



Older Adult Transportation Coalition Sept 20, 2023

Agenda

- Introduce our new members
- Review of FY2023 GoGo results and what the Coalition has accomplished
- Update on what our Mobility Manager has been doing
- Update from our long-term funding workgroup and next steps
- Update on the 20 year Regional transportation report/next steps with the JTC
- Update from the Steamship and VTA on summer transportation successes and challenges
- Review of where we are against our objectives for this year



Welcome a New Representative from IGI and the new Tisbury COA Director



Merrick Carreiro
Food Equity Director



Catie Fuller
Director

Update on FY2023 GoGo Pilot

4X increase from **902** rides in FY2022 to **3,699** in FY2023

83% of survey participants incomes fall below \$50,000, **67%** under \$25,000

FY2023 average cost per ride **\$25.22**

326 registered participants since inception

Approximately **30-35%** for health related trips



GoGoGrandparent provides Access to Healthcare, Food and Decreases Social Isolation and Works Well for Many

"GoGo rescued me, when mice ate away essential wires in my ancient Volvo, leaving me without a car for the first time in 68 years. I am too lame to ride public transportation. So I was lost until I heard about the rides provided to "wheeless" seniors by GoGoGrandparents."

"I think I can sum up in one word why Go-Go is wonderful – independence. If I need to get somewhere and it is "off the beaten path", no problem, just call Go-Go. So many of us are truly grateful for this addition to our lives."



"I use GoGo for essentials: grocery shopping and medical appointments. And to have a little fun too! Because I share rides with my neighbor – going to the market or pharmacy together – we have enough rides between us, in our monthly allotment, to also go to movies and senior center activities. Thank you GoGoGrandparents!"



Some Drawbacks of GoGo which Are Amplified for those who Do Not Have Cell Phones or Restricted Mobility

"Message is confusing"

"Some drivers do not speak English"

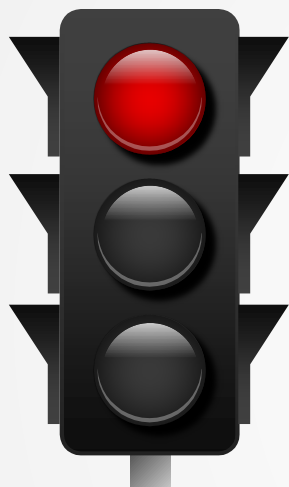
"Wait time for operators"

"Sometimes the driver does not come"

"Will not wait at pharmacy"

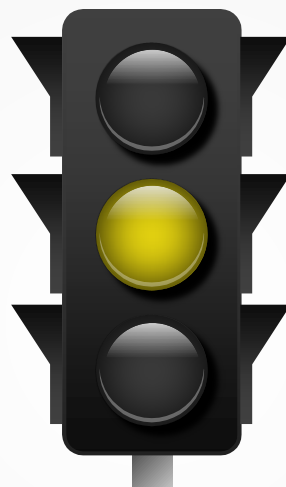
"Drivers do not know Vineyard roads"

Impact of Summer Season on GoGograndparent Ridership Experience Varied over the Year



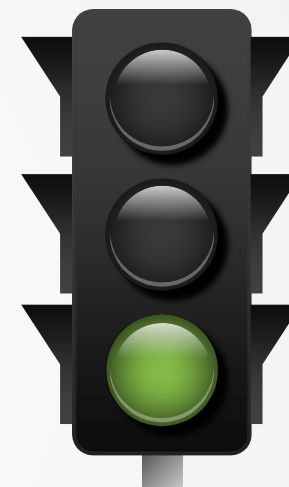
% of abandon rate*

Jan 23	– 1.6%
July 23	- .05%
Aug 23	- 5.0%



% of rides that were successful although +1 drivers were dispatched

Jan 23-	27.4%
July 23	– 15.4%
Aug 23	– 32%



% of rides completed with first driver dispatched

Jan, 23	– 71%
July, 23	- 84%
Aug, 23	– 63%

*abandon rate = ride was not able to be dispatched

Number of unique Lyft/Uber drivers participating in GoGo increased from **37** in January, 2023 to **130** in July, 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!)

