

OLDER DRIVERS AND TRANSPORTATION NETWORK COMPANIES: INVESTIGATING OPPORTUNITIES FOR INCREASED SAFETY AND IMPROVED MOBILITY

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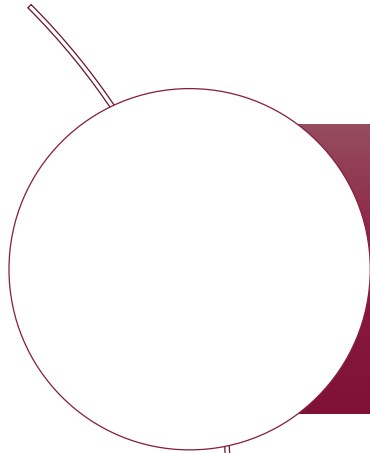
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POTENTIAL SAFETY BENEFITS OF TNC USE

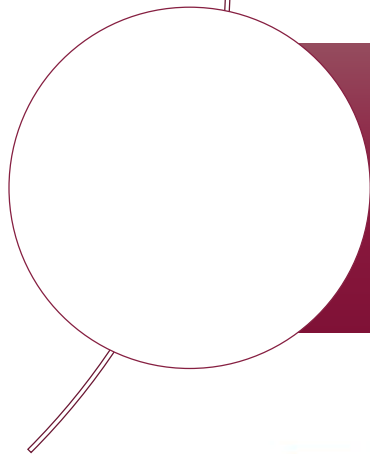
Reduced Risk of Crashes

- Older adults (65+) have higher crash and fatality rates
 - 17% of traffic fatalities
 - 20% of pedestrian fatalities
- **TNC drivers operate vehicles more safely than average drivers**

