



# Older Adult Transportation Coalition Action Plan

Looking Back & Looking Forward  
2021-2025

## What's Covered:

- The need
- Our response
- Where we are today (2022)
- Our vision for the future
- Investment Required



# The Call to Action



Martha's Vineyard C4Living  
Edgartown Council on Aging  
Island Elderly Housing  
Island Grown Initiative  
Martha's Vineyard Commission  
Martha's Vineyard Community Foundation  
Martha's Vineyard Community Services  
Martha's Vineyard Hospital  
Oak Bluffs Council on Aging  
Tisbury Council on Aging  
Up-Island Council on Aging  
VNA (Martha's Vineyard)  
Vineyard Village at Home  
Vineyard Transportation Authority

*The lack of alternative transportation options (to driving oneself) for Older Adults is a pressing problem on our rural Island, especially for our most vulnerable rapidly growing Older Adult population. Lack of a full complement of fit-for-purpose transportation options result in reduced access to health care, (both on and off-island), increased isolation, and the inability to engage in what our Island offers (visits to the Council on Aging, cultural events, accessing the post office, pharmacies etc.).*

*In a country where most “drive themselves until they can’t”, lack of awareness and recognition that there comes a time when driving oneself is no longer an option certainly can be considered a contributing factor to the lack of options. In addition, our survey data reveals that Older Adults with lower incomes and those 85+ are unequally impacted by lack of transportation options.*

*On an island where “everyone and no one owns this problem” we have convened a cross-Island coalition of 10+ organizations to address these transportation service gaps. We seek support and funding to continue our progress in providing viable options that meet the needs of our Older Adults, wherever they are on their aging journey, regardless of income, ethnicity, health status or location.*

*Cindy Trish*

*Executive Director, HAMV*



# What We Want You to Know about our Older Adults and our Island

- Our year round Older Adult (65+) population experience unique challenges living on an island that contribute to health inequities
  - Income levels are below state average while the cost of living exceeds state average.
  - Older Adults must go off-island to receive specialist care with over 6,000 trips to Boston alone forecasted for 2022.
  - 20% of 85+ do not have a dentist, 35% of those that do go off island to seek dental care\*.
  - Black 65+ are less likely to “define their health as excellent when compared to peers”\*when compared to other ethnicities.
  - The rural nature of the island creates transportation challenges with fixed routes often too far away to be accessible by Older Adults and other options are often cost prohibitive.
  - Income matters when it comes to transportation - >20% of those with incomes <\$25,000 found transportation to be delayed or unavailable during COVID\*.

\*(Dec 2020 HAMV Older Adult Island-wide Survey; 2,480 respondents)



- ✓ MV is considered a medically underserved region (MUA/P)
- ✓ Our ratio of dentists/population ranks in the lowest tier for the state\*
- ✓ Dukes County ranks 2<sup>nd</sup> highest in % of Older Adults to the total population\*
- ✓ The island’s Environmental Justice populations continue to grow and are now found in 4 of the 6 towns

