



## **First Mile Last Mile Connections Grant 2019-2021 Application**

### **Program Goals**

Improve the beginning or end of an individual trip to public transit services.

Study and evaluate how different first mile last mile solutions affect access to public transportation services.

Project Title Reducing first and last mile mobility barriers for low wage urban service workers (retail, hospitality, food service)	
Project Summary First and last mile, on demand, electric vehicle shuttle service provides safe, point to point urban transit, through use of an app based subscription service.	
Lead Organization Ryd, LLC	
Federal Tax ID Number 82-3139536	DUNS Number 117059181

This information should match the financial information in question 16.

Dollar Amount of Grant Request for 2019-2021	Total Project Cost	Local Match	Percentage of Project Total Cost
\$72,000	\$192,000.00	\$120,000.00	62%

State Legislative District(s) 49	County/Counties Clark
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List each of the project partners that will have a role in the project. Describe their role and their type of organization.	
Project Partner Name C-Tran	Type of Organization (i.e. tribe, public sector, private sector) Public
Role C-tran provides primary public transportation to and from Vancouver's downtown.	
Project Partner Name City of Vancouver	Type of Organization (i.e. tribe, public sector, private sector) Public Sector
Role The City of Vancouver is the lead agency providing overall vision and masterplanning of Vancouver's downtown core, They manage a large percentage of surface parking.	
Project Partner Name Vancouver's Downtown Association (VDA)	Type of Organization (i.e. tribe, public sector, private sector) Non-profit
Role The VDA seeks to promote a vibrant downtown through events, programs, and investment. They serve as a connector for Ryd to downtown businesses.	
Project Partner Name Columbia River Economic Development Council (CREDC)	Type of Organization (i.e. tribe, public sector, private sector) Non-profit
Role CREDC seeks to build a strong, innovative Clark County, Washington, business environment in collaboration with our private and public sector partners. They provide businesses with resources to accelerate business relocation, growth, and innovation. They continue to be a cheerleader of Ryd's success.	
Project Partner Name Ryd Vancouver	Type of Organization (i.e. tribe, public sector, private sector) Private
Role Ryd Vancouver, a sister company to Ryd, LLC owns the Ryd vehicles, and manages operations in partnership with Ryd.,LLC.	
Project Partner Name	Type of Organization (i.e. tribe, public sector, private sector)
Role	

Mailing Address 610 Esther Street, Suite 200		City Vancouver	State WA	Zip Code 98660
Billing Address (if different from mailing address)		City	State	Zip Code
Grant Administrator Shara Wokal	Phone Number 360-694-8571		Grant Administrator Email shara@lsw-architects.com	
Billing Contact Shara Wokal	Billing Contact Phone Number 360-694-8571		Billing Contact Email shara@lsw-architects.com	

## Qualitative Description of Needs (25 points)

### 1. Describe the first-last mile to transit service you propose:

- a. *Service and/or facilities you will provide.* Examples include: active transportation facilities (e.g. bicycle lockers and racks), bike share, carpool, demand response transportation, education, deviated fixed route transit, incentives, marketing, paratransit, parking management, ridehail, shuttle, transit pass subsidies, vanpool, vanshare. Please note that emergency or guaranteed ride home services and expanding single occupancy vehicle parking are not eligible.
- b. *Location and/or first-last mile service area*
- c. *Existing transit service your service connects to*
- d. *Transportation gap your proposal is intended to address*

A. Service: Ryd will provide commuter assistance service during hours of peak demand for service workers (hospitality and retail) by adding a subscription feature set to Ryd's existing app. Vancouver has continued to see growth in the number of hospitality and retail businesses, and our waterfront boasts continued new development on the Columbia River. With this increased development there is an increased need for service employees to support business success. These employees are often our lowest wage earners. The most significant obstacle for these employees is convenient, low-cost transportation. Parking downtown is increasingly cost prohibitive with convenient parking options costing between \$65-\$120/month. The City provides low cost surface parking options, but they are located a distance from places of employment. While C-Tran provides both traditional bus services and bus rapid transit to stops downtown, the distance from the fixed stops to the new development locations is a challenge for some employees.

Ryd proposes providing a new app based subscription service targeting these employees. By providing commuter assistance between public transportation options, areas of low cost parking, and the front door of each business at a cost roughly half of the cost of more convenient parking options, employees, the businesses they support, and the community that they serve will all benefit.

