

FORD MOBILITY
city:one

Austin City:One Challenge
Final Report



Welcome

City:One is a Ford Mobility initiative to transform cities by addressing mobility problems one person and one solution at a time.

We launched this initiative because we recognize that it can be a daunting task to plan for the dynamic and ever changing mobility needs of a city and its residents. The City:One framework zooms down to one person, one solution at a time to provide an intimate view of a city's needs and how they might be addressed with new innovative solutions.

One of our flagship programs is the City:One Challenge, an innovation competition that engages residents by elevating their unique transportation experiences then issues a call to action for entrepreneurs to propose innovative ideas to address them. Through this program, we have been able to elevate community voices into the mobility innovation process that have informed the design of targeted solutions launched in Austin.

As a result of the Austin City:One Challenge, we have been able to convene and engage more than 1,200 people in Challenge activities, generate 150 proposals addressing mobility challenges and award \$150,000 in funding to pilots testing new mobility solutions, with a focus on improving access to healthy living by addressing racial equity in East Austin.

Thank you,

Jack Gray
City:One Co Founder & Global Lead, City Solutions

FORD MOBILITY



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Introduction

The City:One Austin Challenge is a public-private partnership designed to crowdsource ideas that can transform mobility in East Austin to improve access to healthy living by addressing racial equity.

The City:One Austin Challenge engaged residents and decision makers in envisioning, designing and deploying new mobility solutions, through a five-phase process that took place over a nine-month period.

- First, we engaged residents from the East Austin community to share their needs and challenges, which helped to identify opportunities to improve access to healthy living resources while addressing racial equity in East Austin.
- Then, we invited entrepreneurs to co-design solutions to address these healthy living and racial equity opportunities.
- Next, we provided the entrepreneurs with business and racial equity training, in collaboration with local community groups, to refine their solutions to the specific needs of East Austin.
- We then awarded \$150,000 in funding to two winners to pilot their idea in the real world and measure its impact on local mobility needs. The challenge also leveraged additional funding from the Transit Empowerment Fund to award funding to two Challenge finalists to support alternative mobility solutions.
- Finally, we supported the launch of solution pilots in 2020-2021 from our Challenge winners, Tappy Guide and Good Apple.

This challenge was hosted by the City of Austin - Austin Transportation Department's Smart Mobility team with support from the Austin Equity Office, Austin Technology Incubator, Capital City Innovation, Austin Tech Alliance, Central Health, Saint David's Health, CommUnity Care, Austin Public Health, Austin Veteran's Office, the Housing Authority City of Austin, Joyce James Equity Consulting, and the Transit Empowerment Fund.

The City:One Challenge is made possible through support from Ford Mobility and keynote sponsors AT&T, Dell Technologies and Microsoft.



AUSTIN TRANSPORTATION

**FORD
MOBILITY**

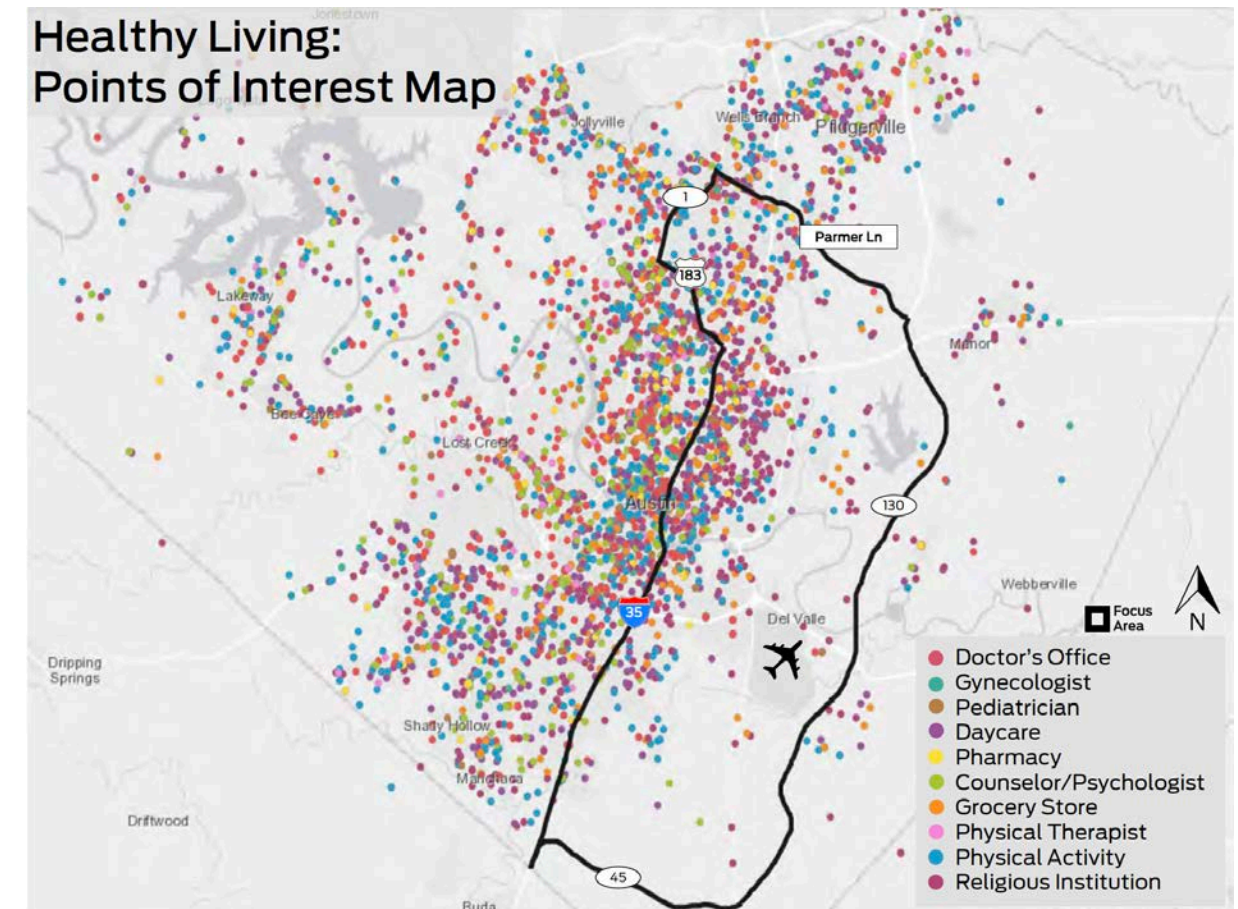


Why is Access to Healthy Living Important?