PURPOSE

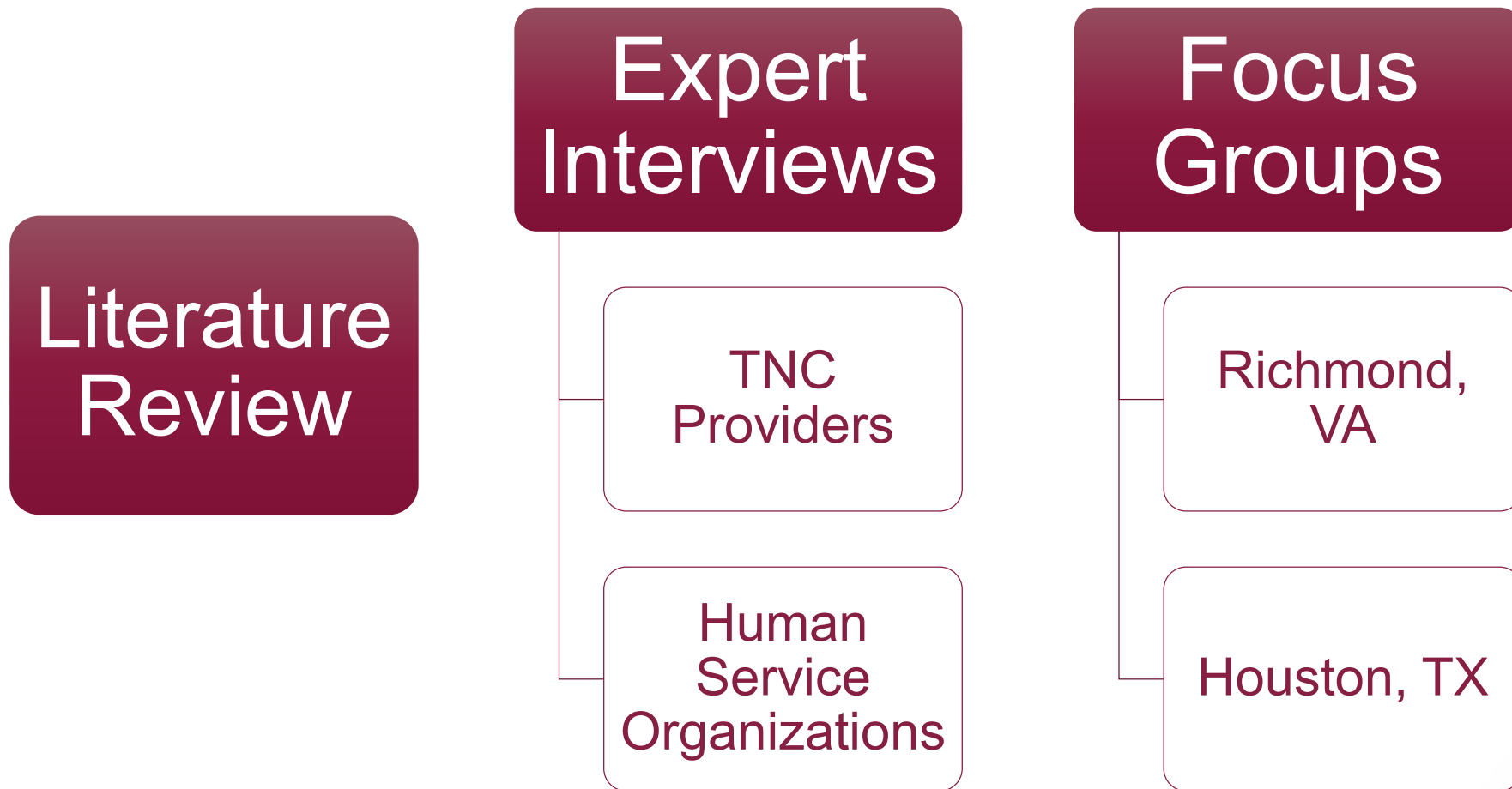


What are the factors influencing the adoption and use of TNCs by older populations



What would be the most effective ways of mitigating negative perceptions?

METHODS: OVERVIEW



LIT REVIEW: TNC USE BY OLDER ADULTS

- Limited data on demographics, travel behavior of TNC users
- Pew Research Center (2015)
 - 15% of U.S. adults have used a TNC
 - Adults 65+ were among the least likely demographic group to use TNC
 - Only 4% of adults 65+ years have used a TNC

LIT REVIEW: TNC SERVICES AND PROGRAMS FOR OLDER ADULTS

TNC Service	Service Model
UberAssist	<ul style="list-style-type: none"> • Additional assistance for seniors and riders with disabilities • Drivers trained to assist rider into the vehicle • Accommodate folding wheelchairs, walkers, scooters • As of May 2016, available in 13 U.S. cities
UberACCESS	<ul style="list-style-type: none"> • Provides wheelchair-accessible vehicles (WAVs)
UberWAV	<ul style="list-style-type: none"> • Drivers are knowledgeable of accessibility needs • Vehicles have ramp or hydraulic lift
Lyft Concierge	<ul style="list-style-type: none"> • Allows third parties to request rides for older adults through web program

LIT REVIEW: TNC DISPATCHER PROGRAMS

Dispatcher Program	Service Model
GoGoGrandparent	<ul style="list-style-type: none"> • Dispatcher program for Uber and Lyft • TNC access without smartphone • Users order rides through GoGo operators • Operators monitor rides
GreatCall Rides	<ul style="list-style-type: none"> • Works with Lyft via Jitterbug phones • Operators request ride through Lyft's concierge platform • Service and ride fees added to monthly phone bill • Currently in "piloting" phase
RideWith24	<ul style="list-style-type: none"> • 24Hr Homecare in partnership with Uber • Trains Uber/taxi drivers to accommodate older passengers • Toll-free number

METHODS: EXPERT INTERVIEWS

Purpose

- Gather views of transportation needs and services for older adults
- Discuss challenges faced

METHODS: EXPERT INTERVIEWS

- Semi-structured interviews
- On average 60 minutes to complete
- 11 interviews completed

TNC Services

- Uber
- Lyft
- RideAustin
- SilverRide
- GoGoGrandparent

Human Service Organizations (HSO)

- Feonix: Mobility Rising
- Alamo Area Agency on Aging
- Rio Grande Area Agency on Aging
- North Central Texas Council of Governments
- Brazos Valley Council of Governments
- St. David's Foundation

TNC FINDINGS: SERVING OLDER ADULTS

- All 5 TNCs do
- 3 of 5 do not specifically track rider demographics
- One TNC:
 - 12% of 30,000 respondents were over 50
 - 30% of senior riders report owning a personal vehicle
 - 18% report living with a disability
- Senior-focused TNC:
 - Majority 75+
 - 30% 60-75

TNC FINDINGS: ACCOMMODATIONS

- All have services or accommodations targeting older adults
 - Alternative scheduling
 - Accessible vehicles
 - Door-to-door services
 - Specially trained drivers



