



# Older Adult Transportation Initiative

April 27, 2022



## Agenda:

- Update & Discussion - Off-Island Medical Transport group
- Update on pilot programs
- Update -Older Adult Transportation Summit
- GoGoGrandparent Survey Early Results
- Timeline/Next steps for Strategic Plan Development

# Future off island transportation offerings for older adults

- ▶ ADA accessible van runs 1-2x / week primarily to high use destination sites on the Cape (OCB in Sandwich, Falmouth Hospital, etc.); providers try to bundle Vineyard residents on those days; referred to as the 'Easy Ride' program in other locales
- ▶ Driver pool serves those who have a more obscure destination and/or the need for a private vehicle for whatever reason
- ▶ Insurance provided in the form of excess liability in the event a driver's private insurance will not cover the arrangement without a change to the premium; incremental increase can be covered through a "bonus" to the driver
- ▶ Elder Services Seniors RSVP program presently helps to vet volunteers; perhaps their efforts can be parlayed into identifying potential drivers for the "pool" who will require compensation
- ▶ TAP program used as a last resort; funding to address their current programmatic shortfalls might eventually need to be addressed in our budgeting
- ▶ The Transportation Coordinator is the pivotal agent for this entire proposition; this hire will be tasked with fielding calls from older adults and COA's, optimizing the off island alternative based on passenger need and available options, while satisfying reporting requirements for grant funds

# Funds

## Potential funding sources

- ▶ Donation from passengers
- ▶ \*MassDOT (Mass Mobility & Community Based Transit grants)
- ▶ \*Elder Services Community grants

\*these fund a similar program in western MA.

## Facets that must be funded

- ▶ Newly created Transportation Coordinator
- ▶ Drivers to operate private vehicles (per diem and mileage reimbursement)
- ▶ Excess Liability insurance
- ▶ Potential van acquisition, insurance, maintenance, fuel
- ▶ TAP (Transportation Access Program)

# Areas that need further attention

- ▶ Under whose roof is a Transportation Coordinator best suited to be housed?
- ▶ Is there an existing van that could be used for the Easy Ride program of sorts?
- ▶ Are there platforms that should be leveraged to pair passengers with rides, routes and times? Such a tool could allow for availability to be readily seen by the individual tasked with coordination. A driver pool should be developed with drivers' respective availabilities to assist in identifying rides for those who need transportation that cannot be provided by a van on any given day/time.
- ▶ A Coordinated Human Services Transportation Plan – typically a joint report completed by the RPA (MVC) and the RTA (VTA) – must be adopted before eligibility kicks in for MassDOT Community Based Transit Grants; the Vineyard does not currently have one
- ▶ Programs are not limited to older adults, but this population receives priority if faced with a shortage of seats or drivers
- ▶ Others...

# Focus Areas for 2022

## On demand single-rider on-island

- Continue GoGo pilot for 1 year (end June, 2022)
- Determine go/no go for Year 2 with revisions to model, Q2
- Evaluate any other solution (i.e. explore taxi program) Q2

## Multiple Rider & destination on-island (scheduled)

- C4L and Anchors pilot underway Q1
- Review findings June
- Expand in Q3 & Q4 for town coverage

## Off-island medical transport

- Refine model(s) and identify funding, Q1 & Q2
- Launch Pilot in Q3 & Q4

## Educate Older Adults on transportation options

- Identify optimal content and way(s) to share information, Q1
- Develop brochure, website, etc. Q2
- Create communications campaign, Q3 & Q4

# Older Adult Transportation Summit Vision

## Event Objectives

1. Raise awareness of OA transport needs
2. Create empathy for impact on OA's lives
3. Share Coalition's work on addressing need
4. Educate on current and future transportation options for OA 's

## Event Details

1. Last 2 weeks of September (TBD) weekday
2. Late afternoon, 90 minutes (4:00pm)
3. In person and zoom
4. Location TBD (exploring Tabernacle, MV Film Institute, COA Tisbury, libraries, Performing Arts Center, Hebrew center)  
—outdoors preferred

## Sponsors

MVCF, HAMV, MVC  
Older Adult Transportation Coalition  
members

## Audience (Influencers)

1. OA Service Agencies/healthcare providers
2. Select Board, town adm, planning boards
3. County commissioners/county manager
4. Legislators, Chamber, NACCP, MVDC
5. non-profits, businesses, churches

## Audience (Potential users)

Islanders who want to learn about current and future OA transportation options  
(transportation will be provided to the event if needed)

