

## EXHIBIT 1

### Estimating ride-hail usage

Note: This estimate is based upon experience from the Community Accessing Rides (CAR) initiative for subsidized ride-hail trips in the greater Attleboro area.

Pilot target: Seniors, people with disability, financial limitations; financial limitations indicated by residence in affordable, public housing and veterans; known to use SNAP, etc.; individuals will be prequalified by Senior Centers, town social workers, others as determined by the participating municipalities and/or participating organizations. Target trips will be for time or geography outside of existing transit options.

Pilot constraints:

- **High priority rides** initially limited to seniors, people with disability, residents with financial limitations, and veterans for use only **outside (Council on Aging) CoA van times, Dial-a-Ride appointment scheduling, geographic range, etc.; use of ride-hail “pool” options encouraged to promote shared rides**
  - Health appointments
  - Weekend urgent care
  - Social service appointments, including food pantries (e.g., those held in evening hours for working people)
  - Unexpected family needs (child sick in school/day care, etc.)
  - Connections to other transit services – regional transit, commuter rail
  - 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 ride-hail “pool” option encouraged to promote shared rides**
  - 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 to participating towns**
  - Need: population based (seniors as % total; financially limited as % total, etc.)
  - Ability: Amount available in a town 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. Typically, Uber will waive the 10% administration fee—that is, the cost to partner with the company—for municipalities. Specifics on Lyft pricing are unknown, but likely similar to Uber. Per-cost rides for local taxi or livery companies with wheelchair accessible vehicles to be determined.

**Greater Attleboro (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:**

- \$2,184 = 2 rides/week (annual fee offset based on avg \$1.50/ride = \$140)
- \$5,460 = 5 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)
- \$15,000 = 13 rides/week (annual fee offset based on avg. (annual fee offset based on avg \$1.50/ride = \$1,071)
- \$20,000 = 18 rides/week (annual fee offset based on avg \$1.50/ride = \$1,429)