

COMMUNITY READINESS FOR CROWDSOURCING: EVALUATING AND INNOVATING

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3P Ride **Connects** More People to More Places.



How we got Here



- 3P Ride Partnership
- Paradigmatic Shift toward Empowerment
- Drive Change and Establish Trust
- Data Collection of Barriers
- Demonstrated a Need to Improve Services.
- 3P Ride- 501(c)3 nonprofit



NADTC Getting Ready to Innovate grant

- Improve the Connections that were identified by our Users
 - On-Demand
 - Choice Driven
 - Accessible
 - Same day
 - Cost that is Feasible for our Riders



Project Objectives



- Expand our Community Transportation Toolbox
 - Identify and test mobile applications
 - Identify and explore best practices that screen and match rider, driver, vehicle and destination
 - Evaluate for usability and relevance for our community
- More **P**eople, More **P**laces, More **P**ossibilities.



Project Accomplishments

- Engagement of key groups
 - Rider-run advocacy committees
 - 3P Ride Partnership
 - Board of Directors
- Identify needs and barriers
 - Onboard rider surveys
 - Focus groups
- Identified and pilot tested mobile applications
- Both offered some, but not all to be usable
- Need to develop an application exists



OnBoard Survey Findings



- How often do respondents ride Fixed Route?
 - (36%) 1-4 times/week
 - (34%) 5-8 times/week
 - (14%) 9-12 times/week
 - (14%) More
- Do you have access to other transportation?
 - (31%) Yes
 - (42%) No
 - (26%) Sometimes
- Do you have a smart phone?
 - (73%) Yes
 - (26%) No



Onboard Survey Findings

- Would you download a free mobile app that helps connect riders and drivers?
 - (73%) Yes
 - (26%) No
- Would you use a mobile app that connected you with a driver going in the same direction if the cost was affordable?
 - (70%) Yes
 - (30%) No
- Would you be willing to pay up to \$5 per trip for this service?
 - (52%) Yes
 - (47%) No
- Would you be willing to pay up to \$5 per trip for this service?
 - (32%) Yes
 - (68%) No



Focus Group Findings



- Gender
 - (31%) Male
 - (69%) Female
- Race/Ethnicity
 - (4%) Hispanic
 - (26%) African American
 - (61%) Caucasian
 - (2%) Native American
Hawaiian
 - (4%) Other
- Education
 - (9%) Less than High School
 - (59%) High School Diploma
 - (30%) Some College/ College Degree
- Have access to Internet
 - (51%) Smart Phone
 - (74%) Computer/Laptop
 - (33%) Tablet/iPad
 - (11%) Other

Focus Group Findings

- Features
 - Account Profile to authenticate login-accommodations, smoking, etc.
 - Customer ranking and reviews
 - Background checks- criminal records checks, ranking, DL
 - GPS/mapping/Tracking of the trip
 - Track number of successful trips for users to see
 - Survey for product or rides
 - Ability to select criteria of driver (tolerances)
 - Training info

 - Synced logins (Facebook, LinkedIn, email)
 - Security features
 - LinkedIn concept of connections

 - Options (Request ride, check on ride, ETA, notifications for late or no show, cancel feature)
 - Social Service agency have ability to add a van- drivers, riders, loaned vehicle

 - Starting point for cost negotiating
- What might be the concerns of a rider or a driver in a such a system?
 - Safe driving record / Safe Vehicle / Societal Safety /Tracking of Vehicle
 - Liability / Insurance Concerns
 - Identification of driver / Background checks
 - Knowledge of Geography / Dependability / Accessibility
 - Habits- Hygiene, Smoking, Drugs, Timeliness
 - Inconvenience





- Human Resources and Knowledge
 - rabbittransit System
 - Transportation Industry
 - Current Initiatives
- Cost Exceeds the Available Funding
- Funder Timeline

Sustainability

- Different approach
- Expedia of Transit
- Pennsylvania Department of Transportation (PennDOT)
- NEPA MOVES
- Mobility as a Service (MaaS) for Pennsylvania
- Develop FindMyRide



Future Outlook

- Look to the future
- Possible that the vision for this project becomes a reality
- Transportation and technology landscapes are advancing rapidly in pursuit of human-centered mobility.



Priority Goals

3P Ride will advance its mission and enthusiastically champion its vision by focusing on achieving the three priority goals below. This focus will serve to steadily grow 3P Ride and increase its impact.

**Priority
Goal #1**

Secure and develop necessary financial and human resources

**Priority
Goal #2**

Continue to advocate for enhanced and expanded transportation access and services

**Priority
Goal #3**

Implement an effective and ongoing program of education and awareness



PARTNERS



GET INVOLVED



GIVE





The **Gift** of Mobility Changes Lives.



To learn more:
<http://3p-ride.com/>