

***PUBLIC TRANSPORTATION
PROGRAMS FOR SENIORS***

2007 FINAL REPORT

***PREPARED BY
THE BEVERLY FOUNDATION
PASADENA, CALIFORNIA***

***IN PARTNERSHIP WITH THE
AMERICAN PUBLIC TRANSPORTATION ASSOCIATION
WASHINGTON, DC***

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This report provides information about the importance of transportation to older adults, examples of what public transportation services are doing to meet the transportation needs of older adults, and data on transportation services and programs. It discusses the efforts of 88 public transportation agencies to provide transportation services to older adults that can:

- (1) get them to their desired destinations;**
- (2) help them get information about what they need;**
- (3) meet their expectations;**
- (4) make the services affordable; and**
- (5) provide them with needed supportive assistance.**

It also provides thumbnail sketches and case examples of “successful programs” that public transit services have developed to meet the transportation needs of older adults.

**The project was undertaken as a partnership effort of
the Beverly Foundation
(Pasadena, CA)
and
American Public Transportation Association (Washington, DC)**

DEFINITION

According to the American Public Transportation Association (APTA), the definition of public transportation is as follows.

Public transportation is “transportation by a conveyance that provides regular and continuing general or special transportation to the public...” as defined by the federal government. It includes services by buses, subways, rail, trolleys and ferryboats. It also includes demand response services for seniors and persons with disabilities as well as vanpool and taxi services operated under contract to a public transportation agency.

A vision of the role of public transportation in providing transportation to older adults was expressed in a statement by William Millar, President of APTA, to the delegates at the 2005 White House Conference on Aging. What follows is a summation of that statement.

As the number of older Americans continues to grow, our transportation network must find new ways to meet the needs of citizens who are unable or who choose not to drive. Public transportation offers a vital solution for many older adults. Transit systems around the country need to recognize that they have to adapt services to meet the growing needs of older adults. Many have implemented new services specifically tailored to the needs and lifestyles of older adults. These include a variety of services that best suit the individual needs whether it is regular route service or door-to-door service run by volunteer drivers.

This vision and the search for new and innovative services tailored to the needs of older adults provided the impetus for this project.

ACKNOWLEDGEMENTS

This project was undertaken as a partnership effort of the Beverly Foundation and the American Public Transportation Association. It began in September of 2006 and was completed in November of 2007. Participants included staff of the Beverly Foundation and APTA, as well as the APTA Senior Advisory Committee. Additionally, 88 public transportation services and 13 aging services that provide transportation to older adults provided considerable operations and program information in their responses to an online survey.

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EXECUTIVE SUMMARY

The Project The purpose of the project was to identify the activities and special programs for seniors carried out or supported by public transportation services. The project survey was undertaken as a partnership effort between the Beverly Foundation of Pasadena, California and the American Public Transportation Association of Washington, DC. This report, which includes twelve one-page case studies, was prepared by the Beverly Foundation.

The Survey The survey was developed by the Beverly Foundation and modified by APTA staff and committees. It targeted public transit services and included questions about location, budget, service features, special services for seniors, transit assistance, and relationships with aging and human service agencies. A key question on the survey asked respondents to describe one successful program that meets the transportation needs of seniors.

The Methodology The web-based survey was distributed to APTA members during the months of May and June of 2007. In August and September transit systems known to organize special programs for older adults were sent a mail-out survey instrument. Responses to the survey were conveyed to Beverly Foundation staff and quantitative results were analyzed with a statistical package. A qualitative question related to successful programs and services for meeting the needs of older adults and increasing ridership provided descriptive data for the study results and the identification of case study topics and sites.

The Results A total of 88 surveys were received from a broad representation of public transportation systems across America. The following chart offers a data summary of the public transportation service respondents.

Respondent Data Summary

<p>Number of Respondents: 88 Represented States: 26 Size: Median Budget: \$25 million Median Ridership: 5 million Median # Vehicles: 135 Services: Bus services: 92% ADA Paratransit: 82% Non-ADA Paratransit: 41% Classification of "Senior Passengers": Age 65 +: 58%</p>	<p>Services for Seniors: Presentations for Seniors: 90% Reduced Fares: 84% Discount Passes: 57% Travel Training: 43% Ambassador Programs: 40% Transit Assistance: Demand Response: 40% Door-to-Door: 26% Relationships: Senior/recreation center: 74% Area Agency on Aging: 63%</p>
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As a group, respondents from public transit agencies represent a combined budget of \$35,768,621,810 and a combined ridership of 3,194,085,625. They tend to consider the age at which a person becomes an older adult passenger in a variety of ways, with 65 the most common. The majority undertake special programs and provide non-ADA transportation services specifically for older Americans and they identify funding and infrastructure as their main barriers in providing those services. Financial assistance in the form of reduced fares and discount pass programs appears to be the most frequent special program directed at older adults. The majority of respondents said they have made changes in routes or modified vehicles and communication tools for older adults in recent years.

While the survey was not undertaken as a comparative study, responses from a number of senior transportation services offered the opportunity to make limited comparisons. For example, the majority of public transportation services identify an older adult passenger as a person aged 65. Public transportation services identify fear of the unknown and lack of awareness of services as the top two obstacles to increasing use of public transit by older adults. Unlike public transportation systems, the majority of senior transportation services identify an older adult passenger as a person aged 60. They also indicated services not available and fear of the unknown as the top two obstacles.

Finally, it should be mentioned that while the vast majority of respondents (98%) indicated they undertake special programs directed at older adults, a few said they do not target special groups (such as seniors) and/or they do not conduct any special programs aimed at meeting the needs of older adults.

Promising Practices and Case Studies In response to an open-ended question about a program that has been successful in meeting older adult transportation needs and increasing ridership, participants provided examples of a variety of programs that ranged from new services and new routes to free services and collaborative partnerships. The result was the collection of promising practices related to travel training, special destination transit, special services, special fares, information and outreach, funding and fundraising, planning and design, and coordination and collaboration.

Twelve Case studies were developed following the selection of “successful programs” and extensive discussions with public transit staff. The topics and locations of the case studies are listed below.

1. Silver STAR Transportation Solutions (RTC of Southern Nevada - NV)
2. Flex Routes for Seniors (Benicia Breeze – CA)
3. Community Shopping Bus (Capital Area Transportation Authority - MI)
4. Transit Coordination in Rural America (Pee Dee RTA - SC)
5. Ambassador Volunteers (Sarasota County Transportation Authority - FL)
6. Volunteer Train Host (North Carolina DOT Rail Division - NC)

7. Community Service Volunteers (Space Coast Area Transit - FL)
8. Connecting Rides (TriMet - OR)
9. Partnership for Access (King County Metro Transit - WA)
10. Field Trip Travel Orientation (Long Beach Transit - CA)
11. Senior Mobility Research (N. Virginia Transportation Commission - VA)
12. Service Consolidation (LADOT - CA)

The Report Part 1 of the report introduces the partnership project between the Beverly Foundation and APTA. Part 2 describes the methodology for undertaking the online survey and completing 12 case studies. Part 3 summarizes the results of the study. Part 4 discusses the results in the context of “senior friendliness”. Finally, Part 5 completes the report with 12 case studies. Three attachments are included: Attachment A presents topics identified in the “successful program” question; Attachment B provides contact information for each of the public transit respondents to the survey, and of the senior transportation services; and Attachment C is a senior friendliness calculator for public and paratransit services.

PART 1

INTRODUCTION

Public transportation services are vital to America. They meet numerous mobility needs of the general public by providing transportation to a wide range of destinations and activities: to work, to school, to recreation, to services, to health care, to shopping. While some question the ability of public transit services to meet the needs of older adults, there is considerable evidence that many public transit agencies initiate strategies and programs aimed at making it possible for senior riders to use public transit.

In 2005, the American Public Transportation Association (APTA) launched an initiative called “***Easy Rider: Advancing Mobility Needs for Aging Americans.***” In 2005, the Beverly Foundation expanded its research on community based **Supplemental Transportation Programs for seniors** (STPs) to include public transportation services for seniors. In 2006, the two organizations partnered in a research initiative to survey selected members of APTA to identify and document activities and successful programs that can make transportation services more available, accessible, acceptable, adaptable, and affordable to older adults.

Respondents to the survey submitted an array of “great ideas” and successful programs related to topics such as driver training, special services, special trips, reduced fares, travel training, and information and outreach. A number of respondents also developed partnerships, collaborative processes and coordination activities with aging organizations (area agencies on aging, senior centers, adult day services), community service, and volunteer groups.

These efforts are important because the need for alternatives to driving is a given in today’s society. They can be especially important for seniors while they are still driving, when they have limited their driving, or when they have given up their keys. Unfortunately, seniors who have been driving for 50 or 60 years may find it difficult to use public transportation services. They may not know about transportation services that are available or how to use them. They may be intimidated by a system or type of service they have not used since they were children riding the bus to school. They may find that the physical or mental limitations that make it difficult or impossible for them to drive also make it difficult or impossible for them to access traditional public transportation services. Meeting these challenges is not a simple matter, for strategies and programs often are tied to broader goals (increasing ridership or reducing costs for demand response services) which can weigh heavily on a niche program for seniors. What may be important is that public transit services often express the belief that improving transportation services for older adults improves transportation services for everybody.

PART 2

RESEARCH METHODOLOGY

Data Gathering The inquiry was carried out to gather information about direct and indirect efforts by public transportation services to meet the transportation needs of older adults. An online survey instrument was created by the Beverly Foundation and reviewed, modified, and approved by APTA staff and its senior transportation committee. A web-based survey administrator managed the survey online, and APTA invited its members to complete it by sending them a link to the survey instrument. Responses were collected from May through August 2007, and transmitted to the Beverly Foundation, which assumed responsibility for converting and analyzing the data. In late August and September hard copies were distributed to transit services known to offer special services to older adults.

