



# FLEX RIDES Assessment Update

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# Assessment Goals

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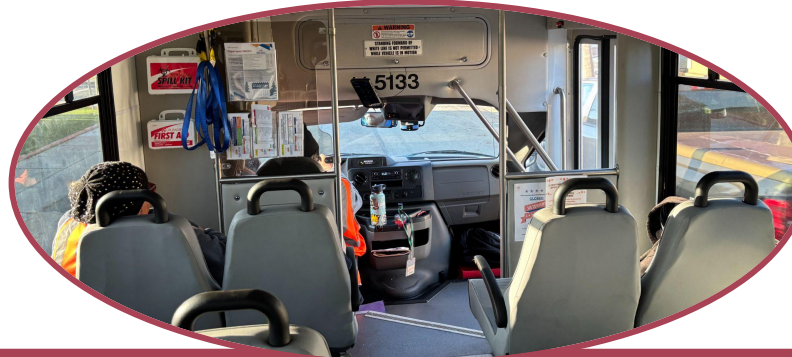


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## Assessment Goals

1. Assess current shuttle service to **identify barriers to usage**
2. Provide actionable recommendations to **increase ridership** and **improve service quality**
3. Align service with goals and approach outlined in the City's **Age-Friendly Action Plan**



## Age-Friendly Action Plan Domain #5: Transportation

- **Project #10:** Expand accessible transportation options for seniors and persons with disabilities
  - **Action Step #1:** Complete an assessment to determine if the Flex Rides paratransit program has adequate ridership and funding to support expansion
  - **Action Step #3:** Convene listening sessions to solicit information about frequent senior destinations





# Assessment Methodology



# Assessment Methods

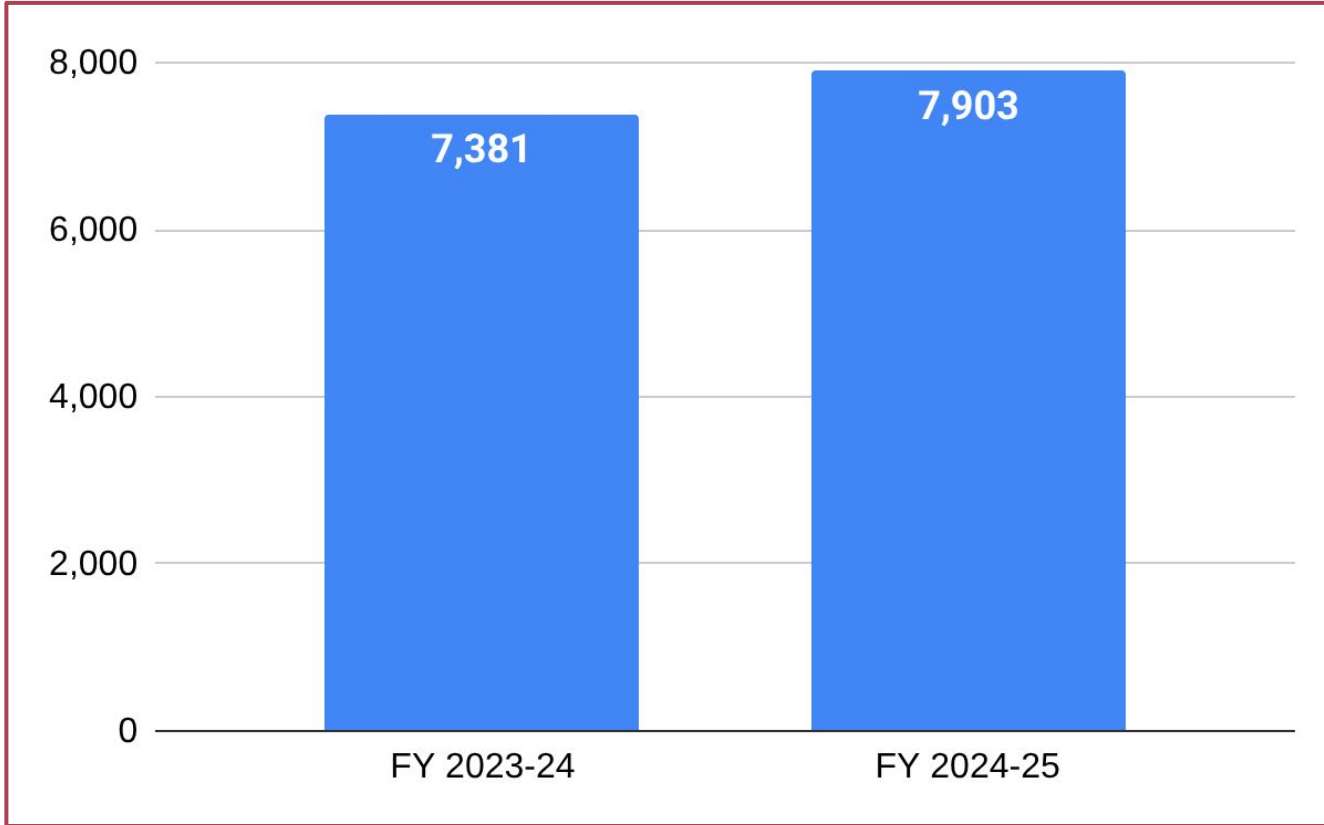
1. Review of Program Documents
2. Analysis of TripShot Ridership Data
3. Survey of Eligible Population Preferences
4. Focus Groups with Current & Eligible Riders
5. Interviews with Local Transit Partners
6. Shuttle Ride Along & Field Observations
7. Data Synthesis & SWOT Analysis



