



# **Ride Hailing Partnership Forum: Best Practices in Coordinating Mobility**



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# Travel Itinerary Stops along the way!

Need

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Opportunity

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Process

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Partnership

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Cost

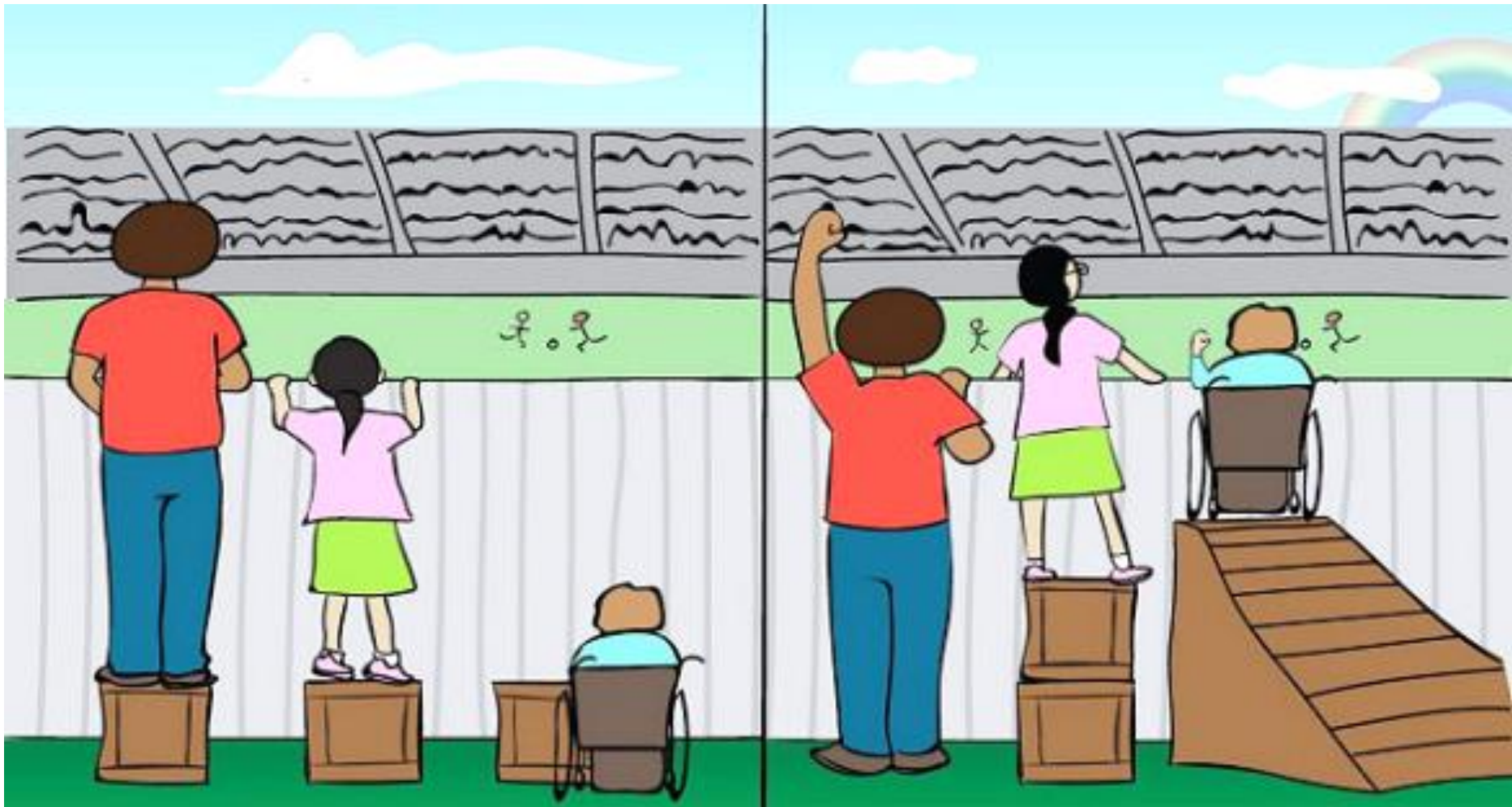
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Measurement

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# Enhancing Access to Education



**EQUALITY**

**EQUITY**

# Meeting Student Need

## Question 7: What is important to you in terms of your commute choice? (Check all that apply.)

Time, followed by availability, were the top responses.

Answer	Responses	% Responses
Time	636	29.9
Availability	504	23.7
Cost	483	22.7
Family/Life Balance	296	13.9
Environment	209	9.8



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# The Deal

The Uber logo is displayed in white, bold, sans-serif capital letters on a solid black rectangular background.

UBER

The text "NSCC-UBER RIDE" is written in a bold, white, sans-serif font with a red outline, set against a solid red rectangular background.

NSCC-UBER RIDE

**IT'S EASIER THAN EVER TO GET TO CLASS.**  
*Travel to NSCC's Danvers Campus using NSCC-Uber Ride.*

**Beginning September 6, 2016, currently enrolled students can ride to and from the Danvers Campus from the North Shore Mall or Beverly Depot with a \$10 discount on rides.**

A dark blue banner with a ribbon-like shape at the ends, containing text in yellow and white.

**Learn more at**  
**[www.northshore.edu/uber](http://www.northshore.edu/uber)**

# How'd we do that?



**Partnership**

**Parameters**

**Additional Associates**



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# Funding and Longevity

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**Institutional  
Funds**

**Sustainable**

**Repurposed  
Dollars**

**Institutional Priority**

**Greater Return  
on Investment**



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# Measuring Success

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**Ridership**

**Ability to meet  
varying needs**

**Student Feedback**

**Peer  
Feedback**

**Cost**



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# Questions and/or Comments

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**Thank You!**



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