Survey Instrument The survey targeted public transportation services, and addressed their special services and programs for meeting the transportation needs of older adults. Questions addressed the special programs, the promotion of services, locations served, and relationships with human service agencies and non-profit organizations that serve older adults. Apart from questions regarding agency size (ridership, number of vehicles, and budget), and an open-ended question which invited respondents to describe a successful program in meeting the transportation needs of older adults, all questions were close-ended or multiple choice.

Respondents A total of 117 organizations responded to the survey, 88 of which were public transportation services and 13 that were senior transportation services.¹ Other respondents included transportation planners, consultants, and membership groups. Although the responses of organizations other than public transit services brought valuable insights on the delivery of transportation services to seniors, responses from public transit services provided the primary data source for this report.

Data Analysis Data were entered into a statistical package and the software was used to run a variety of analyses related to the quantitative questions. Selection of case study topics and sites were based on the analysis of responses to the open-ended question regarding a successful program for meeting the transportation needs of older adults. Case studies were developed from information provided in the survey and from follow-up discussions with survey respondents.

¹ The terms “agencies”, “systems” or “services” are used interchangeably in this report. While the phrase “special program” refers to public transportation services, the term “transportation program” generally refers to an aging or human service transportation activity.

PART 3

RESULTS OF THE SURVEY

The data analyzed in this part of the report were received from 88 transportation services representing 26 states, the District of Columbia, Canada and Hong Kong. The respondents include a broad representation of public transportation services with budgets ranging from a low of \$58,000 to a high of \$17,000,000,000; ridership ranging from a low of 23,000 to a high of 880,000,000; and number of vehicles ranging from a low of 1 vehicle to a high of 4,872. While 13 responses were received from senior transportation services, their results are used solely for comparative purposes.

3a. Summary of Findings The ten key findings from the survey are summarized below.

- (1) Classification of “Senior Passengers” While the classification of persons as older adult or senior passengers varies, the most frequent classification of older adult passenger is age 65.
- (2) Special Programs Most respondents undertake special programs directed at older adults. A small number say they do not target special groups (such as seniors) and/or that they do not conduct any special programs aimed at meeting the needs of older adults.
- (3) Services for Seniors More than two-thirds of respondents provide transportation services (not related to ADA) specifically for older Americans. The most frequently selected services are: travel training, demand response, and curb-to-curb service.
- (4) Special Service Locations Special locations (related to senior use) served by public transit respondents are medical facilities, grocery stores, recreation programs/centers, and senior housing.
- (5) Financial Assistance The most frequently identified special programs for seniors are related to financial assistance, with a majority of respondents indicating reduced fares and discount pass programs.
- (6) Route Alterations More than 60% of respondents indicated that they have planned, modified, or designed routes to serve older adults in the past three years.
- (7) Enhancements and Modifications A high percentage of respondents enhanced or modified vehicles or communication tools for older adults.
- (8) Relationships and Partnerships Respondents reported that the top three relationships with human service agencies were with senior/recreation centers, Area Agencies on Aging, and social service programs.
- (9) Barriers to Serving Older Adults Lack of funding was identified as the main barrier to providing transportation services to older adults. Infrastructure issues (such as sidewalks and path of travel) also were identified as major barriers.
- (10) Obstacles to Senior Utilization Respondents identified the top two obstacles to increasing use of public transit by older adults as fear of the unknown and lack of awareness of services.

3b. Profile of Respondents A summary of survey respondent data, their locations, their sizes, and their service features are included below.

(1) Data Summary Below is a profile of the 88 survey respondents whose data are included in this section.

Respondent Data Summary

Number of Respondents: 88 Represented States: 26 Size: Median Budget: \$25 million Median Ridership: 5 million Median # Vehicles: 135 Services: Bus services: 92% ADA Paratransit: 82% Non-ADA Paratransit: 41% Classification of "Senior Passengers": Age 65+: 58%	Services for Seniors: Presentations for Seniors: 90% Reduced Fares: 84% Discount Passes: 57% Travel Training: 43% Ambassador Programs: 40% Transit Assistance: Demand Response: 40% Door-to-Door: 26% Relationships: Senior/recreation center: 74% Area Agency on Aging: 63%
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(2) Location of Services They represent 26 American states. The states of California, North Carolina and Florida had the largest numbers of respondents, with 19, 10, and 8, respectively. The District of Columbia was also represented. In addition, three agencies responded from Canada and one from Hong Kong. See Attachment B for the complete list of respondents organized by states and countries.

(3) Service Size As a whole, respondents are considerably diverse in size. Among the 88 respondents, 28 serve a ridership of less than one million riders per year, 15 serve a ridership between one and four million, 25 between 4 and 30 million, and 20 serve a ridership of more than 30 million riders annually.

TRANSIT SIZE			
	Minimum	Maximum	Median
Annual Ridership	23,000	880 million	5 million
Annual Budget	\$58,000	\$17 billion	\$25 million
Number of Vehicles	1	4872	135

(4) Services Respondents were asked to choose from a list what services they offer either as a provider or contractor. The majority indicated that they offer fixed route bus services; and in addition to offering ADA Paratransit, many also offer non-ADA Paratransit services. A smaller number operate light

rail, heavy rail, and subway or ferry systems. Other kinds of transit services offered include taxi voucher, ridesharing, and van pool programs. Very few operate or contract with volunteer driver programs to supplement their services. For each service some public transit agencies are providers as well as contractors for these services.

SERVICES

Services	Providers	Contracted Services
Bus	83%	21%
ADA Paratransit	64%	32%
Non-ADA Paratransit	28%	18%
Van Pool	18%	9%
Taxi Vouchers	7%	16%
Ridesharing	13%	3%
Light Rail	13%	1%
Heavy Rail	8%	8%
Vol. Driver Program	3%	6%

3c. Transit Initiatives for Older Adults

The classification of senior or older adult, and the variety of programs for older adults undertaken by respondents are detailed below.

(1) Older Adult Passengers Respondents were asked at what age they considered a person an older adult (i.e. senior citizen). The accompanying chart suggests variation in the classification. For example, although the majority considers a “senior” age 65, some consider it as 62, 60, or even 55. It is interesting to note that the majority serving less than one million riders annually use age 60, while 84% serving more than 30 million riders use 65 years. Senior transportation services responding to the survey indicated that they associate “senior” with a relatively young age. For example, 21% consider age 55, 71% consider age 60, and only 7% consider age 65 to classify “older adult passengers”.

OLDER ADULT PASSENGERS	
Age	Respondent %
65 years old	58%
62 years old	14%
60 years old	25%
55 years old	3%

consider age 60, and only 7% consider age 65 to classify “older adult passengers”.

(2) Special Programs Almost all respondents answered “yes” to the question “have you developed special programs directed at older adults”. The question was accompanied by a list of programs. Of those related to financial support, respondents selected reduced fares to seniors, discount pass programs, and free fares. Respondents also selected operator sensitivity training, ambassador/introduction programs, and mobility management. In comparison with public transit services, fewer senior transportation services selected reduced fares and discount pass programs, and none selected ambassador/introduction programs. The following chart describes several of their special programs.

SPECIAL PROGRAMS

Programs	Respondent %	Programs	Respondent %
Reduced Fares*	84%	Stops and Special Destinations	35%
Operator Sensitivity Training	67%	Free Fares	27%
Discount Pass Programs	57%	Mobility Management	23%
Ambassador Programs	40%	Other	23%

* Note: Such examples generally go beyond the requirement for ½ the peak fares during non-peak (rush) hours for services using federally assisted equipment. [41 Fr 18239, Apr. 30, 1976, as amended at 61 FR 19562, May 2, 1996]

(3) Transportation Services for Older Adults

transportation services (not ADA related) were

TRANSPORTATION SERVICES

Services	Respondent %
Travel Training	43%
Demand Response	40%
Curb- to-Curb	29%
Door- to-Door	25%
Flex Route	18%
Taxi Vouchers	14%
Taxis	9%
Van pools	8%
Volunteer Driver Program	7%
Escort Service	3%
Door-through-Door	2%

A survey question asked if provided specifically for older Americans. 70% answered affirmatively. Those who answered “yes” were asked to check the services that applied to them. They selected travel training and demand response services most frequently. At least one quarter selected curb-to-curb and door-to-door services. Fewer selected flex routes and a very small number selected door-through-door and escort services. In comparison, 54% of senior transportation services that took part in this study provide door-to-door, 23% provide door-through-door, and 15% offer escort

services. In addition, 15% offer volunteer driver programs.

(4) Service Promotion

The survey asked respondents if they promote their services to older adults. 97% indicated “yes.” Those who responded “yes” were asked to check the promotional activities that applied to them. Their responses indicate that they promote service to seniors through presentations at senior facilities, special outings to familiarize seniors with transit services, advertising to seniors, brochures to attract senior riders, website information for seniors,

news releases and publications for seniors, and special marketing campaigns for seniors.

PROMOTION ACTIVITIES

Activities	Respondent %	Activities	Respondent %
<i>Presentations at Senior Facilities</i>	90%	<i>Website information for seniors</i>	41%
<i>Special outings to familiarize seniors</i>	43%	<i>News releases and publications</i>	34%
<i>Advertising to seniors</i>	41%	<i>Special Marketing Campaign</i>	28%
<i>Brochures for Seniors</i>	41%	<i>Other</i>	8%

(5) Destinations An item on the survey provided respondents with a list of locations and instructed them to check the ones they serve. Their responses indicate that each type of special location is served by more than two-thirds of respondents. Nearly half of all respondents selected every special location on the list.

