot

Sometimes

A little or not at all

10. Below is a list of reasons for participating in the trial program. CIRCLE a rating for each reason.

	1 Not Important	2 Slightly Important	3 Somewhat Important	4 Very Important	5 Extremely Important
The discount will help me financially	1	2	3	4	5
I will be able to get out of my home more often	1	2	3	4	5
I won't have to ask other people for rides	1	2	3	4	5
It will help me get to places that are important to me	1	2	3	4	5

11. Any other reasons? Please list:

12. What 1 or 2 places are you most looking forward to going with your Lyft discount?

Discounted rides will start becoming available on March 1st.

Would you like us to contact you in early March? Yes No

IF YES, best times to reach you _____

Best number to use to reach you _____

Would you like additional information? Yes No

IF YES, what information would be helpful? _____

THANK YOU FOR COMPLETING THE SURVEY!

WAA Transportation Project Participant Survey for NON-Registrants

Name: _____ Date: _____

Gender: _____ Age: _____

1. Do you drive?

- Yes, all the time Yes, some of the time No, never

2. In the last 12 months, have you missed a medical appointment because you didn't have transportation?

- Yes, many times Yes, a few times No

3. In the last 12 months, have you missed other things like a social or religious event because you didn't have transportation?

- Yes, many times Yes, a few times No

4. Please rate your skill level with your smartphone

- Beginner Know a few things Experienced

5. Do you have a health problem that makes it hard for you to get around town?

- All the time Sometimes No, never

6. Please check off any of the following of transportation types you have used in the last 12 months:

- Private car (my own or someone else's)
- Watertown Senior Shuttle
- The RIDE
- MBTA Buses
- Taxicab
- Lyft/Uber
- Transportation to medical appointments - provided by Springwell, the Senior Center, the Cancer Society or other



Watertown for All Ages – Transportation Initiative for Seniors (WAA-TIS)

RideShare Trial Program Registration and Agreement

Name: _____

Address: _____ Apt/Unit #: _____

Zip Code: _____

Age: _____

Phone (landline): _____ Cell phone: _____

Email: _____

Agreement:

As a participant in the WAA-TIS RideShare Trial program, I understand and agree that:

- I will receive 6 discounted rides per month.
- I will pay the first \$2.00 of my ride; WAA-TIS will pay up to the next \$10.00 of the cost and I'll pay the rest over \$12.00.
- Rides must be used within each month; they do not carry over and cannot be saved.
- There is no limited geographic area, but the discount is only up to \$10.00.
- Rides will be automatically uploaded into my Lyft account every month of the trial program.
- I will fill out a Ride Experience Card after each discounted ride and send it in the stamped envelope.
- I am over 60 and live in subsidized housing in Watertown.

Name (printed)

Signature

Date



GoGo

Watertown for All Ages – Transportation Initiative for Seniors (WAA-TIS)

RideShare Trial Program Registration and Agreement

Name: _____

Address: _____ Apt/Unit #: _____

Zip Code: _____

Date of Birth: _____

Phone (landline): _____ Cell phone: _____

Email: _____

Family or friend for messages about your ride:

Name: _____

Phone (landline): _____ Cell phone: _____

Home Pickup Instructions: (Where the door for your building is located; Whether you need extra time to get out the door, etc.)

Language Information – English, Spanish

Primary Language: _____ Secondary Language: _____

Language Preference for Reading: _____

Language Preference for GoGo Operator: _____

Language Preference for Driver: _____

Additional Information about you:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Visually Impaired | <input type="checkbox"/> Service Dog |
| <input type="checkbox"/> Hard of Hearing | <input type="checkbox"/> Oxygen Tank |
| <input type="checkbox"/> Use a Cane | <input type="checkbox"/> Poor Memory |
| <input type="checkbox"/> Use a Wheelchair | <input type="checkbox"/> Use a Walker |
| <input type="checkbox"/> Can't get into larger cars (van, SUV) | |



GoGo

Watertown for All Ages – Transportation Initiative for Seniors (WAA-TIS)

RideShare Trial Program Registration and Agreement

Agreement:

As a participant in the WAA-TIS GoGo RideShare Trial program, I understand and agree that:

- I will receive 6 discounted rides per month.
- I will pay the first \$2.00 of my ride; WAA-TIS will pay up to the next \$10.00 of the cost and I'll pay the rest over \$12.00.
- Rides must be used within each month; they do not carry over and cannot be saved.
- There is no limited geographic area, but the discount is only up to \$10.00.
- Rides will be automatically uploaded into my GoGo account every month of the trial program.
- I will fill out a Ride Experience Card after each discounted ride and send it in the stamped envelope.
- I am over 60 and live in subsidized housing in Watertown.

Name (printed)

Signature

Date

