How might we ensure individuals with a behavioral health disorder who are emerging from the crisis treatment phase have effective transportation to get to follow-up care in Fort Worth?
Pain Points

Environment

Time

Cost
“Some [bus stops] were nerve wracking, being a victim of a sexual assault. I had to walk 3 blocks to get there, and then I just had to sit and wait.”
Design Criteria

Build in features so all riders feel safe

Environment
The average RISE client has 4-5 appointments each week.
Design Criteria

Provide easy, seamless navigation of public transit options in the region

Allow riders a way to create a Plan B if their initial plans are disrupted
“When you start the RISE program, you’re not allowed to have a job. I had to figure out how to pay for things. Most clients don’t have family or friends to help.”
Design Criteria

Take into account people’s ability to pay when calculating fares

Build the capacity of clients to tap into available resources to solve transportation issues

Cost
Introducing Ride Reminder

An Online and Text-Based Transportation Management, Reminder, and Reward Service

- Set weekly appointment schedule online
- Get personalized appointment text reminders
- Earn reward coupons for on-demand rides with Lyft
Overview

Ride Reminder

Bus  Rideshare  Bike
Reminder Tool

Clients input their schedule online and get text reminders for upcoming program appointments.
Bus

- Reduced monthly bus pass (existing program)
- Free ride coupon to get to Trinity Metro storefront or Intermodal Transit Center to pick up reduced pass in person
Rideshare

- Clients earn a reduced monthly pass or free monthly ride to/from appointments for engaging with reminder tool
- Helps offer a plan B
Bike

- Reduced membership fee
- Road safety training with bike advocacy group
- Leisure and extracurricular
Overview

Ride Reminder

Bus

Rideshare

Bike
Summary

Feasibility

Desirability

Viability

Ride Reminder
Summary

Builds on existing internal and external systems

Feasibility

Desirability

Viability

Increase transportation access through public/private partnerships

Aligns with client needs and preferences

Ride Reminder
Thank you