Surviving Without Driving:
Creating Sustainable Transportation for Seniors

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ITN*America*™

New Jersey Foundation for Aging
Volunteers: We Couldn't Do It Without Them

New Brunswick, New Jersey
September 28, 2004

ITN*America*™ Volunteer Fact Sheet
July 1, 2003 to June 30, 2004

- Current active volunteers—50

- Gender—29 male; 21 female

- Age—mean = 58; median = 63

- Total recruited this year—20 (15 active)

- Total recruited ever—232

- Volunteers who gave miles away
  - Occupied miles: 34/50 = 68 %
  - Unoccupied miles: 23/50 = 46 %

The Dollars & Cents of Using Volunteers
July 1, 2004 to June 30, 2004

- **$117,158**—total revenue from rides—15,274

  - **$76,805**—revenue, paid drivers (9897 rides; 65 %)
  - **$40,352**—revenue, volunteer drivers (5377 rides; 35 %)

- **$10,827**—total volunteer mileage reimbursement value

  - **$2,533**—miles Donated to Community Road Scholarship
  - **$4,998**—miles donated to ITN
  - **$1,545**—miles donated to Road Scholarship Fund
  - **$ 647**—volunteer Miles given to customers
  - **$9,722**—total given away

Characteristics of Seniors Using Alternative Transportation

- Geographically dispersed—suburban

- Traditional Public transit—difficult to use

- Need assistance—curbs, packages, seatbelts, doors

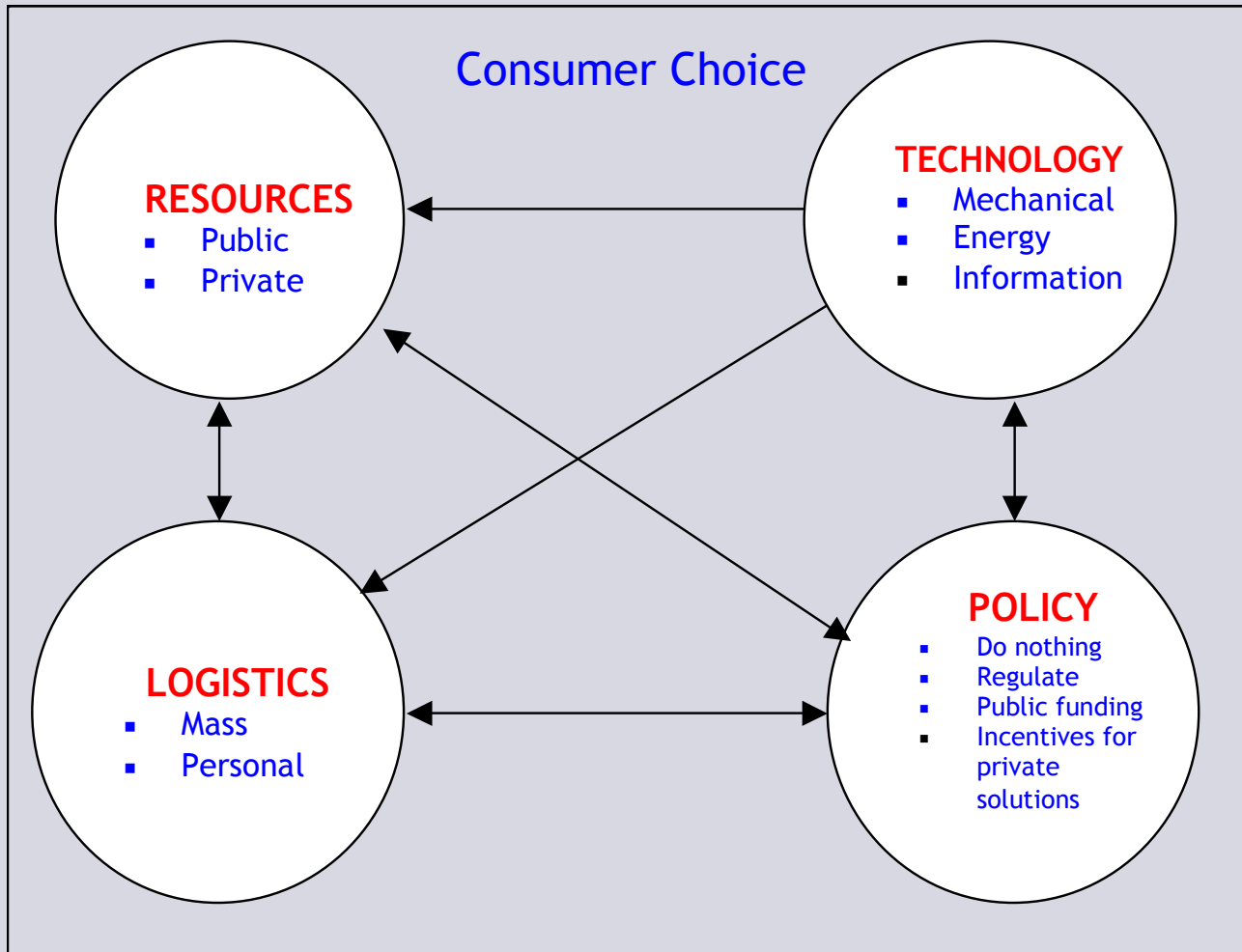- Willingness to pay—ability to pay

Using Volunteer Drivers Efficiently: The Logistics of Senior Transportation

- Low technology approach—classic model escorted rides

- High technology model—efficiency and effectiveness through information system management

