Senior Transportation

The Beverly Foundation
Located in Pasadena
25 Years of Experience
Quality of Life Emphasis
Research and Demonstration

Agenda
Mobility
Older Adults
Transportation

Theme
to stay in the community
seniors (and their caregivers) need “senior friendly” mobility and transportation options

Presentation
September 28, 2004
Themes

#1 Importance of Options
Options For The Transportation Dependent
What’s Senior Friendly

#2 Innovations In Public & Paratransit
Characteristics and Assumptions
Innovations of Excellence

#3 Volunteer Solutions
Low Cost/Low Maintenance
Volunteer Friends

#4 What Are The Next Steps
A TurnKey Kit
Other Resources
A Call To Action
Options Are Out There

There Is A Template
The Public & Paratransit Options
Institutional Problems
People Problems
Population Problems

What Do We Know?

Not “Senior Friendly”
A Template of Options

**Automobile Options**
- Driver training programs
- Driver assessment, programs
- Driver rehabilitation programs
- Behind the wheel driver training

**Public Transit**
- Busses
- Light Rail Transit
- Subways
- Community shuttles
- Neighborhood jitneys

**Paratransit**
- Demand-Response programs
- Dial-a-ride programs
- Subscription services

**Private Transit**
- Taxi services
- Independent driver services
- Limousine and driver services

**Specialized Transit**
- Hospital based transit programs
- Shuttles (to shopping and services)
- Senior Center transit
- Adult Day Services transit

**Pedestrian Transit**
- Pedestrian safety programs
- Pedestrian training programs

**Information and Referral**
- Mobility Managers
- Information & referral programs
Institutional Problems

Providing Options Isn’t Simple

- philosophy of serving the general population
- don’t view seniors as different than anybody else
- lack of awareness of special needs of seniors
- funds are limited
- vehicles are not adaptable
- services are both high cost and high maintenance
- services aren’t coordinated
- services are narrowly focused
- staff is unprepared
- environment is difficult for service delivery
People Problems

Seniors Can’t Always Use Options

- unaware of existing options
- can’t walk to the bus stop
- unable to wait in hot sun
- unable to travel for long periods of time
- in need of assistance from escorts
- fearful of getting lost
- afraid of falling
- unable to pay the costs
- concerned about safety
- can’t get to the fun things in life
## Population Problems

### The “Old Old” Will Need Options

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>65 - 84 Population</th>
<th>85+ Population</th>
</tr>
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<tbody>
<tr>
<td>2000</td>
<td>275,306,000</td>
<td>30,523,000 (11%)</td>
<td>4,312,000 (1.6%)</td>
</tr>
<tr>
<td>2030</td>
<td>351,070,000</td>
<td>61,388,000 (17%)</td>
<td>8,931,000 (2.5%)</td>
</tr>
<tr>
<td>Change</td>
<td>22%</td>
<td>50%</td>
<td>52%</td>
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</table>
## What’s Senior Friendly

<table>
<thead>
<tr>
<th>“Senior Difficult”</th>
<th>“Senior Friendly”</th>
</tr>
</thead>
<tbody>
<tr>
<td>too far</td>
<td>availability</td>
</tr>
<tr>
<td>too high</td>
<td>accessibility</td>
</tr>
<tr>
<td>too inconvenient</td>
<td>acceptability</td>
</tr>
<tr>
<td>too rigid</td>
<td>adaptability</td>
</tr>
<tr>
<td>too costly</td>
<td>affordability</td>
</tr>
</tbody>
</table>
Adapting Public & Paratransit

Innovations Study
Assumptions
STAR Search Survey

What Is The Solution?

New Ideas

Services

Their Home

STPS
Study Of Innovations

The Project

Partnership Between CTAA & Beverly Foundation

The Approach

#1 Inquiry through networks (internet)

#2 Survey of Respondents (mail out)

#3 Data entry, analysis and results (data base)

#4 Identification of innovations (57% response)

#5 Awards for Excellence (3 winners)

The Result

Innovative ways of improving transportation services for seniors
Assumptions

#1 Complaint of Seniors - *not getting where need to go*  
advance scheduling requirements  hours of service  
limited service area  being stranded  no help with transit  
WRONG

#2 Particular Problem Accessing Service – *lack of information*  
40% traveling at preferred times  25% paying for rides  
37% not understanding how works  24% scheduling rides  
31% waiting for vehicle  21% getting on/off vehicle  
WRONG

#3 Seniors with Greatest Needs – *85+ age group*  
RIGHT

#4 Major Modifications (changes) – *vehicles*  
73% driver training  67% scheduling  
73% allowing driver through door  47% route changes  
WRONG

#5 Innovations For Seniors – *would improve for everybody*  
72% improved as whole  71% applied to other groups  
RIGHT
## 10 Common Themes