DESTINATIONS

Destinations	Respondent %
<i>Medical Facilities</i>	89%
<i>Grocery Stores</i>	87%
<i>Recreation Programs/Centers</i>	85%
<i>Senior Housing</i>	85%
<i>Adult Day Centers</i>	76%
<i>Nursing Homes</i>	71%
<i>Senior Nutrition Programs</i>	70%
<i>Area Offices on Aging</i>	70%
<i>Social Security Offices</i>	69%

(6) Service Modifications When asked whether they have specifically planned, modified, or designed routes to serve older adults, 62% replied “yes.” To the question “have you enhanced or modified vehicles or communication tools for older adults” 84% replied “yes.” From a list of potential modifications, a majority selected low floor vehicles and wheelchair lifts. Respondents also reported providing larger print schedules, and larger destination signs.

MODIFICATIONS FOR SENIORS

Modifications	Respondent %
<i>Adapted their vehicles with low floors</i>	65%
<i>Planned, modified, or designed routes to serve seniors</i>	62%
<i>Adapted their vehicles with wheelchair lifts</i>	60%
<i>Printed larger schedules</i>	44%
<i>Produced larger destination signs</i>	33%

3d. Relationships with Human Service Agencies

The survey asked whether respondents developed relationships or partnerships with human service agencies and non-profits that serve older adults. 96% indicated “yes.” Those who responded “yes” were asked to check items that applied to them from a list of eight potential partners. The majority indicated relationships with senior center/recreation programs, Area Agencies on Aging, social service programs, and community centers. Less than 50% reported relationships with hospital or health centers, retirement communities, nursing homes/assisted living facilities, and community volunteer programs.

RELATIONSHIPS AND PARTNERSHIPS

Human Service or Non-Profit Organizations	Respondent %	Human Service or Non-Profit Organizations	Respondent %
<i>Senior/recreation Center</i>	74%	<i>Hospital/Health Center</i>	49%
<i>Area Agency on Aging</i>	63%	<i>Retirement Community</i>	46%
<i>Social Service Program</i>	53%	<i>Nursing Home/ Assisted Living</i>	41%
<i>Community Center</i>	51%	<i>Community Volunteer Program</i>	32%

3e. Barriers and Obstacles

The survey provided respondents with a list of items from which they were asked to select the main barriers that they face in providing services to older adults. While the majority selected lack of funding, less than 50% identified infrastructure issues, lack of participation by older adults, lack of cooperation with agencies serving seniors, lack of knowledge of older adults, and lack of equipment. Only 13% indicated that they face no barriers to providing service to seniors.

BARRIERS IN PROVIDING SERVICES

Barriers	Respondent %
<i>Lacks of Funding</i>	69%
<i>Infrastructure Issues</i>	48%
<i>Lack of Participation by Seniors</i>	28%
<i>Lack of Cooperation from Agencies Serving Seniors</i>	16%
<i>Lack of Knowledge of Older Adults</i>	13%
<i>Lack of Equipment</i>	10%

OBSTACLES TO THE USE OF TRANSIT BY SENIORS

Obstacles	Respondent %
<i>Fear of the Unknown</i>	72%
<i>Unaware of Service</i>	42%
<i>Concern for Safety</i>	34%
<i>Inconvenient Schedule</i>	27%
<i>Service not available</i>	18%
<i>Passenger wait time</i>	17%

In conjunction with the question, “What do you believe are the top two obstacles to increasing use of public transit by older adults” respondents were asked to check two items from a list of obstacles. Fear of the unknown was identified most frequently, followed by unaware of service, concern for safety,

inconvenient schedule, service not available, and passenger wait time. In contrast, senior transportation services identified service not available (69%) and fear of the unknown (62%) as their top two obstacles to increasing public transit use by older adults.

3f. Promising Practices

In an effort to solicit information about great ideas and great programs, the survey asked respondents to “describe at least one program or service that has been successful in meeting the needs of older adults and increasing senior ridership”. As part of their response, they also were asked to give details about the type of programs undertaken, the idea behind the program, the influential actors, how the idea was successfully put into action, and indicators of its success.

Respondents were generous in their responses and offered rich information about their programs. Across the county a variety of programs are put into practice to better serve seniors. Such practices reflect public transit agencies’ responsiveness to their communities’ unique characteristics and demands. The topics of the “success stories” that they described are listed on the chart below.

travel training	information & outreach
special destinations	funding & fundraising
special services	planning and design
special fares	partnerships & coordination

Additional information about the specifics of the promising practices is included in Parts 4 and 5 as well as Attachment A.

Summary

The results of the survey offer considerable evidence that public transportation services go to great lengths to provide transportation to older adults. Not only do they make an effort to enable seniors to use their services by going to special destinations, by offering financial assistance, and by providing training and information; they also offer special services to seniors, quite often beyond the scope of their ADA paratransit services. For example, while many of their non-ADA paratransit demand response services are curb-to-curb in nature, several offer what is often called “supportive transportation” in the form of door-to-door and escort services, and sometimes even door-through-door assistance.

Perhaps one of the most important findings of the study is that “how to ride activities” such as travel training and ambassador programs are only one of the many ways public transit providers serve seniors. Indeed, they provide special services (group trips); special destination transit (senior housing destinations); special fares (reduced fares); and special communication tools (large print schedules). They also undertake considerable outreach (presentations at senior locations); and develop creative ways for sustaining programs (organizing volunteer driver programs).

The responses to the survey and the submission of “successful programs” speak volumes about how members of APTA not only include older adults in their efforts to provide transportation to the general public, but how they respond to the transportation needs of older adults.

Part 4

Promising Practices and Senior Friendliness

While many public transportation services say they undertake special transportation programs to increase their overall ridership, the bottom line for seniors is to have transit services that are “senior friendly”. Their efforts to make transportation available to older adults by creating flex route services and serving special destinations are central to increasing senior ridership; and although such availability is important to seniors, senior friendliness goes far beyond availability.

Responses to the survey of public transportation services indicated that many services are making considerable progress on what might be called the road to senior friendliness. Some make their services acceptable by creating operator sensitivity training programs. Others make them accessible by organizing door-to-door and escort services. A few make them adaptable by modifying routes or vehicles. Still others make them affordable by offering reduced fares or senior discounts.

What follows is a discussion of potential and realized senior friendliness of public transportation services in the context of their availability, accessibility, acceptability, adaptability and affordability for older adult passengers.

4a. Available Transportation

The development of partnerships, collaborative programs, and coordination activities often is the avenue for making transportation available.

Seniors, like people in other age groups, have places they need and want to go. Some of those destinations are referred to as life-sustaining destinations (the doctor’s office, the health clinic, the pharmacy, the grocery store). Others are described as life-enriching destinations (the bank, the post office, the senior center, the hair dresser). While public transit services often give priority status to life-sustaining destinations, seniors generally express the desire to be able to get where they need to go, regardless of how others prioritize destinations.

A variety of mechanisms for making transportation available were identified in “the successful programs inquiry”. For example, some respondents said they provide transportation to destinations such as medical and pharmacy services, meal sites, and senior housing by creating special routes or providing paratransit services. Others make transportation available to shopping and special trips with retailer sponsored free trips, special vehicles, and intra-city taxi vouchers. Still others make special services available through partnerships and collaboration with aging services.

Program Example The Port Authority ACCESS program of Allegheny County, PA was started in 1979 and grew in 1981 when the Pennsylvania lottery funds

were made available as fare subsidies. Together with the Area Agency on Aging and the local network of community based aging service providers, the program identified driver assistance, door-through-door service, and service design as methods of adapting existing services to make them more usable by seniors; and the agencies became partners in a coordinated system. Broad-based community support, the decision to manage the program like public transportation instead of a human service program, and dedicated funds from PennDOT, plus the commitment to coordination make the program an on-going success. Program success is measured by ridership, on-time performance, productivity (cost per trip), customer satisfaction, complaint rates, and administrative costs.

4b. Acceptable Transportation

Public transportation services put an enormous amount of effort into information and outreach programs that target seniors.

When seniors do not know about transportation services, how they work, when they provide rides, or where they go, or how much they cost, they probably will not be able to (or want to) use them. “The successful programs inquiry” identified numerous methods used by public transportation to provide travel training to seniors and reach them with information and outreach. Many create general awareness about the existence of services; and/or offer practical “how to use” information; and/or emphasize awareness and practical experience. Such programs generally are referred to as travel training, mobility training, information and outreach, and train the trainers. They sometimes result in transportation ambassadors and volunteer hosts, vehicle demonstrations and showcase activities, and ride along and free rides.

Program Example Called “The Rapid Senior Mentor Program”, this travel training program is located in Grand Rapids, Michigan. Initiated in 2005 by the ITP (Interurban Transit Partnership) generally referred to as The Rapid, mentor volunteers from The Rapid set up one-on-one training and orient new passengers to fixed route services. Each participant gets a free 10-ride fare card to get started, and the mentors earn free 10-ride fare cards for each person they train. Other travel training activities include: taking fixed route buses to senior living addresses and gatherings; taking vehicles to events such as picnics to showcase their accessibility features, enable attendees to talk to drivers, and receive materials; using service buses to bring seniors to a central station to provide an orientation; and outreach to senior centers and older learner classes at the local community college.

4c. Accessible Transportation

Public transit services do not always meet the special needs of older adults with mobility or mental limitations.

While public transit services provide ADA paratransit services for people with disabilities and seniors, those services do not always meet the special needs of

older adults with mobility or mental limitations. For example, an older adult with mobility limitations may not be able to get to the bus stop, or even to the curb to access the paratransit vehicle; and may even need to-the-door and through-the-door assistance in getting to the vehicle or into the destination. Additionally, older adults with mental limitations may need assistance in the vehicle and may need someone to stay with them at the destination. While many services allow an attendant or escort to ride free of charge, some try to accommodate the needs of seniors through the organization of special programs.

The approaches to providing accessible transportation identified in “the successful programs inquiry” included Medicaid waiver programs, homemaker transit services, door-to-door transportation, volunteer driver programs, flex routes, and computerized reminder calls.