# Engaging our Audiences -Getting them to the event and involved

	Influencer Audience	User Audience
Reasons to attend	To develop a current understanding of the need and solutions underway; to support the Coalition's efforts in the future	To become educated on options now and in the future; to gain an understanding of what is being done on their behalf
Expected participation	5-10 influencers will be asked to participate in a deprivation transportation exercise and share in first session	1-2 Participants in each existing pilot program will be asked to participate in a panel discussion (2 <sup>nd</sup> session), sharing their stories (perspective comparison)
Target number of attendees	25-50 (rsvp required?)	50-100 (rsvp required?)
How we will reach them	Personal invite, followed up by email and general public communications campaign (newspaper, radio, MVTv, attendance at meetings)	Multi-channel communications campaign; Coalition member newsletters, newspaper, radio, MVTv, 55+, advertising, town columnists)

# What our Summit Could Look Like

## Session 1 Framing the need

- Introduction – sharing the need (research results, landscape, target audience) and our Coalition goals/timeline & what has been accomplished
- Sharing personal stories from influencers who were selected to participate in a transportation deprivation experience (panel discussion)

## Session 2 Learning and Listening

- Moderated discussion with pilot program sponsors as well as a user for each program (C4L, COAs (Edgartown and Tisbury), VTA (Lift/Medivan), GoGoGrandparent, IEH Taxi program.
- Pilot explanation/intent/user experience

## Session 3 Transportation Options Now and Looking Forward

- Update on Off-island medical transportation and next steps
- Introduction of our Transportation Option Brochure/web-information
- Strategic Future Vision for Transportation Alternatives/Funding



# To-Do's and Timeline

Task	To Be Completed	Who is leaning in (Education Work Group)
Finalize event location, date, and time	April, 2022-DONE	Ann & Hilary & Cindy – exploring venues/costs
Develop budget/funding sources	June, 2022	HAMV
Event Publicity Campaign Design	June, 2022	TBD
Completion of Influencer Audience List/contact info	July, 2022	HAMV
Summit Program Finalized/Participants Confirmed	July, 2022	TBD
Completion of transportation option brochure content	Aug, 2022	TBD
Publicity Campaign Implemented	July-Sept, 2022	TBD
Event preparation/practice run	Week before event	TBD

# Progress since our last meeting

- Time/Date/Location Finalized
  - Date for event = Sept 20, 2022 (Tuesday)
  - Location – Martha’s Vineyard Film Center
  - Time – 7 pm
  - Zoom/in-person event
- Creating a look/feel for summit branding and information directory
- Working with the VTA marketing/communications volunteer committee for October “Older Adults” transportation month
- Raised a need for a “call to action” for all summit attendees-what do we want that to be?

# Proposed Event/Directory Budget

Elements	Cost
Venue- MV Film Center	Donated
Technology support at event	\$ 500
Design and printing (directory, summit marketing assets)	\$3,000
Travel for participants	
Misc. (supplies, refreshments, etc.)	\$ 300
Advertising/Marketing	\$ 500
Total	\$4,300

