

Speaker 1: Ladies and gentlemen, welcome to today's call, Hot Shots, Ride Sharing is Caring. Please note that all audio lines are muted for the duration of the call. You may submit questions through the chat and WebEx. Please send your questions to all panelists. As a reminder, this conference is being recorded. And with that, I'll turn the call over to Krista Mills, Acting National Director for the Office of Field Policy and Management, US Department of Housing and Urban Development. Please go ahead.

Krista Mills: Thank you so much. Welcome everyone. I am as introduced, Krista Mills, and I'm the Acting Director for Field Policy and Management, also known as FPM. We oversee the cross-sectional programming and the Neighborhood Innovative Secretarial Initiatives. So that's our role and why we're bringing you together with us today and our panelists and the Office of Public Housing. I welcome you to HUD's first webinar on COVID-19 Transportation Access, which we are hosting in coordination with representatives from Uber, Lyft and the National Center for Mobility Management, which is the technical assistance center funded through a cooperative agreement with the Federal Transit Administration, FTA. The webinar comes to you during President Biden's COVID-19 Month of Action, where the president has unveiled a series of initiatives to get 70% of Americans vaccinated with at least one dose of COVID-19 vaccine by July 4th and activating the summer, the summer of freedom. I cannot thank our presenters enough and all of you for taking the time to be here today.

We know that transportation is essential linkage to many household needs from health to education to work to simply bringing food to one's table, ensuring that marginalized and vulnerable communities, which is our passion as HUD employees, including HUD assisted housing residents are the forefront of HUD's critical mission. And webinars such as the provide our communities with important resources to address significant needs during this pandemic recovery.

As you know, vaccination rates have fallen in the past few weeks as the restrictions have been lifted across the nation. According to the Centers for Disease Control and Prevention, 65% of the total adult population has received at least one vaccine. And remember we're going for 70% by July fourth. Many HUD assisted residents do not have access to personal vehicles and experience challenges accessing not just COVID-19, but also other basic household needs. In the Month of Action, it is imperative we work together to mobilize our most vulnerable communities. We know that their vaccination rates and access options are much lower than more affluent groups. This webinar is just one of the many important steps that HUD and the federal government are taking to close this gap.

Transportation should never be a barrier to healthcare. Transportation should never be a barrier to healthcare. According to the American Public Transportation Association, 45% of Americans still do not have access to public transportation. Ride sharing such as our panelists are going to talk about today, can provide access to those who may not otherwise have means to travel. Additionally, establishing strong partnerships with the local transit agencies

through the National Center for Mobility Management can create opportunities for the long-term transportation solutions. This webinar, as I said, is one of many, that's HUD is planning to help communities achieve higher vaccination rates across the country and recover from the pandemic.

Our presenters today, I'm pleased to announce that Dr. Judy Shanley is the Assistant Vice President of Education and Youth Transition at the National Office of Easterseals in Chicago, Illinois, and serves as Easterseals Director of the FTA, Federal Transportation Administration funded National Center for Mobility Management. Dr. Shanley manages federal projects, conducts research, and provides technical assistance regarding transportation coordination and mobility management to align mobility solutions with the views of all writers. Shanley also serves as the leader of the American Transportation Association and the Transportation Research Board.

Abhinav Bahl is the Manager for Social Impact at Uber. Abhinav manages social impact strategy and initiatives for Uber's mobility and delivery business. He leads programs and partnerships that leverage Uber's platform to address equitable access to essential goods and services in underserved communities in the US.

Joan Hanawi is the Strategic Manager at Lyft. And Joan is a founding member of the Social Impact Team at Lyft. In this role, she helped create, launch and scale up Lyft with a suite of initiatives focused on increasing transportation access and equity for low income communities.

So please join me in thanking the presenters for being here today. And again, I thank you for joining us for this important webinar. Abhinav, it's on to you.

Abhinav Bahl:

Thank you. Great. Well, thanks so much, Krista. My name is Abhinav Bahl. As Kristen mentioned, I'm the Uber Social Impact Team and I'm based in Washington, DC. I want to thank Krista and the HUD team for hosting us today. It's a real pleasure to be here, and I'm really excited to share more information about our work to support community through the pandemic and particularly our efforts to support equitable access to vaccines. Next slide please.

So before we dive into what we're doing to strengthen vaccine access, I thought maybe I'll take a quick minute to introduce Uber Social Impact Team and how Uber really is deeply involved in social impact in communities that we operate in. As you might know, Uber is a global company and we have a local physical presence across cities and communities. And so at the Social Impact Team and across the company as well, we're trying to use our mobility and delivery and freight businesses to do good. And particularly what we want to do is address transportation as a barrier to access, recognizing that there are many communities across the country that don't have access to reliable transportation, and that can be really an impediment for them being set up for success or accessing the essential goods and services they need to thrive.

So essentially our work at Social Impact is organized around four pillars. The first one being equity, where we are trying to move folks beyond systems that discriminate and give them access to opportunity as well as access to essential goods and services they need. Safety is another important pillar of our work, not just safety across the Uber platform and the safety of Uber services, but also how can we use Uber platform to support communities during distressing events, such as disasters. So we're partnering with various organizations on the ground to provide disaster relief support, particularly through transportation.

