







Brenda Bothel-Hammond is responsible for the overall leadership, development and delivery of the complete continuum of Aging & Wellness Services offered by JFS. These services include: Social & Wellness Centers, *On the Go*: Transportation Solutions for Older Adults, Geriatric Care Management, Friendly Visitor Program, Nutrition Services, Home-Delivered Meals and JFS Fix It Services. She provides divisional oversight and guidance to over 70 staff members, engages nearly 1,000 volunteers per year in valued program delivery support and maintains a budget of nearly \$5 million. She is currently a member of the San Diego Senior Alliance and recently became a certified Residential Care Facility for the Elderly Administrator. Ms. Bothel-Hammond holds a Bachelor's degree in Social Work and earned a Master's degree in Non Profit Leadership & Management from University of San Diego.

Meredith Morgenroth oversees four Older Adult Social & Wellness centers and the award winning transportation program, *On the Go*: Transportation Solutions for Older Adults. She provides program oversight and guidance to 35 staff members, engages nearly 300 volunteers per year in valued program delivery support and maintains a budget of over \$2 million. She is responsible for operations including, grant project management and program development. Currently, she acts as Chair for San Diego Association of Governments' Social Services Transportation Advisory Council. Her professional background also includes over 20 years of transportation, logistics and operational management. As a native San Diegan, she has in-depth knowledge of the community and resources for older adults.