As one of the fastest growing cities in the US, Austin is in a state of perpetual growth. As the neighborhoods of Austin change, the city has taken steps to ensure all of its residents – east and west, north and south – are provided the opportunity to live happy and healthy lives. As part of this foundational work, the Austin Transportation Department, the City of Austin, and a myriad of local collaborators have conducted extensive research into the needs of Austin’s communities, for this project we referenced: the Community Health Assessment (2017), the Community Health Improvement Plan (2018) and the Austin Strategic Mobility Plan (2018).

The role of the City:One Challenge in Austin was to complement those foundational efforts by focusing on the ways people live healthy lives and how mobility impacts their ability to do so, particularly in the communities that are facing dramatic cultural and economic shifts¹ – Austin’s “Eastern Crescent” or “East Austin.”

These communities, mostly² residing east of I-35, have “historically been underserved because of their Black/African Americans, Latino/Hispanic, Asian Americans and other immigrant residents. These residents continue to be displaced eastward and north into more affordable areas outside of central Austin with less access to affordable health care, healthy food retailers, outdoor recreation space, and means of transportation.”³ Most shockingly, many of the people in these communities have at least four years shorter life-expectancy than their peers on Austin’s west side.⁴



Map © Ford Mobility – Global Data Insight & Analytics

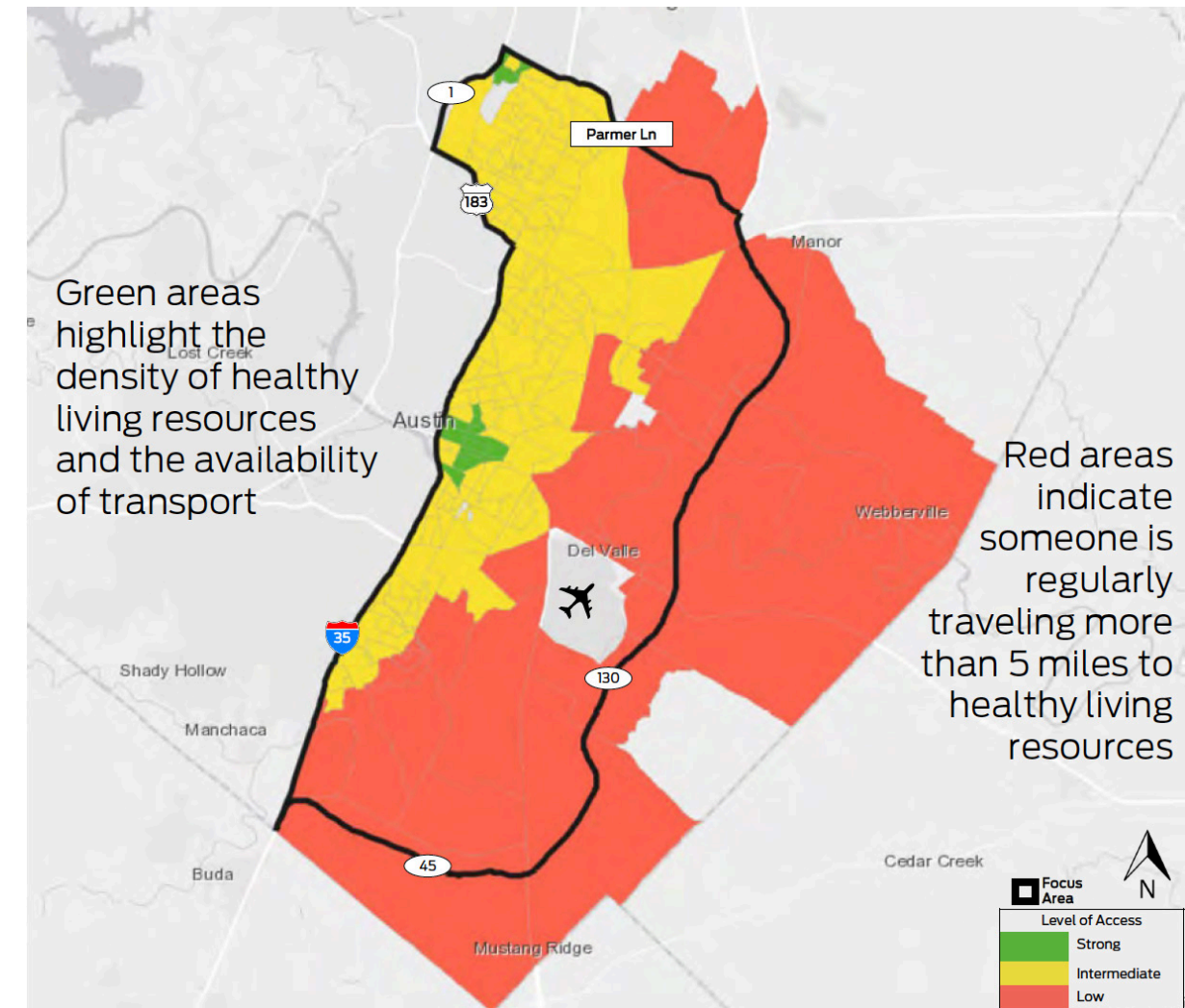


Why is Access to Healthy Living Important?