And another area where we work in is sustainability, making sure that everyone has the option to move and live sustainably. Uber made a global commitment to be a zero carbon platform by 2040. In reaching that goal, there are issues of equity that we need to address. And so we're doing some work that to make sure that we can get drivers on our platform access to EVs.

And then lastly in the area of work, there are millions of folks who earn money through Uber's platform, drivers who provide merchant's delivery, and we're working on initiatives to support these communities and make sure that they have the ability to thrive through our platform.

So with that quick introduction, wanted to quickly move on to an example of how we've really worked through this pandemic. And I think the pandemic really has laid bare the gaps that are present both in the United States, as well as globally in terms of access. And particularly one that is exacerbated by lack of access to transportation. And we recognized when the pandemic was first ramping up, as the world was shutting down and as the economies were shutting down, there were a lot of folks who needed access to essential goods and needed access to essential services, but they didn't have the ability to really access them because transportation systems were shutting down as well as folks might be vulnerable. And they were home bound, et cetera.

So what we did was, last year we launched an initiative called Move What Matters. And essentially that was our global commitment to provide 10 million free rides, free deliveries and free meals for folks in need. We ended up providing 23 million free rides, deliveries and meals that we pledged across the world. We did this in partnership with local nonprofits. And so we worked extensively across countries, but particularly the United States worked across non-profits working in communities on the ground, community-based organizations, as well as city government authorities to really provide that kind of support for communities, particularly vulnerable communities who needed help.

A quick example of that is we partnered with Feeding America's network of food banks to deliver food, using our freight business across and moving food between food banks to where they need it the most. We worked with World Central Kitchen and used our Uber Eats platform to deliver meals for home bound seniors in Washington, DC. And then we provided free rides to healthcare workers so they could get to work and take care of their

communities as public transportation systems were shutting down. And so as we move towards the effort around vaccinations and the vaccines being available, we've stood up a number of initiatives to support equitable access to vaccines.

Next slide please. And so I just wanted to talk to you on how we're working to support equitable access to vaccines. While we've made great progress so far with nearly half the country vaccinated, we recognize there's still a lot to be done and particularly around making sure that transportation is never a barrier to access vaccines.

Next slide. And so essentially what we've done is, we wanted to make sure that transportation is never a reason where folks couldn't access the vaccines. I know there are various impediments before we can get shot in people's arms and there are issues related to vaccine readiness, education, hesitancy, et cetera. But beyond those we wanted to focus on something that we could reliably provide. And that is transportation. I think the statistics speak for themselves. Nearly half Americans can't access public transportation. Estimate 2.6 million Americans don't get medical care because of transportation. And so we wanted to make sure that that is not the case when it comes to vaccine access. So we stood up three flagship initiatives, a partnership with the White House, our 10 million Free Rides commitment, and a Vaccine Access Fund that I want to quickly talk to you about today.

Next slide, please. So our flagship initiative with the White House essentially is we're partnering with the White House in support of the Biden Administration's goal of getting 70% of Americans vaccinated by July 4th. So what we've done is we've provided free rides to all Americans anywhere in the United States where a vaccine is available. We're doing this through a really easy to use in-app experience. So today, if you can access the Uber app, if you click on vaccines, essentially you can enter your zip code and get a ride to any of the vaccine centers that come up. And these vaccine centers are listed on vaccines.gov and that's where you're pulling the data from. And so today you can get up to \$25 off for each leg of a trip that you take with up to four trips to make sure that you have your full course of your vaccines available.

So the initiative is live now. And I encourage folks on this call to share this with their constituents and community that they're working in, and we're happy to provide these rides across the US.

Next slide, please. We also recognize that not everyone has access to the Uber application when we were working with underserved communities. Folks might be [unbanked 00:14:16]. There's issues of the digital divide, where they might not have access to smartphones. So we've stood up another initiative where we made a global commitment to provide 10 million free and discounted rides to underserved communities everywhere. And here in the United States, we're doing this in partnership with nonprofits, working on vaccine efforts on the ground in communities, as well with state and local governments who are

providing vaccine distribution services. And so the way we do this essentially is to make sure that the lack of a smart phone, a lack of access to the Uber app is really not an impediment to getting the vaccine. And so we can provide rides and we have technology and products that will provide rides through our Uber Help dashboard. And what that enables someone to do is, we can set a nonprofit up with this dashboard and allows the nonprofit to schedule rides on behalf of riders.

And so the great thing about this is that the riders don't need the Uber app installed on their phone to access the service or get a ride. They can navigate the entire experience via text messages. And so that really is a useful tool that we've found for organizations that are working with communities that don't typically have access to the Uber app.

And so next slide. To do this, like I said, we're working with a series of partnerships, national level organizations. With Walgreens, for example, we created pop-up sites in Atlanta working with local churches to get folks vaccinated or vaccination events, or we've worked through with organizations like National Action Network, National Urban League, the National Headstart Association, UnidosUS, the American Federation of Teachers, to make sure that we're getting rides to the nonprofits that eventually could get them to the folks who need them. And then we're working with an extensive list of local level organizations as well to make this happen.

