

Regional Transportation Committee

Meeting date: October 14, 2025

Agenda Item #: 8 (Attachment F)

Ride Alliance Stage 1 Project Update

Agenda item type: Discussion

Summary

A presentation on the Ride Alliance project highlighting the project progress, challenges and remaining action items at this stage.

Background

DRCOG received a grant award through the Strengthening Mobility and Revolutionizing Transportation (SMART) Stage 1 grant 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 previous work completed by DRCOG and others in the region 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.

The Ride Alliance project has made significant progress in achieving the goals outlined in the SMART application. The project has secured a memorandum of understanding from transportation providers RTD FlexRide, Via Mobility Services and the North Front Range Metropolitan Planning Organization agreeing to participate in the Pilot of the Trip Exchange Hub. The project has completed significant development work to improve the Trip Exchange Hub functionality and user experience. The Ride Alliance project has encountered challenges along the way that have led to positive outcomes, including a potential integration with Uber Technologies, Inc. Ride Alliance is on track to test the Trip Exchange Hub functionality with clients and trips through a Pilot starting in November.

There is a significant need for Ride Alliance and a coordinated transportation system due to the rapidly aging population in Colorado and the demand for services continuing to outpace available funding. Ride Alliance is a cost-effective solution for 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, at 720-278-2334 or mmiller@drcog.org.

