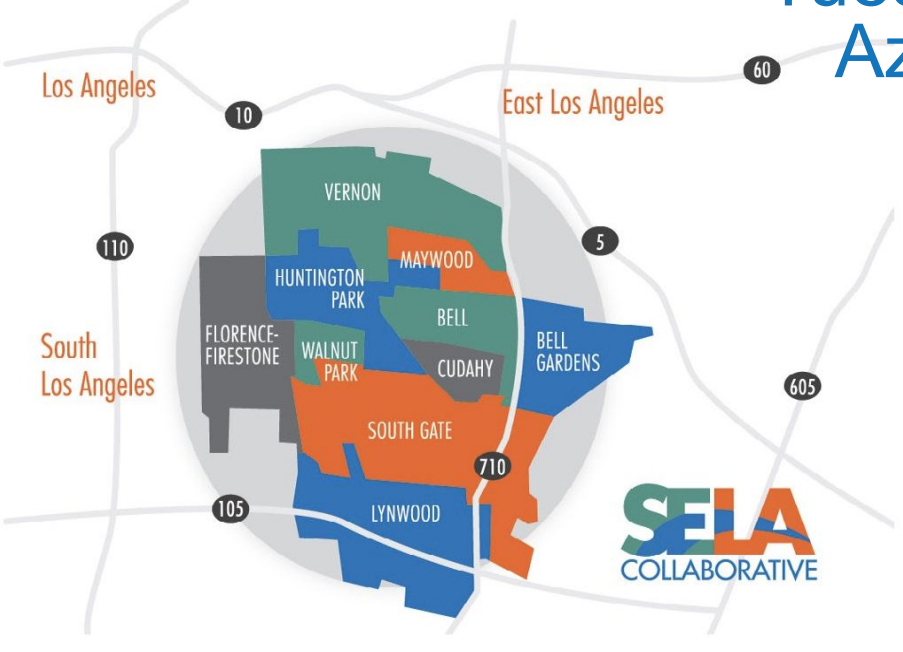
SELA Ride-Share Community Focus Group Report

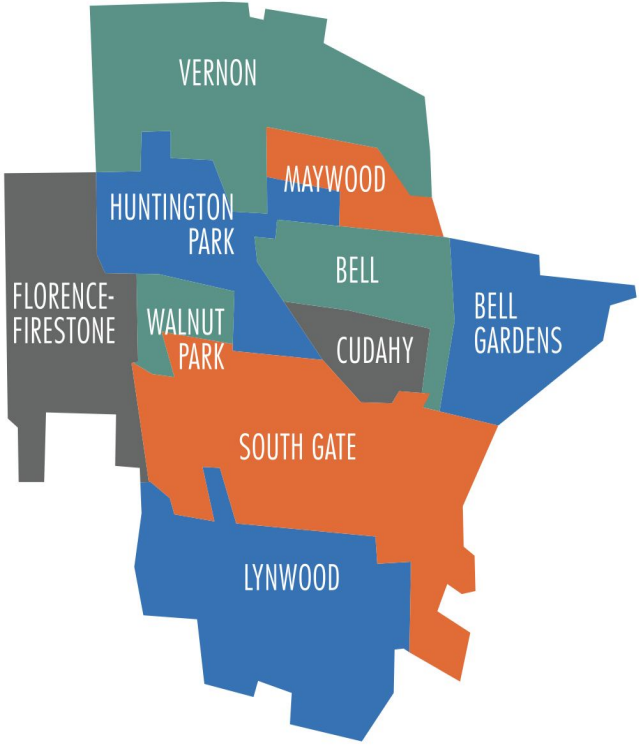
Tuesday October 25th 6:30pm
Azalea Room, South Gate



Focus Group Participants:

Focus Group Participants live in:

Bell
Bell Gardens
Cudahy
Florence-Firestone
Huntington Park
Lynwood
South Gate
Walnut Park



# of Participants: 13
Age Range: 16 yo- 82 yo
Age of participants: 16, 25, 31, 37, 37, 45, 48, 48, 49, 52, 55, 59, 82

For Riders: Pilot Ride-Matching Concept

Participants identified who would benefit and utilize this service:

- Older adults
- Mothers with children
- Individuals who go grocery shopping
- Youth & teens
- Parents
- College students
- Individuals who work in SELA region
- Individuals who live in SELA and visit family in SELA

Reasons and circumstances community would utilize ride-share service:

