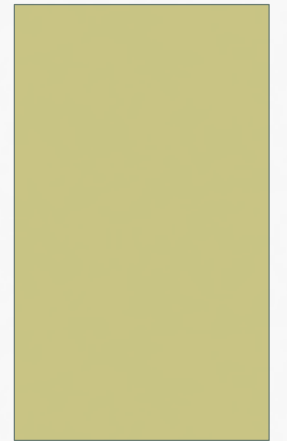


**ATTLEBORO AREA  
SOCIAL RESPONSIBILITY ALLIANCE**



# COLLECTIVE IMPACT ALLIANCES

- **2015 Community input forums convened by the Attleboro YMCA**
- **Launched 2 Collective Impact Alliances**
  - **Healthy Living and Social Responsibility**
    - **Launched in 2016**
    - **Each alliance member committed to a 3 year process and an MOU for participation**
    - **Alliance was resourced by 3 core entities. \$10k per year for the admin support and a Facilitator.**

# SOCIAL RESPONSIBILITY ALLIANCE

- **Alliance was formed by inviting:**
  - **Business Leaders**
  - **State Legislators**
  - **Social Service Organizations**
  - **Higher Education Leaders**
  - **Regional Transit Authority**
- **The alliance reviewed the needs data from the 2015 community input sessions, along with insights from members.**
- **Transportation was clearly identified as the most critical issue that could assist our under-resourced residents.**
- **Specifically with needs during nights and weekends which fall outside the transit authority's service hours.**

# C.A.R. “COMMUNITY ACCESSING RIDES”

- **C.A.R. Initiative was piloted and organized around Sub-Committees**
  - **Operations**
  - **Funding**
  - **Marketing**
- **Objective was to provide on demand transportation for under-resourced individuals in the Greater Attleboro Area.**
- **Partnering with a ride sharing company was identified as a possible solution. UBER was chosen due to service availability.**
- **Social service organizations were identified and invited to a meeting to listen, provide input, and gauge interest on becoming a partner.**

# GATRA A KEY PARTNER

- **GATRA was at the table throughout the process as a key partner and resource.**
- **GATRA secured the Community Transit Grant.**
- **Developed Google Earth resource for Pilot members to identify fixed route locations before they logged on for an Uber ride.**
- **Education on existing GATRA services.**

# FUNDING SECURED

- **7 social service organizations agreed to be members of the pilot and contributed between \$250-\$1,000 depending on the size of their organization. This entitled them to up to \$2,000 worth of rides.**
- **Attleboro Rotary contributed \$2,000**
- **Wal-Mart \$250 mini grant**
- **COMMUNITY TRANSIT grant \$30,000 (matching funds)**
- **State legislative request \$20,000**
- **\$4,750. raised from Pilot members**
- **Willow Tree contributed \$1,000**

# UBER CENTRAL PROCESS

- **Operations Sub-Committee formalized the process for “Uber Central” as our mechanism to use for the Pilot.**
- **Engaged the (7) Pilot members and held a special training and tutorial**
- **Centralized Billing (YMCA fiscal agent), Billed monthly**
- **Pilot Organization has up to two contacts trained on the process of securing a ride.**
- **They each have a personal access code**

## UBER CENTRAL PROCESS, CONT.

- **Access from smart phone or IPad or Lap top (Secured by Organization Staff). Rider does not need to have a smart phone.**
- **Pre-schedule or time of need schedule of a ride**
- **GATRA must not be available (Primarily after 6pm M-F and weekends)**
- **Part of the agreement with UBER was to have the ability to track trips with specific information like origin/destination, time, miles traveled, and cost**
- **Additional 3 members joined in May, 2018 (Attleboro HS, Sturdy Hospital, ARC of Bristol County)**



# RESULTS TO DATE AND KEY LEARNING

(AS OF 9/1/18)

- October 1, 2017 Launched
- Rides started slowly (68 in the first 2 months)
- December 1, 2017-September 1, 2018 (1,100 rides)
- Total of 1,168 rides. Average cost per ride \$21.
- Time Periods of usage:
  - 25% weekends (variety of time periods)
  - 75% weekdays (mostly evenings, but when it was accessed during day time hours, it was due to out of area transport and/or GATRA not easily accessible).

# KEY LEARNING, CONT.

- **Primary uses for the services**
  - **Medical related appointments**
  - **Renewal or application for government benefits (SNAP, Heat Assistance, etc.)**
  - **Appointments at Social Service Agency (ESL Class, Counseling, etc.)**
  - **2nd or 3rd shift job**
  - **Food access**

# KEYS TO SUCCESS

- **Collective Impact Approach and Way of Work**
- **Cross Functional membership on the Alliance**
- **GATRA involvement (active engagement)**
- **Trained and committed Pilot Members (10 Organizations)**
- **Check in Conference Calls (every other week for duration)**
- **Uber Business reports for Tracking and Monitoring purposes**
- **Committed Leadership**

# NEXT STEPS

- **6 members will be sustaining on their own after 10/31/18**
- **4 smaller organizations are currently working together on their own sustainability plan (Collaborating on funding, Admin., etc.)**
- **White Paper being developed to document process, learning and will be shared with others.**