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Covered</td>
<td>multiple communities</td>
</tr>
<tr>
<td>Service Method</td>
<td>provider, broker</td>
</tr>
<tr>
<td>Service Type</td>
<td>demand response, paratransit, ADA paratransit</td>
</tr>
<tr>
<td>Vehicles Used</td>
<td>multiple vehicles (bus, van)</td>
</tr>
<tr>
<td>Service Approach</td>
<td>door-to-door</td>
</tr>
<tr>
<td>Reservations</td>
<td>same day, 24 hr advance, subscription</td>
</tr>
<tr>
<td>Most Frequent Trips</td>
<td>medical (then shopping)</td>
</tr>
<tr>
<td>Major Modifications</td>
<td>allowing driver to go to door</td>
</tr>
<tr>
<td>Service Improvement</td>
<td>expansion of services to seniors</td>
</tr>
<tr>
<td>Community Support</td>
<td>volunteer involvement</td>
</tr>
</tbody>
</table>
STPs Research

Focus Groups: 22 Groups – 3 States
(Drivers, Non Drivers, Caregivers)

400+ STPs Identified & Analyzed
18 STAR Awards For Excellence
2 Reports

Purpose
- 61% medical appointments
- 42% social activities
- 35% any purpose
- 20% essential trips

Service Type
- 71% door-to-door
- 19% curb-to-curb
- 10% fixed route
- 10% door-thru-door
How Are They Unique?

**Drivers**
- 34% volunteers only
- 20% mix of volunteer and paid
- 42% paid only

**Vehicles**
- 50% vans
- 42% autos
- 29% busses
- 6% taxis

**Escorts**
- 47% can provide escorts
- 71% door to door
- 10% door thru door
Volunteer Involvement

STAR Search Programs of Excellence

Ride Connection (Portland, OR) - $5,600,000
Gold Country Telecare (Grass Valley, CA) - $810,000
Gadabout (Ithaca, NY) - $641,000
Independent Trans Network (Portland, ME) - $250,000
T.R.I.P. (Riverside, CA) - $395,000
West Austin Caregivers (Austin, TX) - $56,000
Shepherd’s Center (Kalamazoo, MI) - $9,000
PasRide (Pasadena, CA) - $15,000

“Thank Goodness for Volunteers”
Volunteer Friends & PasRide

The Volunteer Friends Model
Low Cost – Low Maintenance
PasRide Pilot
Risk Management & Ins
Reimbursement Plans

Is It Really Innovative?

“Volunteers”
Cost/Maintenance Approach

Transportation Service

Low COST

Low MAINTENANCE

Volunteer Drivers
Volunteer Vehicles
Volunteer Staff
Limited Infrastructure
No Ride Scheduling
PasRide: The Pasadena Pilot

**Purpose**

Demonstrate a Flexible Service Model (Low Cost/Low Maintenance)

Demonstrate an Adaptable Process Model (Anybody Can Do It)

**Design**

“Best of the Best” Features of STPs

Volunteer Oriented

Community Focused

Senior Friendly Approach (the 5 As)

**Location & Time Frame**

Pasadena, California

18 months
Insurance Coverage

Organizational Insurance
- Liability
- Personal Property
- Directors

Transportation Program Insurance
- Organization
  - Liability
    - $1,680
- Volunteer
  - Excess Auto Liability - $231
  - Accidental Driver - $206
  - Volunteer Liability Insurance $113

Commercial Insurance
Driver Recruitment, Screening, Verification, Training

Assets, Reputation Board, Employees $125.00
Reimbursement Methods

For INTRA-CITY travel (i.e., Pasadena) use:

TRIP PLAN ($2.50 per trip)

For INTER-CITY travel (i.e., Pasadena to Glendale) use:

MILEAGE PLAN (30¢ per mile)

For LONG-DISTANCE travel (i.e., Pasadena to Santa Monica) use:

MONTHLY STIPEND PLAN (flat rate per month)

$24.00/cap per rider – Total Reimbursement $4,860 – Per Ride Cost $2.01
What We Learned

1. Liability & risk must be determined from the “get-go”.
2. Insurance costs do not need to be a barrier to action.
3. A transportation service does not have to be expensive.
4. It is not necessary to purchase vehicles or hire staff.
5. Riders can recruit their own drivers and schedule rides.
6. Volunteer friends are willing to drive when someone asks them.
7. A variety of partners & advisors contribute to the agenda.
8. A program like PasRide needs to supplement – not replace.
9. The PasRide concept is hard to get across to people.
10. PasRide can be adapted in a variety of ways.
Volunteers Are The Hope

Role of Drivers
Volunteer Driver Challenge
Where To Find Them
How To Recruit Them
How To Manage Them
Who Volunteers?

How Do We Get Volunteers?

“A Six Month Process”
Transportation Drivers

Who Are They & What Do They Do?