How the subscription service will work:

- There will be three subscription user profile types: A "Team Vancouver" user profile, available for employees of designated Ryd stops (retail, hospitality workers), a "Basic Ryd" user profile providing access to other downtown employees and visitors, and a "Premium Ryd" with expanded geography and services.
- Pricing is anticipated to be \$40/month for "Team Vancouver" subscribers, \$60/month for "Basic Ryd", and \$120/month for "Premium Ryd" users.
- This low cost "Team Vancouver" user profile will primarily serve the lower wage earners in Vancouver's retail, food service, and hospitality industries.

How the service works:

- Employees will use whatever primary mode of transportation meets their unique needs. (public transit, carpool, low cost surface parking on perimeter of downtown)
- Using the Ryd app, and employees will request a ride from their location to the front door of their business. Ryd's vehicle fleet is exclusively and 100% electric.
- This new service will operate during hours of peak demand, generally from 10am - 10pm.
- When not serving the needs of the targeted service employees, Ryd will be available to provide ride shuttle services throughout downtown for the public.

B. Location and service area: The service area is generally within a one mile radius of Esther Short Park in the heart of our downtown. The service area is more specifically defined by the locations of the public transit stops and parking lots designated within this area.

C. Existing transit service: C-Tran provides seven Vine (bus rapid transit) stops between 7<sup>th</sup> street and McLoughlin street. Additionally, there are approximately 25 bus stop locations. Portions of the new waterfront development are 3/4 mile from the nearest bus stop and one mile to the nearest Vine stop.

D. Transportation gaps: Ryd's commuter assistance service will address three primary gaps in existing service. The first gap is the physical gap between available transportation options and the locations of downtown hospitality and retail businesses. Secondly, Ryd's commuter assistance service will help address the equity gap. The majority of service sector employees are minorities. The last gap is financial, for a variety of reasons, service workers require a variety of transportation options and they cannot afford convenient downtown parking. In short, those who may need the safest most convenient transportation options are the least able to have access to those options. Ryd seeks to address this issue.



### Discussion of Benefits (20 points)

2. *Describe how the proposed services will be open & accessible to the public in an equitable manner.* Include any grant eligibility requirements  
While the target of the services are low wage earners in the hospitality and retail sectors, the app and vehicles will also be available for ride services throughout downtown for all employees, residents, and visitors.
3. *Describe the benefits this project would provide.* Discuss how the project will improve connections to public transportation, market potential, enhance access to destinations.  
Ryd is fun. Ryd's electric fleet supports the environment. Ryd provides on demand access, for everyone, to downtown Vancouver locations. Ryd's driver wages and benefits exceed minimum wage requirements. Ryd opens up opportunities for businesses to attract new employees. Ryd improves access for those seeking to enjoy Vancouver's hospitality and retail businesses.

### Social Justice/Equity (20 points)

4. *How does the project advance efficiencies in, accessibility to, or coordination of transportation services provided to persons with special transportation needs?* Provide information about how your project provides equal opportunities to disadvantaged populations, including: persons with disabilities, low-income populations, veterans, persons over 65 and over 85 years of age.  
Ryd's fleet of 6-passenger electric vehicles are easily accessible by a wide range of ages and abilities. Those with significant disabilities and using wheel chairs have access via C-Tran's enhanced services for those with those with disabilities.

### Goals and Metrics (15 points)

5. *How will your organization measure whether the project is successful and improves the efficiency and effectiveness of getting to fixed route public transportation?* Describe the quantitative and qualitative measures.

As part of your measures, you must select at least one of the following:

- Change in transit ridership
- Number of first-last mile trips provided
- Number of passenger miles via first-last mile service provided

Using the data collected through the app, we will be able to provide measurable results across a number of key metrics, including:

- Number of last mile trips provided
- Time of day demand
- Route preferences
- Changes in primary modes of transportation (bus, BRT, or auto)

### Wages and Healthcare (10 points)

6. *Organization size.* Do you have 50 or more full-time employees based in Washington state?
- ☐ Yes
- ☒ No
7. *Minimum Wage.* Does your organization provide a minimum wage for employees and independent contractors?
- ☒ Yes: \$15/hr
- ☐ Yes, for employees only: \$
- ☐ No
8. *Healthcare.* Does your organization provide healthcare benefits to your employees and independent contractors?
- ☐ No
- ☐ No, but provide additional compensation to employees and independent contractors for healthcare
- ☐ Yes, included in hourly wage compensation for employees and independent contractors
- ☒ Yes, included in employee benefits package for employees and independent contractors
- ☐ Other:

## Readiness to Proceed (10 points)

9. *Discuss readiness to proceed.* Describe:

- a. When the project would introduce service to the public, and
- b. How the project could provide preliminary performance data (change in transit ridership, number of first-last mile trips provided, etc.) by December 31, 2020.

