

## Transportation Advisory Committee

Meeting date: March 24, 2025

Agenda Item #: 7 (Attachment E)

### Ride Alliance Overview

Agenda item type: Discussion

#### Summary

Overview of the Ride Alliance project highlighting the history, goals, funding source, partners and next steps.

#### Background

DRCOG received a grant award through the Strengthening Mobility and Revolutionizing Transportation (SMART) program in July 2024. The grant award of \$975,486 provides funding to upgrade and pilot the Ride Alliance Trip Exchange Hub. This project builds off work from previous funding opportunities used to develop the initial Trip Exchange Hub. The purpose of the Trip Exchange Hub is to coordinate human service transportation trip requests across the region, reduce trip denials, create a no-wrong door approach for clients seeking services, and streamline reporting processes across human service transportation providers. With the current SMART funds, the project will enhance the Trip Exchange Hub functionality, integrate transportation providers via an application programming interface (API), and pilot the Trip Exchange Hub with actual trips.

Several organizations, including the Regional Transportation District (RTD), the Denver Regional Mobility and Access Council (DRMAC), Douglas County, City and County of Broomfield EasyRide, and Via Mobility submitted letters of commitment for the SMART application. Additionally, the North Front Range Metropolitan Planning Organization and A Little Help have reached out to express interest and support. Additional transportation providers may become involved as the project progresses.

There is a significant need for Ride Alliance due to the rapidly aging population in Colorado. The demand for services is increasing astronomically as funding remains limited. Ride Alliance maximizes current resources and is a cost-effective solution to providing regional coordination.

#### Action by others

None

#### Previous discussion/action

None

#### Recommendation

None

#### Attachment

Staff presentation



**For more information**

If you need additional information, please contact Malorie Miller, Senior Project Manager, Transportation Planning and Operations, 720-278-2334 or [mmiller@drcog.org](mailto:mmiller@drcog.org).





# Ride Alliance Project Overview

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# Why Ride Alliance?

## Current state of the region:

- **11,966 trip denials** in 2024.
- **No coordination** between providers.
- **Waitlist** for services.

## By 2030:

- **27.8% increase** in the older adult population.
- **1 in 5 persons** over the age of 60.
- **1,186,441 persons** over 65.



# Goals

- Trip Exchange Hub.
- No wrong door approach.
- Maximize available resources.
- Eliminate silos.







# History

- Mobility Services for All Americans grant.
- Veterans Transportation and Community Living Initiative grant.





# SMART grant

- Bipartisan Infrastructure Law.
- Strengthening Mobility and Revolutionizing Transportation.
- DRCOG received **\$975,486** in July 2024.
- Two-stage grant:
  - **Stage 1**: Enhance, integrate and pilot the Hub.
  - **Stage 2**: 3-year grant, up to \$15 million available.

# Consultant expertise

## DemandTrans

- Built Trip Exchange Hub.
- Helped develop Transactional Data Specifications.
- Worked on previous Ride Alliance iterations.

## TransitPlus

- Experience leading transit projects.
- Ride NoCo.
- Worked on previous Ride Alliance iteration.



