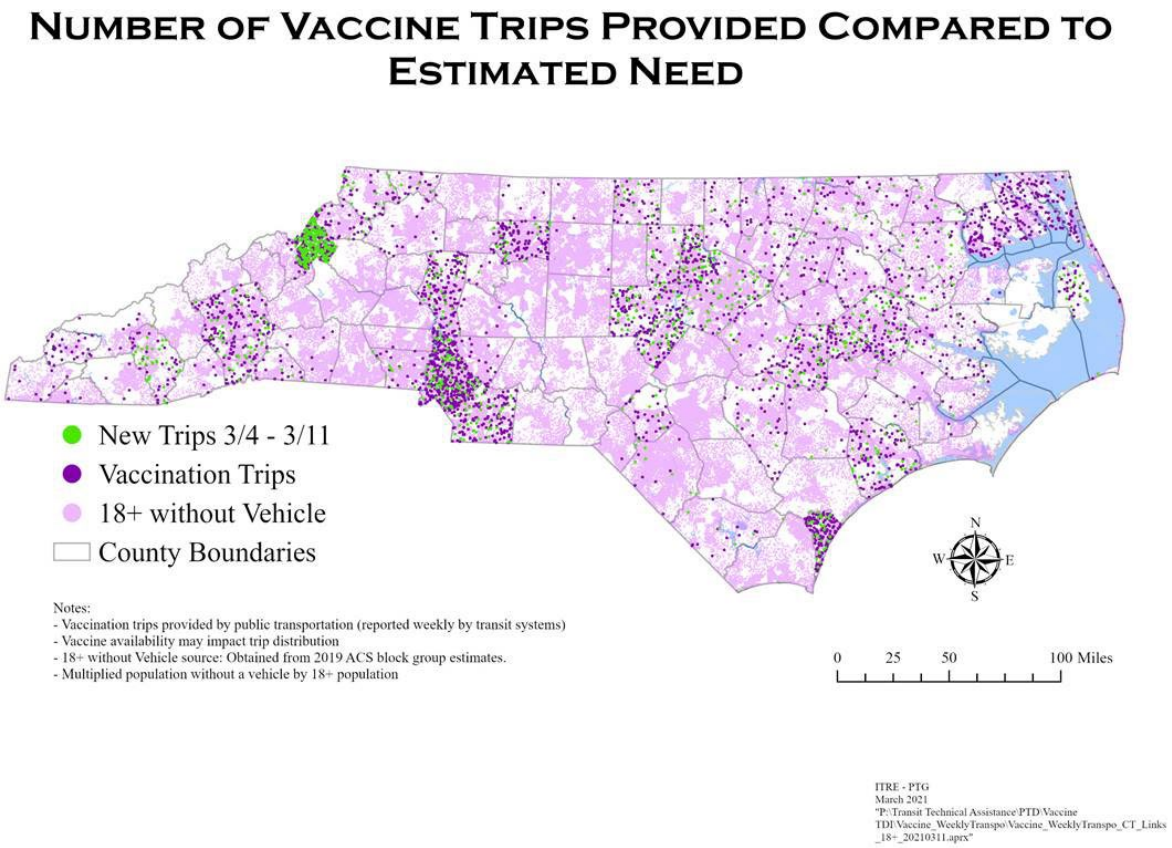
From: Chambers, Blair
To: Chambers, Blair
Cc: White, Julie A (NCDOT); NCDOT - Integrated Mobility Division
Subject: Transit to Vaccines Weekly Digest - March 16, 2021
Date: Tuesday, March 16, 2021 1:30:34 PM
Attachments: image001.png

Good Afternoon Transit Partners,

Welcome to another weekly Transit to Vaccine Digest.

Weekly Wins*



Since the beginning of the T2V efforts, **62 Transit Systems** have provided **3,672 Trips** and traveled **31,443 miles** to provide transportation to vaccinations

140 Dedicated Vehicle Days

**Non-map data from Weekly Data survey through Tuesday, March 16, 2021*

System Spotlight: Update on Wilson

This week we'd like to update you all on the exciting project with the City of Wilson's RIDE micromobility partnership with Via.

Month 1 summary

Overall, program launch was a clear success. RIDE completed 347 Vaccine rides in February and by the second week, roughly 5% of all Wilson trips were related to Vaccine transportation. The combination of publicity through local channels (e.g. the Wilson times, Wilson gov social media outlets, etc) and in-app notifications allowed for quick awareness and user adoption of the program.

Key learnings

- **Services should expect a disproportionate spike in call volume**
  - Weekly call volume for the overall service almost doubled by late Feb, with at least 50% of this related to the launch of our vaccine trips
- **Simple structures facilitate rider adoption**
  - The decision to make vaccine locations automatically free (vs requiring a promo code) removed one step of "friction" from being able to use the service. In particular, communications (e.g. newspaper articles about the program) become more effective when nothing else is required to receive the discount
- **When possible, avoid limiting vehicles to a single use case**
  - The team made the service design decision to allow all vehicles to take Vaccine trips (rather than having 1 vehicle exclusively dedicated to Vaccine trips and all other vehicles exclusively dedicated to our general RIDE service). This allowed the team to maintain low ETAs when vaccine requests came in concurrently and avoided idle vehicle time between vaccine trips
- **Vaccine locations change/ expand frequently, making flexibility critical**
  - In this first month, the list of vaccine locations expanded multiple times. Furthermore, single-day vaccine locations were introduced, requiring us to modify our discount structure and make certain locations free for short time windows. It is critical to anticipate the inevitable changes here, have a communication plan around new locations, and maintain close contact with local health officials to stay up to date as new locations are added

CONGRATULATIONS to City of Wilson and their partner Via on their continued success in utilizing RIDE and micromobility to connect the public to vaccinations.

Weekly Data and Claims Reminder

Reporting Hall of Fame

Shout out to the following systems, who have submitted > 5 weeks of data. Thank you for your dedication to communicating successes:

- Avery County – 10 reports
- Mecklenburg County – 10 reports
- GoWake – 9 reports
- Union County – 9 reports
- Clay County – 9 reports
- High Point Transit – 8 reports
- Lee County – 8 reports

Remember, even if you have no rides, you can still submit a data report for the week.

General

Transit Systems, please remember to submit your weekly data survey by end of day on Tuesdays. The requested information helps our team understand resource and funding needs and communicate those needs and successes.
https://app.smartsheet.com/b/form/f60074eadd0a4463b85e38dc5724a9a2

Communications and Events- Week of 3/8

Please see below for a summary of communications and events from the week of 3/8/2021:

Subject	Date	Notes
None		

Additional Information

Don't forget all the good info on our Website! : https://connect.ncdot.gov/business/Transit/Pages/Transportation-COVID-19-Vaccine-Sites.aspx

Do you have any wins, lessons learned or best practices to share? Share them in your weekly data survey or provide to Blair. You may get featured as next week's Spotlight System

Thank you!

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