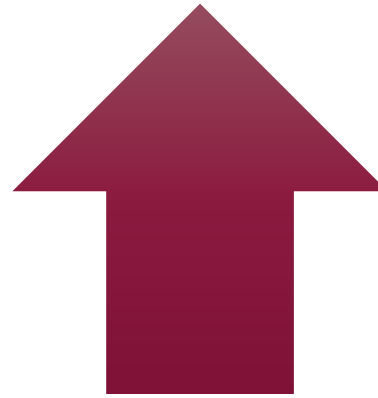
TNC FINDINGS: CHALLENGES

- Awareness
- Limited resources, including accessible vehicles
- Limited trained drivers

HSO FINDINGS: RIDERSHIP TRENDS

- Common trip types:

- Medical
- Errands
- Social or Entertainment



Increased
demand for
trips



Stagnant or
decreased
service
capacity

HSO FINDINGS: VIEW ON TNC SERVICES

- Concerns regarding TNC drivers
- Need for wheelchair-accessible vehicles
- Smartphone availability/proficiency
- Low availability of TNCs in rural areas

METHODS: FOCUS GROUPS

Purpose

- Identify opportunities and barriers
- Discern aging adults' mobility options
- Determine preferred information sources

METHODS: FOCUS GROUPS

May 2018

Richmond,
VA

- 65-74 years
- 75-84 years
- 85+ years

Houston,
TX

- 65-74 years
- 75-84 years
- 85+ years

TNC AWARENESS AND USE

- High awareness of TNCs, particularly Uber
- Little personal experience
- Some negative perceptions

BENEFITS OF TNCS

- No need to park
- Less stressful than driving themselves
- Flexibility
- Freedom/independence
- Cost efficiency
- Faster than taxi or bus

BARRIERS TO USE

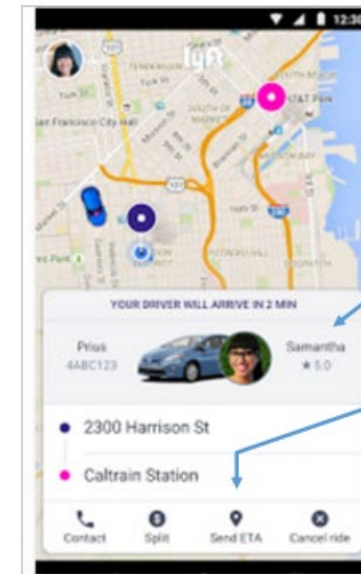
- **PRIMARY: NEED FOR SMARTPHONE**
- Navigating the applications
- Cleanliness and comfort of vehicle
- Driver assistance needed
- Payment method



BARRIERS TO USE (CONTINUED)

- Concerns about TNC driver
 - Selection/vetting
 - Safety and trustworthiness
 - Safety of the vehicle
 - Insurance
- “Door through door” needed
 - Mixed responses on extra fee
 - Suggested certification of door through door drivers

Pick Up



Your driver and car shown here.

Share your trip information with a friend or relative.

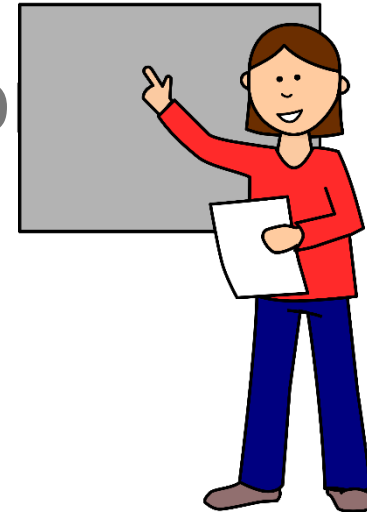
PREFERRED TRAINING CONTENT

- Step-by-step instructions
- Available tools and services
- Whether one could "talk to a real human"
- Other information:
 - What is the cost?
 - Who is the driver?
 - How are drivers trained?
 - Is it safe?