- Participants would use this to: attend grocery store, attend medical appointments/hospitals, attend community events, visit family in SELA, shop at local stores, visit parks, go to school
- Participants reported that they attend medical appointments outside of the SELA region and would benefit from a service that can accommodate transportation outside of the SELA region (Downey, Long Beach, DTLA)
- Participants shared that this service would help eliminate the challenge of having to carry purchased goods when using public transportation services.
- Participants reported that ride-sharing can increase access to safe transportation and can facilitate experience of attending stores and scheduled appointments.
- Individuals or older adults may receive support from the driver to help carry their groceries
- Avoid waiting at bus stops
- Faster access to transportation as opposed to Metro or Taxi service
- Affordable service as opposed to Uber or Lyft
- Safe option for when transporting goods
- Older individuals with limited mobility or with mobility devices can safely travel with their devices without fear of their device being stolen
- Attend college, avoid paying for parking fees, and avoid looking for parking
- Parents who are unable to drop off or pick-up their children from school can use this service to ensure their children arrive to school safe
- Parents who are unable to transport their children to after-school activities or clubs
- Increase access to all SELA residents due to being pockets in the region where transportation services have limited accessibility
- Avoid having to travel to bus stops to use public transportation
- Access to transportation during hours that public transportation is not available (late hours)
- Increased access to areas outside of SELA and regions that current SELA city transportation services do not reach.
- Facilitate traveling experience, including being dropped off in front/near the desired location
- Help reduce air pollution
- Affordable transportation option to attend work/employment
- Access to reliable transportation during unfavorable weather conditions

For Riders: Pilot Ride-Matching Concept (Raw Data)

Questions for Participants:

- ❏ Would you or persons you know use this service?
- ❏ For what kinds of trips? Circumstances?
- ❏ Do you think riders would mostly be…older persons? Young persons? Other groups?

Participant Response:

- "I would use this service because Uber service cost is expensive"
- "Shared ride would be less expensive"
- "I would use this because carrying groceries while using public transportation gets heavy"
- "It would be easier to carry purchased goods"
- "This service would be helpful for mothers, since they are the ones who frequent grocery stores. Also for mothers with children, this service would provide safety for mothers who want to go to the store with their children. Public transportation can be dangerous for mothers with children".
- "It is important to know how much drivers will be compensated because it has to benefit them as well"
- There are transportation services offered in the SELA region however, there appears to be pockets/areas that are not serviced.
- "This service would be helpful for when needing to go to medical appointments or the hospital"
- "I would use it for going to the clinic, hospital, and groceries store"
- "This service would be more readily accessible than public transportation. I would not have to wait for the bus and walk to the store instead of being dropped off in the front of the store"
- "I would use it for visiting my family in the city of Huntington Park. It would be better for me because I would not have to be looking for parking since there is already limited parking available in the community"
- " I think people who are older are more likely to use this service because they may experience physical/mobility challenges that would impact their ability to use public transportation. People who use wheelchair would benefit from this service because it is much difficult to navigate a wheelchair and groceries in the Metro bus. "
- "Older individuals can benefit because the driver can potentially help them carry their groceries for them when getting off the vehicle"
- "I use the Taxi often to go to my medical appointments. The issue is that the Taxi can take up to 20 minutes to arrive, I think this service would be faster"
- "The teens of the community can use this service to go to school. This would give parents a better ease of mind knowing kids are being transported safely"
- "I personally would use it for school because specially I'm running late to school this would be best and safer method to get to school"
- "I think people who attend local community colleges would use this service, this would help students save money on parking fees, and would not have to worry about finding parking"
- "There is a service provided to residents of city of Cudahy, but the service limits the transportation outside the SELA region and sometimes that makes it hard to attend appointments outside of the SELA region"

For Drivers: Pilot Ride Matching Concept

Reasons to be a Driver:

- Community involvement- help the community
- Access to financial opportunity

Reasons for not being a driver:

- Not having clear requirements, criteria, and compensation information
- Concerns regarding acquiring insurance to cover passengers
- Concerns regarding responsibility when involved in a car-accident
- Concerns with transporting children/minors
- Concerns about possible insurance cost increases
- Safety concerns regarding transporting strangers

For Drivers: Pilot Ride Matching Concept (Raw Data)

Questions for Participants:

- ❏ What resonates with you?
- ❏ Would you or persons you know be a driver? Why or why not?

