

ISSUES TO ADDRESS FROM UBER SURVEY (8/23)

Thanks to Ana Cristina Oliveira, we have results from more than 40 registered GoSudbury Uber residents. Using appreciative inquiry, she asked for and received feedback on three questions:

1. What worked well?
 - a. 37 positive responses (86%)
 - b. Drivers received excellent ratings (courteous; very very nice; helpful; safe...)
 - c. The service is a vital one:
 - i. I do not own a car
 - ii. Allowed my son to work this summer
 - iii. Helped tremendously when my car was being repaired for a month
 - iv. Helps me maintain my independence
 - v. Can visit friends and family
 - vi. Very good support system
 - vii. I have the freedom to go places I absolutely have to go
 - viii. Helps so much, especially on my budget
 - ix. Knowing I can count on transportation when I need it

2. What would you want changed so the program can be even more effective?
 - a. More affordable
 - b. More rides
 - c. Concern about tipping driver (some drivers rate you lower if you don't tip, can make it trickier to get a ride)

3. Any more comments
 - a. Grateful Sudbury offers it
 - b. So happy to live in a town with so many wonderful outreach services
 - c. Makes it easy to connect with transportation
 - d. So glad you are checking in with people; I'm sure people feel respected when their opinions are sought

In addition, some riders' feedback implies continuing challenges in terms of affordability and awareness (including awareness OF affordability):

- Affordability:

- I really wish I could use this service. It would cost \$24 just to go to Dollar Tree in Marlboro and another \$24 to come home. [DESTINATION SHOULD BE WITHIN 10 MILES AND COST \$5 EACH WAY]
- Local rates went up about 75%
- I had to stop using due to prices too high for me; now very isolated
- I find it is extremely expensive
- More affordable for social security rides
- Awareness
 - I tried to schedule a ride on my phone and was unable to do it
 - I would love transportation to work in MA but outside of Sudbury; I would like to apply for in-person jobs but have no means of getting to them

Perhaps the most important comment about awareness is the following:

Broad outreach to the isolated members of Sudbury community. Those people are the ones who most need and could have improved living conditions if they knew about this. Direct mailing with well-designed materials to those who are shut in is likely the best way. Perhaps using the network of houses of worship, too.