# Assessment Findings



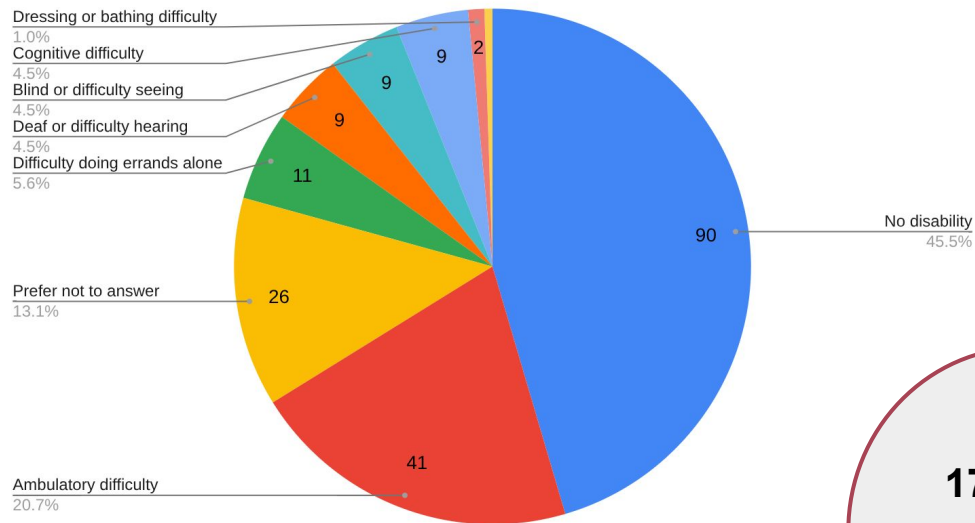
# Total Number of One-Way Unduplicated Trips, By Year



