

Ride Reminder

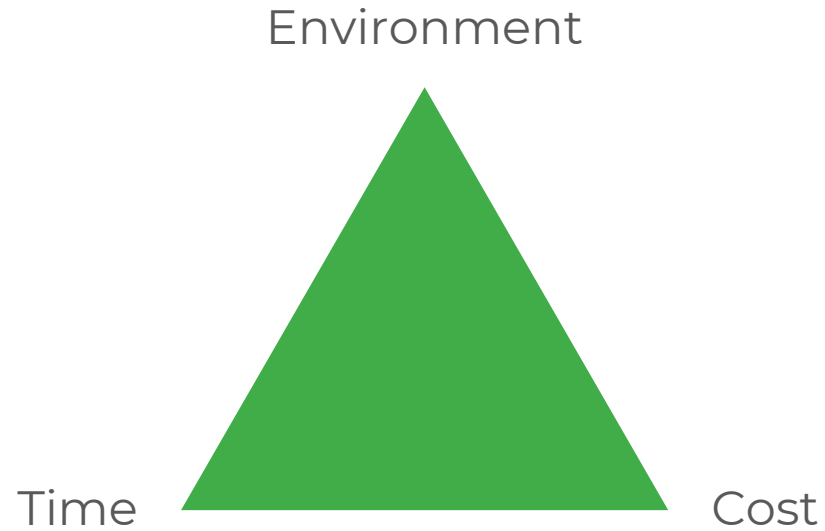
Health Care Access Design Challenge


MHMR Tarrant County

October 23, 2018

How might we ensure individuals with a behavioral health disorder who are emerging from the crisis treatment phase have effective transportation to get to follow-up care in Fort Worth?