# Older Adult Transportation Coalition 2022 Calendar

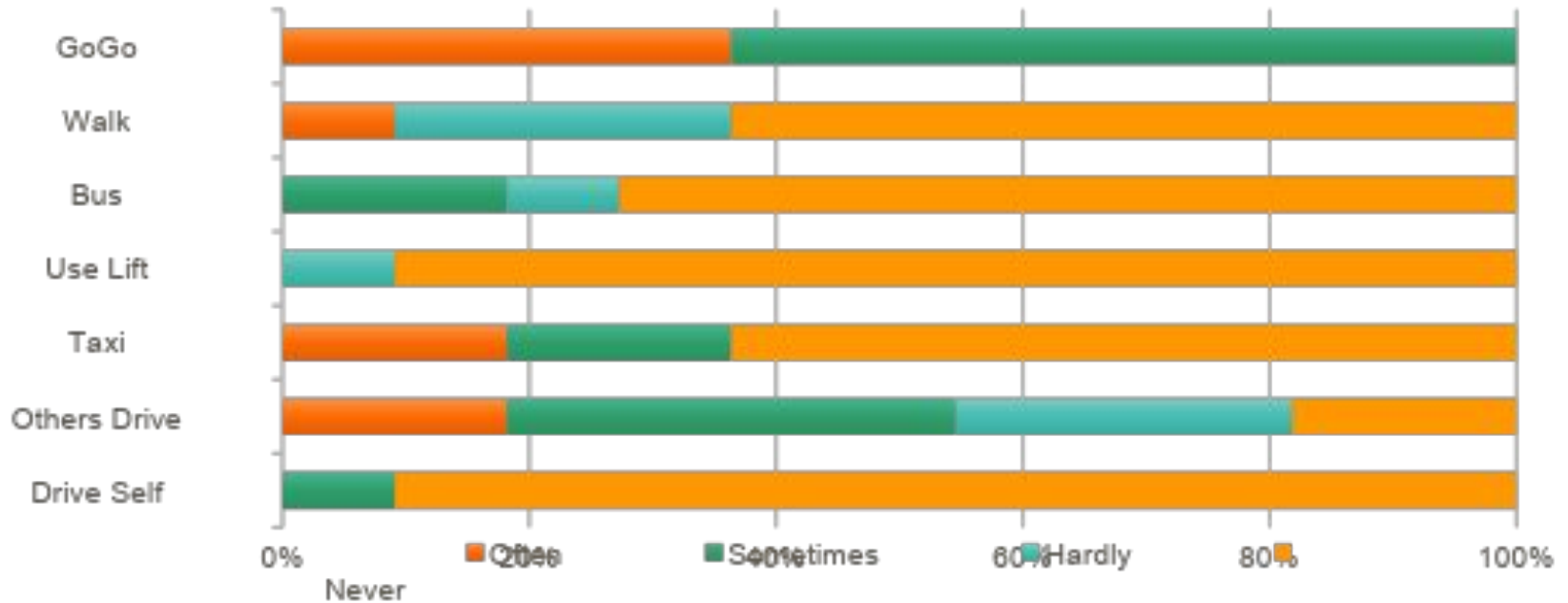
Month	Accomplishments
April	Pilot COA multi-rider, multi-destination programs underway
May/June	Development of Strategic Plan for Older Adult Transportation Options approved by Coalition
September	Off-Island Medical Transport Pilot designed Summit Event
October - December	Medical Transport pilot underway Strategic Plan socialized with Influencers

# Early User GoGoGrandparent Telephone Survey Results

- 11 active users (out of 27) completed as of 4/25
- Weekly need for transportation (ranges from 1-7 times per week), average 3.9 trips per week
- 64% report that they have a drivers license
- Only 1 of 11 has a vehicle currently
- Majority (81%) have a household income <\$25,000, 19% are between \$25,000 and \$50,000
- Almost half of GoGoGrandparent participants are 80+