Ryd can provide performance data by the December 31, 2020 deadline. Ryd already has a basic functioning app developed, and a fleet of vehicles providing service. This added app feature set, allowing for subscription options, will be completed (assuming funded) by Aug 15, 2020. Assuming also that the phased quarantine is lifted and allowing for businesses to operate.

10. *Identify the project staff for this project and their technical capacity.* What type of experience do these individuals have with service delivery and grant management?

Ryd contracted out for the development of the existing app with an experienced development team. This team is ready to proceed with this next feature set.

11. *Milestones and activities.* Describe the major milestones for the project, including project start, provision of public service, public events, anticipated measurement activities, progress reports, completion date, etc.

Start Date: July 1, 2020

Design complete: July 15, 2020

Development complete: August 15, 2020

Finalize all marketing materials and communication: August 30, 2020

Publish to app stores: August 30, 2020

Begin marketing and service operations: August 31, 2020

Debug/fixes: October 1, 2020

Draft data collection reporting: November 1, 2020

Publish for WDOT metrics: December 31, 2020

12. *Project Budget.* Describe each project element and its cost details. These may include marketing, staff time, services, acquisition, incentives, etc.

- v1 App design and development = \$120,000. v1 app UI, UX design, development, publishing, and debugging.

- App development consulting services = \$60,000. App UI and UX design, iPhone & Android Application Development, Stripe Payment Processing API Integration.

- Marketing/Promotions = \$12,000. Marketing campaign time and materials to communicate and connect with retail, food service, and hospitality businesses and their employees. Campaign will include traditional print ads, social media, vehicle graphics on the Ryd vehicles, and one special event campaign in collaboration with the Vancouver Farmer's market.

13. *Project Partners.* List any planned project partners (including sub-recipients and/or contractors), by name or by type. Describe the role of your project partners, if awarded.

1. Riff Creative Studio, LLC - Native mobile app design and development contractor.

2. Ryd Vancouver - Operating entity that owns the Ryd vehicle fleet, pays the drivers, and manages providing the service.

## Other Questions (No points)

14. *Scalability.* Describe how the project could proceed with more or less funding than the amount requested. How could the project scale?

The requested funds are needed to meet the basic functionality of the the app subscription feature set within the described project schedule.

If reduced funding is provided, it will take more time as we will need to secure additional local investment or loans to complete the task.

Depending on how much additional funding is provided, Ryd could foreseeably utilize the app platform to launch Ryd services and fleet expansion into other communities in Washington State.

**Readiness to Proceed (10 points)**

15. Fill in the appropriate milestone for your project (e.g., project start, various project elements, planning dates, completion date). In the last column, enter specific descriptions about the activity.

Milestone	Date	Activity
Project Start	7/1/2020	Begin development
App published and functional	8/31/2020	Begin providing service
Begin public facing marketing	9/1/2020	Promotions and marketing of service
Draft data collection reports	11/1/2020	Draft report of data collection
Publish data collection reports	12/31/2020	Publish data collection for distribution with WDOT



## Financial Information

16. Complete the following information for this project.

Project Element	Budget
App UI and UX Design	\$12,000.00
iPhone & Android Application Development	\$24,000.00
Stripe Payment Processing API Integration	\$24,000.00
Marketing	\$12,000.00
v1 App Design, Development, & publish for Apple and Andriod	\$80,000.00
v1 backend development support	\$40,000.00
TOTAL PROJECTED COST	192,000.00
Source of Local Match:	
Ryd, LLC investors	\$120,000.00
LOCAL MATCH TOTAL	\$120,000.00
LOCAL MATCH PERCENT	62%
GRANT REQUEST AMOUNT	\$72,000.00

## Application Authority

17. This application must be certified by someone authorized or delegated to sign contracts on behalf of your organization, such as General Manager or CEO. Applications submitted without the checkbox selected will be rejected by WSDOT and will not be considered for grant funding.

☒ I certify, to the best of my knowledge, that the information in this application is true and accurate.

Name  
Casey Wyckoff

Title  
President

Date  
5-20-20