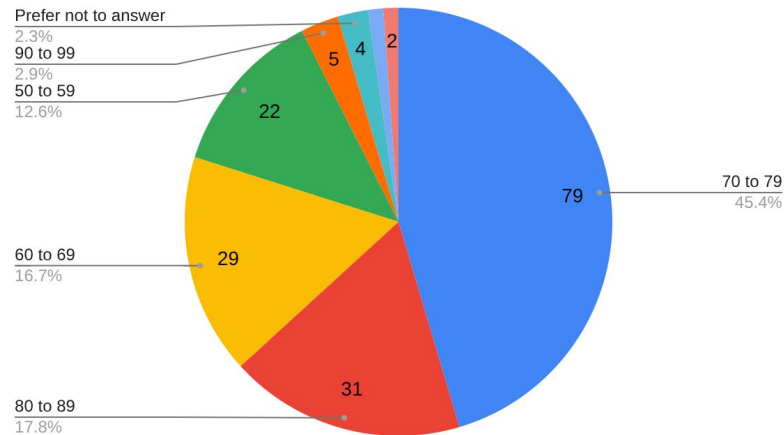


# Survey Demographic Data

## Disability Status



## Age



**174 total  
survey  
responses**

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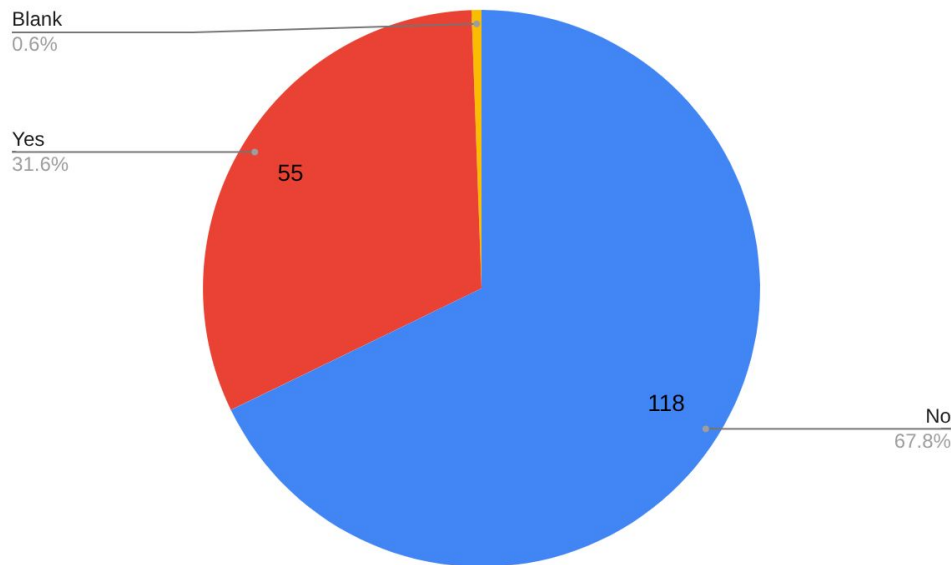


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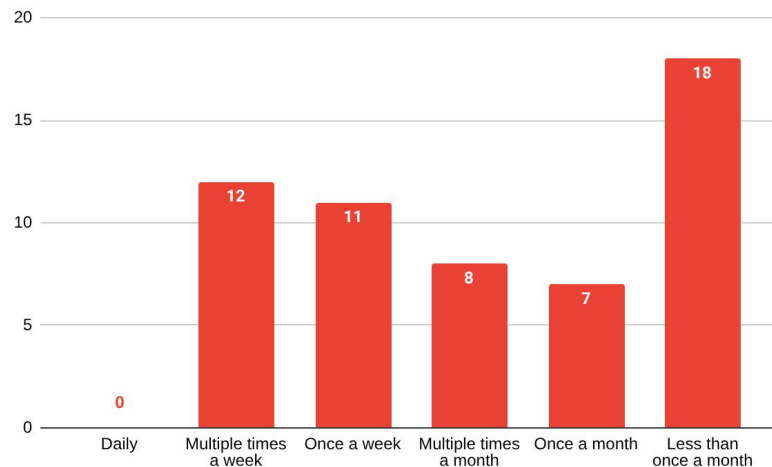
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# Survey Demographic Data