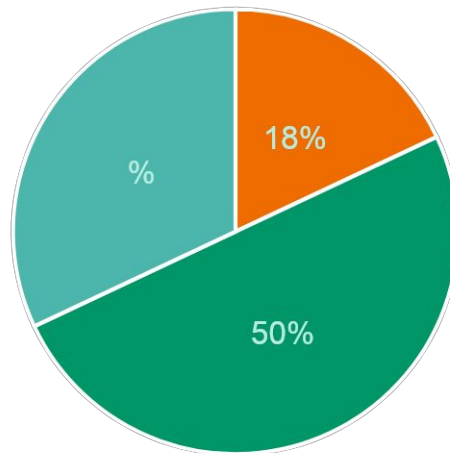
# Current modes of transportation

Usage frequency of transportation modes



# Trip Destinations (thru 2/28/2022)

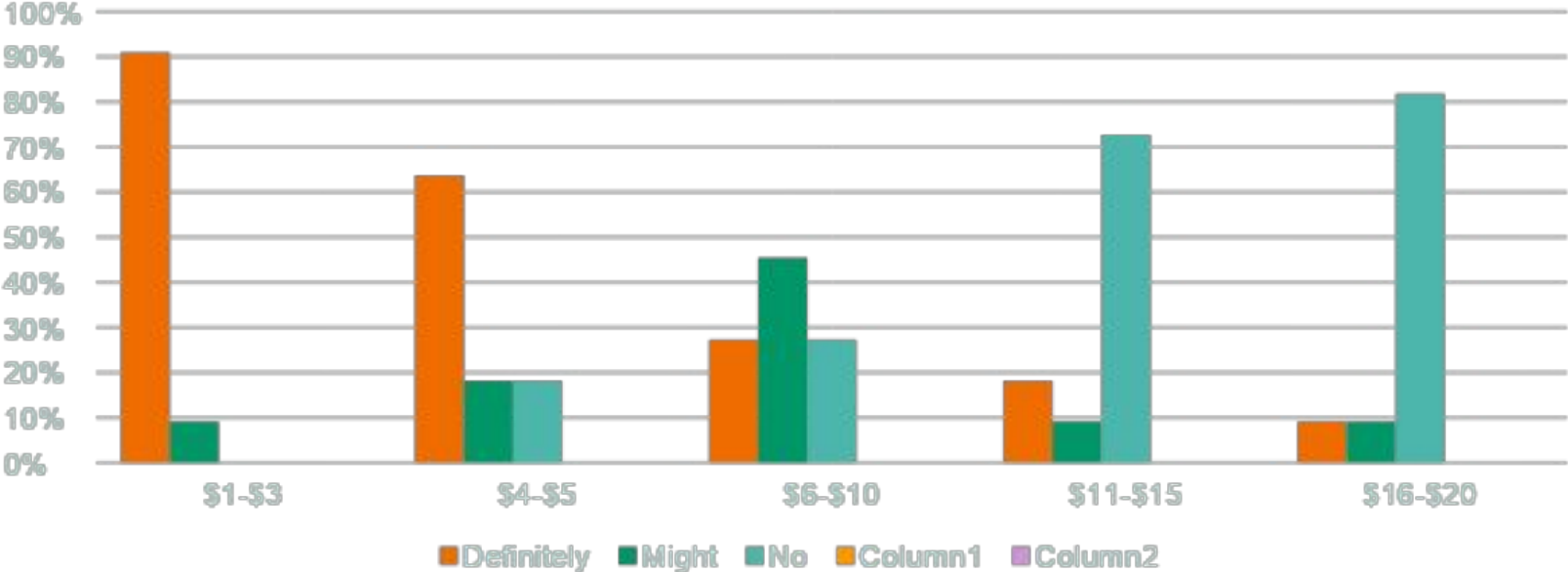
Destination	% of trips
MVH	33%
Other Medical	15%
Reliable	13%
Stop and Shop	5%
Pharmacy	2%
Store - Other	14%
Other (Meetings, Post office, COAs)	18%



