

4ALL



# Project

Lack of navigation solutions to underserved communities who don't drive

## Stakeholders:

- Elderly
- Families and caregivers
- Medical and support services
- COAAA
- Age Friendly Columbus
- City of Columbus

# Project

Lack of navigation solutions to underserved communities who don't drive





# Research

Video of Karen

Coach discussions

Eight interviews

Professional Interviews

Journey Maps



# Mission

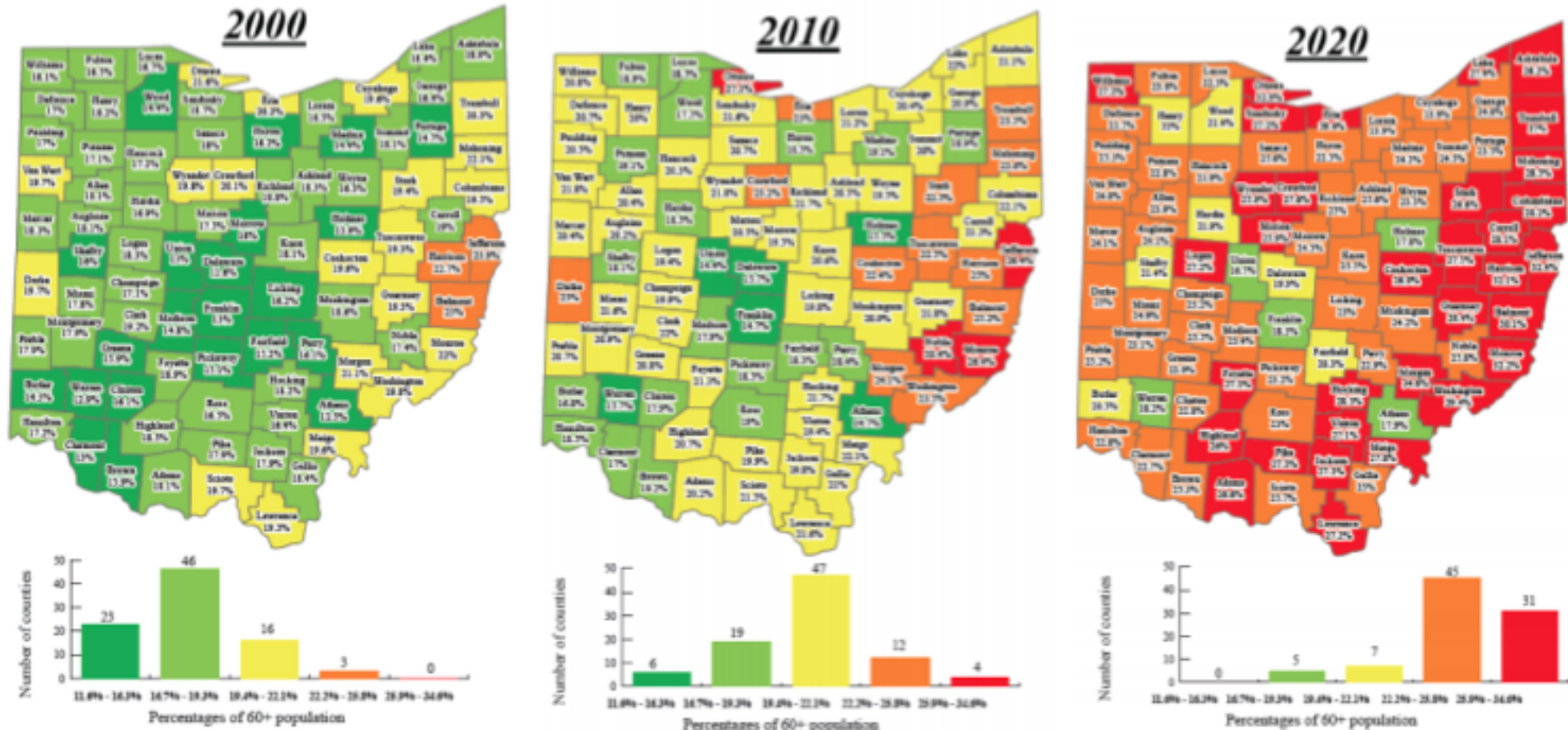
We exist to identify critical destinations and help non-driving residents navigate the Columbus community.

