

How can you start a Ride United program?

1 Understand community need

- Assess the needs of your community
Use a variety of tools to identify needs and causes
Engage members of the population to interpret results
Focus groups, surveys, and existing data sets are all valuable.
- **Tip:** Invite partners that represent a variety of populations and ensure that they are meaningfully included in designing the assessment. Our partners participated in every aspect of the study from design to analysis to dissemination.

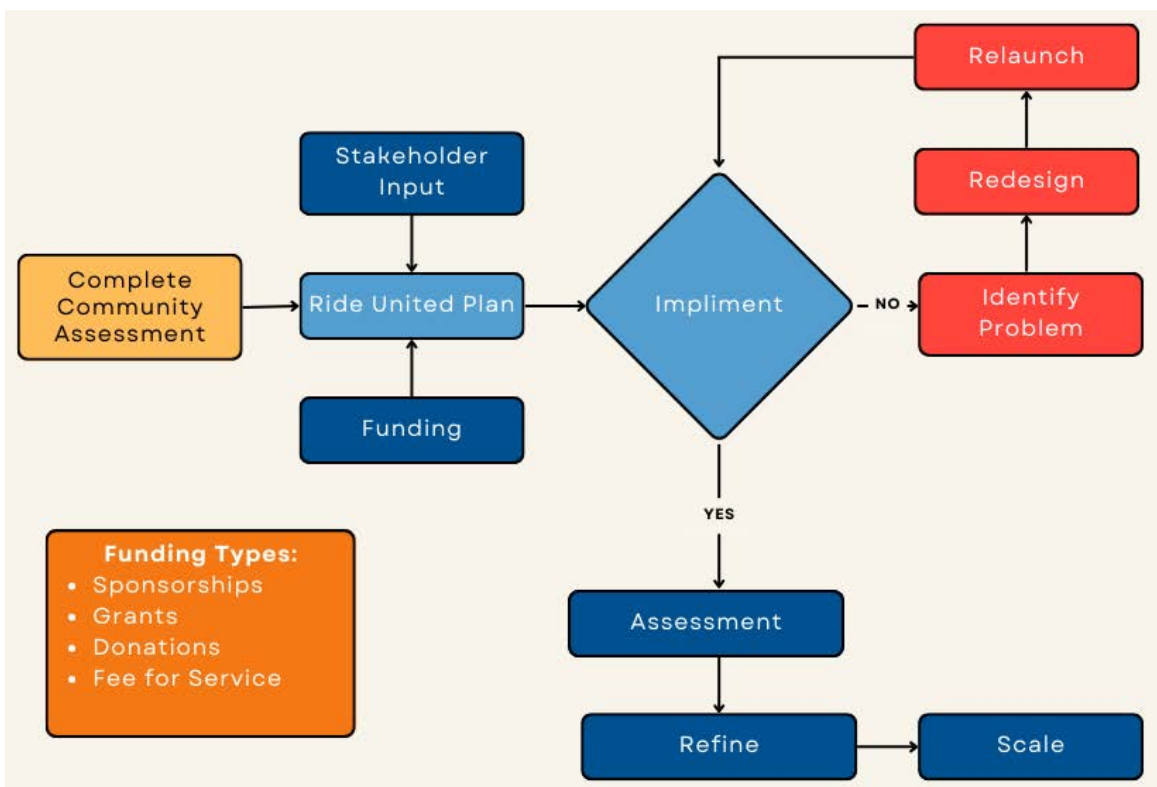


2 Plan the program

- Select a transit modality (see the next page for more details).
- Determine how riders will be selected. Will your team select riders or someone else, what will the criteria be, how many rides will they have available?
- Once funding is secured, review all regulations associated with the funding source and develop policies to ensure that the program is compliant with any federal, state, or private rules associated with the funding.

3 Implement and iterate

- At this point, you should know how much money
- Work closely with staff to identify and address challenges. Draft notes on those challenges and make that information available to the next partner the team brings on board.
- Once partners are brought on-board, plan to meet at least monthly to discuss the project, identify/address problems, and to develop solutions.
- Understand that volume will likely increase quickly, so the initial ride volume should be small to start.



United Way
of Southeastern Idaho

What is Ride United?

Ride United was established in 2018 to support United Ways and 211s in reducing transportation barriers to help people in need across the United States.

Ride United is based on the belief that:

- ▶ *Everyone should be able to get where they need to go, safely, and reliably.*
- ▶ *Providing transportation options for people who need them helps people pay their bills, feed their families, and more.*
- ▶ *Getting food and essential items should be as easy as possible, regardless of one's circumstances.*

What Ride United Programs are Available?

Ride United Last Mile Delivery	Ride United Lyft Partnership	Independent Ride United Program	Ride United Public Transit	Ride United via Findhelpidaho.org
<p>If you're interested in one of these programs, reach out to your local United Way to explore partnership opportunities!</p>		<p>This program can be created in collaboration with a United Way, 211, and any number of nonprofits to advance a specific goal.</p>	<p>This independent project involves teaching community members, social workers, and case managers how to use public transit. It includes riding with learners to do hands-on learning.</p>	<p>This Idaho-specific opportunity may allow community members to order rides using findhelpidaho.org.</p>
<p>Pros: Affordable, easy to launch; UWW developed most of the needed documents and policy.</p>	<p>Pros: Creates greater access to affordable point-to-point transit.</p>	<p>Pros: Highly customizable and can leverage local community resources.</p>	<p>Pros: This is the most affordable program and may increase support for existing infrastructure.</p>	<p>This program is not yet available, but stay tuned to findhelpidaho.org for on-going access to transportation resources!</p>
<p>Cons: Can only be operated by a United Way or 211; limited to deliveries.</p>	<p>Cons: Many rural communities do not have enough Lyft coverage to support this program; limited to United Ways and 211s.</p>	<p>Cons: All of the infrastructure needs to be developed, including pricing scheme, contracts, transit partnerships, etc.</p>	<p>Cons: Requires a public transit system, does not address getting to and from bus stops, will likely require advocacy for infrastructure improvements.</p>	