

REACH A RIDE

Innovative Coordinated Access and Mobility (ICAM) Pilot Project Update

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About

- Launched in 2011 as a regional transportation clearinghouse
- Connects older adults and people with disabilities to transportation options
- Website with assistive technology + toll-free call center (Mon–Fri, 9am–5pm)
- English and Spanish language support
- Serves 24 local governments across the Washington metropolitan region

Stakeholder Feedback: What's Not Working

- Program used as a "last resort" — not a go-to resource
- Provider information is frequently outdated and unreliable
- Keeping data current is labor-intensive and difficult to sustain
- Referrals alone are not enough for clients with complex needs
- The current website has run its useful life

Who Is Reach a Ride For?

- Option A: A direct-to-consumer tool for individuals seeking rides
- Option B: A "help the helper" resource for mobility managers
 - **A wholesale, mobility manager-focused model**
- Reach a Ride's greatest advantage may be **cross-jurisdictional reach**

What Should Reach a Ride Become?

- **Option 1**: Refine the program as a "help the helper" resource targeted to mobility managers throughout the region
- **Option 2**: Enhance the public-facing clearinghouse with current information and provide warm transfers to the public using a certified, contracted mobility manager
- **Option 3**: A regional resource of this nature is unnecessary – no need to continue the project

What a Path Forward Could Look Like

- If **Option 1**: Develop a mobility manager-focused platform; conduct regional stakeholder assessment; review peer programs such as Allegheny County's MATCH program
- If **Option 2**: Update and modernize the public-facing clearinghouse; contract a certified mobility manager for warm transfers; prioritize data accuracy and ease of use
- If **Option 3**: Document lessons learned; determine whether any elements of the program can be transitioned or sunset responsibly
- Any path forward must address: data accuracy, ease of use, ADA compliance, and multilingual support

Next Steps: AFA's Input is Essential

- Poll findings presented today reflect stakeholder priorities
- This committee will help determine the recommended course of action
- An action plan will be developed by end of May for CTAA/FTA review
- **Discussion question**: Based on the poll results and today's discussion, what direction do you recommend for Reach a Ride?

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