Participant Response:

- "I think that drivers should be mindful of their age and ability to tolerate stressful situations especially when transporting strangers, because it can be stressful"
- "I would like to do this type of job to help my community and earn some money, but I would be afraid of the responsibility of obtaining insurance for passengers incase of an accident"
- "It would be helpful to know what the requirements are to be a driver, perhaps by knowing what the requirements are, then more people would be open to participating as a driver"
- "I hope that drivers are nice and professional. You never know what type of person you will interact with when using transportation services"
- "I don't know if I would feel comfortable being a driver, especially transporting children. Will I have to have a car seat for children? I will be scared to transport children"
- "When I request Uber, I let the driver know that there will be children being transported in the car. I think drivers should always ask if children will be transported"
- "I think that I would be a driver when I turn 18yo because I would be able to help my community and earn some extra cash for school"

Location and Time of Day: Pilot Ride Matching Concept

Locations participants frequent:

- Cudahy Bell, Bell Gardens, Downey, Huntington Park, Florence-Firestone, Hollywood, Lynwood, Santa Monica, South Gate, Vernon
- Walmart in South Gate
- SELA region Plazas: Lynwood Plaza, Azalea Plaza, Huntington Park-Pacific Plaza
- Local schools
- East Los Angeles Community College
- Vernon factories
- Vernon Swapmeet
- Florence-Firestone Metro Stations
- Farmers Market
- Union Station
- Local health clinics
- Community parks

Specific locations important to serve & Location to pilot program and why (per participant response):

- Florence-Firestone Metro station. SELA residents utilize the station to travel to DTLA and other parts of Los Angeles county
- Huntington Park. SELA residents often frequent the shopping center on Pacific Blvd and health clinics.
- South Gate. It is a central location in SELA
- Vernon. SELA residents work at the factories in the city of Vernon
- Cudahy. Cudahy lacks reliable transportation services

Participants reported that areas in SELA are challenging to navigate via public transportation due to the distance the bus station is to their home or their desired destination. Participants reported they must travel on average 10min-15min walking to arrive to the nearest bus stop by their home. Additionally, participants shared that they wait on average 10 min. for the bus to arrive.

Location and Time of Day: Pilot Ride Matching Concept

Important times for service availability:

Time (frequency of response)

- 6am (1)
- 7am (4)
- 8am (6)
- 9am (1)
- 10am (2)
- 3pm-6pm (3)
- 7pm-9pm (2)
- 10pm-12am (4)
- 24/7 service (3)

Participants shared that the preferred times include early morning to help residents attend work, school, and health-related appointments. Participants stated that they would like to have access to the service in the afternoon when returning home from school, work, and for youth to be able to attend after school activities. Participants expressed interest in having the hours of service to be extended to times that public transportation is not available to the community. Participants shared that they would like for the service to be extended to 24/7 hour service to have access to transportation should emergencies arise in late hours.

Location and Time of Day: Pilot Ride Matching Concept (Raw Data)

Questions for Participants:

- ❏ Do you or people know travel to these locations frequently?
- ❏ Are there specific places that would be important to serve?
- ❏ What area do you think would be best place to start?
- ❏ Are these areas easy to get to now by bus?
- ❏ What times are most important?
- ❏ Are some times more of a concern than others?

Participant Response:

- "I frequent Huntington Park a lot"
- "It depends what my schedule is, I go to union station, I go to a lot of places, South Gate, Lynwood, Bell. I usually go to these areas in the mornings"
- "I frequent Huntington Park at 7-8am"
- "I frequent South Gate to go to school, mornings at 6-7am"
- "I frequent the farmers market in Huntington Park at 8am"
- "I visit South Gate and Huntington Park the most due to my sons school, Walmart, health clinic or clinic in Cudahy. I usually go at 8am. I go to the clinic 2-3x per month"
- "I frequent the nearby Plazas, Azalea Plaza, Lynwood Plaza, stores on Pacific Ave in Huntington Park"
- "I like to visit the stores in Pacific Ave around 10:30 am. I also go to the stores in the city of South Gate, meetings in Bell Gardens and Bell. I usually take the Metro bus. It takes me about 10 min. walking to get to the bus stop from my house"
- "I am afraid to be at the metro stop, 111 metro line, because there are individuals who don't seem safe. Waiting for 10 minutes feels like 20"
- "I would like to use the bus but it is about 10-15 min away from my house. I would use the 111 line, that would take me to all the nearby cities, but the metro train is not close to me to be able to go across town or to other parts of LA, Hollywood, or Santa Monica"
- "The bus stops are too far from homes"
- "The best place to start the pilot would be in the city of South Gate because it is the center area of SELA"
- "In my opinion it would be Huntington Park because there is a lot of commerce and health clinics. Even though it is not a central location, many people frequent Huntington Park.
- "The city of Vernon due to the factories and many people work there. 58th St., 52nd St. and Vernon, near Vernon Swapmeet"
- "I would like for this service to be in my community Cudahy because we only have the city bus available and it takes forever almost 1 hour wait time to use the bus"
- "I would like for it to be by Florence-Firestone Metro station because a lot of people from SELA use the Metro station"
- "I take my kid to school everyday at 6am, and it would be useful to use this service for when it rains. In case it rains this would help my kid stay dry. I live on Mile and by the time my kid walks home from school he would be very wet"
- "I would use it at 8am to go to school and again in the afternoon around 3-4pm to go back home"
- "I would use it to go to work and come back home"
- "It would be helpful for it to be available from early morning to late-night. In case of emergencies or needing to go to the hospital"
- "I know kids are in school and stay after school, the parents have to work around 8-9am, drop off the kids at 9am and get off work at 5pm, by that time they are picking up their children, and if their child is in sports, the parents can use the service to have their child picked up"
- "7-8pm, I think I would use it later to avoid being stuck in traffic"