Why Focus on “East Austin” / the “Eastern Crescent”?

Our focus area for the Challenge encompasses the “Eastern Crescent,” which has come to be known as the new geographic pattern of social disadvantage in Austin. This is built, to some degree, on the conception that Austin’s advantaged and disadvantaged areas are strictly to the west and east, respectively, of Interstate 35.⁵ Historically this area is home to Austin’s communities of color with a legacy of housing and transportation policies such as the 1928 Master Plan’s Negro Districts, and redlining and zoning policies.⁶ This plan forced the segregation of Black residents to East Austin: any Black person who tried to settle outside of the designated “Negro District” was denied basic services like utilities, use of public space, and access to public schools.

These policies have led to the area’s broad exclusion from the city’s rapid economic development, which can be seen through disparities in investment and large scale infrastructure projects⁶, income levels, and health outcomes. The “Eastern Crescent” has higher density of households who make less than 80% of the median income, \$62,250, as well as a lower density of healthy living destinations, defined as food sources, hospitals, clinics, and outdoor recreational areas⁵. Currently, residents in this area, historically people of color, are vulnerable to displacement to areas further east, north and south, away from resources like public transportation and health facilities.





The Scope of the City:One Austin Challenge

Starting from a focus on racial equity, the Austin City:One Challenge specifically sought out solutions that supported the following objectives:

- a. Eastern Crescent: support communities that have been or who are at risk of being displaced by growth and change
- b. Family-oriented Solutions: supporting women and families of color with young children
- c. Physical Disabilities & Mental Health Conditions: creating equitable access for different abilities
- d. Health & Social Services to the People: effectively bringing services to people when and where they need it
- e. Non-Single Occupancy Vehicles: removing barriers to access for sustainable transit options
- f. Community Data Sharing: connecting community resources to help people make the best choices for their needs

Based on the community stories we heard throughout the ten-week explore phase; existing reports and studies focused on health equity and mobility; and data analytics conducted by the Ford Global Data Insights and Analytics team, we invited entrepreneurs to submit ideas around four opportunity areas that help answer a central question:

How might we... make it easier for East Austin community members to live a healthier life through improved mobility and transportation?

Opportunity 1

Supporting health during the unexpected - help people stay healthy (physically and emotionally) through difficult times, especially when a family member has a health event or loses their main mode of transportation.

Opportunity 2

Providing trusted healthy services - make it easier for everyone to safely ask for help and receive the things they need without fearing for their wellbeing.

Opportunity 3

Delivering health to those who want it - make it easier for people to know what healthy food and service deliveries are available, their costs, and any benefit programs they might qualify for.

Opportunity 4

Connecting neighborhoods to local hubs - make it easy for everyone to travel from their front door to the bus stop or grocery store one mile away

City:One Challenge Process

What did the process look like?



1. Explore Phase

During this phase, we contextualized research collected from in-person community working sessions, online engagements, one-on-one interviews with subject matter experts and residents, and a blend of data analytics. This was done over several weeks to understand the context and nuance of individuals' mobility challenges.



2. Propose Phase

The Propose phase is when we asked community members, entrepreneurs and established businesses for proposals to address the mobility challenges outlined during the Explore phase. We also continued online engagements and hosted innovation networking workshops to gather feedback on proposals or vote for ones that they find the most interesting.



3. Refine Phase

A steering committee reviewed all proposals submitted and invited 12 finalists to build upon their ideas to provide more detailed proposals. The finalists participated in a workshop hosted in Austin to refine their applications by working with expert mentors to help them transform their ideas into more viable and equitable pilot proposals.



4. Select Phase

A panel of judges reviewed the finalists' proposals, heard their pitches, and interviewed them, and then evaluated each finalist based on criteria set by the steering committee. The result being to choose the winners that received funding for piloting their idea.



5. Pilot Phase

During this final phase, Ford Mobility and winners aligned on a contract to implement their proposal with the funding support from the challenge. Pilots are implemented over the following 6-12 months and the City continues to collaborate with the winners to determine how to sustain the solution beyond the pilot phase.



Our Approach To Community Engagement

A community-centered design approach means that community voices are at the heart of the City:One Challenge process.

The Challenge hosted several Community Working Sessions to bring people together from across the city and the East Austin community to develop a deep understanding of the mobility experiences faced by residents, businesses, community groups and visitors. Each session featured community panelists that shared their mobility journey experiences and focused on a different topic in mobility and transportation. To ensure local context is maintained, the Ford Mobility team hired local co-facilitators to help foster thoughtful conversations and develop ideas both online as well as during the workshops.

Community events were hosted at American Asian Resource Center; 7Co; Meals on Wheels Central Texas; Pan Am Recreational Center; and Capital Factory.



