



# Older Adult Transportation Coalition May 17, 2023

## Agenda

- Comings and Goings
- Mobility Manager Update
- Summer Transportation Updates
- GoGo Survey Results and Implications
- Other Pilot Program Updates
- Funding Outlook
- Moving Forward our travel training pilot



# Our new Coalition Member, Karen Dowd, MVH

Community Health Resource Specialist



- Doreen Anderson will be stepping down from her role on the coalition – we will miss her!
- Welcome to Karen who will be representing MVH
- Outpatient Social Work (working with COAs, other community organizations)

# Mobility Manager Role has been filled!

## A reminder of the job description

- Interact on a daily basis with both Older Adults and Service Agencies seeking transportation solutions
- Be in the community, raising awareness and education on various transportation options
  - promoting multi-rider solutions when possible
  - periodically update the transportation directory (a printed guide which provides transportation options for Older Adults)
- Consult with Older Adults and, as appropriate,
  - complete a generic information sheet/form
  - identify the right solution(s) based on client's needs
  - register the individual for the selected program(s)
- Participate in the development of a longer term plan to create an integrated transportation scheduling/solution as well as developing policies/practices
- Be a member of the Older Adult Transportation Coalition meetings and connect with other Transportation Coordinators in other rural communities

# Meet Kristin Zern, our new Mobility Manager



## About Kristin

- West Tisbury resident
- Met her husband on the island as a “summer girl”
- Background in travel industry
- Airport Commissioner MV
- Experience supporting Older Adults
- Passion for creating new programs

Start up plan – Getting familiar with the current pilot programs underway, will be circulating throughout the island in a learn and listen mode

# Summer Transportation Updates

Allison Fletcher, Steamship Authority

Felicia Webb, VTA

- What is your organization expecting for summer transportation traffic?
- What plans do you have in place?
- Do you have any specific concerns (and solutions) for Older Adults?
- Any advice for our pilot programs for this summer?

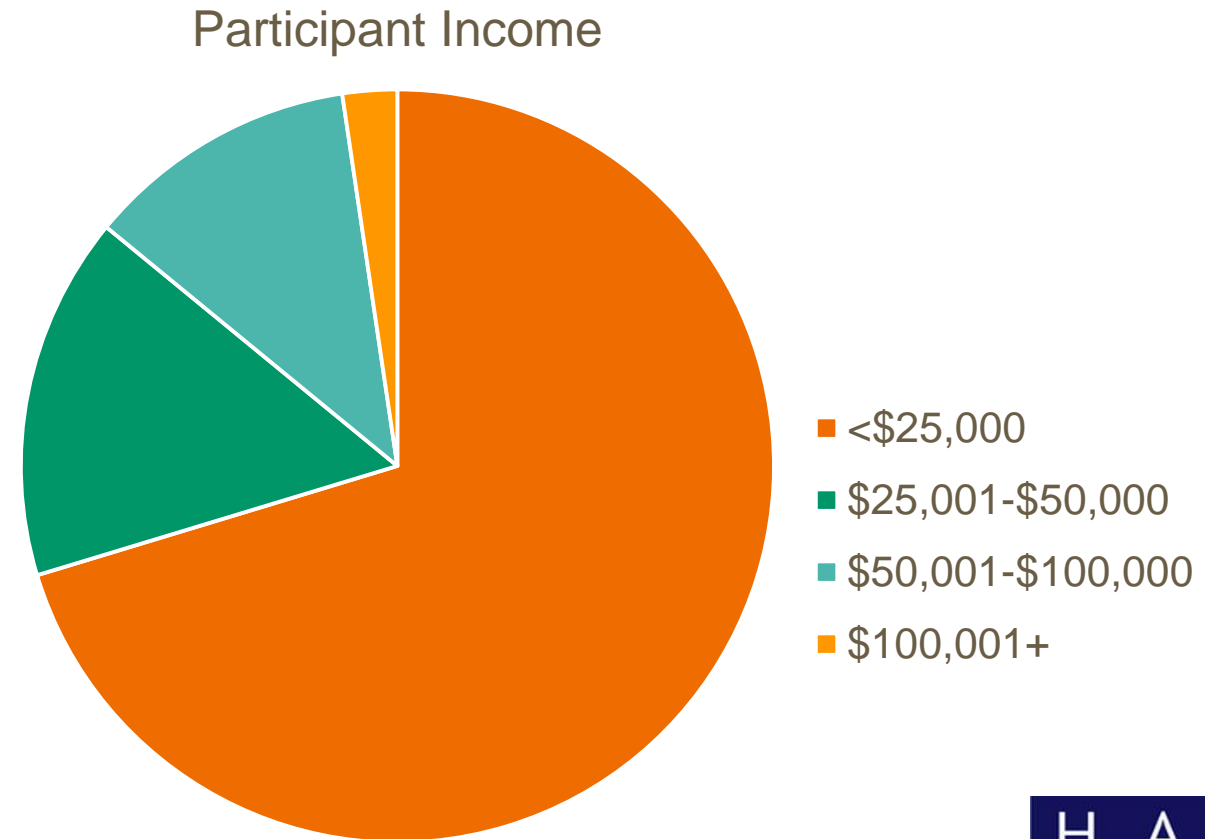
# GoGo Survey Results – FY2023

Interviews conducted March 15 - Apr 12, 2023 by Beth Kramer (thank you!)