Program Example Called “Dial-a-Lift for the Elderly and Disabled”, this program was started in 1975 by the transit system in the city of High Point, North Carolina. Although it was modified in the 1990’s to comply with ADA regulations, it continues to provide city-wide, door-to-door transportation service to the elderly. The majority of the trips are for medical appointments; and many of those are for rehabilitative services which are needed several times a week. Requests for these door-to-door services by those age 60 years and older have increased considerably in recent years and ridership has increased 3% over the past year.

4d. Adaptable Transportation

The ability to adjust services, activities, and funding for passenger convenience and access is essential to meeting passenger needs.

What does it mean to provide adaptable transportation services? While some services modify their vehicles or adjust staff roles to meet the special needs of seniors and people with disabilities, others develop a customer focused or senior first philosophy. Still others change their services (or in some instances their entire systems) to meet those needs. The development of partnerships and collaborative relationships often is identified as the avenue for adaptation.

Many approaches for adapting transportation services were identified in “the successful programs inquiry”. Examples include simplification of policies for systems change; redesign of routes, organization of volunteer driver services, and multi-town pooling of resources to provide door-to-door transportation.

Program Example In 2005, the Greater New Haven Transportation District (GNHTD) initiated an effort to bring together 12 area towns to pool funds in order to expand door-to-door services to seniors and people with disabilities in communities in which there was a need. The program began in July, 2006. While the effort was fostered at the municipal, regional, and state level, senior staff of GNHTD developed the program parameters and presented them to municipal representatives who discussed, adjusted and agreed upon the operational details of the program. They also developed reporting functions which provide statistical data to each of the participating towns on the number of

trips and riders from each town. In 2006, the collaborative obtained over \$400,000 and provided more than 12,500 door-to-door trips.

4e. Affordable Transportation

Providing cost effective transportation services that meet the destination and mobility needs of seniors is a major challenge for transportation services.

Affordable transportation for seniors is a major challenge to public transportation services. Sometimes the challenge is that seniors cannot afford to pay or do not believe they should pay for rides. Considerable skill is needed on the part of transportation services to convince seniors that paying for public transportation is less expensive than owning a car and/or to provide seniors with a low cost alternative which meets their transportation needs. What is perhaps a greater challenge is providing cost effective transportation services that meet the destination and mobility needs of seniors.

Approaches to providing affordable transportation identified in “the successful programs inquiry” included a number of reduced fare, low fare and senior discount programs; retailer sponsored free trips; monthly bus passes; tax funded door-to-door transit; lottery funded senior transit services; and taxi voucher programs. Volunteer driver programs also are organized by both public and community transportation services to reduce the cost of providing transportation services that meet the destination and mobility needs of seniors, and many of these do not charge fees and are at least partially supported by donations. It also should be pointed out that many of the affordable transportation programs are joined with travel training or outreach programs to expand senior ridership.

Program Example “A ride free day every Tuesday” program was organized by Lane Transit District (LTD) of Eugene, Oregon. The program provides free rides for people 62 years and older and is sponsored in part by a local retailer. The current sponsor has an in-store promotion on Tuesdays that is especially geared toward seniors. Sponsor contributions are determined by the cash fare from seniors on an average weekday, and program success is determined by the fact that senior ridership is significantly higher on Tuesdays.

Summary

The goal of increasing older adult ridership by targeting the senior population, by being aware of the transportation needs of older adult passengers, and by undertaking efforts to meet those needs may not always pay immediate dividends. However, the goal of senior friendliness, regardless of how it is accomplished, will pay dividends today as well as tomorrow.²

² The Beverly Foundation has identified the “5 A’s of Senior Friendly Transportation”. Please see Attachment C.

PART 5

CASE STUDIES

In an effort to identify and describe great ideas and successful programs that target older adults, each respondent to the survey was asked the following question.

Please describe at least one program or service that has been successful in meeting older adult needs and in increasing ridership. Topical Questions included: (a) What is the service/program? (b) When was it begun? (3) Where did the idea come from? (4) Who (individual or group) was instrumental in its development? (5) Why was your organization able to take it from a “great idea” to a program?

Twelve public transit systems’ special programs for seniors were selected for brief case studies. Each represents a cross section of successful programs submitted by survey respondents. Their selection was based on the degree to which they represented one or several of the promising practices identified in the survey. Promising practice topics include:

travel training	information & outreach
special destinations	funding & fundraising
special services	planning and design
special fares	partnerships & coordination

The topics of the case studies and the location of their sites are listed below.

1. Silver STAR Transportation Solutions (RTC of Southern Nevada - NV)
2. Flex Routes for Seniors (Benicia Breeze – CA)
3. Community Shopping Bus (Capital Area Transportation Authority - MI)
4. Transit Coordination in Rural America (Pee Dee RTA - SC)
5. Ambassador Volunteers (Sarasota County Transportation Authority - FL)
6. Volunteer Train Host (North Carolina DOT Rail Division - NC)
7. Community Service Volunteers (Space Coast Area Transit - FL)
8. Connecting Rides (TriMet - OR)
9. Partnership for Access (King County Metro Transit - WA)
10. Field Trip Travel Orientation (Long Beach Transit - CA)
11. Senior Mobility Research (N. Virginia Transportation Commission - VA)
12. Service Consolidation (LADOT - CA)

Each of the case studies includes an introduction to the public transportation service, information about the program, its activities and its partnerships’, and lessons learned (for adaptation). A sidebar which includes budget, ride, and senior program information also is included.

Silver STAR Transportation Solutions ***Regional Transportation Commission of Southern Nevada*** ***(Las Vegas, NV)***

Introduction The Regional Transportation Commission of Southern Nevada (RTC) began public transportation service for Clark County in 1992. RTC is both the Metropolitan Planning Organization for the Las Vegas Urban Area and the owner/operator of the mass transit system. It runs Citizens Area Transit (CAT), using the recommendations of residents of its service area in program planning efforts. The senior population of Clark County is the fastest growing segment due to its popularity as a retirement destination. RTC estimates that 50,000 seniors in the area would be without transportation options if it was not for public transit.

Great Idea Program When fixed route service was eliminated in a largely senior and low-income neighborhood, RTC recognized that a lack of transportation options left seniors isolated. RTC met with senior riders to determine what destinations were critical to them and, from this dialogue, created the Silver STAR route. Because senior riders had input in the design of the service, Silver STAR is an example of transit provider responsiveness to the needs of seniors. The Silver Star program is sustained through tax revenue and has grown to 11 routes. Its expansion is testament to the success of its response to the needs of seniors.

RTC of Southern Nevada

Budget \$146,000,000

Trips 691,871,621

Senior Trips 35,115

Special Senior Services

reduced fares, mobility management, ambassador program, presentations at senior locations, special loop fixed route service

Senior Passenger age 62+

Activities and Partnerships Service is provided two days per week from 9a.m. – 3p.m. Routes include stops in properties with large senior populations and destinations that are designated as areas of senior use (mainly shopping, pharmacy, and entertainment centers). Each Silver Star route is different and corresponds to the interests of the community. Seniors do not need to wait on the street because drivers stop inside housing complexes, and Silver Star routes connect with fixed routes where possible. Riders pay 50 cents per trip.

Lessons Learned RTC has learned that the success of the program hinges on continued outreach to managers and residents of senior housing complexes and willingness to listen to riders' requests and recommendations for service. The success of RTC's practice of seeking feedback from the seniors in the design and delivery of senior transportation should be encouraging to other transit agencies that wish to better identify and meet the needs of seniors in their communities. Transit agencies with service areas that include large senior residential centers might consider adapting the Silver Star model to engage an active senior ridership.

for more information visit: www.rtcnv.com

Flex Routes for Seniors ***Benicia Breeze (Benicia, CA)***

Introduction Benicia Breeze (formerly known as Benicia Transit) is a public transportation service located in Solano County, California. It offers local and supplemental service to Benicia as well as intercity express service to neighboring cities. It links to a Bay Area Rapid Transit station and offers limited express trips to a local Amtrak station. Benicia Breeze also provides a local taxi scrip program for seniors and persons with disabilities and a paratransit service for persons who are unable to use fixed route or flex route transit due to their disability. Travel training with one-on-one sessions is offered to anyone who desires to be introduced to Benicia Breeze's transit system.

Great Idea Program *Flex Routes for Seniors* program was created in July 2006 in response to complaints from seniors about the unreliability and inefficiency of dial-a-ride service. Benicia Breeze replaced the general public dial-a-ride service with three flex routes. The goal was to provide seniors with a reliable form of transit.

Activities and Partnerships Known as neighborhood shuttles, the flex route program has regular, pre-designed, pre-scheduled routes, with a special door-to-door service. The program's 16 passenger cutaway buses can "deviate" or "flex" from the route up to $\frac{3}{4}$ of a mile to pick up and drop off seniors or people with disabilities, with one hour advance notice, up to seven day advance reservation, or requests from passengers to drivers. Drivers are trained to assist passengers in and out of the bus, and to their door, if needed. Another critical aspect of the drivers' job is to recognize potential riders on the street, and to maneuver the bus to meet them. These neighborhood shuttles serve popular destinations within the City of Benicia, and operate hourly during weekday peak hours and every two hours during the midday and Saturday.

Lessons Learned Ridership has significantly increased since the implementation of the flex routes. Seniors appreciate the routes regularity and convenience. Furthermore, it is a lower cost service than Dial-A-Ride services. The key to success for this kind of program is the flexibility to go the extra mile. Since the service is available to the whole community, this program is another example of how providing senior transportation benefits everybody in the community. Other transit agencies may be interested in adapting such a flex route program for it encourages seniors to use regular buses by giving them confidence that the service will meet their special needs.

<u>Benicia Breeze</u>
Budget \$1,200,000
Trips 145,000
Senior Trips 8,400
Special Senior Services <i>reduced fares, free fares, travel training, outreach sessions, presentations at senior locations.</i>
Senior Passenger age 65+

for more information visit: www.beniciabreeze.org

Community Shopping Bus ***Capital Area Transportation Authority (Lansing, MI)***

Introduction Capital Area Transportation Authority (CATA) was established in 1972 to serve the Greater Lansing area. CATA provides more than 30 fixed routes in a 600 square mile service area that is largely urban. In addition to fixed routes, ADA paratransit service, and several dial-a-ride services, CATA offers advance reservation curb-to-curb service in the rural areas of the county. In 2007, CATA provided more than ten million trips.