Next slide please. And then the third flagship initiative of ours is the Vaccine Access Fund. So the White House Rides are available to all until July 4th. Our 10 million commitment and that's available for folks who have access to the Uber app. Our 10 million commitment is available until September for folks who might not be able to access the Uber app and so we're working with nonprofits to make that happen. But we also recognize that these vaccination efforts are going to have a long tail. And as the vaccine distribution strategy changes from mass vaccination sites to deeper engagement in communities, we recognize that the need for rides is going to be going to be here long after July 4th and the September date that we've set for our other initiative. And so to address that need, we created the Vaccine Access Fund. And essentially we partnered with Walgreens, PayPal and Uber provided resources to create the fund, which is being managed by local initiative support corporation.

And the Vaccine Access Fund provides transportation grants. It's community-based organizations that are working this effort. And recognizing that these community organizations might need additional resources of administrative support to provide these rides. The Vaccine Access Fund also provides grant support for administrative support for these organizations. So what we've done essentially is put together through these initiatives what we believe are essential resources that the community needs to make sure all Americans get vaccinated. And what we'd like to do essentially is work with your network and your communities to see how we can embed or provide these resources to

them as you work towards the goal of 70% vaccination. We want to make sure that transportation is never a barrier to providing me that access.

I see my time's up. So I leave you with a quick slide. Next slide, please, that provides a few quotes of our work from folks who are working deep in the community, as well as mayors and policy makers. We're trying to make sure that communities get vaccinated. And again, want to thank you. I'll be happy to answer any questions.

On the next slide, you'll have my email address and I'm sure we can circulate this after the call, as well as some links on how you can get more information about this, but please feel free to email me if this is of interest. I will be very happy to work with you to extend these resources for communities that you're working in. Thanks very much.

Joan Hanawi:

Wonderful. Thank you so much, Abhinav. It's great to hear about everything that's happening at Uber. And so my name is Joan Hanawi, as Krista introduced, and I help lead social impact efforts at Lyft. And Lyft is another ride sharing company and we focus our coverage in the United States and Canada. So I'm excited to take you through the work that we do and the work that I do under social impact is really focused on transportation access and equity.

So Jasmy, if you can go to the next slide, we'll dive into what we've been up to. So I want to start with a quick overview of what we've done, because I know that while this is focused on vaccines, the vaccines are really a byproduct of the pandemic we're all in. So starting in about March of 2020, we started pivoting all of our work and our standard programming to really accommodate needs emerging around COVID-19. So in the top half of this slide, you can see the different segments and verticals of where we tried to meet needs from our community as well as our drivers. And the great part is that because we've been building out our social impact work for a few years now, we had a network of over 700 nonprofit partners to leverage in order to help deliver meals, in order to give ride share rides to communities in need and to give bike share, and scooter rides to critical health workers, doctors, nurses, et cetera.

In addition to that, we also made sure to take care of our drivers, the drivers that are powering those rights and making sure that they had cleaning supplies, personal protective equipment, and all of that. And having that be the foundation of our work through the earlier part of the pandemic really set us up for the latter half of 2020 as the vaccine itself became more of a reality. So as the vaccine was becoming a reality, and we saw that it might get green lit and approved for youth, we realized that one of the key parts of the conversation that was missing was how people are going to get to that vaccine.

And I think Abhinav, you mentioned something similar as well, but just from our healthcare vertical, we've seen that about 5.8 million people miss or delay healthcare because of transportation. And that's in a normal year. So if you put that next to a pandemic and the exacerbations of what happens of trying to get

to care in the middle of a pandemic and trying to get to that backseat, that number jumps to closer to 15 million from our estimation, which is where we really started to put our heads together around what can we do in terms of vaccine access and in terms of providing care and for making sure that transportation isn't that barrier to receiving something as critical as the vaccine during a pandemic.

So taking that lens in mind, we, again, went back to those core partners and leverage the partners that we have to then set up specific programs and partnerships to make sure that we could provide transportation access to those most in need communities. And thank you through again, when eligibility was rolling out, how do we map to that? So thinking through seniors, individuals with disabilities, communities of color, et cetera, and you can see a very small sampling of our partners on the slide from NAACP, the National Hispanic Council on Aging, United Way, local, state health organizations and departments, and all of that really came together starting December of 2020. And it's work that we've continued to carry through into 2021. And up until this point. And I think the important thing is the work I'm thinking about right now is really focused on this stuff and the community social impact based efforts to provide those rights.

But because we're in a pandemic, we know that this has been an all hands on deck situation. So we've also been able to leverage our own internal partners across our business team, our consumer team, our healthcare team, to make sure that those services are available to a broad swath of communities, even beyond just those communities in need. And that actually brings us to the White House partnership. And you can see that small sampling in the bottom corner, so Jasmy, we do head to the next slide.