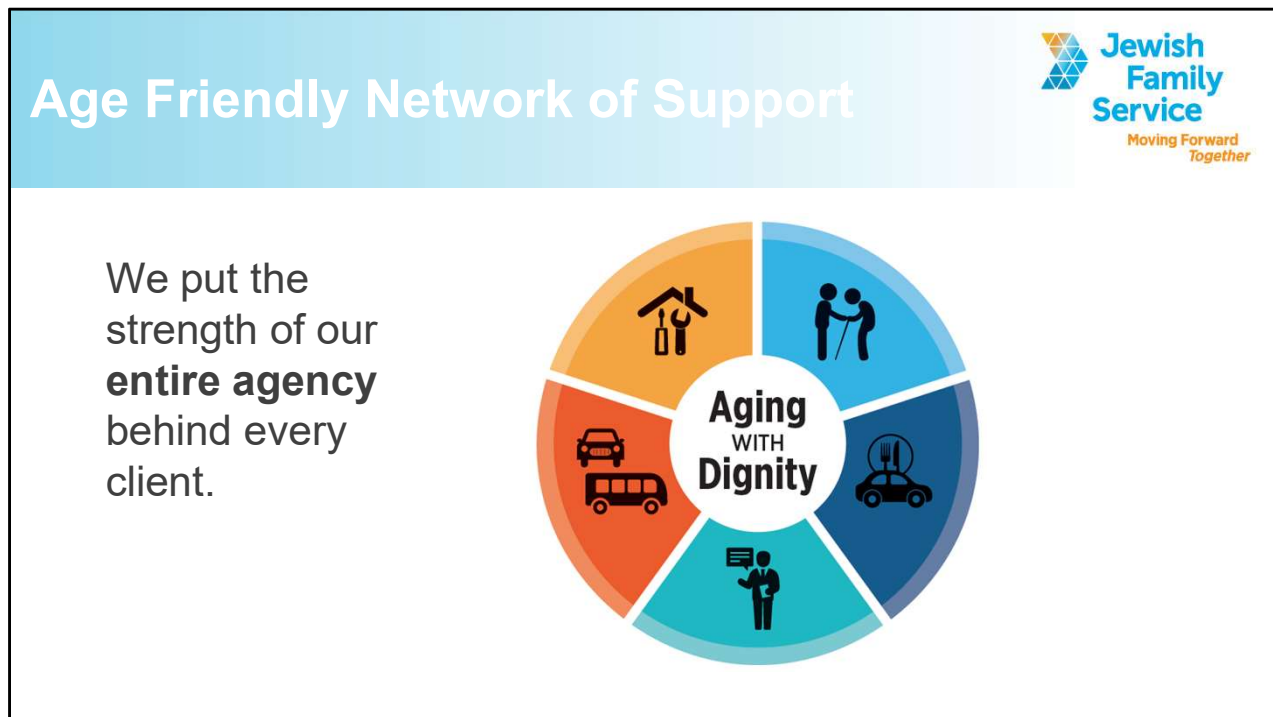
What We Do... Since 1918



Self-Sufficiency	Aging With Dignity	Community Connections
		

JFS, providing the leadership for this project, organized in 1918 and incorporated in California with 501c status in 1936. Today JFS serves more than 25,000 people annually through some 50 programs and services San Diego and Riverside Counties. JFS serves those in need without regard to religion, race, ethnicity, nationality, age, gender, or sexual orientation.

JFS is a client-centered, impact-driven organization working to build a stronger, healthier, more resilient San Diego by *empowering individuals and families to move toward self-sufficiency, supporting aging with dignity and fostering community connection and engagement*. Agency programs include: counseling; case management and housing resources for homeless individuals in Riverside County's Coachella Valley; food pantry; employment and career services, including workshops and job networking; domestic violence services; parent education; refugee resettlement; crisis intervention; psychiatric case management; and comprehensive **Aging & Wellness** services.



The mission of the JFS **Aging & Wellness Division** is to provide services that maximize the independence, dignity and quality of life for older adults and their families through a comprehensive network of care.

Some of the Aging & Wellness Division's programs include *JFS Fix-It*, *Foodmobile* and *Care Management*. In addition, JFS currently operates four Social & Wellness Centers throughout the San Diego Region. The centers offer recreation, socialization, education and nutritious meals to participants.

On the Go Navigator will address the Age Friendly Community domains of Transportation, Social Participation and Community Support and Health Services. On the Go Navigator is unique because it utilizes existing networks of social service, health care providers and transportation programs to capitalize on a centralized dispatch center for cost effective transportation to increase access to social participation and community support and health services, improve health outcomes, and reduce healthcare costs. Individuals in need of transportation will access the program directly with On the Go or through health care providers, social service agencies such as 2-1-1 and other social service transportation providers.

On the Go Services

- **Transitional Driving Resource**
- **Rides & Smiles**
 - Individual rides by volunteers
- **Shuttles**
 - Group rides to Social & Wellness Centers
 - Shuttle service to Balboa Avenue Older Adult Day Center
 - Lunch & Shopping trips
 - Community Partner & Adventure Shuttles
- **OTG Silver**
 - Fee-based, premium, personalized transportation
- **Excursions**
 - Cultural events, museums, theatre, concerts
- **Out & About Excursions**
 - Staff supervised weekly field trips for clients with Alzheimer's Disease and related dementias.



Since 2004, over 4,700 older adults accessed transportation through On the Go.

In May 2017, On the Go estimates it will provide it's 300,000th ride.



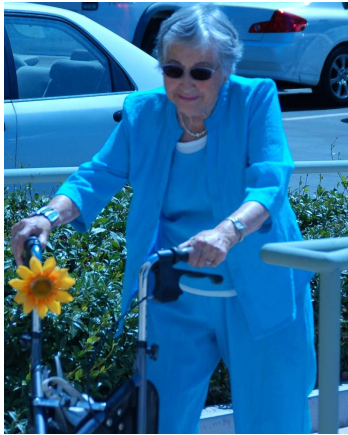
On the Go: Transportation Solutions for Older Adults (OTG) provides a variety of transit options and supportive services that assist older adults—from transitional driving to non-driving status. Current options include Social & Wellness Center and Shopping Shuttles, excursions, fee based car/group transport service, taxi scrip and Rides & Smiles, the largest volunteer program in the San Diego Region.