Great Idea Program CATA's Shopping Bus program began more than 20 years ago. It helps seniors access local shopping centers at reduced cost. The round trip fare is less than half of a one-way ADA ride. A collaborative effort with a human service agency to obtain state funding for senior transportation enabled CATA to initiate and sustain the Shopping Bus as a critical transit option for seniors.

<u>Capital Area</u> <u>Transportation Authority</u> Budget \$34,000,000 Trips 10,000,000 # Senior Trips 650,000 Special Senior Services <i>reduced fares, discount pass, operator training, presentations, sponsor senior health fair</i> Senior Passenger age 62+
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Activities and Partnerships The Shopping Bus is a 30-foot, low floor bus with cargo compartments. Many customers enjoy the ease of boarding the vehicle. It can carry more than 20 riders and their packages, and transport up to three people who use wheelchairs. It makes weekly, regularly scheduled trips between senior housing complexes and local shopping centers. Reservations are not required for the service and riders can depend on low fares, consistent service, and assistance with packages from drivers. The Shopping Bus is a particularly efficient way for CATA to transport seniors because it does not require ride booking.

Lessons Learned An important lesson that can be learned from this example is that identifying areas that are home to many seniors and developing a service that takes them to popular destinations is efficient and cost effective for both the rider and the transportation provider. By partnering with human service agencies, a transit system may be better equipped to solicit input from seniors, identify needs, craft an appropriate service, and obtain grants meant specifically to improve the lives of seniors. Other transit agencies may be interested in developing a service like the Shopping Bus in an effort to reduce dependence on expensive ADA Paratransit.

for more information visit: www.cata.org

Transit Coordination in Rural America ***Pee Dee Regional Transportation Authority (Florence, SC)***

Introduction Pee Dee Regional Transit Authority (PDRTA) is the oldest regional transit authority in the state of South Carolina. Based in Florence, PDRTA's six county service area includes an expanse of extremely rural areas and small towns, many of which do not have essential services. It provides fixed route service, demand-response transportation, paratransit services, and commuter routes. PDRTA earns 76% of its income from contracts and infuses needed transportation resources back into the communities it serves.

Great Idea PDRTA provides seniors who reside in rural areas with rides to senior centers and nutrition sites set up by Councils on Aging. This service represents a shared vision and coordinated response to rural seniors on the parts of public transit and aging organizations. By collaborating with agencies on aging, PDRTA connects seniors with important resources, helps human service agencies operate more cost-effectively, and bolsters its ability to sustain its own programs.

Activities and Partnerships

Local Councils on Aging set up nutrition sites in rural areas and PDRTA transports rural seniors to the sites. While PDRTA's sustainability is enhanced through contracts for transporting seniors to senior centers and nutrition sites, the Councils on Aging benefit from the resulting reduction in need for expensive individual meal and social service delivery to rural seniors. In addition to access to meals, rural seniors benefit because they are positioned to socialize and have their needs assessed at the nutrition sites by professionals who can link them to other resources.

Lessons Learned PDRTA's contracts with human service agencies help to subsidize the cost of senior transportation and to ensure that seniors have transportation to destinations and resources that sustain and enrich their lives. Human service agencies' input about existing needs for service can influence service design and help a transit agency to target contracts that would be mutually beneficial to itself and human service providers. Openness to working with human service agencies is key to this program. Public transit agencies that face challenges in funding senior transportation in rural areas might find it helpful to adapt this program approach.

for more information visit: www.pdrta.org

Pee Dee Regional Transit Authority

Budget \$6,000,000
Trips 600,000 (boarding)
Senior Trips 200,000
Special Senior Services
reduced fares, operator sensitivity training, presentations, demand-response service, curb-to-curb service, van pools
Senior Passenger age 65+

Ambassador Volunteers

Sarasota County Transportation Authority (Sarasota, FL)

Introduction Sarasota County's public transportation is provided by Sarasota County Area Transit (SCAT). SCAT maintains a fixed-route transit and a dial-a-ride paratransit service. Its ridership reached 2 million in 2006, and APTA recognized SCAT as one of the top three transit systems nationwide, with the largest percentage increases in ridership during the fourth quarter of 2006.

Great Idea Program In early 2007 SCAT created a Volunteer Ambassador program in which senior volunteers teach seniors how to use public transit. Volunteers are recruited by a SCAT mobility coordinator to participate in outreach activities and travel training programs. The idea grew from an encounter during a travel training session at a senior housing complex. A resident expressed her willingness to provide follow-up training at her residence and became SCAT's first volunteer ambassador.

Sarasota County Area Transit

Budget 23,600,00

Trips 2,400,000

% Senior Trips 35%

Special Senior Services

*reduced fares, free fares,
discount pass programs,
mobility management programs,
travel training, stops and special
destinations*

Senior Passenger age 65+

Activities and Partnerships Volunteers now take active parts in SCAT travel training activities. For example, one volunteer is in charge of disseminating information to other seniors who live at her residence on how to use the bus system and how to apply for senior discounts. Another volunteer undertakes private one-on-one travel training. She meets potential riders at their homes, and accompanies them on a day trip to show them where to get on the bus, and how to access their destination of choice. The SCAT mobility coordinator oversees their efforts and tracks their hours to calculate the savings realized through their involvement. Not only does the program offer the possibility of reducing staff costs, but volunteer participation also can contribute to the reduction of overall operating costs by encouraging more people to ride the general fixed route system instead of the more expensive paratransit services.

Lessons Learned The initiation of this program was based on the public agency's openness to a senior initiative. Not only did it answer a specific need to offer individualized and customized services in the form of travel training sessions, but it also responded to an opportunity that presented itself. Volunteers were eager to participate in a buddy program to help others become confident riders. Other public transit agencies may want to adapt this method of involving senior volunteers in their outreach activities to other seniors because it holds the promise of reducing outreach costs and expanding the delivery of personalized services.

for more information visit: www.scgov.net

Volunteer Train Host ***NCDOT Rail Division (Raleigh, NC)***

Introduction North Carolina Department of Transportation (NCDOT) Rail Division operates two daily trains that carry passengers across the state. The Carolinian links the City of Charlotte to New York City; and the Piedmont connects Charlotte to Raleigh. More than 200,000 passengers ride these trains every year. From 1990, their riders have benefited from on-board presence of goodwill ambassadors.

Great Idea Program The Goodwill Ambassador Program initially was suggested by a group of senior citizen rail fans. The program includes more than 100 volunteers, most of whom are retired residents of North Carolina. According to the director of operations of NCDOT, the Department developed the program to ensure more personalized service for its passengers. A five-year volunteer says that seniors get involved in the program because they enjoy challenges and embrace the opportunity to socialize.

<p style="text-align: center;"><u>NCDOT Rail Division</u></p> <p>Budget \$10,000,000</p> <p># Trips 525,000</p> <p># Senior Trips 100,000</p> <p>Special Senior Services reduced fares, discount pass program, mobility management programs, presentations, website</p> <p>Senior Passenger age 62+</p>

Activities and Partnerships. The train ambassadors assist passengers, promote passenger services, handout literature, and answer questions about the train routes, ground transportation and local points of interest. Volunteers also play a major role in safety for they are taught how to handle problems that may occur on the trains. The program is distinctive because it was created from suggestions by seniors. NCDOT oversees the program and provides the annual budget for its operations. The Volunteer Train Host Association manages its own funds and has its own board members. The program recently was adopted by Amtrak to help passengers while they wait at the train stations. Volunteers will assist them, answer their questions and hand out information. The Station Host Program will serve as an additional venue for keeping seniors involved in their communities.

Lessons Learned The volunteer train host program contributes to the delivery of quality service and provides a means for seniors to help seniors and remain active in their communities. The volunteer host model can be adapted by public transit and other transit services to involve volunteers in providing “how to use” and “what to do” information and assistance and thus can involve older adults in enhancing the delivery of services. For example, volunteer hosts could be recruited to distribute information about public transit services in key locations such as in metro or bus stations, or to ride buses to assist other passengers in their use of public transit. Their presence would make it easier for seniors to use transit by providing personalized services on the ride.

for more information visit: www.bytrain.org

Community Service Volunteers Space Coast Area Transit (Cocoa, FL)

Introduction Space Coast Area Transit (SCAT) is the public transit provider for Brevard County. SCAT was designed, specifically, to meet the needs of older adults and people with disabilities. Its overall service was influenced by the Community Service Council (the Area Agency on Aging for the region) and, until 1991, it only provided door-to-door service. Today, SCAT operates fixed route bus service, trolley service in Cocoa Beach, contract transportation for non-profit organizations, ADA Paratransit service, and a volunteer driver program.

Great Idea Program SCAT organized its volunteer driver program in 1991 after the local Community Service Council determined that seniors were having difficulty getting non-medical transportation. SCAT worked directly with the Community Service Council to develop a program that would promote more senior independence by offering specialized services. The program, Volunteers in Motion, exemplifies a coordinated effort by a public transit agency and an Area Agency on Aging to leverage volunteer resources to meet the needs of seniors. Volunteers in Motion has received two awards from the State of Florida. The program has grown and now delivers 8,000 individualized trips per year.

Activities and Partnerships

Volunteers in Motion is not treated as a separate entity, but as a component of SCAT. In other words, specialized senior transportation service is integrated into the culture of the agency. Volunteers in Motion is housed in the SCAT main terminal and SCAT provides 8 state-of-the-art vans (many of which are wheelchair accessible) that are driven by volunteers. Local volunteer programs assist with outreach and recruitment efforts. Volunteers participate in instructional classes about how to best help individual seniors. Their involvement allows for customized transport that is appropriate to the unique needs of senior passengers.