And this next slide will give you more details on the White House partnerships. So we were so grateful to hear from the Biden Administration and to hear about President Biden's Month of Action, which we're now in. So right before that, around May 24th, we launched our Free Rides to Anyone. So making sure that before we had been really targeted and trying to ensure that the most high need communities were served with free rides, and then as we're into final push to get to 70% of Americans vaccinated by 4th of July, we wanted to open that up even broader. So you can see a little bit more of a specific code and parameter and details on this slide.

But two things that I really wanted to focus on are just the modes that we have available for those rides, as well as again those solutions that are available for people from all types of backgrounds and Abhinav, I know you mentioned this as well. I'm so excited to hear how together we're all trying to support the most high-need individuals. So some of you might not realize, but Lyft actually operates more than just ride share. So in the US we also cover bike share and scooter share. So we are active with bikes and scooters in 15 markets, and this provides just another mechanism for people to get to their vaccine appointments, as well as our free rides are available on any Lyft modes.

And I know that sometimes there's a funny thing to connect the dots on. And especially for something like vaccines, I know we've gotten questions like, "Can someone bike there and back?" But especially in those communities where we have bikes and scooters, like New York or Washington, DC, those urban centers are a little bit denser and all a lot closer. And so with how broad the vaccines sites have spread to, this has allowed a lot of people to actually just close that first last mile gap and very easily pick up a bike off the end of their block and head to their neighborhood pharmacy and get their vaccination. So that's something that I think isn't as well known. And I want to make sure people, especially in those markets, are aware that that's an option for them as well. And then of course, while we have different modes than ride share, bikes and scooters provide a whole array of how people can access what type of ride. There's also, again, that initial barrier of how do I even access the Lyft app or the rides themselves?

So on the next slide, this talks a little bit about our rides solution. So the majority of people know about codes, which are very simple promo codes that you enter into the app and are completely in our app experience, where Concierge is what we refer to our desktop tool, which allows people to call rides on behalf of others. So the codes feature serves the majority of folks and is actually what powers most of our partnerships. So the partnerships I talked about on that first slide really cover groups like YMCA, the NAACP, the White House partnership itself. These are all powered by codes and people can enter that into their app and get the credit for the ride.

Whereas on Concierge, we do have individuals we serve who we know can't download the Lyft app, don't have access to a smartphone, don't have access to a bank account to create a Lyft account and/or for other reasons, just aren't able to use our app. And so that's where we're able to set up partners with Concierge to help them call a ride on behalf of others. And one of the partners that has really made this work so groundbreaking is United Way. With their two on one network, because they are able to service almost the entire country and have folks call in and receive that support or someone they talk to an agent and have someone walk them through their needs and have a ride dispatched on demand for them. So with United Way, where also live in a hundred plus cities and towns across the US, so that people don't necessarily need to have a Lyft app to get a Lyft ride in those areas.

And the way that this comes together for the White House partnership itself is on the next slide, Jasmy. You'll see, this is zooming out a bit just as the overall user flow. On the left side of the slide in the blue, you'll see all the different ways people might be able to find out about our programming, about our offer for free rides, et cetera. And it takes them to a very, very simple screening form, less than a minute to fill it out. And really the biggest question here is just making sure we understand user needs so that if users can input a coupon code directly, they are completely self-serve and have the agency to do that. But if they do need that additional support, we can route them to those resources through United Way and 211.

Next slide. And all the work that we've done from this, I think the part that I get most excited about are these client stories and testimonials. And I know that is especially taking you through the different solutions we have for codes and Concierge, and for people who can access the app or not. I picked out these two stories just because I feel like they really actually paint that portrait a little bit better. Where Sandra was a disabled individual in Atlanta, and she was trying to get to her vaccine, but because of reduced public transit hours and just her own challenges with traveling on public transit, it just didn't make sense for her. But she was able to get one of our coupon codes and having that agency to call the ride on demand on her timeline within her own ability made the world of difference. And she was actually able to get both vaccination shots through that coupon code.

And then contrast that with Meredith, who is based in Denver, but she heard about the program from the news and had been looking for a way to get to the vaccine, but didn't have anyone to take her there. So by calling into 211 with United Way, being able to get that on demand dispatched ride for her, she was also able to get both vaccination appointments.

So the thing that I love about these stories as well is that they aren't just true for this vaccine and this COVID-19 response. It's something that we see across the board, and that really drives our social impact strategy overall.

So Jasmy, if you head to the next slide, and taking a step back from vaccines and COVID-19 and the work that has really been driving us for the past year or so, if we take a step back and look at Lyft's social impact efforts overall, we really package that up into LyftUp. And LyftUp is our comprehensive effort to expand transportation access.

And we work with nonprofits and different local organizations to make sure that we can provide rides to those who need it most. And this LyftUp strategy really relies on what we refer to informally as our super power of transportation and really looking at where can our superpower be most effective? And how do we make sure that we're looking at those critical moments where transportation will make a difference in someone's life?

And if you go to that side, this is really what our overall portfolio looks like for social impact. And this has been a little bit customized for 2021. So you'll see vaccine access in there, which hopefully we won't have another moment in time where we're all trying to get people to a COVID-19 vaccine, but for now that's obviously been one of our priorities. One of the topics that is missing from here is something like voting access, where we provide rides to the polls.