Pilot Model: Service Details for Riders

Preferred Quality Service for Riders:

- Accessible for individuals under age of 18yo
- Access to request service via telephone call
- Access to multiple methods for requesting service: Telephone, website, phone app.
- Offer multiple options to pay for service: Debit card, pre-paid card, smart-phone wallet, Apple Pay
- Promote safe payment option by suggesting pre-paid cards to be protected from personal information being stolen
- Requesting for riders to submit to a background check would help increase safety, however it might discourage undocumented individuals from using the service
- Bilingual service

Pilot Model: Service Details for Riders (Raw Data)

Questions for participants:

- ❏ What would works best for you?
- ❏ What would work best for the people you think would use this service?
- ❏ Would you be willing to go through a background check?

Participant Response:

- “Because I am 16 yo and I have to go to school everyday, this would not work for me. I also don’t think this should be accessible to all kids but the age should be lowered”
- “I think using telephone to request a ride is important for those who do not know how to use technology”
- “It would be good to have the options to request a ride”
- “For me paying via smartphone wallet would work, but other people that I know I like my mom or aunts would pay via credit card”
- “By having a credit card and paying with a credit card people can collect your personal information”
- “It is best to have a pre-paid card to avoid having your personal information stolen, thinking about protecting yourself”
- “I would prefer a pre-paid card, it would feel safer to me”
- “I think we should always be given different options to pay for the service, to have all the options: cash, apple pay, debit, credit”

Pilot Model: Service Details for Drivers

Preferred Quality Service for Drivers:

- Access for undocumented individuals to participate as drivers
- Direct payment to bank account
- Payment to be made via Venmo or Zelle due to being a trusted and secure form of payment
- Complete background check to register as a driver
- Payment for service provided is preferred than receiving a voucher

Pilot Model: Service Details for Drivers (Raw Data)

Questions for participants:

- ❏ What would work best for you if you were a driver?
- ❏ Would people be willing to have these checks in order to be a driver?

Participant Response:

- “If you have full coverage, it would cover 3-4 passengers, and if you crash, it will cover everything”
- “I would make a recommendation, I know many people don’t have their own legal status and we know that in this region there are many people who are undocumented, if it would be possible to consider how to allow undocumented individuals to work providing this service”
- “Payment via Venmo or zelle would be best because it goes directly to your bank”
- “If you need Zelle or Venmo, then it would require for you to need a bank account, and if people do not have legal residency documentation, then it would impact them”
- “Payment is preferred than credit voucher”
- “The voucher would need to be credit for one way. If it's only a certain distance and the rider needs to pay to cover the rest, and only has cash, then the driver would need to also carry cash to give the rider change”

Questions asked by participants:

- ❏ If one would use their personal vehicle, would the car insurance cost increase?
- ❏ Would undocumented individuals who want to work providing this service be able complete a background check?

What could quality of service look like?

Preferred Quality:

- Reliable service. On time-service with minimal wait time.
- A rating system for driver and rider. This would help identify safe drivers and riders
- Communication between driver and rider to inform the rider of expected wait time
- Access for rider to be informed of how many individuals will be sharing the ride
- Security cameras inside and outside of the drivers vehicle for safety purposes
- Live tracking system for rider to inform when the rider will arrive at desired destination. Parents can track in real-time if their child arrived or was picked-up by driver
- A marketing logo that can help riders identify the driver/car (similar as Lyft uses the pink logo or pink mustache)

What could quality of service look like? (Raw Data)

Questions for Participants:

- ❏ Did we miss anything on this list?

Participant Response:

- “Being punctual is very important”
- “To have an idea of how many people are being transported and how long it is going to take. And informing the rider waiting to be picked up how long the wait time will be. If I am waiting too long, I won’t be happy”
- “Communication from the driver to the passenger is very important”
- “Security and safety is important”
- “A rating system for drivers and riders for safety purposes”
- “Drivers to let riders know waiting time if picking up multiple people”
- “A tracker to notify how far away the driver is to pick up a person”
- “A system that notifies if a person was dropped off. In case I request a ride for a young person, I can see where he is in real time and know when he arrived”
- “Safety cameras inside the car and outside for safety and accidents”
- “A design or logo that makes the vehicle standout or can be identified like Uber and Lyft have the color and sign”