Pain Points

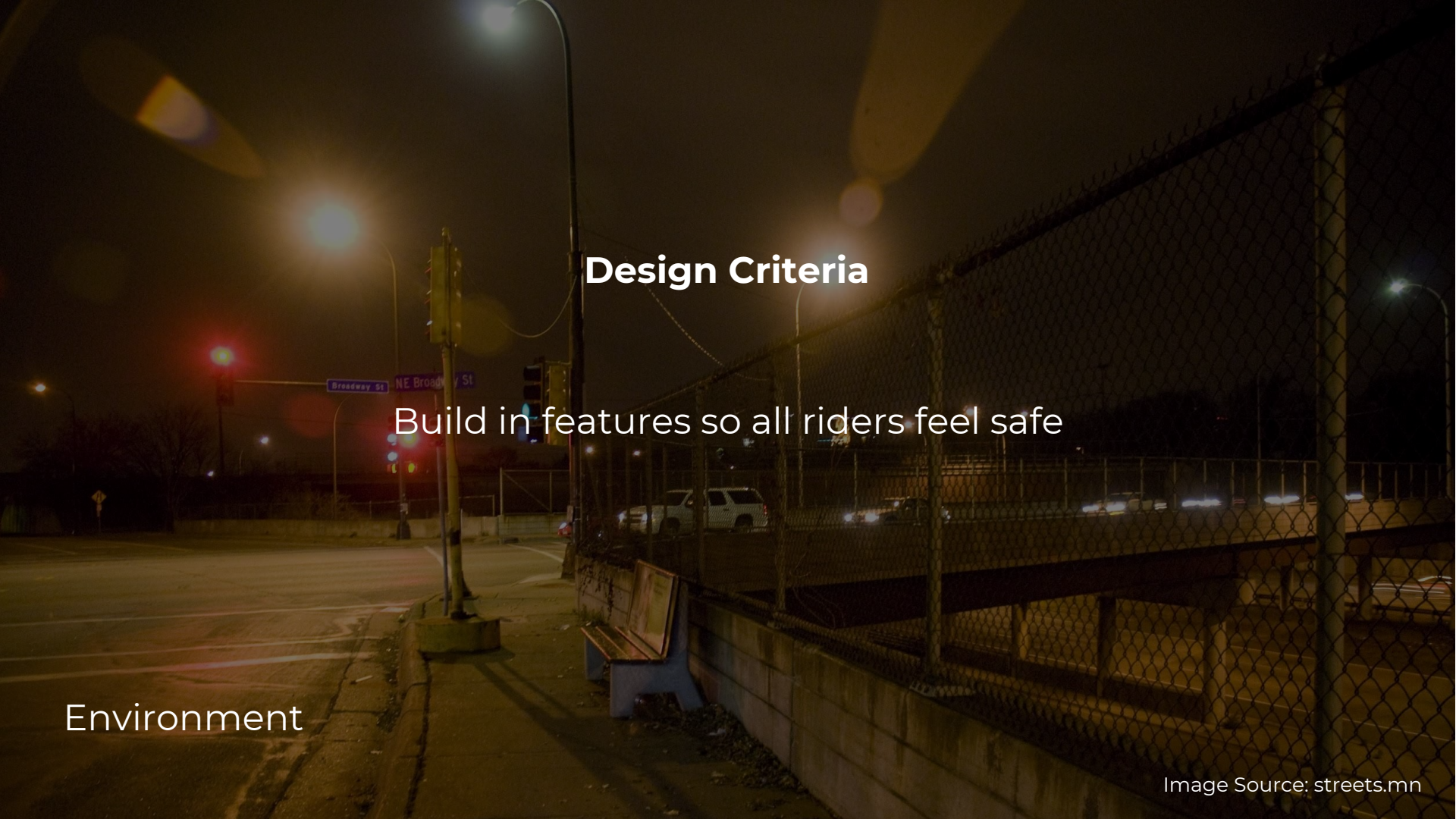


A nighttime photograph of a city street. In the foreground, a blue bus stop bench sits on a sidewalk next to a concrete wall topped with a chain-link fence. The fence runs along the right side of the frame. In the background, a street with a red traffic light and several streetlights is visible. The scene is dimly lit, with light trails from vehicles and streetlights creating a sense of movement and atmosphere.

“Some [bus stops] were nerve wracking, being a victim of a sexual assault. I had to walk 3 blocks to get there, and then I just had to sit and wait.”

Environment

Image Source: streets.mn



Design Criteria

Build in features so all riders feel safe


Environment

A woman with blonde hair tied back, wearing a red and black plaid jacket, is shown from the side, looking down at a smartphone in her hands. The background is a blurred outdoor setting with warm, golden light, possibly a train station or a public square. A green rectangular box is overlaid on the image, containing white text.

*The average RISE client has
4-5 appointments each week.*

Time

Image Source: Daria Nepriakhina


A person with blonde hair tied back, wearing a red hoodie, is seen from the side, looking down at a smartphone. The background is a blurred public transit station with yellow and blue elements.

Design Criteria

Provide easy, seamless navigation of public transit options in the region

Allow riders a way to create a Plan B if their initial plans are disrupted

Time



“When you start the RISE program, you’re not allowed to have a job. I had to figure out how to pay for things. Most clients don’t have family or friends to help.”

Cost

Image Source: The Baltimore Sun

A close-up photograph of a person's hands holding several coins over a transit fare machine. The machine is blue and red, with a coin slot and a card reader. The person is wearing a blue long-sleeved shirt. The background is blurred, showing what appears to be a transit station.

Design Criteria

Take into account people's ability to pay when calculating fares

Build the capacity of clients to tap into available resources to solve transportation issues

Cost

Introducing Ride Reminder

An Online and Text-Based
Transportation Management,
Reminder, and Reward Service



Set weekly
appointment
schedule online



Get personalized
appointment text
reminders



Earn reward coupons
for on-demand
rides with Lyft

Overview

Ride Reminder

Bus



Rideshare



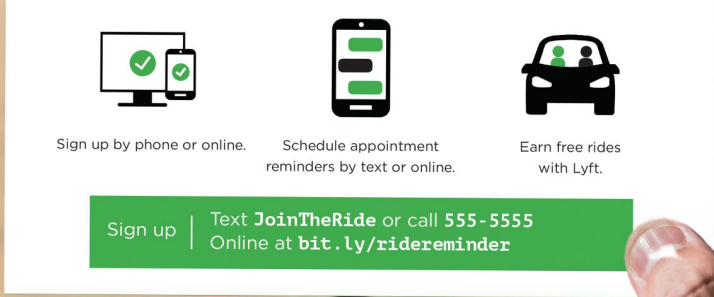
Bike



Reminder Tool

Clients input their schedule online and get text reminders for upcoming program appointments