It's something we did do in 2020, and we'll continue to do in the future. But this is really focusing on what our priorities are right now. So taking you through this, the foundational focus really is on racial equity for us. And that's something that has under lied all the work that we've done. And you'll even notice through some of the partners I mentioned, we always want to focus on who are the

individuals in most need or the individuals who have historically always been disadvantageded from getting access to care. And for us, we try to thread that in, because we don't build our programs around communities, we build them around those critical use cases that affect all communities. And then we make sure that we build those partnerships that serve the different community groups and their different needs accordingly through all of the different verticals.

And so a lot of these are pretty self-explanatory, so I won't spend too much time going into the weeds, but for food access, this is obviously helping people to get to and from the grocery store and healthy food. And during the pandemic, we actually experimented with not just getting people to food, but getting food to people and piloting some delivery work. And jobs access is something that's also becoming more relevant now as we start to emerge from the pandemic, but our intervention focuses specifically on that job acquisition portion of time, where someone is looking at doing a job training, getting to a job interview or getting to the first few weeks of work where hopefully the goal is that once that that job is acquired, that puts them on a path toward more economic mobility. Vaccine access, we just spent a good amount of time on, so I'll skip through that.

And then disaster response is helping people move around after a hurricane, wildfire, any type of natural disaster, just making sure people have access to services and shelter. And then our community grants program is the way that we actually incorporate local micro grants out to our hyper-local grants across the states. These are grants that any local group can apply for.

Next slide. So my last slide is just tying us up on environmental impact. I know that I've spoken mostly about our community impact, and that's obviously the most relevant with the vaccine work on the COVID-19 response at hand, but being a transportation network company, and also, like I said, knowing that transportation is our super power, this is also something where we know that transportation has a huge impact on the environment. So this is work that we partner with our sustainability team on, and they really drive the strategy and the work here with EVs, hybrid, multi-modal, making sure that there are different low carbon alternative options to have on our fleet.

And one of the biggest points here is that for us, our commitment has been to get to 100% electric vehicles on the Lyft platform by 2030. And in order to do that, you can see a couple of the topics that we're advocating for, that we're pushing for and that we're working toward, whether that's incentives for making purchasing EVs easier, whether that's creating new programs that cover the costs for some of our low-income drivers, expanding the number of EVs available through our rental programs. But one of the things that might also be interesting to this community through HUD is just also thinking about how do we advocate for equitable expansion of EV charging infrastructure, especially in low income areas or in traditionally underserved or urban dense areas. And I know that right now, EVs sometimes have that perception of being more for a wealthy community. But I think our goal is actually to change that perception,

make it more available for lower income communities so that everyone has the option to be sustainable and also if they want to drive for ride with Lyft to be sustainable while doing so.

So I know I am just running up on time. So with that, I will close with my name, my email, and some links as well, and happy to answer any questions as they come up. But I've seen a few come into the chat and thank you again to Jasmy, Krista, and the whole team at HUD for inviting us and having us. We're so honored to work with you. So with that, I'll pass it to Judy.

Judy Shanley:

Wonderful. Thank you so much. And I too thank HUD. I think convening a panel like this for current situation in terms of access to vaccination is really critical. But as my predecessors have talked about, I really hope that the content that we'll all share are going to be used by you as a catalyst to develop relationships with transportation and mobility providers that perhaps you hadn't thought about. I was introduced. I'm Judy Shanley, and I worked at the National Office of Easterseals, and I'm also very privileged to serve as The Easterseals Director of a national technical assistance center called the National Center for Mobility Management. It's funded by the Federal Transit Administration. So excited to talk to you today.

On the next slide, these are the things that I hope you'll learn, certainly to identify transportation supports that are in your community that you could use now and beyond COVID. I hope that some of the resources that I'll share with you will help you become an active voice in planning transportation service. Regardless of our profession or industry, we all can contribute to the kinds of services that exist in our communities. And I hope that through this discussion today, you'll learn about some of those opportunities for you to share their voice. And then finally, I'll share some national resources with you where I'm really excited to be working at the national level and have access to many resources that I think you might find useful.

On the next slide. I have been, so, the word enamored by the world of transportation providers, and that's public transportation providers and private transportation providers. During COVID we've seen the transportation industry really step up. You've heard about some of the programs that Uber and Lyft have provided to transport individuals to vaccination sites. We've also seen transportation vehicles be used as a hub, as a place that people can actually get on a public bus and get a vaccination. Also, we've seen the transportation sector provide rides to essential workers during COVID even before the vaccine, bringing nurses and doctors to medical facilities who have otherwise wouldn't have transportation was a critical need in many communities. We saw transportation providers deliver food and medical supplies in low-income particular communities.