Lessons Learned A transit agency may want to consider adapting a volunteer driver program like Volunteers in Motion. SCAT used capital funds to purchase vehicles for this program. However, in the absence of such funds an agency can develop a program that uses the volunteer drivers' personal vehicles to provide rides to seniors or partner with a human service agency to seek grants for senior transportation. Coordination with human service programs such as RSVP also can take the burden of intensive driver recruitment off the public transit agency.

Space Coast Area Transit

Budget \$7,500,000

Trips 1,400,000

Senior Trips 300,000

Special Senior Services

reduced fares, free fares, operator sensitivity training, presentations at senior locations, demand response service, curb-to-curb service, volunteer driver program

Senior Passenger age 60+

for more information visit: <http://routefinder.ridescat.com>

Connecting Rides

TriMet - Portland, OR

Introduction TriMet, the Tri-County Metropolitan Transportation District of Oregon, is a public agency that operates public transit in the Portland metropolitan area. TriMet provides the region's bus system, the MAX light rail system, and the LIFT ADA paratransit service. As of October, 2006, the system averaged over 300,000 trips per weekday.

TriMet
Budget \$372,000,000
Trips 99,000,000
% Senior Trips 3.35%
Special Senior Services <i>reduced fares, website info., and presentations</i>
Senior Passenger age 65+

Great Idea Program In 1986, TriMet identified providing door-to-door transit by using volunteers as a cost-effective way to increase its demand response service. In order to access funds from community foundations and new sources of FTA funds for nonprofit providers, TriMet established Volunteer Transportation, Inc. (now known as Ride Connection) as a nonprofit volunteer program rather than a public corporation. Its purpose was to meet the needs of fragile, older adults by linking accessible, responsive transportation with community need. Today, Ride Connection serves those without viable transportation alternatives and gives priority to elderly and persons with disabilities. To accomplish this purpose, Ride Connection coordinates transportation services in specific counties served by TriMet; offers system-wide training and safety programs to volunteers, provides travel training programs, mobilizes volunteer ambassadors to assist public transit users; develops and secures financial, volunteer, and equipment resources; and acts as a liaison between funders and community agencies. In 2007, 208 volunteer drivers and 417 paid drivers provided 352,000 trips.

Activities and Partnerships While TriMet initiated Ride Connection with limited funds, in 2006 it contributed \$769,000 to Ride Connection's budget of \$5,024,000. Other sources of Ride Connection's funding include support from local fundraising and grant application efforts; grant funds from the State of Oregon for elderly and disabled transportation; and New Freedom funds for low cost services that are funneled to Ride Connection. Ride Connection also applies for funds to provide services that offer personal assistance, no fares, and low cost service delivery.

Lessons Learned It would be difficult, if not impossible, to initiate the Ride Connection of today. However, it can be possible for a public transit agency to start up a small, volunteer program that provides personalized, low cost, reliable transportation to the elderly and disabled; that supplements the efforts of public transit services, and that attracts local contributions. As it matures such a program can attract state and national sources of public funding and become an integral part of the transportation fabric of the community.

for more information visit www.rideconnection.org

Partnership for Access ***King County Metro Transit (Seattle, WA)***

Introduction Home to 1.8 million people, King County is the most populated county in the state of Washington. Its county seat is Seattle and approximately two-thirds of its population lives in Seattle's suburbs. King County's transit system (Metro Transit) serves the county's 2,134 square miles and offers a wide range of transportation services, such as fixed routes, ADA paratransit services, vanpools, and ferry (water taxis).

Great Idea Program In 1997 Metro Transit sought to expand transportation options to seniors and people with disabilities, while having limited funds to do so. The solution was to partner with community agencies that serve seniors and people with special transit needs, and assist them in establishing their own transportation services, rather than provide transit services directly. The program "Community Access Transportation" (CAT) was the result. Through its partnerships with participating agencies, Metro provides accessible vans and operating funds. Metro also offers driver training, technical assistance, and vehicle maintenance and repair. The partnering agencies provide the drivers, paid or volunteer, organize the scheduling, secure insurance, and provide the actual trips to their customers. These coordinated efforts facilitate outreach to people in need, especially in rural areas not covered by the county's paratransit services (Metro Access).

King County Metro Transit
Budget \$418,000,000
Trips 110,000,000
Senior Trips 8,400,000
Special Senior Services
reduced fares, travel training, outreach sessions, discount pass program & presentations at senior locations.
Senior Passenger age 65+

Activities and Partnerships Metro Transit supports CAT because it provides transportation services with assistance customized to the needs of the agencies' riders, and with more cost efficiency than Metro's Access paratransit services. For example, the average cost per ride is calculated to be \$4.50 compared to the \$34.20 average cost per ride for paratransit service. Thanks to CAT, the annual cost savings to Metro is estimated at over \$1.2 million. Currently, Metro partners with twenty human services agencies and aims to increase the program with five new partnerships every year in the coming two years.

Lessons Learned The success of this program is based on partnership efforts between a public transit agency and community agencies. By making efficient use of each partner's resources and strengths, this collaboration enables considerable cost savings, provides community-based and need customized services to seniors, and enables service delivery to customers in areas otherwise not served. Public transit agencies may want to adapt this partnership approach as a means to enlarge their services. This may be helpful in rural areas.

for more information visit: <http://transit.metrokc.gov>

Field Trip Travel Orientation Long Beach Transit (Long Beach, CA)

Introduction Long Beach Transit (LBT) was created in 1963, when Long Beach voters opted to finance a bus system with property taxes. LBT is a non-profit corporation with the City of Long Beach as its sole shareholder. LBT operates fixed route service with ADA accessible low floor buses, free shuttles that travel between attractions within the city of Long Beach, curb-to-curb paratransit service, and water taxis that go to popular destinations along the Long Beach Harbor.

Great Idea The idea for the Long Beach Transit Senior program came about when the Health Department approached LBT with a strategic plan for seniors. It suggested that seniors in LBT's service area were not using public transit because they lacked information about it and did not know how to use the services. LBT used the report's recommendations as inspiration for a travel instruction program for seniors. Responsiveness to municipal planning efforts on behalf of seniors is a distinctive feature of the Long Beach Transit Senior Program.

Activities and Partnerships The Long Beach Transit Senior Program conducts day-long field trip orientations on public transit to enhance seniors' understanding of and comfort with fixed route service. LBT identifies community partners such as hospitals, senior housing complexes, and even businesses that publicize the trip, recruit participants, and provide staffing during the trip. Instruction occurs on regularly scheduled fixed route vehicles (versus specially chartered buses), so that participants get a true feel for the service. Seniors take the bus to downtown Long Beach, a popular destination that features shopping and restaurants. Once at this location, LBT gives seniors instruction on how to use smaller transit shuttles.

Long Beach Transit

Budget \$65,000,000

Trips 28,000,000

Senior Trips 4,200,000

Special Senior Services

reduced fares,

ambassador/introduction

program, discount pass,

presentations at senior

centers, travel training

Senior Passenger 62+

Lessons Learned It is noteworthy that the Health Department came to LBT with a preliminary draft of its strategic plan and LBT immediately embraced its goals and worked to respond to them. According to staff, these agencies were able to work together due to a mutual appreciation for one another's work. This example demonstrates how public transit agencies can work with human services to identify the needs of seniors and create corresponding programs. Like LBT, if a public transit agency involves planners and fosters partnerships with other community agencies, it may be possible to engage many in the implementation of a solution to a senior transportation problem.

for more information visit: www.lbtransit.com

Senior Mobility Research

Northern Virginia Transportation Commission (Arlington, VA)

Introduction The Northern Virginia Transportation Commission (NVTC) appoints Virginia's members of the board of the Washington Metropolitan Area Transit Authority and co-owns the Virginia Railway Express commuter rail system. Unlike the other public transit services highlighted in these case studies, NVTC primarily is involved in research and demonstration of new technology, and in providing funding for public transportation.

Great Idea Program NVTC's Senior Mobility project was a two-phased effort that included research on how seniors make transportation choices based on land use patterns of where they live; and the creation of a pilot program in response to the findings. The Senior Mobility Project is highlighted because it clearly illustrates the relationship between planning and development and implementation of relevant transportation programs for seniors.

Northern Virginia Transportation Commission

District Size 1,000 sq mi,
6 jurisdictions, 8 transit systems

Funds Administered \$200,000,000
(regional, state, and federal) to local
jurisdictions

Budget approx. \$100,000 (for *Life –
Get On Board!*)

“Senior” for *Life-Get On Board!* 75+

Activities and Partnerships Between 2004 and 2006, NVTC conducted its study on seniors' travel patterns, mobility, and transit use with a grant from the Virginia Department of Rail and Public Transportation. Findings indicated that a main reason that seniors did not use public transit in Northern Virginia was that they did not know how to access information about it or how to use the services.

These findings were used to design a travel training pilot called *Life – Get On Board!* The pilot took place over two days in five locations in Northern Virginia. Classroom instruction provided general information about accessing public transportation, with methods such as a Bus BINGO game that involved descriptions of transit routes. Participants also took a group trip on the bus and received follow-up one-on-one training on a trip of each rider's choice.

Lessons Learned The Senior Mobility Project and the resulting *Life - Get On Board!* underscore the importance of research in developing programs that are consistent with senior passenger needs. While not all public transit agencies have the capacity to engage in such intensive research and planning activities, they can benefit from maintaining relationships with local agencies that do such work and from striving to respond to the recommendations generated by related projects. The results of NVTC's research on the impact of the pilot will help transit systems decide whether adaptation of such a program can be effective for maintaining and increasing senior ridership.

for more information visit: www.thinkoutsidethecar.org

Service Consolidation ***LADOT (Los Angeles, CA)***

Introduction The City of Los Angeles Department of Transportation (LADOT) provides transit services that complement those provided by the County's Metro system. These include DASH, a low fare bus system that serves Downtown and communities throughout the City; Commuter Express, a peak-hour bus system that connects communities in the region with the Downtown area; Metrolink Shuttle, connecting Metrolink users with the Financial District; City Hall Shuttle, a free service connecting City Hall with Downtown government offices; the Charter Bus Program, providing free trips to community groups; and Cityride, a program for seniors and persons with mobility impairments, described below.