**Community Engagement:
By The Numbers**

65,646

**Number of "Healthy
Living" Routes Tested**



150+

**Number of Community
Workshop Participants**

150

Pilot idea Submissions

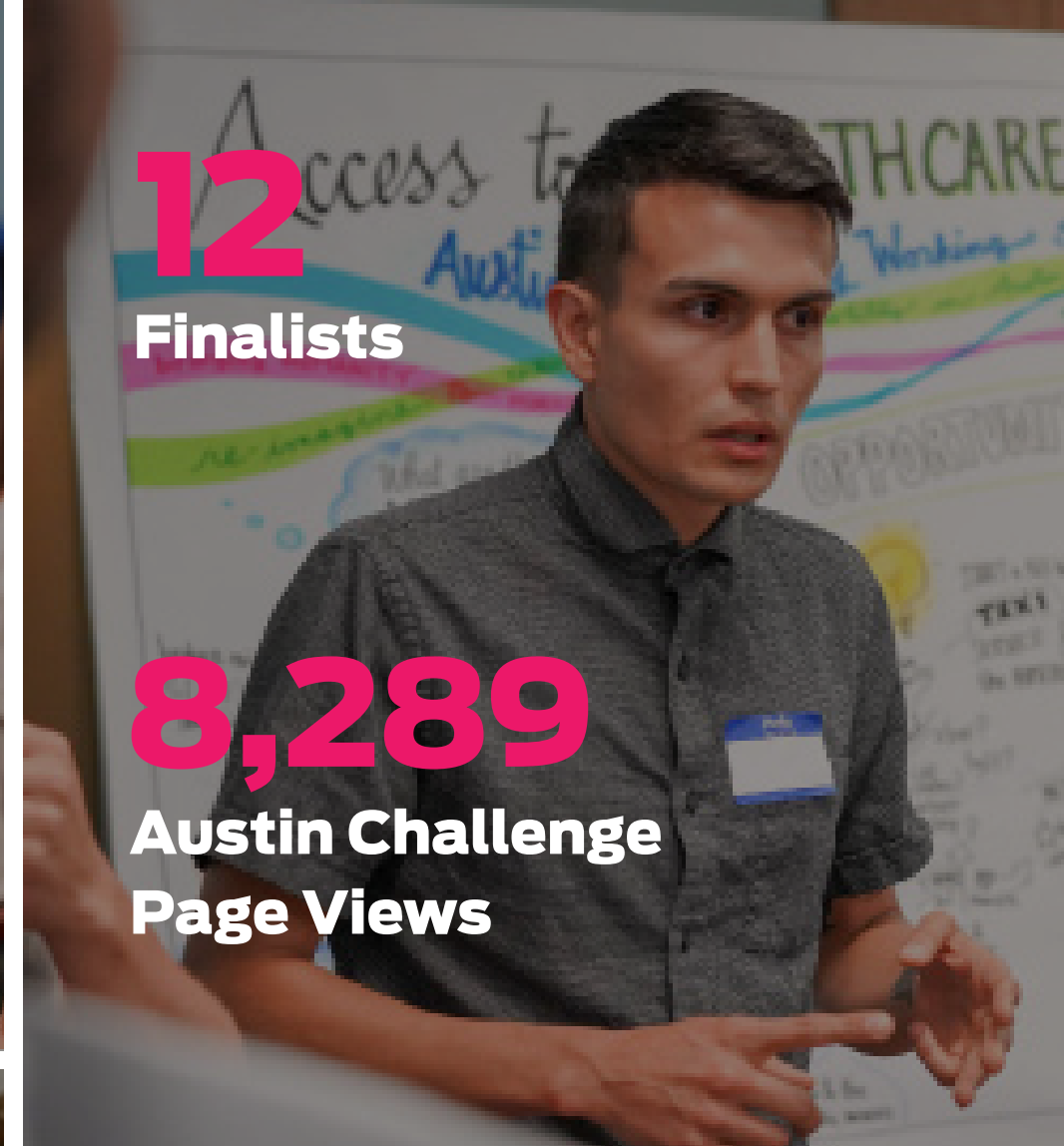


12

Finalists

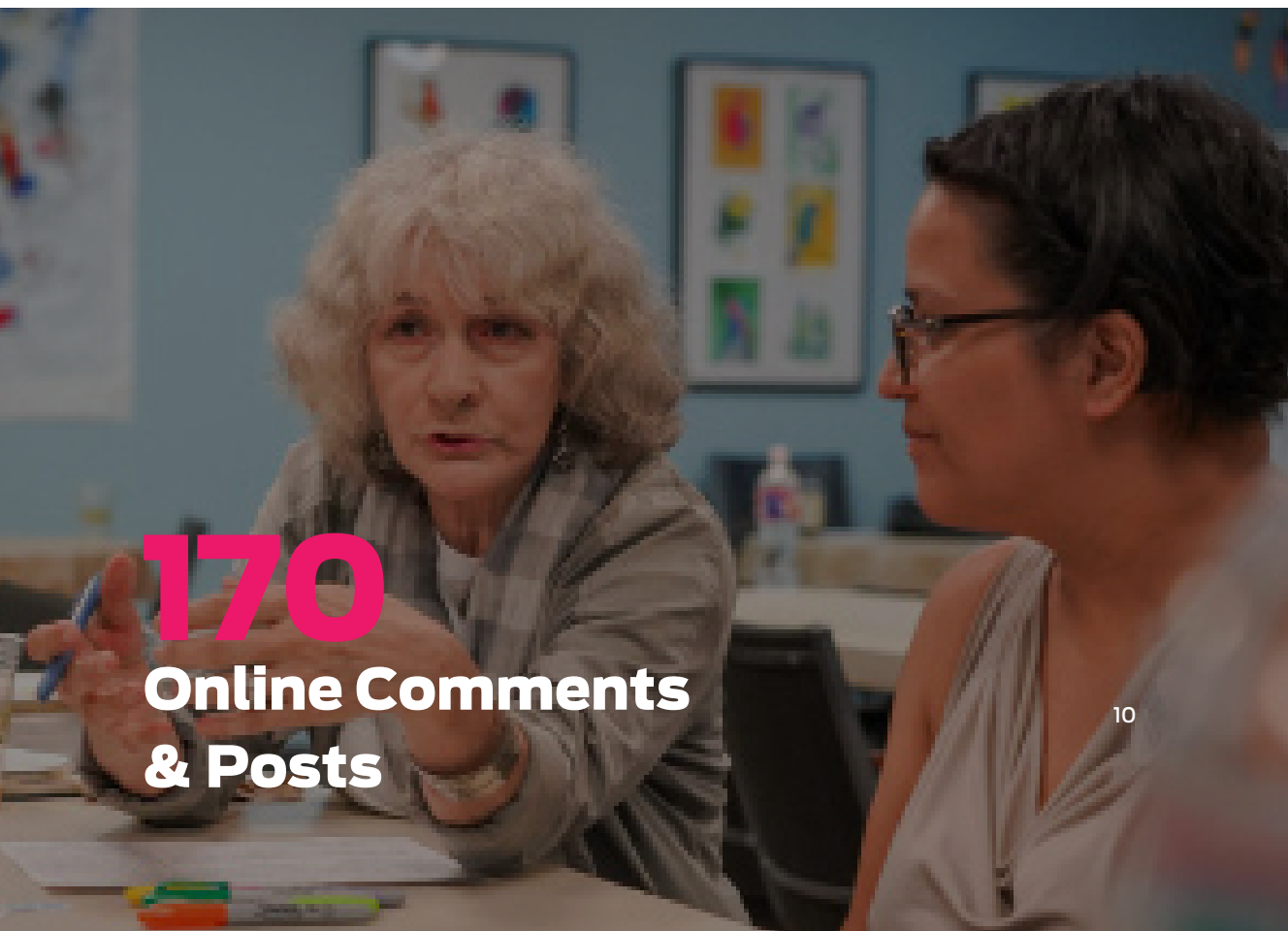
8,289

**Austin Challenge
Page Views**



170

**Online Comments
& Posts**



17

**Hours of
1:1 Interviews**



6

**Community Events
& Workshops**





Key Explore Learnings and Opportunity Areas

Through the support and engagement from the East Austin community, the Challenge was able to identify the following mobility barriers, patterns and opportunities:

- Without the use of a personal vehicle, simple errands become time consuming and difficult, especially for those with specific health and mobility needs (e.g., Ford Mobility data scientists estimate 71% of transit trips for expectant mothers moving from home to the gynecologist to the pharmacy in East Austin takes longer than 1 hour¹).
- One of the most significant barriers to accessing health and social services is a distrust and fear of the agency offering those services. Specifically, people of color fear being taken advantage of, misunderstood, ostracized, disrespected or treated with indignity. A general finding was that many people did not feel comfortable accepting public services (e.g., healthcare, bus passes) for fear of having their legal status or the status of family members threatened.
- The availability of at home delivery services fell short of meeting needs for those with disabilities, the elderly, or others who are vulnerable to social isolation. Several people expressed the importance of interacting with others through their own independent actions. Other barriers to delivery services include affordability; the inability to process payments for those receiving support through SNAP² and WIC³; and those without traditional personal banking assets (i.e., “unbanked” populations).
- Incomplete sidewalk infrastructure and high car-traffic makes it extremely difficult for East Austin residents to walk or bicycle to any healthy living infrastructure, even those resources that might be less than a half-mile away.
- It is critical to establish support systems that help people stay healthy (physically and emotionally) through difficult times, especially when a family member has a health event or loses their primary mode of transportation.
- East Austin residents would greatly benefit from greater transparency into what healthy food and health-service options are available to them, including: estimated costs, time restrictions and personal information requirements.

“We pay nearly \$100 for a round-trip accessible taxi for our doctors’ appointments at the [CommUnity Care] clinic.”

- 1:1 Interview Participant

“For hourly workers, time spent getting care is time they aren’t getting paid”

-CommUnityCare Interview

“Because of my transportation issues, I need to make sure I have a whole day cut out for my health appointments”

-1:1 Interview Participant

“My family only has one car. We are grateful that we have that car. It's nearing the end of its life and we are saving to buy another one when its time comes. We live in a neighborhood where many people don't have cars.”