# Potential partners



North Front Range  
Metropolitan  
Planning  
Organization



BROOMFIELD  
COLORADO



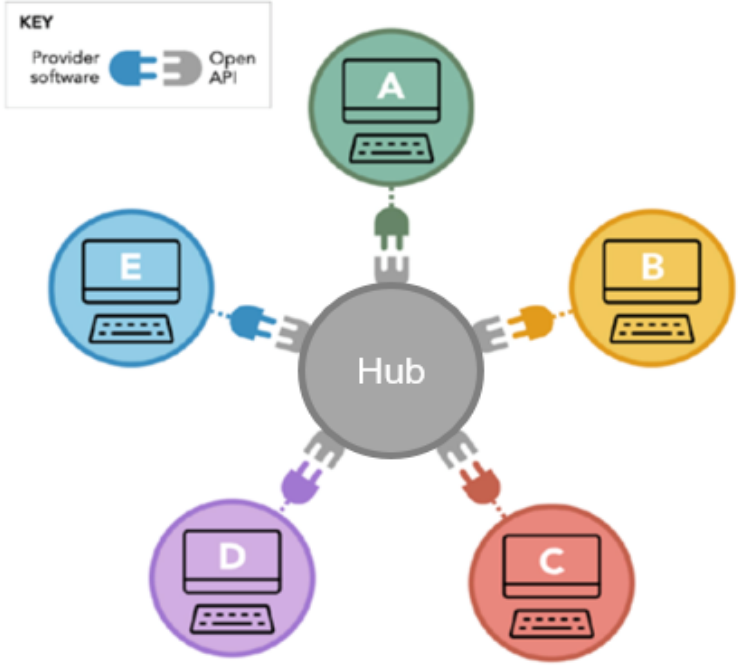
A LITTLE HELP

# How it would work

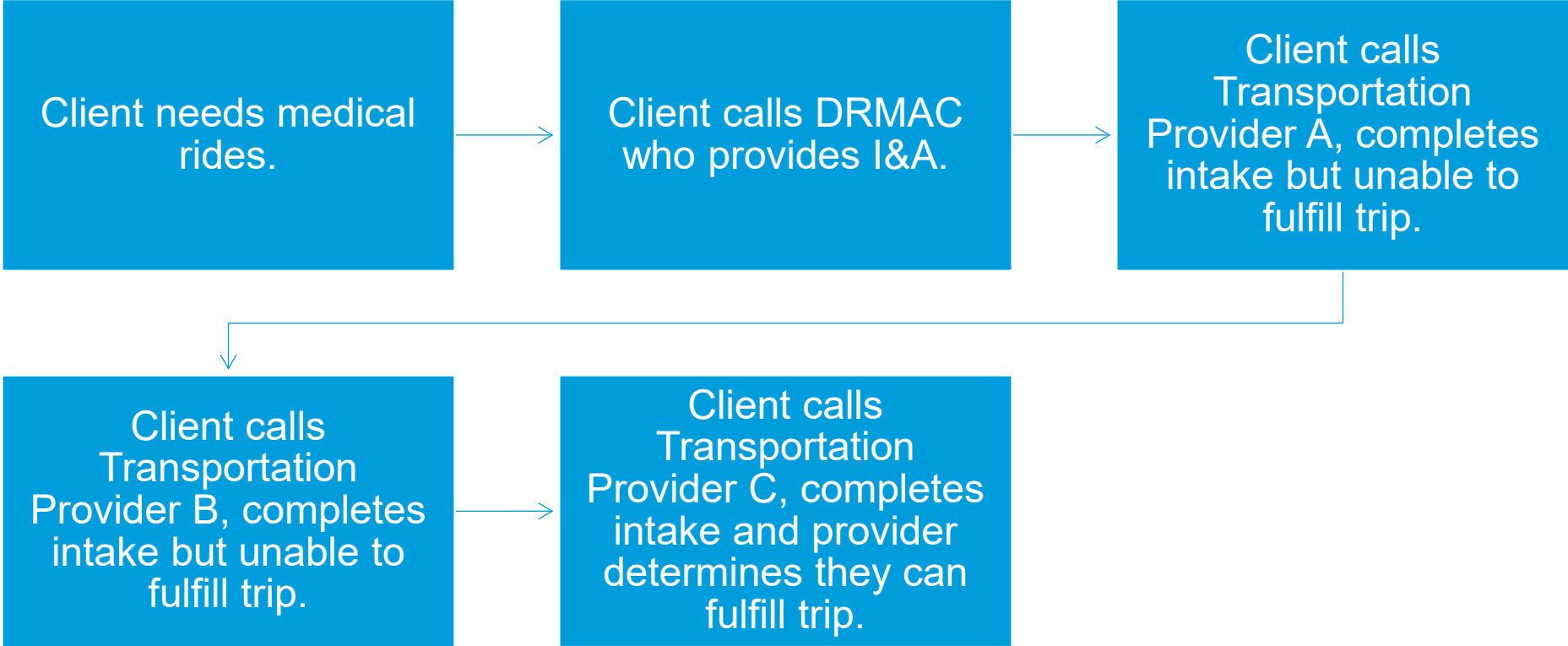
## Interoperability using Proprietary APIs



