



United Way of Central New York, Inc., is an innovative and collaborative local nonprofit organization that drives solutions to the most pressing human service community needs of Central New York. Through our advocacy and relevant leadership, we provide options for impactful giving and we fund programs and initiatives that help create a thriving community. We are guided by our values of compassion, empowerment, collaboration, leadership, and inclusion.

Project Title: Get Your Child Tested for Lead, Lyft 4 Free

Lead Organization: United Way of CNY

Participating Organizations: Onondaga County Health Department, 211.

Project Description: Our proposal will increase the number of children tested by removing transportation as a barrier to visiting the pediatrician's office or the blood lab after tests have been ordered. We will resolve the barrier that transportation poses by providing free roundtrip Lyft rides to approximately 1,533 households (approximately 2300 children) with children ages 0 to 6, particularly focusing on zip codes in the city of Syracuse with a low volume of testing for children or those that have high positivity rates. Families will be able to access free rides for two distinct purposes. First, transit to their child's primary care physician or a medical office; second, transit to a blood testing lab, county facility (if the doctor's office cannot administer a test on site), or Health Department-sponsored testing event. Additionally, we will be able to provide families with a 'Cleaning and Information Kit' focused on empowering participants with information about their rights, local resources, materials that promote the importance of testing children, and utilizing specific kinds of cleaning supplies. Each kit will contain Lead Safe tip cards, which provide recipients tips about lead prevention inside the home; lead advocacy information, and cleaning supplies recommended by Onondaga County's health officials. When a family utilizes the rideshare program, they will also receive the Kit, delivered to their front door.

Project Objectives:

1. Remove the transportation barrier for families living in zip codes with the lowest testing rates by providing roundtrip Lyft service to medical provider's offices and service to blood testing labs.
2. Identify families in low testing zip codes who need transportation for lead testing In partnership with the Onondaga County Health Department.
3. Establish a "rent a free car seat" program for families who are in need of a car seat for a ride share service in partnership with community centers and libraries.
4. Free delivery of Cleaning and Information kits to affected families and families who have used the service

Projected Outputs:

- 3066 one-way rides will be provided.
- 1533 households will receive a free Lyft ride(s) and a Cleaning and Information Kit
- 650 to 800 children, ages 0 to 6, will be tested for elevated blood lead levels

Projected Outcomes:

- Approximately 75% of families will report costs associated with transportation/reaching a pediatrician
- as less of a concern
- Approximately 90% of families will report feeling less stressed about finding timely transportation
- 60% of children, ages 1-2, in high-need communities will visit their pediatrician's office.

Budget Breakdown (major categories only):

Expense	Cost	Rationale
DoorDash Delivery (\$4.50 x 1,533)	\$1,840	Cost for Cleaning and Information kits to be delivered, includes a \$5,000 contribution from the United Way of CNY. Actual cost is \$6,840.
Cleaning & Information kits (\$33.50 x 1,533)	\$50,920	Kits containing all cleaning supplies and information for lead prevention
Lyft Rides	\$76,000	To provide roundtrip transportation for testing for 1,867 households
Car seats	\$1,500	
Administrative costs	\$19,539	For program implementation and oversight
Total	\$149,799	