-Austin Strategic Mobility Plan, 2019

References:

- 1 Mobility simulation conducted by Ford Mobility’s Global Data Insights & Analytics team
- 2 The Supplemental Nutrition Assistance Program
- 3 Women, Infants, and Children Program



Key Explore Learnings and Opportunity Areas

As identified in the Explore phase, the following Opportunity Areas were used to help individuals, entrepreneurs and companies submitting proposals better understand the nuances and mobility needs of the Austin community.

Opportunity 1

Supporting health during unexpected events

We are looking for solutions that help people stay healthy (physically and emotionally) through difficult times, especially when a family member has a health event or loses their main mode of transportation.

How can we help make it easier for people to get to/from their jobs and health resources when the unexpected happens?

Opportunities for Change

- a. Supporting families, immigrants and people with disabilities for a limited period of time with affordable transit and healthy food
- b. Connecting mothers to same-day, affordable transportation and childcare services
- c. Making it easier for those who carpool to easily switch to other carpools when their usual driver is unavailable



Opportunity 2

Providing Trusted Healthy Services

We are looking for solutions that help make it easier for everyone to safely ask for help and receive the things they need without fearing for their wellbeing.

How can we help provide healthy goods and services to immigrants and people of color in a trusted and inclusive way that makes them feel safe?

Opportunities for Change

- a. Creating ways for immigrants and people of color to avoid personally identifying themselves to receive health services and bus passes (while still adhering to applicable laws and regulations)
- b. Making it easier for those with linguistic barriers to ask for help and be comfortable receiving care
- c. Balancing the use of new technologies (e.g., blockchain, real-time translation) with the reality that many community members don't have easy access to the internet and digital tools



Opportunity 3

Delivering health to those who want it

We are looking for solutions that help make it easier for people to know what healthy food and service deliveries are available, their costs, and any benefit programs they might qualify for.

How can we help better connect people who want home delivery with the healthy services available?

Opportunities for Change

- a. Creating “home” delivery systems that don’t rely on a consistent or long-term address
- b. Partnering with home delivery services to provide residents with tools and programs that reduce social isolation
- c. Integrating dynamic scheduling into delivery services, allowing people to receive deliveries at any place and at any time
- d. Crowdsourcing desired drop-off points in local communities to better align with residents’ “activity hubs” (e.g., aligning service delivery to the time with church services or school schedules)



Opportunity 4

Connecting neighborhoods to local hubs

We are looking for solutions that help make it easy for everyone to travel from their front door to the bus stop or grocery store one mile away.