- 136 registered members as of March 15; Phone interviews with 55 of 96 active members via the phone (57%)
  - >50% never drive themselves
  - 91% never use a taxi
  - 85% do not use the Lift
  - >65% do not use VTA
- Approximately 50% have a driver's license and working vehicle
- 94% said that GoGo had a positive impact on their quality of life (agree/strongly agree)

# Income information reveals we are serving our vulnerable target and beyond

- 83% of survey participants incomes fall below \$50,000, 67% under \$25,000
- Those who have higher incomes – should we ask them to contribute? How to do this most effectively?



# The number of members and rides is increasing with a small percentage falling into the heavy user categories

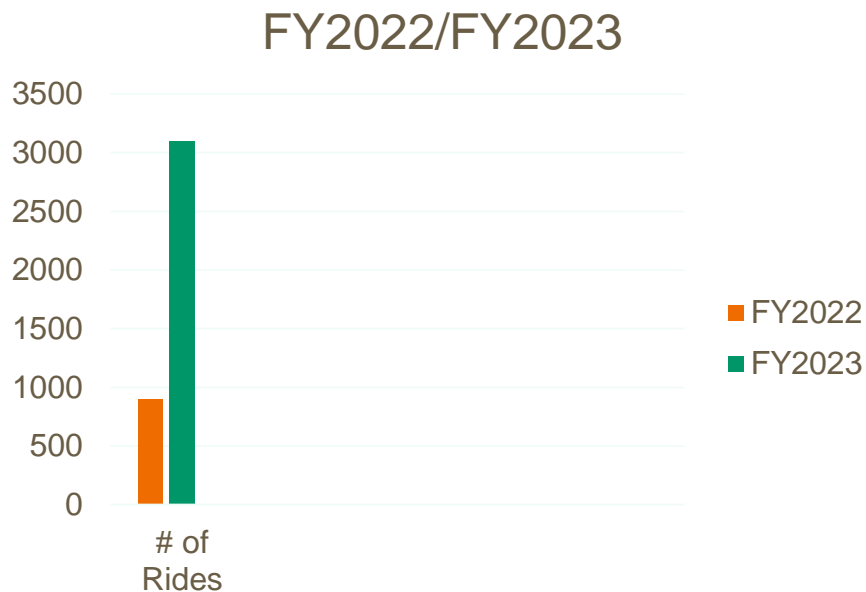
- 220+ members and those who have used Gogo since the program started
- 10-15% of heavy users (>20 rides per month)
- Rides are growing month over month
- Average cost per ride for the past 3 months \$20 - \$22

FY2023	# of Rides
July	123
Aug	177
Sept	219
Oct	157
Nov	347
Dec	251
Jan	313
Feb	302
March	382
April	416





# Rides are 3.5X higher than in FY2022 validating the need for on-demand transportation



- MVH was added in September 2022. Six Departments at MVH are part of the program - 71 rides have been initiated by the hospital.
- Rides to and from the hospital range from 15%-27% of total GoGo rides each month.

FY2023 forecast, as of 5/2023

# HAMV's Experience in Managing GoGo

It is important to understand that GoGo offers individual accounts as well as enterprise accounts (of which we are). They are a national company that has experienced a tremendous amount of growth which is continuing.

What we have experienced:

- GoGo has been extremely responsive on specific ride issues
- Little progress has been made on reducing confusion on irrelevant marketing messages which takes HAMV's time to untangle with members
- Ride information is easily available for our review and auditing
- They have demonstrated flexibility in reducing or eliminating ride costs where appropriate
- They have always been available to meet and discuss our challenges; we have even met the CEO (yes the grandson!)

# The Good and the Bad of GoGo from the Member Perspective

## What's Working

- *"Drivers are kind"*
- *"Gives me independence"*
- *"I could not live without it"*
- *"Felt well cared for"*
- *"Excellent service"*

## What's Not Working

- *"Wait time for operators"*
- *"Some drivers do not speak English"*
- *"Message is confusing"*
- *"Sometimes the driver does not come"*
- *"Drivers do not know Vineyard roads"*
- *"Will not wait at pharmacy"*