## Have You Ridden FLEX RIDES Before?



## If Yes, How Often?



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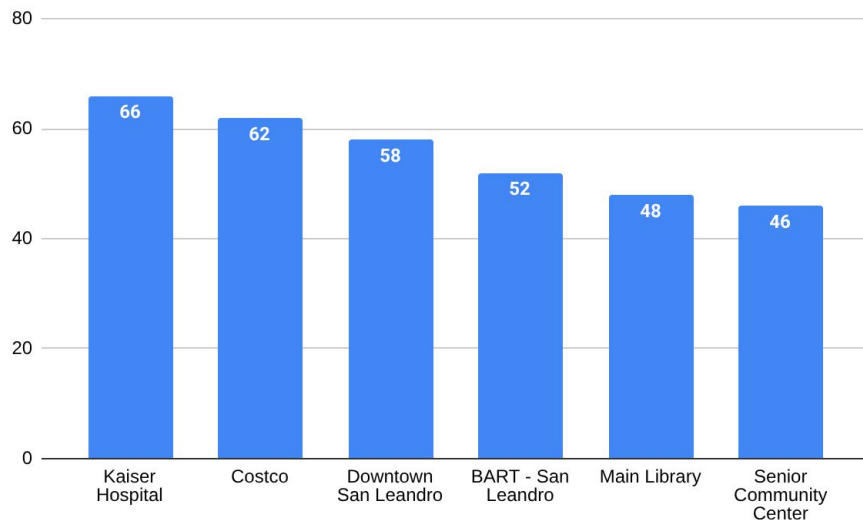


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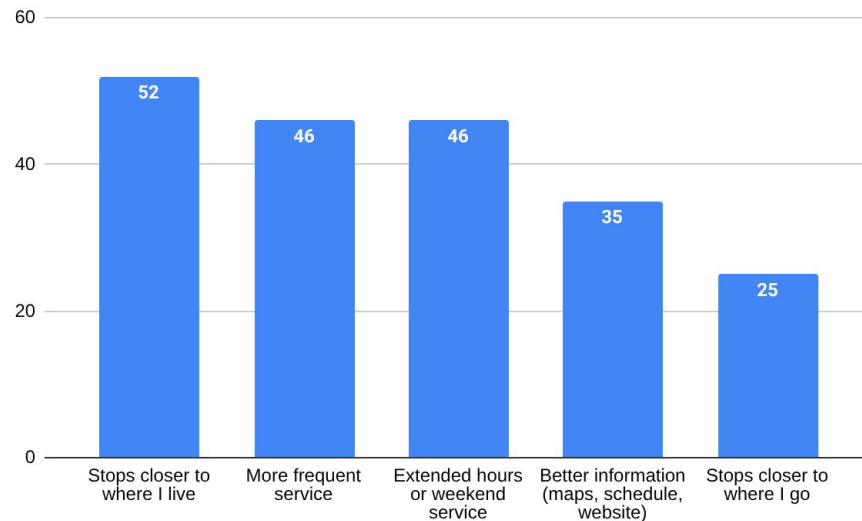
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# Survey Preference Data

## Top 6 Most Popular Destinations



## Top 5 Changes Requested to Increase Use



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## Major Areas for Improvement

- Loops are too long for riders, schedule too tight for drivers, resulting in service reliability issues
- Many eligible riders are not familiar with the service, or confused by the schedule and location of stops
- Certain locations, especially street stops, are not being used
- Riders need seating and shelter at stops
- East Bay Paratransit certification requirement, lack of language interpretation are big barriers for disabled and ESL riders





# Assessment Next Steps



## Preliminary Recommendations

- Change to simpler, 30-minute routes that only serve senior residential facilities and stop at a local hospital, a grocery store, a public library, and the Senior Community Center
- Coordinate stop schedule with regular SCC program times
- Shorten per-day service period and return to a five-days-a-week service
- Regardless of route changes, update schedule to be more accurate and realistic for drivers



## Preliminary Recommendations (continued)

- Improve ridership data collection quality and reliability
- Install Simme Seats and canopies at City-owned stops
- Change disability requirement to a medical form completed by any professional who can attest to the rider's disability
- Build a strong promotion, education and enrollment network with local housing and transit partners
- Explore how to get route and schedule data on Google Maps and other popular map apps



## Assessment Next Steps

- Finalize program recommendations
- Submit final report by February 25, 2026
- Inform annual paratransit proposal applications submitted to the Alameda County Transportation Commission
- Implement recommendations, and monitor and evaluate ridership data, service reliability, and rider satisfaction over the next fiscal year







# FLEX RIDES

## Assessment Update

Send feedback and suggestions to:

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