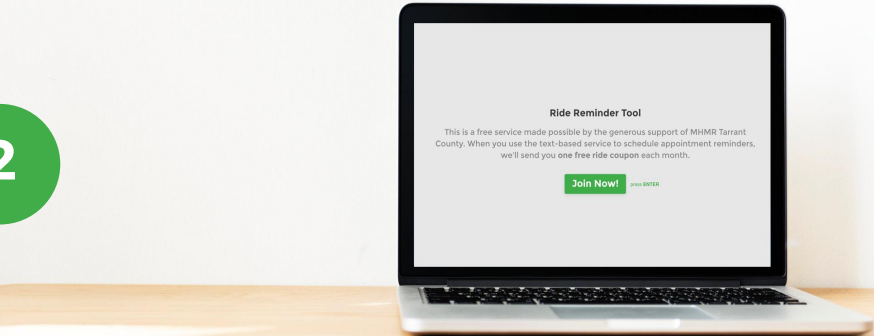
1



Sign up by phone or online. Schedule appointment reminders by text or online. Earn free rides with Lyft.

Sign up | Text **JoinTheRide** or call **555-5555**
Online at bit.ly/riderreminder

2

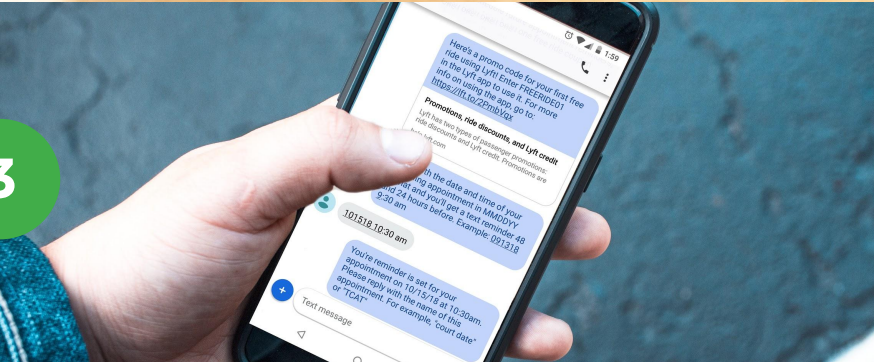


Ride Reminder Tool

This is a free service made possible by the generous support of MHMR Tarrant County. When you use the text-based service to schedule appointment reminders, we'll send you one free ride coupon each month.

[Join Now!](#) press enter

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Here's a promo code for your first free ride using Lyft: Enter **F2E9DE01** in the Lyft app to use it. For more info on using the app, go to: <https://bit.ly/2znoV0a>

Promotions, ride discounts, and Lyft credit

Lyft has two types of message promotions: ride discounts and Lyft credit. Promotions are sent to you based on your location and the date and time of your appointment. For example, if you schedule an appointment in MN025V on 10/15/16 at 10:30 am, you'll get a free reminder 48 hours before. Example: DD1316 101516.10.30 am

You're reminder is set for your appointment on 10/15/16 at 10:30am. Please reply with the name of this appointment. For example, 'court date'

Text message

Bus



- Reduced monthly bus pass (existing program)
- Free ride coupon to get to Trinity Metro storefront or Intermodal Transit Center to pick up reduced pass in person

Rideshare



- Clients earn a reduced monthly pass or free monthly ride to/from appointments for engaging with reminder tool
- Helps offer a plan B

Bike



- Reduced membership fee
- Road safety training with bike advocacy group
- Leisure and extracurricular