Who Are We Talking About?
- family members, friends, neighbors
- paid drivers, volunteer drivers

What do they do?
- they drive from point to point
- some drivers also...
  - play the role of escort
  - help schedule rides
  - train other drivers
The Volunteer Driver Challenge

Transportation providers say…

“Volunteer drivers are the most difficult volunteers to recruit…

But once you’ve got them…you’ve got them.”
# Where To Find Volunteers

<table>
<thead>
<tr>
<th>Category</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
<td>Churches</td>
<td>The Local University</td>
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<tr>
<td>Interfaith Groups</td>
<td>The Mayor’s Office</td>
</tr>
<tr>
<td>Volunteer Agencies</td>
<td>City Councils</td>
</tr>
<tr>
<td>Senior Centers</td>
<td>County Commissioners</td>
</tr>
<tr>
<td>Agencies on Aging</td>
<td>Legislators</td>
</tr>
<tr>
<td>Social Service Agencies</td>
<td>Congressional Reps.</td>
</tr>
<tr>
<td>Health Services</td>
<td>Public Transit Services</td>
</tr>
<tr>
<td>Volunteer Groups (RSVP)</td>
<td>Paratransit Services</td>
</tr>
<tr>
<td>Americorps</td>
<td></td>
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<tr>
<td>Community Service Agencies</td>
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How To Recruit Volunteers

Understand Their Motivation

To meet people
To make a contribution
To be reimbursed

“There but for the grace of God go I…”

62% volunteer drivers participate because they want to help others
62% volunteer drivers help as transportation escorts
95% satisfied because they feel needed
76% satisfied because they get to know riders
How To Recruit Volunteers

Tell Them What They’ll Need

To use personal vehicles
To obtain minimum insurance
To provide documentation
  insurance
drivers license
driving record
To take a driver training course
  sensitivity
classroom
  behind the wheel
How To Recruit Volunteers

Tell Them What They’ll Do

Provide quantity and/or quality of life rides
Help the rider
  through the door
  to the destination
Stay with the rider
Drive to interesting Help places

91% provide trips for medical reasons
91% stay with rider during appointment
91% help rider get in and out of vehicle
81% provide door-thru-door assistance
Have A Management Plan

“How Good Management Is Good Risk Management”

an application process
screening
documentation
criteria for success
a contract’
training
a handbook

a job description
a manager
a feedback mechanism
an “office”
an insurance policy
logistics support
evaluation
recognition
Volunteers Are The Key

...volunteers are making enormous contributions to senior transportation.

...volunteers participate in traditional and non-traditional transportation services.

...volunteers could be considered “transportation caregivers”.

...involving volunteers can be done by transportation services, aging services, or free standing organizations.

...volunteer drivers are said to be the most difficult volunteers to recruit, “but once you’ve got them, you’ve got them.”

...we will need more volunteers the future...
Volunteers Are Out There

Adult Volunteers in the United States
- 50% adults asked to volunteer = 71% volunteered
- 44% of adults volunteer = 83.9 million Americans
- 3.6 hours per volunteer = 15.5 billion hours @ $15.40 per hour
- Dollar value of volunteer time...
  - $239,200,000,000

Senior Volunteers in the United States (age 55+)
- 27.7 million total number of senior volunteers
- 3.3 hours per volunteer = 4.8 billion hours @ $15.40 per hour
- Dollar value of volunteer time...
  - $71,200,000,000
STAR Search For Volunteer Drivers

Topic: Volunteer Drivers
Approach: Announcements through Network
Method: Nomination
Research: Surveys & Stories
Target: Volunteer Driver Organizations

STAR Award: $10,000 +
Results: Management & Motivation
Wrap Up

A TurnKey Kit
Website Resources
A Call To Action
What’s Next?

“The Tip Of The Iceberg”
Volunteer Friends TurnKey Kit

Planning Kit
- Tip Book on Planning
- 20 Q&A About Volunteer Friends
- Community Forum Discussion Topics
- Focus Group Questions and Survey Instrument
- Business Plan Format
- Transportation Options (CD)

Starter Kit
- Tip Book on Recruiting Riders & Drivers
- Program Design & Funding Requirements
- Insurance & Insurance Acquisition
- Administration & Documentation
- Monitoring & Maintenance
- Registration Materials

Evaluation Kit
- Tip Book on Evaluation
- RideAdmin.com (Program)
- Evaluation Criteria
- Evaluation Review Methodology
Beverly Foundation Website

Senior Transportation Resource STORe
(Senior Transportation Options Repository)

Visit us on the web at:
www.beverlyfoundation.org
A Call To Action

What Do We Know?
Transportation is “the tie that binds”.
Transportation dependency is a problem.
Increasing numbers of elders (85+) seniors are affected.
Families, communities, service providers, and policy makers can act.

What Can We Do?
Learn about available options.
Improve the “senior friendliness” of options.
Find ways to make options part of life “before the crisis”.
Develop new funding streams for “low cost” options.
Tap into America’s volunteers.
Special Thanks

AAA Foundation for Traffic Safety

NASUA
National Association of State Units on Aging

CTAA

Easter Seals Society

Shepherd’s Centers of America

California Association for Coordinated Transportation

California Association of Adult Day Services