\*Source - County Health Rankings and Road Maps



# Looking Back

2021-2022

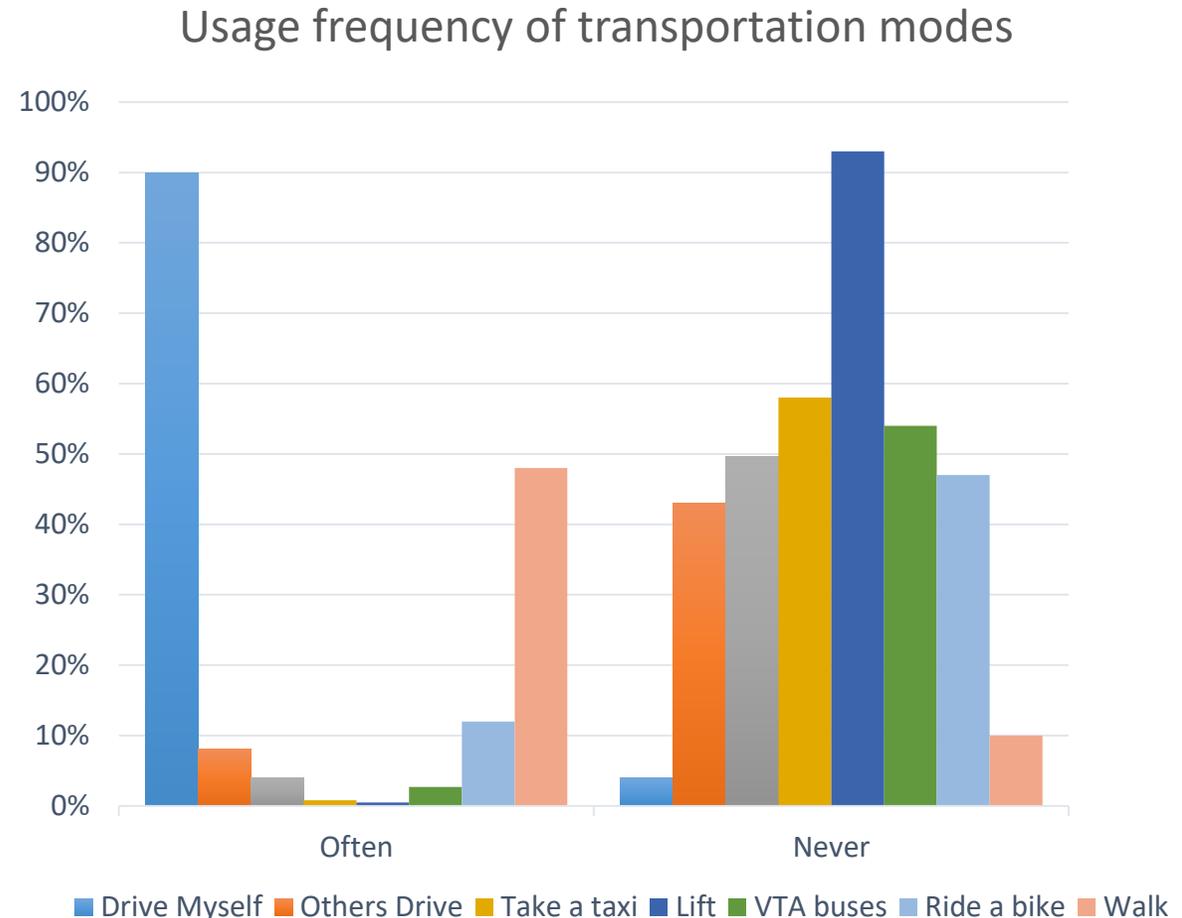
The need & our response



# State-of-the Island Older Adult Transportation Status

- Our Older Adult population is growing rapidly and growing older
  - 1 in 3 full time residents are 65+
  - 6,000+ strong
  - 25%+ projected to be 85+ by 2030
- Our 2020 survey of Older Adults identified significant needs for alternate forms of transportation beyond “driving myself”
- Current alternate transportation solutions have low usage, low awareness, and do not meet the needs of our vulnerable Older Adults

Question 30 (Dec 2020 HAMV Survey; 2,480 respondents)



# Increased demand for alternative transportation options is looming and age-related

- As Older Adults age, they are more likely to have experienced difficulty in receiving transportation services.
- The demand for transportation services across all ages will increase.

	Total	60-64	65-69	70-74	75-79	80-84	85+
Present difficulty in obtaining transportation	<b>4.30% = 350+ Older Adults</b>	1.90%	2.00%	2.60%	4.70%	<b>7.30%</b>	<b>15.30%</b>
Need for transportation in the next 2 years	<b>14.70% = 1,100+ Older Adults</b>	7.90%	7.40%	10.50%	<b>17.10%</b>	<b>27.70%</b>	<b>47.00%</b>

# Our focus is on Older Adults with vulnerability – whether it is ongoing or episodic

Vulnerable populations with ongoing need

Size=>1,800 65+

- 85 and older age groups.
- Those with incomes <\$50K (1 in 3), particularly <\$25K, 1 in 10)
- 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 (episodic)

Size=> 1,200+ annually

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



# The 90's – An Older Adult Profile



Mabel, 92

*"My life is full  
and I thank God  
everyday for  
that."*

## Daily Life...

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Mabel lives with her four-legged friend at Island Elderly Housing and attends book club meetings when she is feeling up to it. Her greatest joy is to attend church when a friend can drive her.

Mabel has lost some of her vision and does not drive anymore. She has been able to qualify for the Lift which she uses for medical appointments on-Island. She looks forward to receiving a daily meal from Meals-on-Wheels. She'd like to get out more but the cost worries her. She's heard about GoGoGrandparents from others at IEH and wants to learn more. She doesn't have a cell phone or computer nor does she want one.