Overview

Ride Reminder

Bus



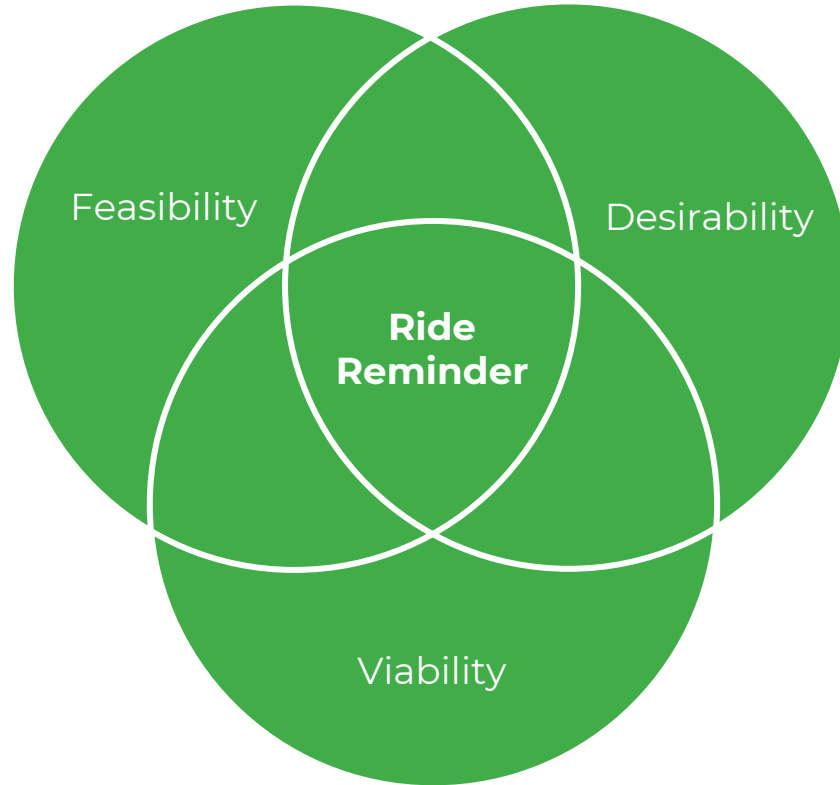
Rideshare



Bike

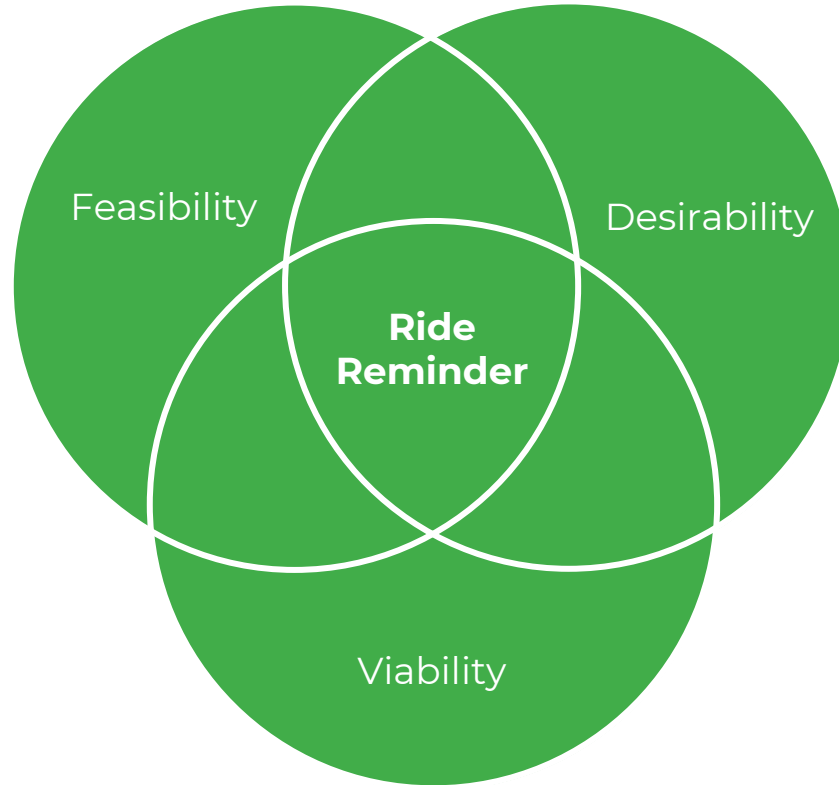


Summary



Summary

Builds on
existing internal and
external systems



Aligns with client
needs and
preferences

Increase transportation access through
public/private partnerships

Thank you