How can we help people to get around their neighborhoods when Capital Metro buses and other traditional modes are not an option?

Opportunities for Change

- a. Connecting “winding” neighborhood streets to key healthy living points-of-interest and mass transit
- b. Coordinating community programs and private businesses to share the same private transportation (e.g., two non-profits and one business uses the same van at different points in the day)
- c. Accounting for those community members who cannot afford a \$3 transit fee
- d. Helping people physically (and emotionally) get out of their front door and easily into a mode of transit



Propose Phase

Throughout the Propose Phase, the Austin Challenge received 150 proposals from entrepreneurs in Austin, the United States of America, and across the globe. Proposed solutions included a variety of mobility solutions, including: community car sharing networks; grocery delivery services; electric charging infrastructure; wayfinding services for people with disabilities; and mobile healthcare clinics.

To generate ideation activity, the Challenge hosted innovation networking events at the Pan Am Recreational Center and Capital Factory, in addition to supporting a third event with Capital City Innovation.

Attendees received guidance on submitting a sound proposal and participated in on site ideation and vetting with community members about their proposal ideas for improving mobility around the city. Additionally, the City:One Challenge team hosted a series of virtual “office hours,” where interested parties could ask questions about the proposal process and the details of the Austin Challenge.



Refine Phase

12 Challenge Finalists were chosen to further refine their proposed solutions for the nuances and specific needs of the East Austin community.

Austin Challenge Finalists were selected by the Steering Committee based on multiple factors, including: focus on health and healthy living accessibility; community desirability; business model viability; technical feasibility; and ability to address racial equity. Once finalists were chosen, they were paired with mentors from the Austin Technology Incubator and Ford to strengthen their solutions.

Finalists also participated in a 1.5 day Refinement Workshop. Throughout the course of this workshop, Finalists received business training and support from the Austin Technology Incubator, in addition to exploring the local context and mobility infrastructure in which their solutions would operate. Most importantly, all Finalists, and some of their Challenge mentors, participated in a workshop to understand systemic and institutional racism and inequity in Austin facilitated by institutional racism expert, Joyce James, and an East Austin black womens organization, Black Mamas ATX. Through this experience with education, facilitated discussion, and resident-panelist interviews, Finalists were able to learn about the legacy of systemic inequity and it's lingering impact on the lives of residents and community members today. In turn, finalists developed a better understanding how their solutions may fit into the everyday realities experienced by a community member.





Finalist Profiles

The City: One Austin Steering Committee selected twelve finalists from a pool of 150 proposed ideas.

In order to enhance equity in all aspects of life and provide a platform for innovation and inclusion, the City:One Challenge committed to supporting diverse, broadly implementable proposals as a means to shift culture and create opportunities for all individuals. Proposals were evaluated against three main criteria –feasibility, desirability and viability with preference given to proposals that considered equity, accessibility solutions for all, community support and economic sustainability.



Finalist Profiles



Tappy Guide

Tappy Guide is a mobile app that provides the first mile / last mile solution for people who are visually impaired, hearing impaired, senior citizens, and those with mobility impairments with real-time data and location. We provide outdoor navigation for directions and discovery when exploring new surroundings. No matter where you are, Tappy Guide will lead you in the right direction. Tappy Guide provides outdoor and indoor navigation at participating businesses such as office buildings, grocery stores, sporting/concert venues, museums, hospitals etc.

Proposed Pilot

By collecting the right infrastructure and transit data that pertains to those who are disabled, Tappy Guide will be able to help the city address the problem areas.



Equidad Express

Equidad, a non-profit formed in 2018, serves as a catalyst for strategic partnerships to accelerate equitable, sustainable, and transformative neighborhood revitalization; and disrupt the structural cycle of generational poverty.

Proposed Pilot

Through Equidad's mobile ecosystem, service providers disrupt resource deserts by coordinating their mobile services to offer: health resources, e.g., pediatric, primary and mental health care; grocery, e.g., produce, proteins, and personal products; and education, e.g., library services, financial literacy, and workforce development.



GoKart Kids

GoKart provides safe & reliable transportation to families. Our team carefully vets all drivers to ensure the safety of our passengers. With support from Ford Mobility and the City:One Challenge we seek to: increase mobility for families, improve access to healthy living, drive equal opportunity and offer flexible employment opportunity.

Proposed Pilot

Our mission is to bring GoKart to Austin in order to increase accessibility, mobility, equal opportunity and sustainability city-wide. We will accomplish this by implementing a proven business model and launching a local scholarship program that goes directly toward helping families in East Austin.



Finalist Profiles



Good Apple

Good Apple is an Austin-based produce delivery service on a mission to end food waste and food insecurity. We partner with local farmers to rescue their fresh fruits and veggies that would otherwise go unsold. We then inspect, sort, and package this produce and deliver it to our paying customers on a subscription basis. Then, by leveraging our profits and partnerships with local food pantries, we fund a grocery delivery service that sends both fresh produce and other pantry staples directly to the doors of families facing food insecurity.

Proposed Pilot

Good Apple aims to provide East Austin families with reliable access to healthy groceries. By delivering food directly to families' homes, Good Apple creates a reliable, healthy service that also gives valuable time back to working families.



GoKid

GoKid is an award-winning, venture-backed carpooling solution for schools, teams and families. We do not hire drivers or add vehicles to the road. Our technology uses an invitation-based system in which known parents or family members are volunteering to drive. The safety of the children is our utmost priority - only parents or their caregivers can drive - no strangers or paid drivers. Our technology makes sure that the driver needs to have their own child in the vehicle he or she is driving, and the last stop in our routing will always be that of the driving parent and their child.