- Access for All
- Maintain quality of social and physical life
- Be a community of choice
- Aging and disabled tsunami

# Aging in Ohio

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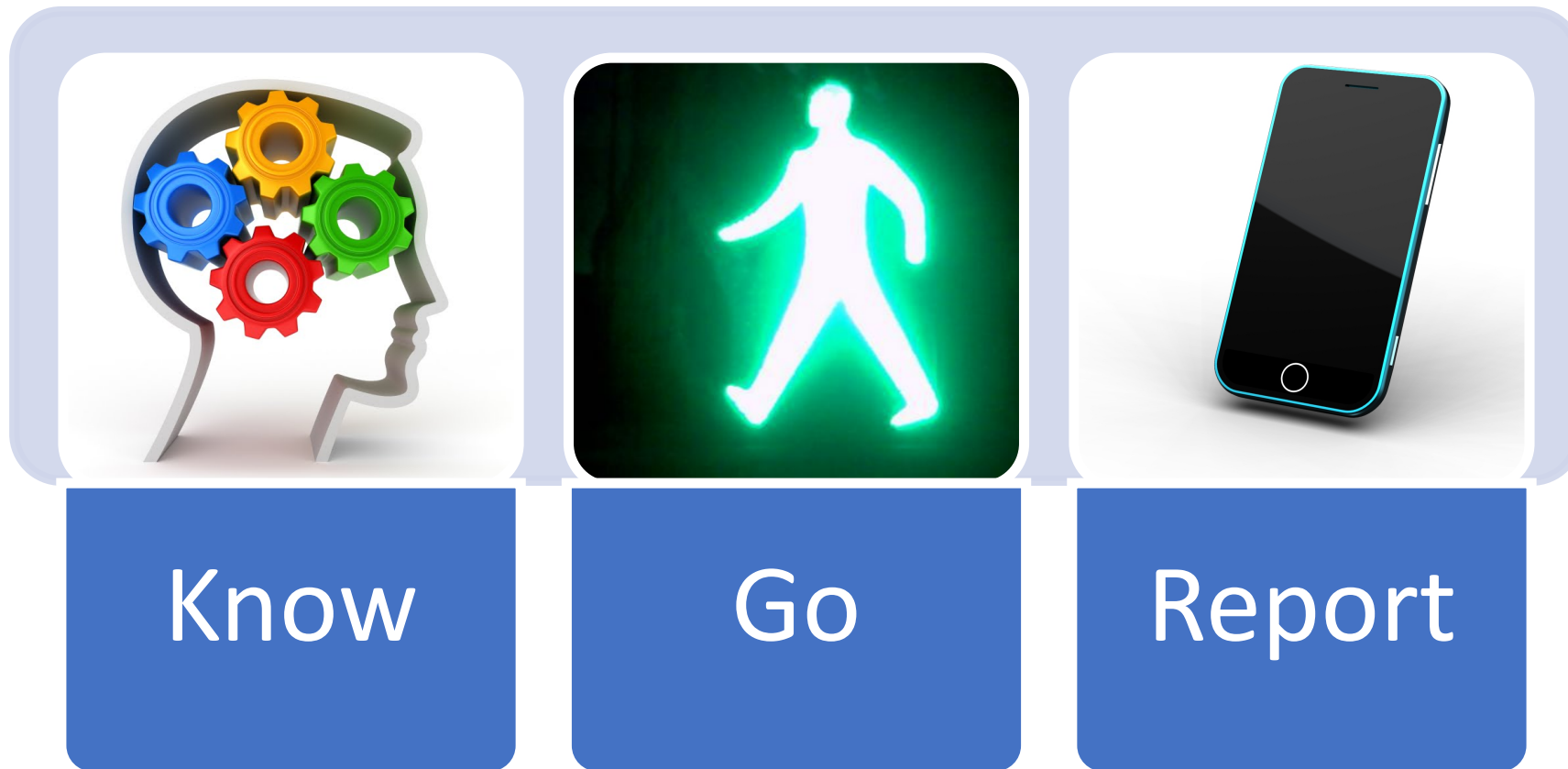
Figure 1. Percent of Ohio County Population 60 Years of Age or Greater: Comparative Analysis 2000 - 2020



Source: Ohio Department of Aging, presented at the Ohio Mobility Summit, March 27, 2012.

# Solution

Mobile accessible web application and texting



# Application Demo

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# Data

## Considered:

- Sidewalk inventory – but length not granular enough
- Hourly Traffic – small sample size and non residential

## Needed:

- Accessibility Impediments



# Marketing Opportunities

Linden CMAX stops

Medical providers

Billboards

Library Branch

Places of Worship

Recreation Center



# Sustainability

## Partnerships:

- Rideshare programs - Share
- ScriptDrop
- COTA

## Revenue:

- Private, Public and Non-Profit sources
- Partners



# Next Generation

Native application iOS/Android

Navigation – need Phase 1 data on impediments

Hazard visualization

User preferences

Coordinated funding

Other cities

Incentives



# Facts & Figures

- Ryan McManus – “When we meet with communities and talk with seniors, 25% of smart phones and this is trending up.”
- Interviews – 8 interviews. All subjects did not know how to report problems of accessibility.
- Based on interviews - Cities make decisions based on case studies, not on aggregated pin pointed data.

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