Under Consideration:

- A pilot with single use device to reach GoGo directly and identifies falls



FY2023 Pilot Program Metrics Update

- Number of Rides increased 3X in FY2023 from FY2022
- 3 new pilots added, one for off-island

Time Frame	Total Number of Riders (unique riders per pilot program)	Total Number of Rides (for all pilot programs)*
FY2022 (7/21-6/22)	200	2,242
FY2023 (7/22-6/23)	376	6,945
FY2024 (7/23-6/24)		

Pilot programs include GoGo, Shopping Shuttles (Edgartown, Tisbury, Oak Bluffs, MVC4L Supportive Day Program, OCB (off-island pilot)

Ongoing programs: GoGo (full 12 months), MVC4L Supportive Day Transport, Edgartown Shuttle
New in FY2023: Tisbury & Oak Bluffs Shopping Shuttles & OCB

Older Adult Transportation Pilot Description Update (Fall, 2023); programs that address an unmet transportation need

Program Attributes	GoGoGrandparents (started July, 2021)	COA Van sharing - Shopping shuttles (Edgartown started spring, 2022, Tisbury/Oak Bluffs started spring, 2023)	Center4Living (started Fall 2021)	OCB Off-island Shuttle (started
Purpose	Essential and Enrichment (on demand/scheduled)	To provide alternative multi-rider transportation solution in each town (scheduled)	To provide client transportation to C4L (scheduled)	To provide transportation for cataract and other eye related procedures at OCB Sandwich/Plymouth facilities
Program description	Referral program from service agencies – HAMV registers and oversees	Provides fixed loop (post office, pharmacy, grocery store) initially; may add transportation to special events	Picks up and delivers clients to the center/home, used also for field trips	Provides transportation from the ferry to OCB and back; an escort is provided if needed
Partner	GoGoGrandparent (concierge service) 100% costs covered for participants by foundations and contributions from community residents	VTA provides vehicle, insurance, driver training; COA pays for gas, insurance, maintenance, staff driver and/or volunteer drivers – 100% costs covered for participants	VTA provides vehicle, insurance, driver training; C4L pays for gas, insurance, maintenance, and drivers, C4L provides paid driver(s); participants pay \$10 per day	VTA provides vehicle (Medivan) and driver; participants pay \$20 round trip; HAMV provides escort.

An Update on Additional Transportation Options

Option	Cost to Rider	Able to schedule as needed	Fixed-route	Curb-to-Curb	Ride Volume	Limitations
VTA Bus (all are wheelchair accessible)	\$40 senior pass per year	No	Yes	No		Often route is too far from home, difficult to carry groceries etc. on bus, bus stops not convenient
Lift (VTA)	\$2 per town per ride	Yes	Some flexibility	Yes	10, 266 (FY23)	Difficult to apply/qualify – only for essential (medical) trips-origin and/or destination must be beyond 3/4 of a mile of a fixed route that the VTA is running on a given day; often cost-prohibitive for multi-town trips
Medivan (off-island to Boston medical facilities)	\$40 round trip fee	No	Yes	No	231 (FY23)	Only goes once a week and must be able to schedule appointments between 10 am – 1 pm
Taxicabs	Share a van but each passenger pays	Yes	No	Yes		Vans only, difficulty to get into, charge by the passenger and by town
Uber/Lyft	Based on per mile and time	Yes	No	Yes	N/A	Requires smart phone and app
Vineyard Village at Home	Annual fee \$475 (single)	Yes	No	Yes	2,400 (FY23)	Have to join, rides scheduled a week in advance, volunteer drivers
IEH Taxi Program	No cost to rider	Yes	Yes to Food Pantry	Yes	245 (FY23)	Difficulty climbing into vans, limited destinations (MVH and Food Pantry), not on-demand

PT1 rides 2,013 FY2023

Update on Mobility Manager's activities

Approaching Transportation Options more holistically

Training/Education on all things Transportation

- Register people up for GoGo
- Working on a universal application
- Gathering ridership totals
- Reaching out to libraries and COA's re: future outreach

Shorter term Priorities:

- Finalize the Universal Application for use by all pilot programs
- Tightening up who uses GoGo
- Outreach to COAs and libraries for information sessions
- Exploring technology solutions for ride registration, participant information, and ridership data

Longer term Priorities:

- Exploring an off-island to Boston medical transportation



Exploring a Universal Transportation Application (at least as a first step)

Anticipated benefits:

- Uplifts the conversation beyond a specific pilot program and allows us to better understand needs
- Collects additional information, not just what is required for a specific solution
- Allows us to broaden recommendations which are aligned to our Coalition's strategic principles
- Centralized data collection which will inform future decisions

Next steps:

- Feedback from the Coalition –what is missing, is there a better way to ask this? What's on your application which is not on this one?
- “Pilot” the application by HAMV and any other provider who raises their hand
- Explore with other Pilot programs how data is stored and transportation reservations are made
- Begin to explore transportation registration/scheduling options

Universal Transportation Application – Under Development and Looking for Feedback from You

Broadening the conversation to determine optimal transportation solution



Registration Information

Referred By _____

Name _____

Street Address _____

City _____ Zip _____

Mailing Address _____

City _____ Zip _____

Date of Birth _____

Home phone number _____

Cell phone number _____

Email _____

Check all that apply to you.