■ Grocery Store ■ Medical ■ Other

# Usage is impacted by price, sweet spot under \$5 per ride

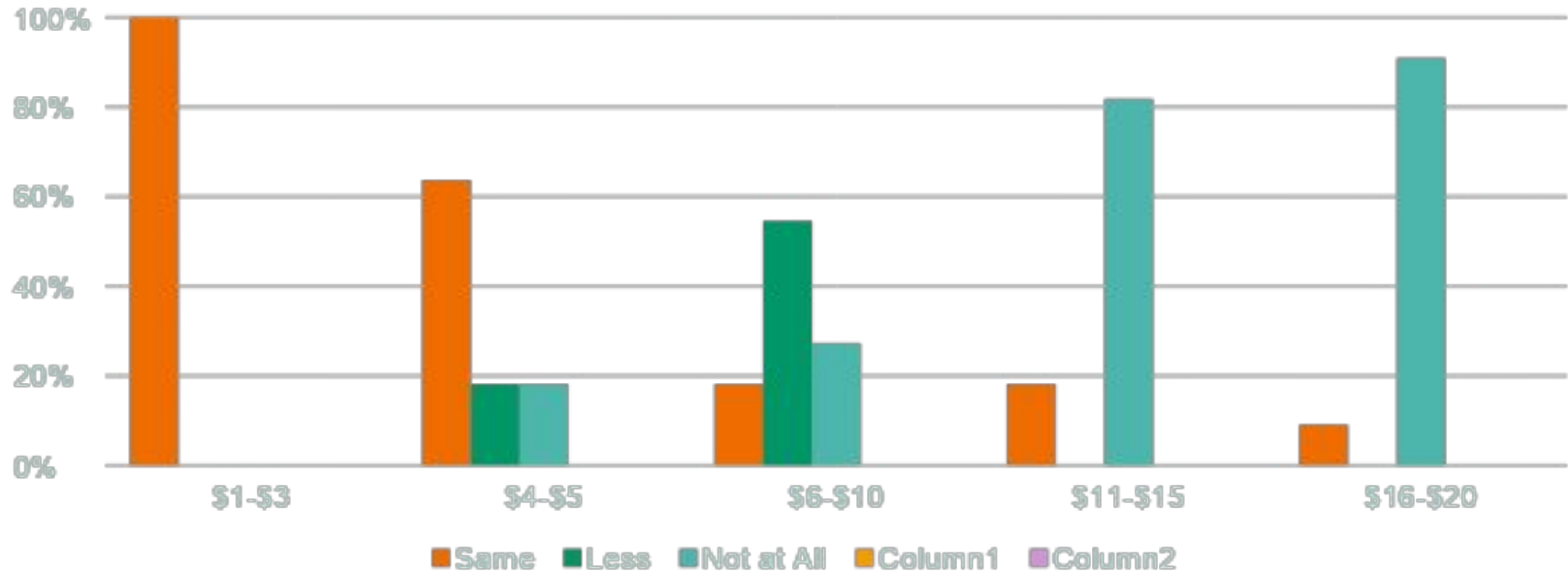
Likelihood to Use





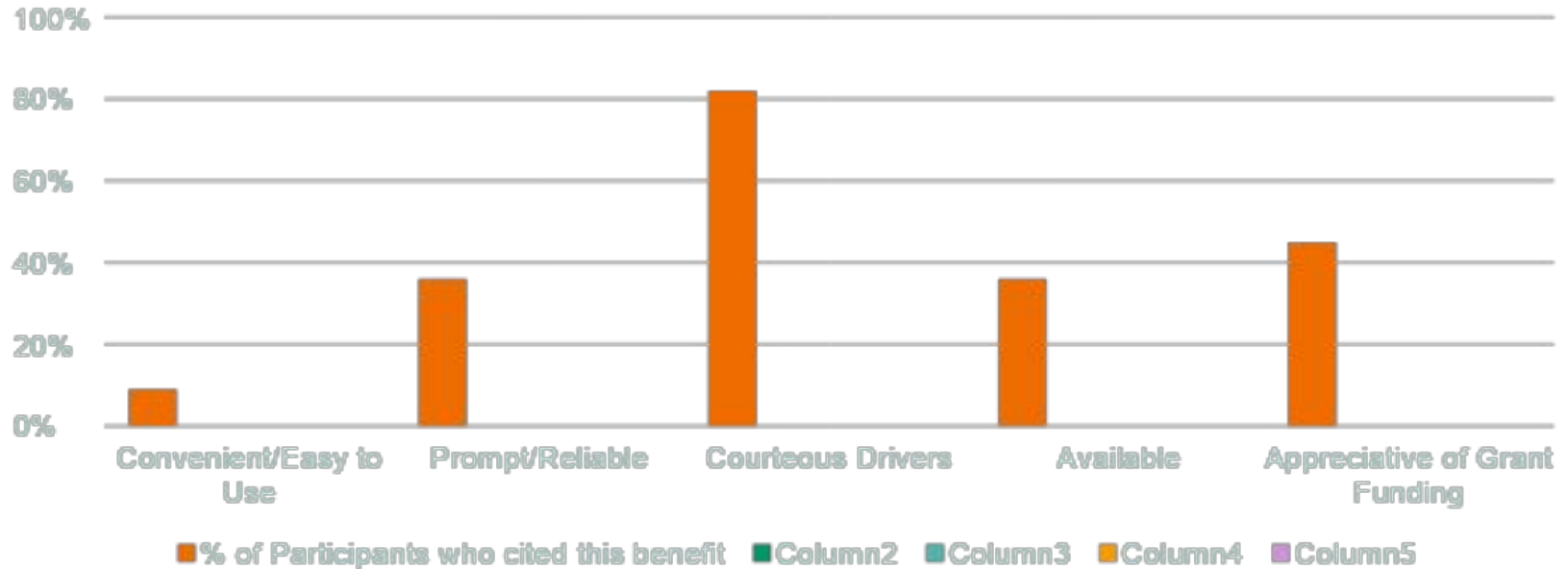
# Frequency is impacted by price, sweet spot under \$5 per ride

Frequency of Use at Different Price Levels



# Participants cite a variety of benefits and find drivers to be courteous and respectful

## GoGoGrandparent benefits



# In their own words

*It was very helpful to be able to shop without having someone waiting for me.*

*I was treated like the Queen of Romania*

*It really helps financially when I have medical expenses*

*Very nice, timely, the driver carried my bags and it is paid for*

*Convenient, safe, friendly and polite drivers*

# Our primary focus needs to be on vulnerable populations and those with unexpected changes in circumstance

## Vulnerable populations with ongoing need

- 85 and older age groups.
- Those with incomes <\$50K (1 in 3), particularly <\$25K.
- Live alone (1 in 3).
- Caregivers (1 in 3).
- Socially and digitally isolated.
- Physically impaired (mobility and/or cognitively).

## Moments that matter that require assembling a support system quickly

- Serious medical diagnosis.
- Death of a partner or family member.
- Decline in financial position or unexpected costs.
- Unanticipated disasters (flooding, hurricanes, pandemic).