

## Estimating TNC usage

Pilot target: Seniors, people with disability, financial limitations ; financial limitations indicated by residence in affordable, public housing; known to use SNAP, etc.; individuals will be prequalified by Sr Ctr, town SW, other (TBD)

Pilot constraints:

- **High priority rides** initially limited to seniors, people with disability, residents with financial limitations, for use only **outside CoA van times, Dial-a-Ride appointment scheduling, geographic range, etc.; use of TNC “pool” option encouraged**
  - Health appts
  - Weekend urgent care
  - Social service appts, including food pantries (e.g., those held in evening hours for working people)
  - Unexpected family needs (child sick in school/day care, etc.)
  - Social and community events
    - Town meetings, presentations, movies (e.g., library)
    - Open Table suppers
    - Family gatherings
- **Sliding fee scale**, based on pickup-destination distance (PDD), for use only **outside CoA van times, Dial-a-Ride appointment scheduling, geographic range, etc.; use of TNC “pool” option encouraged**
  - Minimal (= in-town CoA fee) within selected PDD radius
  - Moderate (above fee plus surcharge) next selected PDD radius
  - Maximum (set limit of subsidy).
- **Pro-rata allocation of grant subsidy**
  - Need: population based (seniors as % total; financially limited as % total, etc.)
  - Ability: Amount available to subsidize pilot (delta required over town allocation)
- Determination of **town financial sustainability plan**
  - “Owner” of transportation in town structure
  - Estimates of donations, vouchers, gift cards
  - Potential of tax levy for transportation line item; employer carbon offsets, contributions for employee transportation; developer annual mitigation, etc.

**Cost structure:** Uber pricing is based on time and distance: \$0.26/minute, and \$1.14/mile, excluding surge pricing (trips at certain hours and under certain traffic and weather conditions are priced at higher rates). Typically, Uber receives 25% of each ride fee and the driver the other 75%. Uber also applies a 10% fee for “service access” (i.e., their application and customer support) in determining total cost billed per ride. Both Uber and Lyft waive the 10% administration fee—that is, the cost to partner with the company—for municipalities.

**CAR experience:**

- About 75% of rides were weekday
- Average cost/ride = \$21
- 80% of rides cost between \$10 and \$30 (25% >\$15).

**Annual subsidy amount and estimated rides per week at \$21/ride:**

- \$2,000 = 1.8 rides/week (annual fee offset based on avg \$1.50/ride = \$140)
- \$5,000 = 4.6 rides/week (annual fee offset based on avg \$1.50/ride = \$359)
- \$10,000 = 9 rides/week annual fee offset based on avg \$1.50/ride = \$700)