



Older Adult Transportation Coalition March 20, 2024

Agenda

- Comings and Goings
- Update on our workgroups
- Reflections from our Mobility Manager – State of the State
 - Ridership Data FY2024 To Date
 - Update on the Universal Application and what we have learned
 - What's working, what's not
 - In the community-education
- Group Discussion
 - Low hanging fruit solutions/improvements
 - Longer term solutions



Comings and Goings

Welcome Elizabeth Bennett

- Program Manager at Martha's Vineyard Community Foundation
- Participating in the Long Term Funding Work Group

"I'll be overseeing the Scholarships and Grants application processes and working as a community liaison on the initiatives the foundation is partnering on. I'll also be working a bit on the foundation's marketing plan and since I have a strong background in editorial work, I'll help the external marketing firm with writing social media and newsletter content."



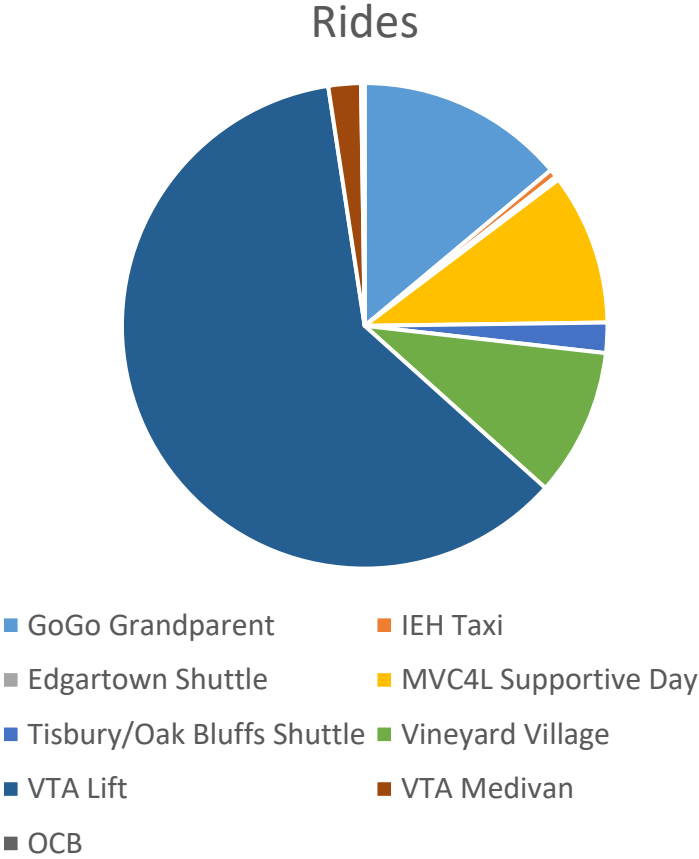
Work Group Updates

- Work Groups meet 4X a year and report back to full Coalition on progress
- Who else would like to join?

Long Term Funding Strategy	Off Island Medical Transportation	Education/Awareness
Chair – Cindy Trish	Chair – Lisa Stewart	Chair – Lisa Stewart
Angie Gompert, VTA Dan Doyle, MVC Lisa Stewart, HAMV Paul Schulz, MVCF Elizabeth Bennett, MVCF Leslie Clapp, MVC4L Lyndsay Famariss, Edgartown COA	Ann Raymond, Oak Bluffs COA Dan Doyle, MVC Karen Dowd, MVH Lisa Stewart, HAMV Lyndsay Famariss, Edgartown COA Leslie Clapp, MVC4L Alison Fletcher, SSA	Cindy Trish, HAMV Cheryl Kram, VNA Mary Gosselin, IEH Merrick Carreiro, IGI Bethany Hammond, UplIsland COA
Meeting scheduled: Monday, March 25, 1-2 pm	Meeting scheduled: Wednesday, April 3, 1-2 pm	Meeting scheduled: Tuesday, March 26, 2-3 pm

Older Adult Alternative Transportation Ridership Data YTD (July 1, 2024-Feb 29, 2024)

Ride Option	Total Rides (YTD)
GoGoGrandparent	2,543
IEH	100*
Edgartown Shuttle	46**
MVC4L Adult Supportive Day	1,842
Tisbury/Oak Bluffs Shuttle	368***
Vineyard Village at Home	1,800****
OCB	44
VTA Lift	11,144
VTA Medivan	396
Total	18,283



*Estimate, ** stopped running in Oct, 2023, ***Estimated 20% of total, ****Estimate based on 2023

Update on Universal Application

- Mobility Manager is using the application for all referrals
 - Over 50 applications have been completed
 - The majority have annual incomes <\$50,000
 - Minimal usage of other transportation options
 - Most are referred by WOM, MVH, COAs, and IEH
- One of the benefits of using the application, it becomes a conversation -not just signing up for GoGo but rather exploring a broader of needs and solutions (average 20 minutes per call)
- Many are signed up for GoGo but also referred to shuttles, VVH, and VTA options
- Still need to coordinate/integrate data across program to fully understand effectiveness of education/awareness
 - Analysis of overlap between Universal Application completed forms, # of GoGo signups, # of Shuttle sign-ups

What's working, What needs work (GoGo)

- Strong preference for on-demand, single rider solution
- >30% are trips to/from MVH; additional 10%+ for medical related
- The majority of rides could be scheduled in advance
- Continuation of a small number of serial over-users
 - Process in place to address this issue
 - review monthly ridership,
 - phone-call,
 - follow-up letter,
 - Deactivation
- Demand is outpacing funding for FY2024
 - Exploring additional sources of funding for this year and next
 - Considering built-in maximum rides into system
 - Considering medical-rides only temporary option
 - Exploring sliding fee scale subsidies

What's working, What needs work (all Coalition efforts)

What's Working	What Needs Work – Thought starters
Directory continues to be an important information asset	Increasing need for a more holistic, decision tree for options to use as an educational asset
Underutilization of OCB	Information given at the right time (before finalizing schedule of surgery)
Shuttles are providing multi-rider solutions	Increase ridership & reduce GoGo usage
Lift ridership continues to be strong	Who should be using the Lift that are not
Disparate program registration is working	No integration of information/repetitive collection of same information
Strong WOM in community	Create a narrative that expands beyond GoGo
	Continuous need for off-island medical transportation that we are not addressing

In the Community – Awareness & Education

- Mobility Manager available for informational sessions in the community (COAs, libraries) and one-on-one support to agencies
- Developing a standard presentation/interactive session for community events
 - Transportation Jeopardy
 - Decision tree schematic for home usage
 - “Knowing when to stop driving” and other topics
- Goal is to be offering sessions monthly in the community
- Staying connected with what other communities are doing
 - Attending MCOA transportation sessions
 - MassDOT conversations
 - Healthy Aging Collaborative

Group Discussion – Define what is Low Hanging Fruit and what is longer term?

Thought starters

1. Increasing multiple rider solutions
 - Getting the shuttles consistently on the road
 - Additional sources of vehicles
 - Increased number of days/location/trips?
 - Develop a hybrid ride share system using volunteers to augment GoGo rides
2. Broaden awareness/education of options
 - Training seminars on using Lyft/Uber on the island
 - VTA travel training buddy?
3. Better utilization of our time/resources
 - Integrated registration for programs
 - Integrated scheduling solution
 - Customized transportation blueprints for each individual based on needs/abilities
 - Decision tree schematic