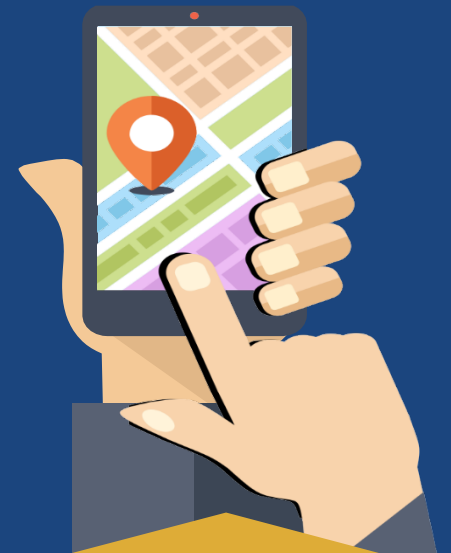


PREFERRED TRAINING DELIVERY

- In-person
 - Seminars or presentations
 - Tutorials
- Written materials
 - Brochures
 - Pamphlets
 - Booklets



Using a
Transportation
Network
Company (TNC)



TRAINING LOCATIONS

- Existing meetings/gatherings
 - Churches
 - Community centers
 - Doctor's offices

OTHER OBSERVATIONS

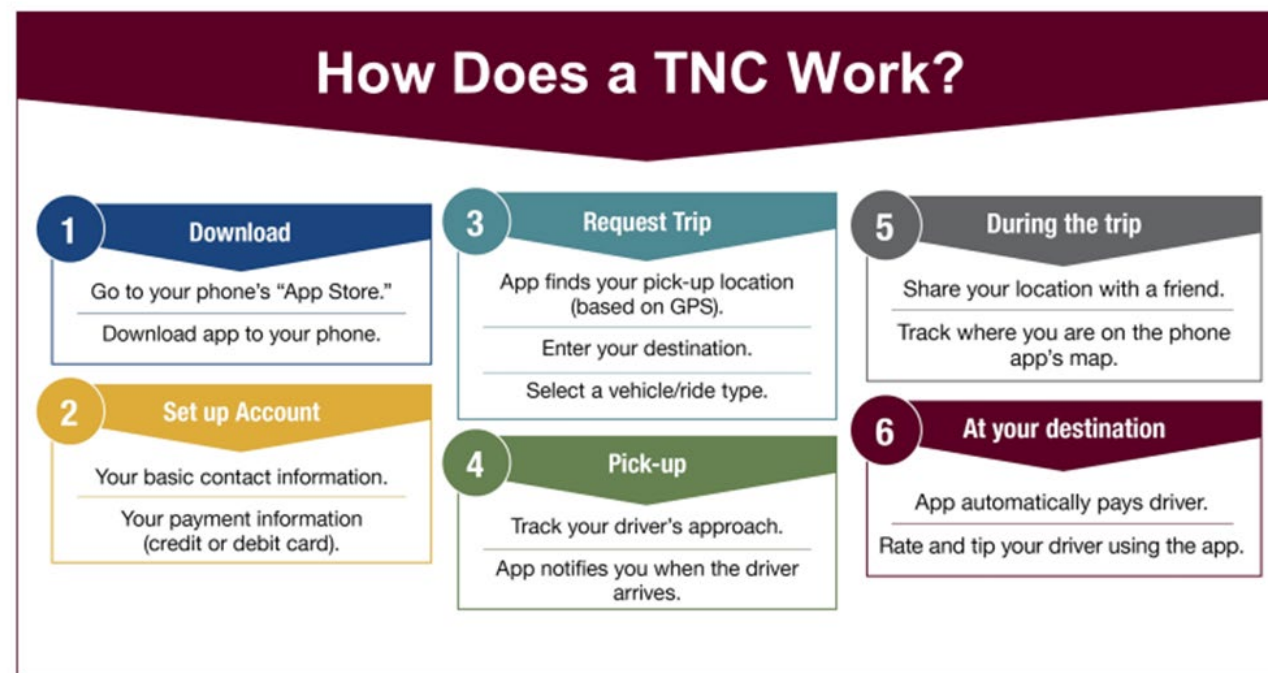
- Almost all participants were still driving
- **Few thought about mobility options after driving cessation**
- Aware of TNCs, but little/no experience
- Potential to expand use of TNCs among older adults

RECOMMENDATIONS

- **Outreach Outreach Outreach!**
- Promote TNCs as a mobility option for older adults
- Provide targeted training on TNC use
- Raise awareness of specialized services for older adults
 - Dispatch services
 - Accessible vehicles

TRAINING MATERIALS DEVELOPED

- Seminar-style presentation with speaker notes
- Training for older people
 - Outreach presentation
 - brochure



Using a Transportation Network Company (TNC)



What Is a TNC?