Basic Components of Transportation

Primary Elements

Primary Forces

Consumer Choice

RESOURCES
- Public
- Private

TECHNOLOGY
- Mechanical
- Energy
- Information

LOGISTICS
- Mass
- Personal

POLICY
- Do nothing
- Regulate
- Public funding
- Incentives for private solutions

How ITN*Rides!* Manages Volunteer Information

- **Manage volunteer accounts**
  - Records miles and volunteer credits
  - Transportation Social Security
  - Donations—Road Scholarship Program
  - Reports reimbursement
- **Manage volunteer logistics**
  - Manages availability—hours, days, vacations
  - Remembers attributes—location, vehicle characteristics
  - Matches volunteers with seniors who need rides
  - Creates rideshares
- **Manage volunteer activities**
  - Driving
  - Office, stuff mailings
  - Community Teas
- **Connects volunteers to other volunteer programs**

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Techniques to Recruit Volunteers

- Modeling volunteer behavior
  - Look Who's Driving Now
  - Volunteer of the Year Award

- Collaborating with others
  - Community Road Scholarship Program
  - GilesMiles
  - Time Dollar Network
  - AAA Northern New England

- Creating stories
  - Personal stories
  - Action, photo opportunity

GilesMiles

Volunteer Driver Martha Giles
1995 to present: 8,000 rides

Look Who's Driving Now
State Legislator Darlene Curley

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Marketing Tips to Recruit Volunteers

- Paid advertising—don't do it
- Multi-media—use multi-directional, multi-level messages in all media
- Simple—clear messages and clear actions
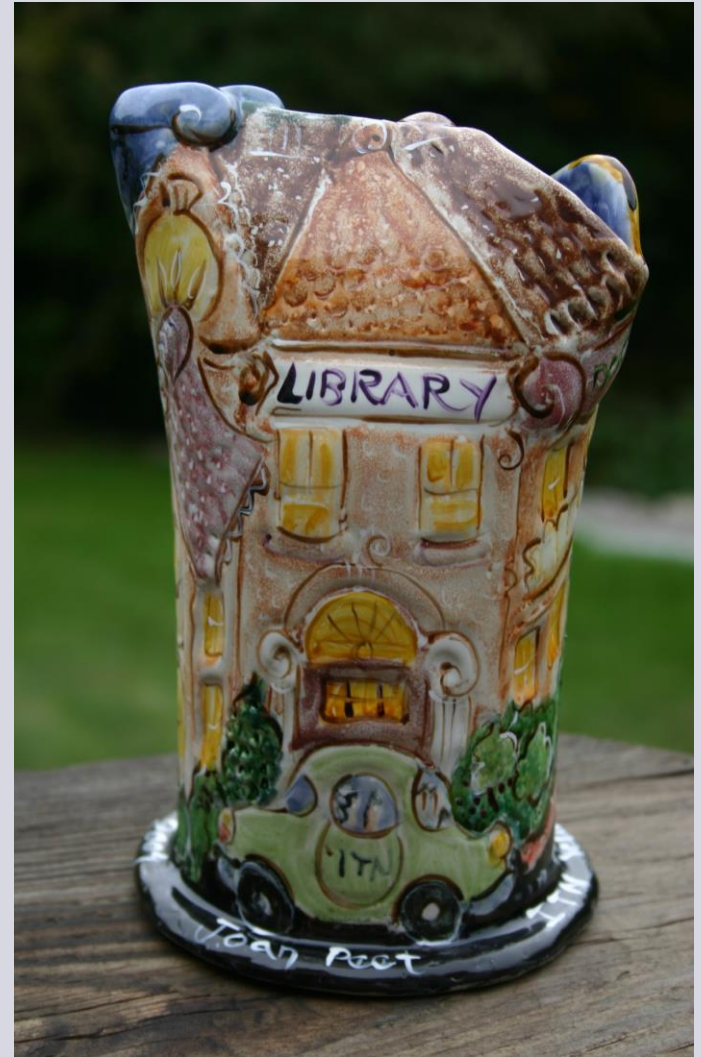- Repeat—repeat, repeat, repeat

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Programs to Reward Volunteers

- Annual awards—Max Israelite Volunteer of the Year Award
- Annual events—trash can turkey roast
- Anniversary "thank you's"
- Birthday cards
- E-letters

Volunteer of the Year Award
Joan Peet 2004

Transportation Social Security: Creating Volunteer Equity ITN*America*™

- Save for future—personal transportation planning

- Charitable gifts
    - Donate to Road Scholarship Program
    - Donate to favorite group
    - Donate to Community Road Scholarship program
    - Donate to ITN

- Personal gifts—give to family and friends

Volunteer Staffing

- It's worth it

- VISTA Americorps program

- Grant funded coordinators

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Screening Volunteers

- Application—personal interview & 3 references

- Vehicle information
  - Legal—registration, insurance, inspection
  - Mode—doors, truck, height, condition

- Skill—road test

- Qualifications—experience and age

Summary

- Volunteers are essential

- IS Technology is highly beneficial

- Professional staff is cost effective

- Marketing, recruiting, rewarding volunteers is on-going

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