Visually impaired uses white cane	Cannot get into big cars
Wheelchair	Uses walker or crutches
Power	
Manual	
Poor Memory	Service dog
Slow walker	Cannot get into small cars
Uses cane/leg brace	Portable Oxygen tank/respirator
Hard of hearing	Verbally impaired

Estimated Annual Income

☐ 0 - \$25,000

☐ \$25,001 - \$50,000

☐ \$50,001 - \$75,000

☐ \$75,001 - \$100,000

☐ \$100,001+

Do you have a cell phone? Yes No

How often do you use your cell phone? _____

Do you have an escort or personal care assistant? Yes No

Can you use email? Yes No

Do you currently drive? Yes No

Do you currently have a car? Yes No

What are the reasons for your transportation needs?

Enrichment Medical Shopping Food Pantry Other

Do you currently use the VTA bus? Yes No

If no, why do you not use the VTA bus? _____

Do you use the LIFT? Yes No

Do you use Vineyard Village at Home? Yes No

Do you use one of the COA's Shopping Shuttles? Yes No

If yes, which shuttle do you use? Tisbury Oak Bluffs Edgartown

Completed by _____ Date _____



Update – Long term Funding Work Group*

The goal is to broaden the number of funders and funder types

Funder Categories	Current Level of Involvement	Level of Awareness of our Actions	Approach	Timeline for Results
Town funding	Minimal (Edgartown COA)	Low	Raise awareness and educate. Funding streams: 1. Access PW rideshare funds 2. TIP funds 3. Direct ask of residents (warrant article)	Short (1 year) – Longer term (3 years for warrant article)
State and Federal Funding	HAMV, MVC4L and VTA have submitted proposals (MassDot)	High for MassDot, Low for others	Looking for financial support for 18 months for pilot programs, Mobility Manager role and an additional vehicle (VTA); identify other funding sources	Short (1 year) and longer term
Foundations	MVCF, MVBCF, Farm Neck, Rotary, NAACP, Point32Health, MVH	High	Continue to solicit funds for existing and emerging pilot programs; identify additional sources	Ongoing
Contributions	HAMV has had 1 community fund raiser	Spotty	Share the impact of our programs	Ongoing
Participants	2 programs currently include fees for transportation	Spotty	Need to create a POV and process for implementation	Mid term – FY 2025 and beyond



*Group includes Leslie Clapp, Dan Doyle, Lyndsay Famariss, Felicia Webb, Hilary Dreyer, Gail Gardner

Regional Transportation Plan (RTP) Created by JTC



Martha's Vineyard Regional Transportation Plan 2024–2044



August 2023

Covers 20 years

Updated every four years

Identifies issues and goals

Covers all modes of transportation

Recommends projects for state and federal funding

Funded projects are later included in the Transportation Improvement Program (TIP)

Last updated in 2019

2023 version released in July, 2023

Public feedback occurred through mid August; we submitted multiple recommendations for changes to highlight transportation needs for Older Adults



Summer Updates – Successes and Challenges

- Steamship Authority
- VTA



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.



Total Investment Required to Support Pilot Programs

Cost per ride across all programs for FY2023 = \$20.20

Elements	FY2023	FY2024	FY2025
Mobility Manager	\$ 5,000	\$ 43,000	\$ 75,000
Marketing Costs (Directory etc.)	\$ 3,500	\$ 3,500	\$ 4,000
GoGoGrandparent	\$ 93,800	\$ 108,000	\$ 98,000
Shopping Shuttles/C4L/OCB	\$ 40,000	\$ 45,000	\$ 50,000
In-kind Coalition/HAMV time	\$ 54,600	\$ 57,600	\$ 58,000
Other Pilot Programs (focusing on Off-island medical)	\$ -	\$ 20,000	\$ 50,000*
Total	\$ 196,900	\$ 277,100	\$ 335,000

*includes 1-2 off island medical transportation plus acquisition of software