And then we've also seen transportation providers become hotspots. They use the Wi-Fi connections that they have on their buses to go into communities and provide hotspots to students to do homeschooling, or just to help the

community access the internet, all of this because the Federal Transit Administration has provisions that enable transportation providers, FTA funded services, to be able to use their vehicles for something called incidental use. And on our website, we've got tons of examples of communities around the country that have used their vehicles to these many purposes. And I encourage you to visit our website, find about some of those examples, some of those real tangible opportunities where transportation providers have provided different kinds of services than you typically would.

So on the next slide, I want you to think about something new. Think about influencing the transportation industry, whether you're a community health provider, whether you work at a housing authority. This is about thinking about if you've always do what you've always done, you'll always get what you always got, and this is about something new and something different.

So on the next slide, the piece that's really critical is called mobility management. And I work on a national center that focuses on mobility management and essentially it's putting all the pieces together. So it's bringing all the transportation providers together with all the human service organizations to ensure that there's a continuum of service for everybody that needs a ride, whether that's to healthcare, whether that's to education, whether that's to jobs, whether that's to a religious or recreation facility. The notion of coordination and bringing all these resources together is called mobility management and often in communities there's people called mobility managers or mobility coordinators. Some places call them something different, but it's the notion of bringing everybody together to coordinate all the transportation resources that exist.

And on the next slide, this is really the definition of what mobility management is. It's a connected and diverse transportation system. So you've got all these different kinds of providers. You've got the public transportation providers, you've got the Ubers and the Lyfts. You've got bikes, you've got volunteer driver programs. But the point is, is that all of these entities are coordinated. The customer or the rider or the client is at the center. So that individual is really driving the kinds of services that are needed in a community. It depends upon rural versus urban, the kinds of services that might be needed, but it's building a continuum and it's an entire transportation network.

So all of these providers are working together to ensure there's sufficient service, there's high quality service, there's accessible service to the varying individuals that need them. And again, it's really aligned, this mobility management network, a coordinated effort is really aligned with the needs of the community.

On the next slide, our national center, the National Center for Mobility Management really is about helping communities build these networks. So our national technical assistance center, we are a partnership across three organizations, which is my organization, Easterseals and the American Public

Transportation Association and the Community Transportation Association of America. And we, as I said, help build these coordinated mobility management networks, because our goal and for the community is really to advance good health, economic independence and vitality, to build self-sufficiency across all populations of people and build a community. And we help bring together cross sector partnerships, such as the partnership between transportation and HUD and Health and Human Services. I happen to be an educator. So I work with the Department of Education in bringing educational organizations together into this network of service.

In the next slide, you'll see that, when you think about systems, so there's things that we could all be doing at the systems level to develop these coordinated efforts to influence the transportation system. In regions, there's regional councils and transportation planning agencies. You could be working with those agencies. Find out in your community who are the planners? Who are the councils that are designing the services that exist in your community and connect with them and participate in community transportation forums. I always told this story. I was working with a school system in a rural part of Texas and the students and the transition coordinator, the educators went to the local transportation planning forum and talked about the need for students to have access to transportation to access after school jobs. And the transit agency changed their route based upon the voice of the student and the educator.

Explore human service organizations in your community, religious organizations. Many of those entities have vehicles that may have seat capacity. Often I go into communities and I see a religious organization has vans that sit Monday through Thursday. Why not tap into them unused seats? Why not knock on the door of those entities that own the vehicles and explore how you can work with them to access rides for the individuals that you've worked with. Also consider volunteer driver programs. Volunteer driver programs, many are funded by service programs in communities. The Department of Agriculture may fund some volunteer driver programs. The Federal Transit Administration can provide funds for volunteer driver programs. So consider a volunteer driver program in your community and then consider private services.

On the next slide, the previous slide I just talked about was about a really systems level. But when you're working with an individual, if you're at a housing authority, you really need to find out what's the root cause of an individual's challenges associated with transportation. Is it skill? Do they not have the experience? Do they not know how to access the transportation? Is it fear? Is it connections? Do you as the housing authority representative have limited connections with the transportation providers? Or are there limited options and can you be a catalyst for identifying options? Or is the service so complex that the people that you work with, the people in your housing complexes don't understand or know how to use it? And so I just offer this for you to think about the kind of solutions that really aligned with the need providers.

And on the next slide, here are some of the ways, and I've talked about some of this, that you could be a catalyst to explore and create solutions. So always be an informant to community coordination work, be at the table. Let the planners, let our transportation colleagues know what the issues are in terms of access to transportation. Work with the transportation planners and providers, and tell the stories. The panelist before me shared the powerful stories. That's really important for people to understand the implications of the issue.

On the next slide, here's another range. I talked about a continuum of service. I've talked about some of these, but it's not just about the buses and trains that exist in our communities or don't exist. It's about a range of service.

There's also ways, on the next slide, you can find out about local resources. The finding out about your state association is a really valuable resource. The transit agencies, this is a link to all of the transit providers in each state, who actually is providing service. And then we have the National Center for Mobility Management and have links to coordinated plan. So you can find out who the planning entities are within your community.

On the next slide, I have our URL. Please tap into us. We have a network of regional liaisons staff across our three organizations who work at the state, regional and local levels that are happy to assist you personally, and in a customized way. And it's all free.