## Looking ahead...

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Mabel plans to stay on the Island and recognizes that she may need some more support in the future. Her family is not on Island, and Mabel has concerns about paying for a home health aide and other in-home support she might need.



79%

survey respondents 85+ say it is very important to stay on the Vineyard.

50%

survey respondents 85+ involved in community leisure activities: bridge, poetry, book club.

30%

survey respondents 85+ would like a phone call for news updates vs. email or newspaper.

# The 80's – An Older Adult Profile



## Daily Life...

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Henry is a retired Veteran who lives in Oak Bluffs. Henry spends a lot of his free time volunteering with the local animal shelter and goes to the Council on Aging for lunch and occasional social activities (pre-COVID).

Henry's wife died last year and he has relied on fellow Vets and friends for emotional support, even though he keeps his feelings close to his vest. He lives alone in an old house "older than me!" which sometimes feels too big just for one. While he has both a tablet and a cell phone, he is finding them increasingly frustrating to use.

## Looking ahead...

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He's recognizing that he's having trouble getting up his stairs and will need to make some home modifications in the future. While he has managed to get himself around driving himself, a minor car accident recently has left him shook up and wondering if he will need to curtail his activities going forward.

Henry, 85

*"My greatest honor was to serve my country."*



4 in 10

80+ survey respondents have developed mobility issues.

25%

survey respondents 75-84 are interested in trying new things.

50%

of survey respondents utilize the Senior Centers by the time they reached their 70s.

# The 70's – An Older Adult Profile

## Daily Life...

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Alan lives with his wife of 40+ years in Vineyard Haven. He is planning on retiring in the next few years and recently transitioned from working from full to part-time.

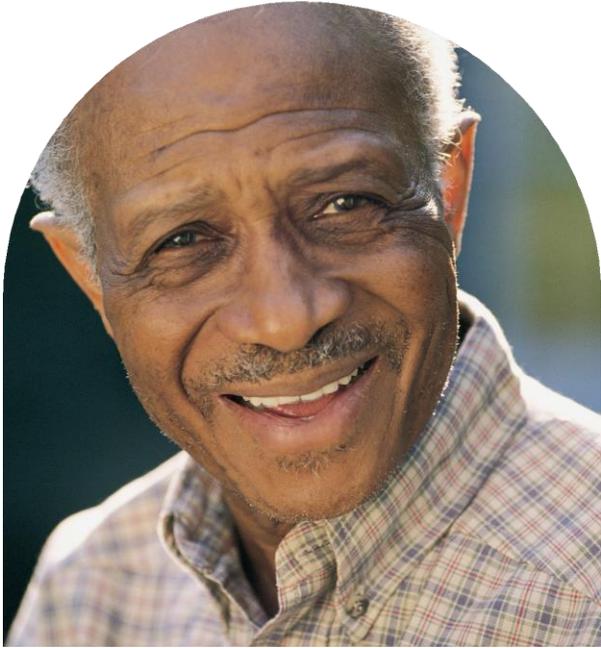
He and his wife have been active volunteers and enjoy attending the Island's lectures, performances, talks, and more. Alan sits on the board of the Boys & Girls Club and is an active town committee member.

Recently his wife received a diagnosis of dementia which may curtail what he can participate in going forward. He is struggling with this news and how it will change their lives.

## Looking ahead...

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Alan and his wife have no plans on leaving the Island unless they can't receive the support they will need as his wife's dementia worsens. While they were looking forward to sharing their retirement years in this beautiful place, Alan has some concerns about being far away from their adult children. He is exploring the services offered by C4L including the transportation option.



Alan, 77

*"I love being a part of this Island community!"*

1 in 3

survey respondents 65-74 attend lectures, performances, art shows, author talks, cultural events.

1 in 5

survey respondents 65-74 serves on a non-profit or charity board or committee member.

67%

of survey respondents 65-74 live with a spouse or partner.

# The 60's – An Older Adult Profile



## Daily Life...

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Jane has lived on the Island, at least part-time, for most of her adult life and owns a home in Edgartown, living alone. She works full-time for a company in Boston and volunteers on a weekly basis for the Island Food Pantry.