## Trip Exchange (Hub) Interoperability

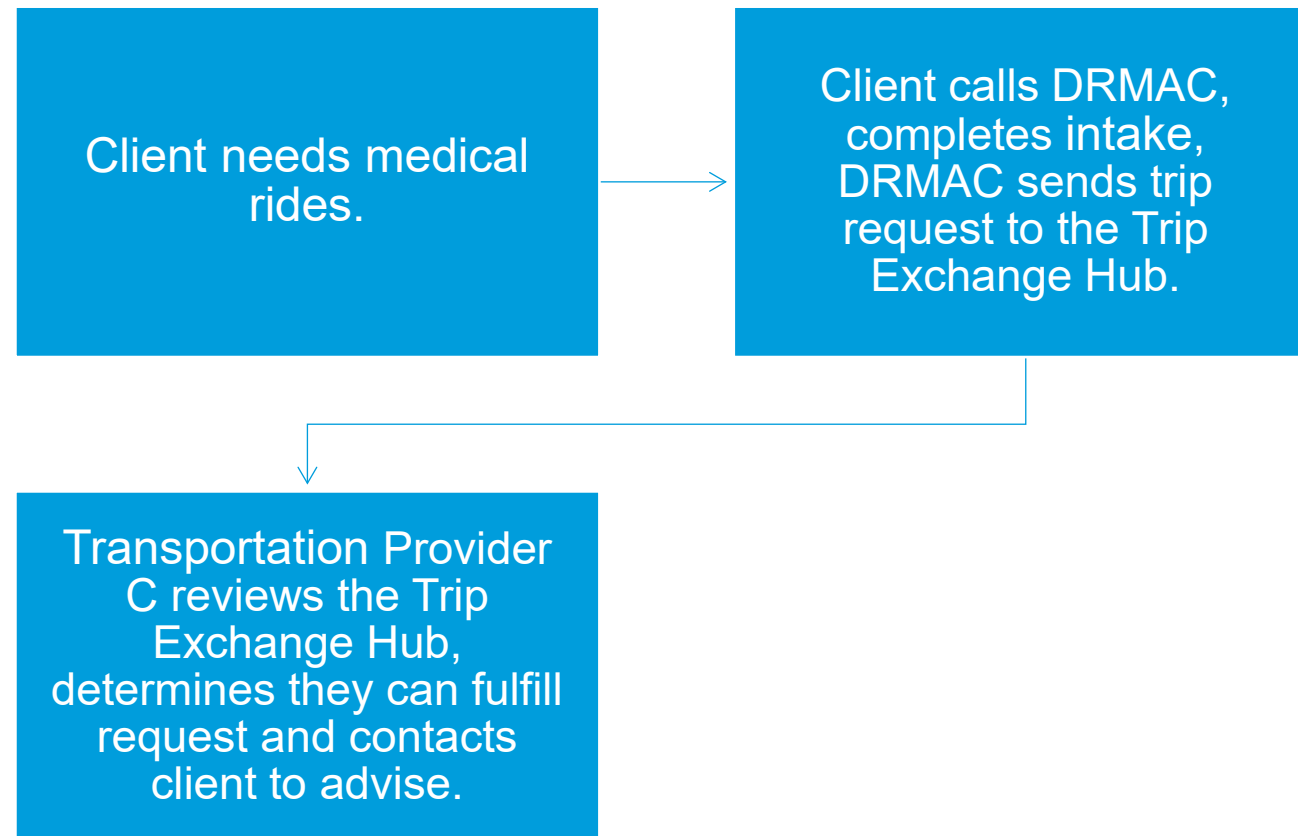


# Current Client Experience





# Future Client Experience



# Next Steps

- MOU agreements signed.
- API development and integration.
- Trip Exchange Hub enhancement.
- Pilot Trip Exchange Hub.
- Apply for Stage 2 funding.

**Thank you!**  
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