On the next slide, the Federal Transit Administration funds amazing national centers. Each has a distinct purpose. Each had free resources that you could tap into. Many of us will do webinars in your communities or provide technical assistance to your audiences. So here's just a list of those centers. And I encourage you to explore the kinds of products and services they provide.

On the next side, my message to you is always try to build commissions, unlikely connections. Maybe you never thought about partnering with a transportation provider. Now is the opportunity to do it.

My contact information is on the next slide. I look forward to answering any questions you have, and I'm really thankful and grateful for FTA and HUD, who has formalized this partnership and let's carry it forward. So thank you for inviting me.

Jasmy Methipara:

Thank you Abhinav, Joan and Judy, we appreciate your time and your presentations here today. We have some questions in the chat pod that may have come directly to you. And if you can privately chat those folks, go ahead. Can you please mute yourselves?

Krista Mills:

Sounds like a fire alarm Here we go.

Jasmy Methipara: Okay. Thank you. I'm going to read out some of the questions that we have here, but you can continue adding them to the chat. And the first question is for Uber, is there a distance that Uber will transport people for vaccines?

Abhinav Bahl: No. So the short answer is there's no distance requirement. It's essentially wherever Uber is available for you in markets across the United States, you can use the service. For the White House free rides that are available until July 4th, we are providing a discount of up to \$25. So the greater distance, there might be a possibility that your ride would exceed the \$25. But if you're accessing it through the app, it's up to \$25. Now if you're working in communities where the distances that would need to be traveled would be greater, we're happy to have a conversation with you to provide rides through additional promo codes or through the Uber help dashboard that we can set up for your organization to meet those use cases. So we're flexible in terms of different options that we have and we can provide, but for the in-app White House rides, that's no minimum distance, but it's up to a \$25 cap for each trip for your vaccination, up to four trips are provided and discount to cover the full course of vaccines.

Jasmy Methipara: Great, great. Thank you Abhinav. And Joan, this one is for you. Residents may be concerned about surprise charges, toll, taxes, tipping and other fees. What guarantees are in place to ensure that free ride participants are not being charged out of pocket for their free vaccine trips?

Joan Hanawi: Yeah, that's a great question. So the way that our credits work is that when they are loaded into the app and they essentially, they cover all costs, including those tolls and, and taxes and fees, et cetera, but tips are not included. So unfortunately that is the one thing that will not be covered by ride credit. And we do make that clear anywhere where our ride codes are serviced. We have those details associated just to try to make that as clear as possible, as well as communicating that with any partners that are helping with distribution. The difference is if we have partners like United Way and 211 who are using Concierge, those will cover all costs. And there is absolutely no cost to the end user.

Jasmy Methipara: Thank you, Joan. And Judy, how can our communities work with you to improve their local transportation access and equity? What should their next steps be after this webinar?

Judy Shanley: Oh, good question. So two things. You could contact your regional liaison. So depending upon what state, what region you live in, we've got staff that are assigned to each of those regions and you can find those individuals out by going to our website, or you can contact me and I can put you in touch with them. I also encourage you to learn about whether there is this mobility management or coordinated network in your community. I provided the links, the URLs, and so find out whether those forums exist and find out how you can participate in those forums. So whether they have a meeting coming up, which many of them do have routine meetings, look for those opportunities.

Jasmy Methipara: This is for Abhinav or Joan or both. What's the definition of discounted ride? And what about those that live in rural communities and need access to vaccines?

Abhinav Bahl: That's a great question. I can take a shot in terms of free to follow up. So the definition of discounted ride essentially is when we're creating these partnerships, we work with every partner to determine what should be an appropriate discount that we can apply to each ride, depending on the typical distance or the typical fare that users might experience to get to the vaccine site. So in the case of the White House partnership, because it was a universal partnership available to everybody, we settle on discount of \$25 per trip. But for our 10 million program where we work with nonprofits to give them free rides through promo codes or through the Uber help dashboard that we can set up, we work with you to figure out what the discounted amount should be to make the ride effectively free.

So if you're thinking of the population that you serve, they typically would be traveling the distance where the fare would be roughly \$30, and we have fare estimators, et cetera, on our website that we can equip you with. But if you determine, by way of example, if you know it's \$30, we can set the promo code discount offered to \$30 to make that trip effectively free. That's typically how we structure in those agreements. Regarding the question of rural areas, so essentially these options are available wherever Uber is available. Having said that, obviously Uber services are probably the strongest in cities and suburbs and exurbs. Certain rural areas, let's say, rural county in California, for example, what we can do is we can work with you to see if there is a reliable service in those place to see if we can effectively serve them, but there might well be certain parts of the country where Uber services, Uber drivers are not available. So in that case, that might be one limitation that we're working with here.

Judy Shanley: This is Judy. Can I just follow up with that rural question? Two things. The Federal Transit Administration funds a national center called The Rural Technical Assistance Program, the URL was included in my slide. And their focus is exclusively or primarily on rural communities. We found rural communities to be really resilient and entrepreneurial in terms of the kinds of mobility services they develop. And so your regional liaison within NCMM with our project could help identify those networks or systems. Many of them rely on volunteer driver programs and other kind of entrepreneurial, non-traditional kinds of service. Maybe it's an on-demand kind of service, not a fixed route service, but there are amazing transportation services even in rural areas and finding out who the planning, the regional councils are in that area is really important. So either contact us or our chat program would be your best bet.