Great Idea Program In 1993, LADOT spearheaded the consolidation of 20 social service transportation programs in the City with overlapping and disparate services to create a single efficient system called Cityride. The consolidation saves the City over \$7 million annually. It lists 120,000 registered members with 86,000 active participants in the City and designated areas of the County. It provides low cost paratransit services and subsidies that enable participants to choose the services that meet their transportation needs.

Activities and Partnerships Cityride's 2006 budget of \$23 million was funded through Proposition A, a ½% tax included in the County's Sales Tax. Participants (80% are seniors and 80% are low-income) can access an array of transportation options at a low cost by purchasing Cityride scrip each quarter. The scrip may be exchanged for a limited number of monthly bus passes, short taxi trips, and longer distance dial-a-rides. LADOT contracts Cityride administration to MyTransitPlus, Inc. and the operation and maintenance of its 73 dial-a-ride vans to MV Transportation, Inc. Notably, its dial-a-ride service has a respectable 98% on-time performance record and reliance on demand response service has decreased by 20% since the program's inception.

Lessons Learned. Cityride streamlines access to transportation for seniors; reduces cost for and reliance on demand response services; and provides service equitably by spreading services across the entire community rather than locating them in individual human service transportation programs. Combining multiple social service transportation programs within a consolidated transportation program like Cityride is a method worthy of consideration by other communities interested in coordinating related transportation services for seniors.

<u>LADOT</u>
Budget \$60,000,000
Trips 30,000,000
Cityride:
<u>Budget</u> \$23,000,000
<u># Senior Trips</u> 10,000,000
<u>Special Services</u>
<i>reduced and free fares, discount pass programs, presentations for seniors, special destination transit</i>
Senior Passenger age 65+

for more information visit www.ladottransit.com/other/cityride

Attachment A

A Composite of Great Ideas for Senior Transit

The following is the comprehensive list of “great ideas” identified from responses to the “the successful programs inquiry”, alongside the public transit agencies and senior transportation services that offer them. The names of the programs are not necessarily the names given to them by the sponsoring agencies, but descriptive titles assigned by the authors of this report to clearly convey the nature of the programs.

Travel Training

Adaptation of Travel Training	Community Transit (WA)
Ambassador Volunteers	Sarasota County Transportation Authority (FL)
Driver Safety + Travel Training	Modoc County Transportation Commission (CA)
Field Trip Travel Orientation	Long Beach Transit (CA)
How to Ride Travel Training	Charlotte Area Transit System (NC)
Mobility Choices Travel Training	Edmonton Transit System (Alberta)
Multiple “How to Ride” Activities	Minnesota Valley Transit Authority (MN)
One-on-One Mobility Choices Travel Training	Intercity Transit (WA)
Presentations at Senior Facilities	Livermore Amador Valley Transit Authority (CA)
Ride Along at Retirement Communities	Centre Area Transportation Authority (PA)
Senior Mentor Program	Interurban Transit Partnership – The Rapid (MI)
Training at Senior Centers	Hillsborough Area Regional Transit Authority (FL)
Training Discussions at Seniors Centers	Denton County Transportation Authority (TX)
Train the Trainers Travel Training	Votran (FL)
Travel Training with Non-Profit Partnerships	Sun Tran (AZ)
Try Transit Travel Training	SamTrans (CA)
Volunteer Train Host	North Carolina DOT Rail Division (NC)

Special Destination

Annual Christmas Lights Trip	Rock Island County Metropolitan Mass Transit District (MetroLINK) (IL)
Community Shopping Bus	Capital Area Transportation Authority (MI)
Lunch with the COPS	Rock Island County Metropolitan Mass Transit District (MetroLINK) (IL)
New Transit Routes	City of Escalon (CA)
Rides to Adult Day Centers	SENIOR solutions (SC)
Shopping Loops	Regional Transportation Commission of Southern Nevada (NV)
Shopping Transit with Shuttles and Carts	Baltimore County Department of Aging (MD)
Special Trips to Meal Sites	Davidson County Transportation (NC)
Transportation to Senior Activities	Harford Transit – Harford County (MD)
Wal-Mart Shopping Trips	Nash County Senior Center (NC)

Special Services

ADS Sponsored Nutrition Transit	Pender Adult Services, Inc. (NC)
Community Bus Program Beyond Fixed Routes	Broward County Office of Transportation (FL)
Community Service Volunteers	Space Coast Area Transit (FL)
Connecting Rides	TriMet (OR)
Contractors Providing Demand Response	Detroit Department of Transportation (MI)
Contracts with Taxi Services	Greater Nashville Area Agency on Aging and Disability (TN)
Countywide Senior Mobility Transit	Palm Tran Connection (FL)
Dial-A-Lift	City of High Point Transit System (NC)
Dial-A-Ride Service	Hall Area Transit (GA)
Door-to-Door Transit Funded by Sales Tax	PARTA (OH)
Flex Bus	City of Rio Vista/Rio Vista Delta Breeze (CA)
Flex Routes for Seniors	City of Benicia/Benicia Breeze (CA)
Medicaid Waiver Homemaker Transit Service	Illinois Department on Aging (IL)

My Golden Years Begin with Go	Eastern Contra Costa Transit Authority (CA)
Out of County Medical Transit	Huron County Transit (OH)
Ride Partners Volunteer Driver Program	Annapolis Transportation (MD)
Special Transit Trips for Senior Center	Polk County Transportation (NC)
Transit Coordination in Rural America	Pee Dee Regional Transportation Authority (SC)
Transportation for Non-English Speakers	Charlotte Mecklenburg Senior Centers, Inc. (NC)
Volunteer Driver MedVAC Program	Voluntary Action Center of DeKalb County (IL)
Wheelchair Securement Training	AC Transit (CA)

Special Fares

Charlie Card Outreach	MBTA (MA)
Delaware Cares Special Fares	Delaware Area Transit Agency (OH)
Discount Fast Pass	SF MTA Municipal Railway (CA)
Fare Reduction (to Decrease Demand Response)	Everett Transit (WA)
Fare Restructuring & Marketing Campaign	Capital District Transportation Authority (NY)
Free Fares and Regional Cards	Santa Clara Valley Transportation Authority (VTA) (CA)
Free Midday Fares	Central Contra Costa Transit Authority (CA)
Free Trolley Rides	South Florida Regional Transportation Authority (FL)
Half Fare Rides	The Transit Authority (WV)
Reduced Fare Program	Pierce Transit (WA)
Retailer Sponsored Senior Ride Free Day	Lane Transit District (OR)
Senior Discounts Plus	Central Florida Regional Transportation Authority LYNX (FL)
Special Intra City Taxi Voucher Program	Norwalk Transit System (CA)
Taxi Voucher Program	Charlotte Area Transit System (NC)
10-Trip Ticket Program	Metro-North Railroad (NY)

Information & Outreach

New Fare Instrument with Outreach	C-TRAN (WA)
Outreach Program for Older Adults	Dallas Area Rapid Transit (TX)
Transit Information to Senior Programs	Alexander County Transportation (NC)
Vehicle Showcase & Chit Chat with Driver	Des Moines Area Regional Transit Authority (IA)

Funding & Fundraising Programs

Fundraising Program	Aging and Disabilities Services (WA)
Lottery Funded Programming	Port Authority of Allegheny County/ACCESS (PA)
Multi Town Pooling of Transit Funds	Greater New Haven Transit District (CT)

Planning & Design

Grant-Funded Planning Process	Clallam Transit System (WA)
Redesign Routes/Improved Stops	Link Transit (WA)
Senior Mobility Research	Northern Virginia Transportation Commission (VA)
Simplification of Policies/Systems Change	NJ Transit (NJ)

Coordination

Linking with Senior Agencies	San Joaquin Regional Transit District (CA)
Partnership for Access	King County Metro Transit (WA)
Partnership with DOA for Medical Trips	Cabarrus County Transportation Services (NC)
Partnership with Office on Aging	CNYRTA (NY)
Service Consolidation	LADOT Los Angeles Department of Transportation (CA)

ATTACHMENT B

2007 APTA SURVEY RESPONDENTS

Arizona

Sun Tran	(Tucson)	www.suntran.com
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California

Modoc County Transportation Commission	(Alturas)	(530) 233-6422
Eastern Contra Costa Transit Authority	(Antioch)	TriDeltaTransit.com
City of Benicia/Benicia Breeze	(Benicia)	beniciabreeze.org
Central Contra Costa Transit Authority	(Concord)	cccta.org
City of Escalon	(Escalon)	cityofescalon.org
Fairfield/Suisun Transit	(Fairfield)	ci.fairfield.ca.us
Livermore Amador Valley Transit Authority	(Livermore)	lavta.org
Long Beach Transit	(Long Beach)	lbtransit.com
LADOT Los Angeles Department of Transportation	(Los Angeles)	ladottransit.com
Merced County Transit "THE BUS"	(Merced)	mercedthebus.com
Norwalk Transit System	(Norwalk)	ci.norwalk.ca.us
AC Transit	(Oakland)	actransit.org
City of Rio Vista/Rio Vista Delta Breeze	(Rio Vista)	ci.rio-vista.ca.us
SamTrans	(San Carlos)	samtrans.com
SF MTA, Municipal Railway	(San Francisco)	sfmuni.com
Santa Clara Valley Transportation Authority (VTA)	(San Jose)	vta.org
The Breeze Bus	(Santa Maria)	breezebus.com
San Joaquin Regional Transit District	(Stockton)	sanjoaquinRTD.com
Foothill Transit	(West Covina)	foothilltransit.org