# Participant's Suggestions for Improvements

- ✓ Better communication between GoGo and Uber drivers; return to round trip model (changed two months ago); Improve communication between drivers regarding traveling with dog
- ✓ Drivers who speak English. Ask GoGo to keep calling me if I do not pick up my phone.
- ✓ Clarity for other services (recorded message confusing re ordering food)
- ✓ Would be better if driver could wait for errands
- ✓ Improve communications. Better knowledge of Vineyard roads
- ✓ Don't like the name - I am not a grandparent - Don't like the music
- ✓ Operators not mentioning cost
- ✓ Would like to see more rides per month
- ✓ Takes operator time to get a driver - can't tell the exact time they will arrive
- ✓ Can't make return reservation
- ✓ Make sure drivers have a step stool
- ✓ Driver should be assisting with riders escorting into vehicles
- ✓ At Woodside, finding the right building
- ✓ Night meetings - could not get a ride home half the time
- ✓ Drivers go too quickly if deer are around
- ✓ Cannot find you if you don't have exact address

# Actions Taken in Spring 2023

- Analyzed ride frequency and locations
- Contacted “heavy users” and asked to limit rides to 8 rides per month; exceptions made for medical or behavioral health needs
- Removed 60+ members who aren’t using GoGo
- Added taxi option for up-island participants
- Added MVH, 6 departments, as GoGo participants

# FY2023 Funding for GoGo

SOURCE	AMOUNT	DATE	STATUS
Elder Services	\$8,100.00	22-Jul	funded
MVCF	\$15,000.00	Nov-22	funded
MVCSCF	\$10,000.00	Oct-22	funded
Farm Neck	\$5,000.00	Nov-22	funded
HAMV Contribution	\$15,542.00	Feb-23	funded
MVCF - Round2	\$16,000.00	Apr-23	funded
Tower (Jim Weiss)	\$5,000.00	May-23	funded
Cape Cod 5	\$2,500.00	May-23	funded
Rotary	\$500.00	May-23	funded
Total	\$77,642.00		
Initial forecast	\$49,800		
Anticipated FY2023	\$ 78,984.07		
Difference	\$ 1,342.07		

# Key Takeaways from Pilot Year 2

1. Works well for most members who use it and have a cell phone and persistence or assistance.
2. Does not work well for those without cellphone; does not work well for those with cognitive challenges.
3. While the cost per ride has stayed relatively stable, this option is the most expensive option in our pilot programs.
4. Looking at monthly metrics, 10-15% of members are heavy users (more than 20 rides per month) driving costs up.
5. Lots of handholding for members and active support. Is this the role of the Mobility Manager? A lot of time will be invested in support rather than finding a more universal solution.
6. Two years in, we have validated the need for on-demand solutions as part of our transportation toolbox.
7. We still need to figure how to effectively integrate this solution with other options.
8. There appears to be a constraint with what GoGo can offer in terms of drivers who know the island and the number of rides which can be completed successfully.

# Recommendations for FY2024

- ❑ GoGo is a proven interim solution; assuming that funding is available, we recommend that we continue this program in FY2024.
- ❑ The Coalition needs to explore alternative, more cost-effective solutions for on-demand, on island transportation – goal is to determine a solution by FY2025.
- ❑ As we move towards a more integrated assessment of Older Adults' needs thru the Mobility Manager role, the Coalition will revisit a sliding fee model for all transportation solutions.
- ❑ Off-island medical transport continues to be a pain point that needs to be addressed beyond our initial pilot.



# Other Pilot Program Updates

- OCB – Dan Doyle/Doreen/Karen
- Leslie/Joyce – MVC4L, COA Shuttles
- Lyndsay – Edgartown Shuttle

# Updated Funding Forecast Needs (from our action plan)

	FY2023	FY2024	FY2025
Transportation Coordinator	\$ 43,000/ <del>\$31,000</del>	\$ 85,000	\$ 85,000
Marketing/Communications /Directory	\$ 8,000	\$ 8,000	\$ 8,000
GoGoGrandparent	\$ 40,000/ <del>\$77,000</del>	\$ 40,000/ <del>\$100,000</del>	\$ 40,000
Shopping Shuttles/C4L	\$ 30,000	\$ 40,000	\$ 50,000
Off Island Medical Transport	\$ 20,000 / <del>0</del>	\$ 25,000/?	\$ 40,000
Other Pilot Programs	\$ -	\$ 10,000	\$ 25,000
Total	\$ 141,000/ <del>\$167,000</del>	\$ 208,000/ <del>\$268,000</del>	\$ 248,000

Red are updated estimates as of 5/2023



# Funding Updates- Possible 2024

Needs	Community Transit (MassDot) (Jan 2024)	Elder Services (Oct 2023)	Other
MV4CL	Contribute 50%	Maximum \$10k	Local funders
GoGo	Contribute 50%	Maximum \$10k	Local funders
Mobility Manager	Contribute 80%	Maximum \$10k	Local funders
Shuttles	Contribute 80%	Maximum \$10k	Local funders
OCB	Contribute 80%	Maximum \$10k	Local funders
Transportation Training	Contribute 80%	Maximum \$10k	Local funders
Vehicles	TBD	Maximum \$10k	Local funders

- Workgroup meeting next group to discuss long term funding strategy
- No funding secured for FY2024 for GoGo – looking for Q1 funding

# Getting Transportation/Travel Training Underway

- This was identified as a priority to broaden usage of public transportation
- Who would like to be on a workgroup to develop a pilot program?