Jasmy Methipara: [crosstalk 00:55:04]. Go ahead, Joan.

Joan Hanawi: Sorry. Just Abhinav, I think, Abhinav, you be covered it well. We have a very similar approach at Lyft. And so just one additional note I'll add is that when it comes to discounted ride, I think that there's obviously two ways to think about

discounts. It's a percent off or a dollar off and exactly what Abhinav is saying, the way that we approach it is also to do that dollar off.

So we have to put some limits on the codes just so that they work. And we typically try to work with a partner or understand what the average ride cost is for a specific use case to understand how can we make that effectively free. So in the off chance that that ride is more than the dollar amount that we've set up, the credit will only cover up to that amount, but that's where we work really closely with the partners to make sure that any type of overages or any type of discrepancies there are covered. And that's where our rides, I think, have been set at \$15 as that what we've been seeing as the average ride for most of our vaccine rides across the board.

Jasmy Methipara: Great, thank you all for their response to rural communities. We know that that's a particularly challenging area all across the US. And Judy, I know you on your slide showed the different technical assistance centers that exist through the FTA, but are there any that you would specifically recommend for HUD assisted communities or some examples of partnerships that have taken place between the two or assistance that has been transferred?

Judy Shanley: On our website, specifically we've got examples of where public transportation has stepped up to provide access to vaccination sites in the little communities. So we have in Texas, I know that's occurring. In New Hampshire I've worked with places where the transit provider is providing rides into rural areas, specifically related to vaccinations. In other places, I'm working in Connecticut and the Connecticut housing authorities and the mobility management professionals in the state work closely together. They attend each other's meetings. If a housing authority professional has a question, they know who the local transportation related people are to contact. So there are examples. We're still collecting those examples and we'll make them available on our website. We've also been doing regional webinars and we posted one most recently, we had in the federal transit and HUD region, in region four that's posted on our website. So in those webinars, we've provided specific examples where there's been relationships and ongoing work between HUD and mobility management. And we're continuing to collect those examples.

So look on our website under the Coordinating Council and Access and Mobility C Cam. That's another federal opportunity to bring all these agencies together. And so on our website, if you look under C Cam, you'll be able to find specific examples of where HUD and transportation providers and mobility managers are working together.

Jasmy Methipara: That's great. And this will probably be the last question. For Abhinav, how can folks ensure their donations to the Vaccine Access Fund are going to benefit organizations in their own local community rather than to a national fund that may benefit communities elsewhere?

Abhinav Bahl: That's a great question. So the way the fund is structured is essentially all donations go through the Vaccine Access Fund, which is managed by LISC, and then LISC has its own intake process to work with specific organizations that are working locally in communities. So Uber does not prescribe who gets the money or where the grants go. That entire process is managed by LISC. And the reason we work with LISC is because they have such a strong presence across communities in the United States working on economic development and access issues. And so what we could do is, there are specific communities that you're interested in or organizations that you think would be well served by the Vaccine Access Fund, were happy to refer them or introduce you to our colleagues as LISC Corp. manages this. Through the app, all the donations, they go to this general fund, which LISC manages. And if there are specific donations that you want to make, we can also direct or introduce you to this team. And they might be better able to guide you to see how they can support local organizations that are in the communities that you serve.

Jasmy Methipara: Okay, great Abhinav. And I'm going to pass it over to Jason, just to close out real quickly here. We've hit the 2:00 mark. Jason, are you un-muted?

Jason Amirhadji: Can you all hear me?

Jasmy Methipara: Now we can. There you go.

Jason Amirhadji: Great, well thank you so much to everyone for tuning in and thank you to all of our speakers today. We hope that you're finding our Hot Shot Summer of Webinars series informative and beneficial. They are going to be most Wednesdays at 1:00 PM Eastern time, and we have two more special webinars coming up next week on the 23rd. And then on the 30th in support of the National Vaccine month of Action. So we hope that the information that you learned today and in all of our webinars is helpful in planning your own events to support your communities. And we want to hear from you. So in the chat, you'll find some feedback that you could offer us as to what topics that you would most like to learn about and how we can make sure that these are beneficial to your efforts, and also to sign up for our weekly and biweekly vaccine bulletins. So those are an opportunity to hear from us and our federal health partners, including at CDC and the Office of Minority Health and HHS more generally about tools and resources to support what you're doing on the ground.

Again, we really appreciate everything you're doing, and we know that your efforts are going to be a huge and important part of getting to 70% by July 4th as we continue in the National Vaccine Month of Action for COVID-19. So thank you again to all of our presenters and to all of the participants and our partners here within HUD for making these webinars happen. And we look forward to hearing you next week.

Speaker 1: Ladies and gentlemen, thank you for joining today's conference. Thank you for using Event Services. Your conference has ended and you may disconnect.