Jane is somewhat aware of the services on Island for Older Adults but does not use them or feel the need to. She walks, rides or drives herself wherever she wants to go.

Jane has recently learned she will require a knee replacement and is absorbing what the recovery will entail. Who can help?

## Looking ahead...

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Jane plans to retire on the Island and it is very important to her to stay in her home. This “hiccup” with her knee replacement and her need for support, is raising some questions about planning for the future.

Jane, 64

*"The Council on Aging? I'm not old enough for that!"*



70%

of survey respondents 60-64 work for a non-Vineyard employer.

78%

of survey respondents 60-64 work to earn an income.

92%

of survey respondents, 60-64 have a smartphone.

# Starting landscape of alternative on-Island transportation options – all with low usage by Older Adults currently

Option	Cost to Rider	On-demand	Fixed-route	Curb-to-Curb	Limitations
VTA Bus	\$40 senior pass per year	No	Yes	No	Often route is too far from home
Lift (VTA)	\$2 per town per ride	No	Some flexibility	Yes	Difficult to apply/qualify – only for essential (medical) trips
Microtransit (on demand)	\$5 per town per ride	Yes	Some flexibility	No	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
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	Requires smart phone and app
Vineyard Village at Home	Annual fee \$600	No	No	Yes	Have to join, rides scheduled a week in advance, volunteer drivers

What's missing: curb-to-curb/door-to-door, on-demand, affordable, accessible, non-technology dependent transportation options for essential (medical) and enrichment trips

# Current landscape of alternative off-Island transportation options today are a patchwork of uncoordinated solutions

Falmouth	Lower Cape- Mashpee	Upper Cape – Sandwich	Boston
<ul style="list-style-type: none"> <li>• CCRTA – Bus to Falmouth Hospital \$2</li> <li>• Palmer Ave Bus – Free – walk up hill</li> <li>• Taxi/Uber – about \$15+</li> </ul>	<ul style="list-style-type: none"> <li>• CCRTA – Dial A Ride or Bus</li> <li>• Seasonal - \$20.00 RT HyLine HiSpeed</li> <li>• Private drivers, Green Shuttle, taxis etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Private drivers, Green Shuttle, taxis, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Peter Pan Bus (to South Station)</li> <li>• CCRTA (bus leaves from Sagamore Bridge M-F 8:15 am)</li> <li>• VTA Medivan (about \$40 RT) – ferry to Boston medical centers – on Tuesday; medical appointment must be between 10 am and 1 pm.</li> <li>• Private taxis, shuttle etc.</li> </ul>

What’s missing: curb-to-curb/door-to-door on-demand daily (to facilities on the Cape and Boston) with an escort as needed for medical appointments/treatments (estimated number of trips in 2022 for 65+ 7,000+)



# To address unmet needs, a number of on-island pilots have been developed to meet service gaps in 2021/2022

Program Attributes	Taxi Program at Island Elderly Housing (IEH) (2021 – present)	GoGoGrandparents (Pilot year July 1, 2021-June 30, 2022)	COA Van sharing - Shopping shuttles (started spring, 2022)	Center4Living (started Fall 2021)
Purpose	Essential - Medical appointments and weekly trip to Food Pantry (scheduled)	Essential and Enrichment (on demand/scheduled)	To provide alternative multi-rider transportation solution in each town (scheduled)	To provide client transportation to C4L (scheduled)
Program description	IEH schedules taxi rides for clients	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, potential expansion to other uses
Partner	Local taxi operator with fixed (and discounted) pricing, 100% costs covered for participants	GoGoGrandparent (concierge service) 100% costs covered for participants	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
Costs Per Ride	Average price of ride to hospital from IEH (\$12.50-\$13.50)	Average price of similar distance (\$17.00-\$19.00); Average price of ride to all destinations \$27.75	Average cost per ride based on number of participants (\$5.00-\$10.00)	Average cost per ride is based on number of participant (\$13.00)

# Meet some of those we serve



## GoGoGrandparent Rider 85+

Carol doesn't have a car and lives in Elderly Housing. A talented musician, GoGo has allowed her to attend church (where she is an organist) and participate in choir. She utilizes Lift for medical transport needs. *I'm just so happy to be able to get out and be part of the community.*



## Edgartown COA Van Rider, 90+

A former teacher, Dick is outgoing, and thrives when he can connect with others, especially with friends at the COA. He is unable to drive and his day is brightened when he is able attend get-togethers thanks to the Shopping Shuttle. *It's a good day when I can be with friends.*