Proposed Pilot

GoKid provides an easily implementable mobility solution to Austin, Texas: A carpool solution targeted at families 1) to help lower income and at-risk students and their families get to school and after-school activities 2) improve school attendance and lower tardiness. We also want to improve safety and security. We can empower individuals, schools, communities, and organizations to collaborate in order to radically improve Austin's mobility.



Briometrix

Briometrix uses the experience of the local Wheelchair Users (Brio Pilots) to determine the best routes for local, city and parkland destinations and transport connection.

Proposed Pilot

Briometrix proposed to work with local East Austin district pilots to map 60-120 miles of sidewalk while concentrating on the key linkages between public transport and major pedestrian destinations.

Finalist Profiles



HealNow

HealNow is the onboarding and payments platform for pharmacies. We partner with pharmacies to reduce the number of phone calls and payment forms they receive via fax, by allowing patients to pay co-payments, schedule deliveries and enter medical information online. We enable pharmacies to offer online payments of prescriptions for a faster onboarding, payments, and delivery process, in a frictionless way.

Proposed Pilot

The pilot is solely focused on reducing barriers to receiving a family member's prescription. By potentially partnering with H-E-B, HealNow will be able to make sure everyone has the opportunity to receive their prescriptions in an effective, seamless way at a massive scale.



Advatech Healthcare

Advatech Healthcare was officially launched in India in 2010. Founder & Chief Executive Officer, Samit Biswas has over 20 years of experience in healthcare, medical transport and logistics industries in India and the UK. Due to his in-depth knowledge and network, he has transformed Advatech Healthcare from an idea in India to an efficient and cost-effective business that is in operation in the UK. We have worked hard to successfully bridge the gap between ambulance and taxi services with a resulting revenue stream from medical institutions and healthcare providers to save money and maintain standards.

Proposed Pilot

Advatech will give individualized transportation to aged people, persons with disability, differently abled persons, and hospital patients in order to help them travel to their workplaces, homes, hospitals, and living centers as per their preferences and convenience.



rideconnect

Ride Connect

RideConnect is revolutionizing ridesharing and first- and last-mile connectivity. It is a software and technology company. We have made an app (iOS, Android) that enables anyone to run a transportation business, for any type of transportation service they wish to offer to their customers, or to the general public. Today RideConnect is used in a multitude of cities and towns around the globe to create niche rideshares, corporate rideshares, and carpooling services.

Proposed Pilot

The RideConnect platform is basically a transportation marketplace for the people. By giving the community the power to coordinate transportation with one another, they can control the price and the availability, thereby alleviating the gap in transportation infrastructure.

Finalist Profiles



Scoop

SKOOP builds ADTech for urban mobility. SKOOP provides mobility companies with the hardware and software they need to sell digital advertising on billboards attached to their moving rideshare vehicles. SKOOP is working to expand its national network of moving digital billboards. As the network grows commuters in more cities have free transit options and businesses can target commuters with important marketing messages in more markets.

Proposed Pilot

SKOOP will launch a fleet of six micro mobility vehicles – operating on fixed routes for easy pick up/drop off – and install twenty four "smart" digital screens in high traffic areas.



Send a Ride

SendaRide was launched in 2016 initially serving the Oklahoma market with non-emergency medical transportation. SendaRide has since expanded its services to also provide rides to employment preparation classes, court dates, work, grocery stores, pharmacies, churches and other destinations required by community members. In addition, SendaRide now offers the ability to carpool, make multiple stops along the way and provides courier services.

Proposed Pilot

SendaRide allows a user (hospital, case worker, charity, individual) to book a ride now or in the future using either a proprietary HIPAA-compliant technology, an app or a 1-800 number. Rides are customized to meet the needs of the rider and is provided through a fleet of highly vetted and trained Care Partners.



STATE OF PLACE

State of Place

State of Place's AI-driven built environment database, benchmark, and predictive analytics software helps city makers use data to make better city making decisions and therefore make it easier to communicate the WHY behind those decisions. This saves city makers time and money, and optimizes outcomes they care about - increasing value, while creating a more just, livable, sustainable built world - for all.

Proposed Pilot

State of Place will enable equitable access to healthy living via healthy mobile places, sited in optimal locations. The pilot will culminate in a single-use case activation of a public space in which a variety of health services could be accessible by a large concentration of vulnerable East Austin residents.



Finale Event

The City:One Austin Challenge Finale brought together community members, city and community leadership, representatives from industry and innovators to celebrate the entire Challenge experience.

The event, hosted at 7Co, offered attendees to actively participate in Challenge activities and share insight regarding their personal Challenge experience. The event aimed to increase visibility of all finalist solutions and create a networking opportunity to foster future collaborations. Several finalists were successful at building connections with key city and community leaders for future collaborative opportunities.

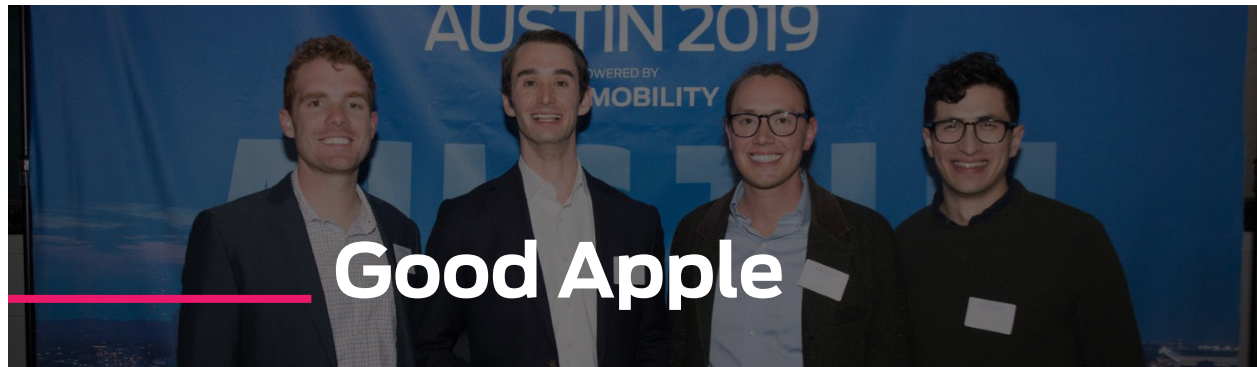
After a thoughtful process of inclusive engagement, research analysis, and idea refinement, the City announced two Challenge winners of \$75,000 each: Good Apple, a healthy grocery delivery service, and Tappy Guide, a wayfinding program for people with disabilities.