Connecticut

Greater New Haven Transit District	(Stamford)	gnhtd.org
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Florida

Space Coast Area Transit	(Cocoa)	ridescat.com
Palm Tran Connection	(Lake Worth)	PalmTran.org
Central Florida Regional Transportation Authority, LYNX	(Orlando)	golynx.com
Broward County Office of Transportation	(Pompano Beach)	broward.org
South Florida Regional Transportation Authority	(Pompano Beach)	tri-rail.com
Sarasota County Transportation Authority	(Sarasota)	scgov.net
Votran	(South Daytona)	votran.org
Hillsborough Area Regional Transit Authority	(Tampa)	HARTline.org

Georgia

Hall Area Transit	(Gainesville)	gainesville.org
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Hawaii

Public Transit Division, DTS	(Honolulu)	honolulu.gov/dts
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Illinois

Rock Island County Metropolitan Mass Transit District (Moline) qcmetrolink.com

Iowa

Des Moines Area Regional Transit Authority (Des Moines) ridedart.com

Maryland

Harford Transit (Abingdon) harfordtransit.org
Annapolis Transportation (Annapolis) annapolis.gov
Maryland Transit Administration (Baltimore) mtamaryland.com
TransIT Services of Frederick County (Frederick) co.frederick.md.us
Charles County Depart. of Community Services (Port Tobacco) go-VanGO.com

Massachusetts

MBTA (Boston) MBTA.com

Michigan

Detroit Department of Transportation (Detroit) detroitmi.gov/ddot
Interurban Transit Partnership - The Rapid (Grand Rapids) ridetherapid.org
Capital Area Transportation Authority (Lansing) cata.org

Minnesota

Minnesota Valley Transit Authority (Burnsville) mvta.com

Missouri

Southeast Missouri Transportation Service (Fredericktown) ridesmts.org

Nevada

Regional Transp. Com. of Southern Nevada (Las Vegas) rtcshnv.com

New Jersey

NJ Transit (Newark) njtransit.com

New York

Capital District Transportation Authority (Albany) cdta.org
Rochester Genesee Regional Transp. Authority (Rochester) rgta.com
Metro-North Railroad (New York) mta.info
CNYRTA (Syracuse) centro.org

North Carolina

Charlotte Area Transit System (Charlotte) charmeck.org
Polk County Transportation (Columbus) polk-county.net
Cabarrus County Transportation Services (Concord) cabarruscounty.us
City of High Point Transit System (High Point) high-point.net/hitrans
Davidson County Transportation (Lexington) co.davidson.nc.us

NC Dept. of Transportation Rail Division	(Raleigh)	<i>bytrain.org</i>
Triangle Transit Authority	(Research Triangle)	<i>gotriangle.org</i>
Greene County Transportation	(Snow Hill)	<i>gcva.us</i>
Alexander County Transportation	(Taylorsville)	<i>alexandercountync.gov</i>
Wilson Transit System	(Wilson)	<i>wilsonnc.org</i>

Ohio

Central Ohio Transit Authority COTA	(Columbus)	<i>cota.com</i>
Delaware Area Transit Agency	(Delaware)	<i>ridedata.com</i>
PARTA	(Kent)	<i>partaonline.org</i>

Oregon

Lane Transit District	(Eugene)	<i>ltd.org</i>
TriMet	(Portland)	<i>trimet.org</i>

Pennsylvania

Port Authority of Allegheny County / ACCESS	(Pittsburgh)	<i>portauthority.org</i>
Centre Area Transportation Authority	(State College)	<i>catabus.com</i>

South Carolina

Pee Dee Regional Transportation Authority	(Florence)	<i>pdrta.org</i>
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Texas

Capital Metro	(Austin)	<i>capmetro.org</i>
Dallas Area Rapid Transit	(Dallas)	<i>dart.org</i>
Fort Worth Transportation Authority (The T)	(Fort Worth)	<i>the-T.com</i>
Denton County Transportation Authority	(Lewisville)	<i>dcta.net</i>

Utah

Utah Transit Authority	(Salt Lake City)	<i>rideuta.com</i>
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Virginia

Virginia Railway Express	(Alexandria)	<i>vre.org</i>
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Washington

Community Transit	(Everett)	<i>commtrans.org</i>
Everett Transit	(Everett)	<i>everetttransit.org</i>
Pierce Transit	(Lakewood)	<i>piercetransit.org</i>
Intercity Transit	(Olympia)	<i>intercitytransit.com</i>
Clallam Transit System	(Port Angeles)	<i>clallamtransit.com</i>
King County Metro Access Operations	(Seattle)	<i>transit.metrokc.gov</i>
C-TRAN	(Vancouver)	<i>c-tran.com</i>
Link Transit	(Wenatchee)	<i>linktransit.com</i>

West Virginia

The Transit Authority	(Huntington)	<i>tta-wv.com</i>
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District of Columbia

Washington Metropolitan Area Transit Authority (Washington) metroopensdoors.com

Canada

Edmonton Transit System (Edmonton) TakeETS.com

STM (Montréal) stm.info

BC Transit - Victoria Regional Transit System (Victoria) bctransit.com

Hong Kong

MTRC (Hong Kong) mtr.com.hk

2007 APTA SURVEY AGING SERVICES RESPONDENTS

Illinois Department on Aging	(Springfield, IL)	state.il.us/aging
Voluntary Action Center of DeKalb County	(Sycamore, IL)	815-758-3932
Department of Aging and Disabilities Transportation	(Annapolis, MD)	aacounty.org
Department of Aging	(Centreville, MD)	qac.org/depts/aging/aginghome
The Center For Life Enrichment	(Hollywood, MD)	tcle.org/index.html
Baltimore County Department of Aging	(Towson, MD)	baltimorecountymd.gov
Pender Adult Services, Inc.	(Burgaw, NC)	penderadultservices.com
Charlotte Mecklenburg Senior Centers	(Charlotte, NC)	charlotteseniorcenters.org
Nash County Senior Center	(Nashville, NC)	aging.co.nash.nc.us
Huron County Transit	(Norwalk, OH)	huroncountytransit.org
SENIOR solutions	(Anderson, SC)	seniorsolutions-sc.org
Greater Nashville Area Agency on Aging and Disability	(Nashville, TN)	gnrcaaad.org
Aging & Disabilities Services	(Seattle, WA)	agingkingcounty.org

ATTACHMENT C

A 5 A'S "Senior Friendliness" Evaluation Strategy for Public and Paratransit Services³

Trends in the past century reveal a growing reliance on community-based services as people age, in part because of the fading networks of extended families and friends that traditionally provided support for the elderly. Community transportation, in particular, can be critical to older adults who have limited their driving or have stopped driving altogether. However, it is the degree of "senior friendliness" of the transportation option that will determine whether transportation enables seniors to experience a sense of independence, to get where they need to go, or to enjoy an acceptable quality of life.

In 2000, following extensive focus group and survey research with senior drivers, seniors who were no longer driving, and caregivers concerned about senior mobility and transportation, the Beverly Foundation identified the "5 A's of Senior Friendly Transportation". Subsequent research conducted by the Foundation and policy and program initiatives of government and non-profit agencies at the national, state, and local level have further defined the 5 A's and have adopted them as criteria for standards in senior transportation. The criteria focus on the five key factors below:

- Availability** (transportation services that are available to seniors)

- Acceptability** (transportation services that are acceptable to seniors)

- Accessibility** (transportation services that seniors can access)

- Adaptability** (transportation services that can be adapted to senior needs)

- Affordability** (transportation services that are affordable for seniors and the community)

Adopting this set of criteria can provide a framework for ensuring the "senior friendliness" of a transportation service, regardless of who sponsors it, who supports it, or who acts as the service provider. Such criteria also can serve to establish a baseline for measuring the effectiveness of coordination efforts and can provide benchmarks that help move coordination initiatives forward. Specific factors important to each of the 5 A's are included in the "Senior Friendliness Evaluation Guide" on the back of this page.

³ Developed by the Beverly Foundation (Pasadena, CA)

A “Senior Friendliness” Calculator For Public and Paratransit Services

The 5 A’s of Senior Friendly Transportation have been refined as criteria for use by transportation services in making a preliminary judgment as to their senior friendliness. To initiate your review, check each of the factors below that are represented within your public or paratransit program. Each check equals one point. When you have completed your review, add up your score and look at the scoring key at the bottom of the page to know where you are on “the road to senior friendliness.”

Availability : The Transportation Service....

- provides transportation to seniors
- can be reached by the majority of seniors in the community
- provides transportation anytime (day, evenings, weekends, 24/7)
- can take riders to destinations beyond city & county boundaries
- maintains organizational relationships with human service agencies

Acceptability: The Transportation Service...

- uses vehicles that are easy for seniors to access
- offers “demand response” with no advance scheduling requirement
- provides driver “sensitivity to seniors” training
- adheres to narrow “window of time” for home and destination pick up
- ensures cleanliness and maintenance of vehicles

Accessibility: The Transportation Service...

- can accommodate the needs of a majority of elders in the community
- has information program for improving senior transportation knowledge
- can provide “door-thru-door” transportation when needed
- can provide services to essential and non-essential activities
- can link seniors with “more appropriate” transportation options

Adaptability: The Transportation Service...

- will provide transportation escorts when needed
- can provide multiple stop trips for individual passengers
- can access vehicles that accommodate wheelchairs and walkers
- maintains a policy of “adapting the system to meet needs of seniors”
- undertakes annual senior customer survey for service improvement

Affordability: The Transportation Service...

- offers reduced fares (or free transportation) to senior passengers
- secures funding specifically to support senior transit services
- offers opportunity to purchase monthly pass instead of paying cash
- offers options for purchasing tickets by mail or the internet
- uses volunteer drivers to reduce costs for providing “extra” services

Total _____ (Possible Score = 25)

The Road to Senior Friendliness