A transportation network company (TNC) is a car-for-hire service. Uber and Lyft are two popular examples of TNCs, but others might operate in your area as well.

Examples
of TNCs



TNCs use Smartphone applications (apps) to match drivers with people requesting rides. Rider and driver locations, contact information, trip routing, and payment are all processed through the app.

How Is a TNC Different from a Taxi?

Unlike most taxi drivers, TNC drivers use their own vehicles while agreeing to meet a TNC's minimum requirements to receive trips. Though taxis charge by the minute and mile, TNCs offer a set price for the entire trip when you request it. You pay before booking through the app.

How Does a TNC Work?

Different TNCs (such as Uber and Lyft) each have their own Smartphone app. Details about the registration and trip-request options and procedures may differ from one to the other.

Here's an example of the process for requesting a TNC trip.

1

Download

Go to your phone's "App Store."
Download app to your phone.

2

Set Up Account

Your basic contact information.
Your payment information
(credit or debit card).

3

Request Trip

App finds your pick-up location
(based on GPS).
Enter your destination.
Select a vehicle/ride type.

4

Pick-Up

Track your driver's approach.
App notifies you when the driver
arrives.

5

During the Trip

Share your location with a friend.
Track where you are on the phone
app's map.

6

At Your Destination

App automatically pays driver.
Rate and tip your driver using the app.

Benefits of TNCs

- Freedom and flexibility for your travel needs.
- No need to rely on the goodwill of family or friends for a ride.
- No worry about finding your way to an unfamiliar place while driving.
- No worry about driving at night.
- No worry about parking.

Safety and Security

TNCs and technology help protect your safety in several ways.

- TNCs conduct criminal and driving background checks on drivers although fingerprint-based checks vary by state.
- TNCs provide driver and vehicle information prior to a ride, including driver ratings assigned by previous passengers.
- You can see your location on the phone app map during the ride. Some TNC apps also let you show a friend or relative where you are.
- There's no need to carry cash or a credit card to pay. All payments, including the tip, happen online.

Service Options

Most TNC service occurs curb to curb, which means riders must get themselves to the vehicle without assistance from the TNC driver. For more assistance, find out if the TNCs in your area offer specific services for older or adults with disabilities. Your local area agency on aging, hospital, or medical center might have information about TNCs that serve older adults, or you can search online. *Rides in Sight* is a good online resource. The table shows some examples of TNC services for older adults.

Service	Wheelchair Accessible	Door-to-Door Assistance	No Smartphone Needed
Uber WAV	✓		
Uber ASSIST	✓	✓	
Uber ACCESS	✓		
SilverRide		✓	
GreatCall Rides (partners with Lyft)			✓
Gogo Grandparent			✓
RideWith24 (partners with Uber)			✓
Lift Hero (California)		✓	✓

What If You...?

Have to cancel a ride?

Look for a "Cancel trip" button, or a "trip information" button on the app screen.

Cancel trip by tapping the "cancel trip" button.

You may be charged a cancellation fee.

Can't find the driver?

Check the app to confirm that the driver has arrived at your location.

Find the driver's contact information on the app.

Contact the driver (there is usually a button provided on the app).

Have a complaint about the driver or the service?

The app will ask you to rate your driver, after the trip.

Rate your driver; if the rating is low, you will be asked for your comments.

Enter your comment or complaint using the provided space. There are some built-in comments that you can select from.

Have a question or problem with the fare?

Tap the menu icon on your TNC phone app.

Select "Your trips" or "trip history."

Select the trip you had a fare question or problem with.

On the trip's page, scroll down and select "Review my fare or fees," "Request review", or similar verbiage.

Left something in the driver's car?

Tap the menu icon on your TNC phone app.

Select "Your trips" or "trip history".

Select the trip where you think you lost your item; trips are listed by date.

On the trip's page, scroll down and select "I lost an item," "Find lost item," or similar phrase.

If you left your phone in the car or need further assistance, go to the website for your TNC and select the "help" button.

For More Details:

Uber:

<https://help.uber.com/riders>

Lyft:

<https://help.lyft.com/hc/en-us>

Gogo Grandparent:

<https://www.gogograndparent.com>

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QUESTIONS?

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