## MV Center for Living Van Rider, 80+

Barbara attends the adult day program at the MVC4L where she enjoys music, exercise, and her "special love", gardening. Without the handicapped accessible van transportation which brings her to and from the center each day, she would not be able to attend. *C4L rider/IEH taxi rider*

For off-Island, we are in discussions with VTA and the OCB (Ophthalmic Consultants of Boston) office in Sandwich (a popular provider destination for MV patients who are restricted from driving following their procedure) to undertake a pilot in Q4 2022

Off-Island Medical Transportation Pilot	Description
Purpose	Essential - Medical appointments only (scheduled); typical cataract procedures require multiple visits and an escort to be released post procedure.
Program description	OCB receptionist schedules patients to arrive at a certain time on fixed day of the month; they are admitted in staggered fashion. Older Adults are picked up at their home, transported to the ferry, remain in the vehicle on the ferry, and then driven to the Sandwich office and home afterwards.
Partner	VTA as a provider is being explored. Working on a volunteer/paid escort model as well.
Costs/Usage	TBD charge per passenger, with a ceiling determined up front in agreement with the VTA. Plan to pilot up to 2X per month round trip with 5-8 participants on each trip starting in fall, 2022.

# What we have learned since Jan, 2021

## *One size does not fit all*

- We need multiple solutions that address specific needs at different stages of the aging journey, building on what exists today

## *It's complicated*

- We must have the ability to easily pair Older Adults with the right solution at the right time, ideally with the lowest cost solution that is fit-for-purpose

## *It takes a village*

- Everyone owns transportation and no one does- a strong need for collaboration and asset sharing across island agencies and the VTA

## *Tell me what I need to know when I need to know it*

- Older Adults' transportation needs are fluid and ongoing education of options is imperative

## *Understanding the make/buy trade-off is key*

- Costs of pilot transportation solutions vary widely and are dependent on what we are creating and what we are buying



# The impact of our pilot so far FY22 (July, 2021 – June, 2022) – making a difference for many of our Older Adults



Pilot Programs	Single rider/single vehicle	Multiple rider/single vehicle
FY 22	48%	52%





# Looking Forward 2022-2025 Our blueprint



# Our plan is based on strategic principles

Address the transportation needs of Older Adults

Offer a mix of transportation options to meet Older Adults where they are in their aging journey

Whenever possible, minimize the impact on our community-climate/congestion and leverage existing assets

Seek most cost effective solutions which are scalable

Create multiple streams of funding that ensure sustainability

# Looking ahead, the building blocks of our Older Adult Strategic “Road Map” 2022-2025 will address service gaps in a sustainable way

An active Coalition of Older Adult service, transportation and healthcare providers to ensure collaboration on solutions and asset sharing

A transportation coordinator available to work with agencies, Older Adults and transportation providers to identify the right solution for the right time

Essential and enrichment transportation solutions that are fit-for-purpose for Older Adults at different stages of their aging journey

Multiple streams of funding to support a variety of solutions

Ongoing education of transportation options for Older Adult (marketing)



# Roles and Responsibilities for our Older Adult transportation 3 year “Strategic Road Map”

An active Coalition of Older Adult service, transportation and healthcare providers to ensure collaboration on solutions and asset sharing

- The Coalition\*, founded in 2021, will continue to oversee existing pilots and evolve alternative transportation options for Older Adults as needs change and research solutions/approaches of other rural communities. Will be in-kind contribution.

A transportation coordinator available to work with agencies, Older Adults and transportation providers to identify the right solution for the right time

- A funded role (PT Year 1, FT Years 2 & 3) to be the central point of contact for the island. This individual will be well suited to interact with both agencies and Older Adults. This role will be managed by HAMV initially and may transition to another coalition member based on what we learn.

Essential and enrichment transportation solutions that are fit-for-purpose for Older Adults at different stages of their aging journey

- Continue to execute and evaluate existing on-island pilot programs. Evaluate and implement additional pilot programs for both off-island (medical) and on-island solutions addressing specific unmet needs.
- Explore additional centralizing of assets with VTA and effective application of technology.