In addition to the Challenge-funded pilots, the Transit Empowerment Fund approved a total of \$50,000 for funding to fund two additional pilot proposals. As a result of the Challenge, four mobility pilots totaling \$200,000 will be launched in Austin.





Challenge Winners



Awarded \$75,000, the pilot aims to provide East Austin families with reliable access to healthy groceries. By delivering food directly to families' homes, Good Apple creates a reliable, healthy service that also gives valuable time back to working families.

Pilot Overview:

During the pilot phase, Good Apple will conduct a thorough needs assessment of our impact clients to inform the development of a more tailored service. Additionally, though Good Apple already serves impact clients in East Austin, they would like to further assess the Eastern Crescent to identify the zip codes with the highest barriers to food access and prioritize these areas as they scale their impact operation. Providers to collect baseline data regarding the challenges for low income communities to access transportation to cultural and recreational activities in Austin. Collected data will be evaluated to develop ways for increasing information about existing transportation options and creating additional means of getting around the city.



With their \$75,000 award, Tappy Guide will enhance the day-to-day mobility experience for Austin residents with a disability by helping the city's infrastructure, its transportation system and its businesses become digitally accessible. Tappy Guide is also an added value resource for parents with a disabled child, and the spouse/sibling/friend of a disabled loved one.

Pilot Overview:

Tappy Guide's solution provides people with disabilities a full service routing solution for those that require extra help in the First Mile / Last Mile journey to every day places like bus stops. It uses a call center, live video feed, and GPS data to allow the fullest service available using today's technology. The user opens the app and places a video call to the call center where the call is answered by a live advisor, who will then use the user's GPS location and live video stream to support their navigation on the ground.



Pilots supported by the Transit Empowerment Fund

Seeing alignment between the Challenge goals and the Transit Empowerment Fund (TEF) goals, TEF was able to provide an additional \$50,000 in funding to two Challenge Finalists.

Equidad Express is a collaboration of over 15 service providers bringing holistic services to Eastern Crescent residents on a regularly scheduled basis. Through this mobile ecosystem, providers disrupt resource deserts by coordinating their mobile services to offer: health resources, e.g., pediatric, primary and mental health care; grocery, e.g., produce, proteins, and personal products; and education, e.g., library services, financial literacy, and workforce development. To be clear, Equidad Express is not a replacement for brick and mortar, but rather serves as culturally dynamic support for historically underserved communities populated primarily by Latinx, Black and low-income individuals and families.

SendaRide allows a user (hospital, case worker, charity, individual) to book a ride now or in the future using either our proprietary HIPAA-compliant technology, our app or our 1-800 number. Rides are customized to meet the needs of the rider (e.g., bilingual driver, can accommodate a folding wheelchair, can accommodate two car seats) and is provided through our fleet of highly vetted and trained Care Partners (drivers). Our concierge service is curb-to-curb, helping those who need a little extra assistance into and out of their destinations. For those individuals that don't need a ride but need something picked up (e.g. groceries or prescriptions), SendaRide offers courier services.



Looking Forward

In December 2020, the Ford Mobility City:One team, the City of Austin Transportation Department, the City of Austin Equity Office, and Joyce James, a nationally recognized racial equity educator, documented learnings from the City:One Austin Challenge as part of a larger analysis of racial equity in mobility innovation.

As America comes to terms with its racist history, the City of Austin and Ford Mobility consider how mobility innovation can impact racial equity. Starting with a brief history of mobility in Austin and an understanding of how racist policies shaped the city, the City of Austin Transportation Department and Equity Office, in collaboration with Ford Mobility's City Solutions team, explore the lessons learned from their 2019 City:One Challenge program and its focus on "increasing access to healthy living and addressing racial equity for Austin's Eastern Crescent."

Please see the [full report](http://www.fordcityoftomorrow.com) at www.fordcityoftomorrow.com.

December 2020

Racial Equity in Mobility Innovation: Case Study





Thank You to the City of Austin and all the Collaborators

The Ford Mobility, City:One team would like to thank the many collaborators and leaders for joining them on this journey and making the Austin City:One Challenge possible.

We appreciate the collaboration from the City of Austin - Austin Transportation Department's Smart Mobility team, and the many local organizations that made the 2019 Austin City:One Challenge possible including:

Austin Equity Office, Austin Technology Incubator, Capital City Innovation, Austin Tech Alliance, Central Health, Saint David's Health, CommUnity Care, Austin Public Health, Austin Veteran's Office, the Transit Empowerment Fund, the Housing Authority City of Austin, and Joyce James Equity Consulting.

The Austin City:One Challenge also received significant support, guidance and input from Michael Henderson, our Community Experience Design Lead in Austin, as well as some of our community partners: Black Mamas ATX, Austin Justice Coalition, and Mama Sana Vibrant Women.



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Footnotes:

1. NPR - <https://www.npr.org/2017/07/12/536478223/once-a-bustling-black-enclave-east-austin-residents-make-a-suburban-exodus>
2. North West border of the Eastern Crescent, as we've defined it, crosses I-35
3. Community Health Assessment (2017)
4. <https://www.texashealthmaps.com/lfx>
5. Uprooted: Residential Displacement in Austin's Gentrifying Neighborhoods and What Can Be Done About It (2018)
6. Austin Strategic Mobility Plan (2018)

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