\*Coalition members include: Martha’s Vineyard C4Living, Edgartown Council on Aging, Island Elderly Housing, Island Grown Initiative, Martha’s Vineyard Commission, Martha’s Vineyard Community Foundation, Martha’s Vineyard Community Services, Martha’s Vineyard Hospital, Oak Bluffs Council on Aging, Tisbury Council on Aging, Up-Island Council on Aging, VNA (Martha’s Vineyard), Vineyard Village at Home, Vineyard Transportation Authority

# Roles and Responsibilities for our transportation 3 year “Strategic Road Map” (cont.)

Multiple streams of funding to support a host of solutions

- Develop multiple sources of funding for pilots & sustainability
  - Grants: MVCF, Elder Services, MVSBCF (GoGo/Shopping Shuttle)
  - Town Funding: : Shopping Shuttle/C4L
  - Private Donations
  - State funds (Transportation Access Program)

Ongoing education of transportation options for Older Adult (marketing)

- Sponsor Older Adult Transportation Summit for island stakeholders and Older Adults to raise awareness of the needs and solutions available – Sept 2022
- Partner with VTA for “Older Adults” transportation awareness month – Oct 2022
- Semi-annual production of a curated transportation printed directory to be distributed by COAs, healthcare providers, etc. (Sept 2022)
- Digital information dissemination (ongoing) that is available on all Older Adult agency websites etc.

# Our 3 year plan includes a mix of on-island transportation solutions based on a variety of needs; demand is expected to increase significantly by 2025

Option	Funding model	Target Use Case/Audience	2025 Older Adult Usage Estimates
VTA Bus	Older Adult annual passes available at \$40 per year	When bus route is close to home, Older Adults who are mobile	500+
IEH Taxi-program	Covered by a grant	IEH residents who can climb into a taxi van	180
GoGo Grandparent	Mix of grant/donation	On-demand usage when other options don't work	100+
Shopping Shuttles (COA shared van)	Mix of town/MVCF/rider contribution	COA clients who wish to go to route destinations or to the COA	300-500
Center 4 Living	MVCF/rider contribution	Clients who attend Adult Day Supportive Program	60+
Vineyard Village at Home	Annual subscription by client; some scholarships available	VVH subscribers who need rides on island	50+



# Fast forwarding 3 years from now, the impact will be felt most directly by our most vulnerable Older Adults, improving their quality of life

Increased education and awareness of transportation options –reducing the barriers

All Older Adults will have access to “Hands on” support to identify a transportation solution that is curated for their specific situation

Increased awareness and access to easy-to-use and up-to-date information on transportation options

More transportation options that are fit-for-purpose and environmentally friendly when possible

A mix of transportation options available based on the need

Affordable and accessible transportation options designed to make it easy and safe

Increased usage of transportation options by more Older Adults more often

Our vulnerable target will increase in numbers (85+ etc.)

Reduced isolation, greater access to health care. Improved health and well-being



# Measuring our progress and success – we will utilize a variety of approaches to track behavioral and attitudinal changes/outcomes

## Listening to our Older Adults

- Initial comprehensive needs-based survey with Older Adults in Dec 2020 (2,480 respondents)
- Telephone survey with GoGoGrandparent riders (April, 2022)
- Periodic surveys of pilot program participants going forward – qualitative and quantitative approaches

## Collaborating with our Older Adults

- Older Adult Transportation Summit, Sept 2022 – “in our words” conversations with participants and transportation providers
- Transportation Summit, 2024
- Episodic exploratory conversations to explore emerging needs of our diverse population (listening sessions with our Brazilian, etc.)

## Tracking changes in behavior/outcomes

- Annual number of participants
- Annual number of rides
- Shift in transportation usage (to more environmentally friendly solutions when it works)
- Overall impact on quality of life

# Funding Forecast Needs

	FY2023	FY2024	FY2025
Transportation Coordinator	\$ 43,000	\$ 85,000	\$ 85,000
Marketing/Communications /Directory	\$ 8,000	\$ 8,000	\$ 8,000
GoGoGrandparent	\$ 40,000	\$ 40,000	\$ 40,000
Shopping Shuttles/C4L	\$ 30,000	\$ 40,000	\$ 50,000
Off Isand Medical Transport	\$ 20,000	\$ 25,000	\$ 40,000
Other Pilot Programs	\$ -	\$ 10,000	\$ 25,000
<b>Total</b>	<b>\$ 141,000</b>	<b>\$ 208,000</b>	<b>\$ 248,000</b>