Over the last decade OTG monitors client needs and works in concert with agencies that operate within the county, including SANDAG, Facilitating Access to Coordinated Transportation, and with other organizations that run transportation programs, to continue to identify gaps in transportation services and introduce new services.

A lesson learned and major accomplishment is embracing/leveraging of technology. Historically, OTG is a model program and has collaborated with software development previously. The program and the software developed at OTG have been replicated in over 80 programs across the US and Canada.

Last year, OTG was approached by Lyft and Uber to partner in similar development of specialized dispatch platforms. OTG was the first in Southern CA to beta-test this software.

With all of these great transportation options... *What is the problem?*



Clients report:

I don't always know I will need an appointment with my doctor 7 days in advance for a donation based volunteer to take me.

I can't afford Yellow Cab and the drivers sometimes scare me.

The MTS Access route does not go where I need to go and I hear they are now doing physical assessments.

My Grandson says that Uber and Lyft are easy and affordable but I only have a flip phone and have never used a computer.

I have heard bad things on the news about Uber and Lyft drivers. I am afraid to get in the car with strangers. What if they took me somewhere that I did not want to go or they attacked me?

The older adult community has provided input and program modeling in the following ways:

- On the Go Quarterly Client Feedback Surveys
- One on one conversations with JFS/OTG clients
- Open Forums at the JFS Social & Wellness Centers
- Meredith Morgenroth sits as Chair on the Council on Access & Mobility and monitors discussions regarding client concerns
- Conducting and/or attending public hearings/listening groups with SANDAG and AIS
- Meredith Morgenroth sits as Chair of SANDAG's Social Service Transportation Advisory Council and hears reports directly from community members and other Social Service Transportation Providers
- Marilyn Greenblatt, Rides & Smiles Manager sits as Chair on the San Diego County Volunteer Driver Coalition and monitors discussions regarding client concerns
- JFS reviews results of county wide studies and surveys performed by entities such as SANDAG, AIS, FACT.
- JFS reviews data rich resources such as SANDAG's Coordinated Plan and the AIS Annual Senior Health Report

With all of these great transportation options... *What is the problem?*



- 14% of adults 65+ were concerned about transportation. This represents approximately 50,350 individuals with immediate need.
- 43% cannot access services because technology is a barrier.
- 46% state they were feeling isolated with associated negative health outcomes that are predictors of functional decline and death.

The World Health Organization states that in age friendly cities, successful active aging depends on a variety of influences or determinants that surround individuals, families and nations. They include material conditions as well as social factors that affect individual types of behavior and feelings. All of these factors and the interaction between them play an important role in affecting how well individuals age.



According to the Milken Institute 2014 Best Cities for Successful Aging report, San Diego was ranked overall 37th out of the top 100 metropolitan areas. San Diego ranked 25th regarding transportation, but of alarming note, ranked only 76th for health care and community engagement and 79th for financial health.

San Diego County prioritizes active aging and has identified multiple disparities that impact quality of life. Social circumstances such as low income, lack of transportation, inability to access technology, and isolation are examples of disparities often associated with aging populations.

In a comprehensive 2012 survey completed by Health and Human Services and SANDAG isolation was the leading disparity according to the survey, coming in at 46%. While isolation is not necessarily a direct barrier to health care access it is a secondary outcome that can result from lack of income, transportation and technology. Isolation and associated mental health concerns such as loneliness and depression are predictors of functional decline and death. 2-1-1 San Diego reports that of the individuals participating in the Health Navigation care coordination program, 66% are determined to have crisis or vulnerable status relating to transportation needs.

Community Partner Feedback...



- We don't actually "do" transportation or have the infrastructure/expertise to start
- We don't want to duplicate services and/or utilize resources for transportation
- We simply don't have enough volunteer drivers
- We have increasing demand and few options to accommodate ridership needs
- Providing transportation is cost prohibitive
- We have too much/too little volume to handle transportation

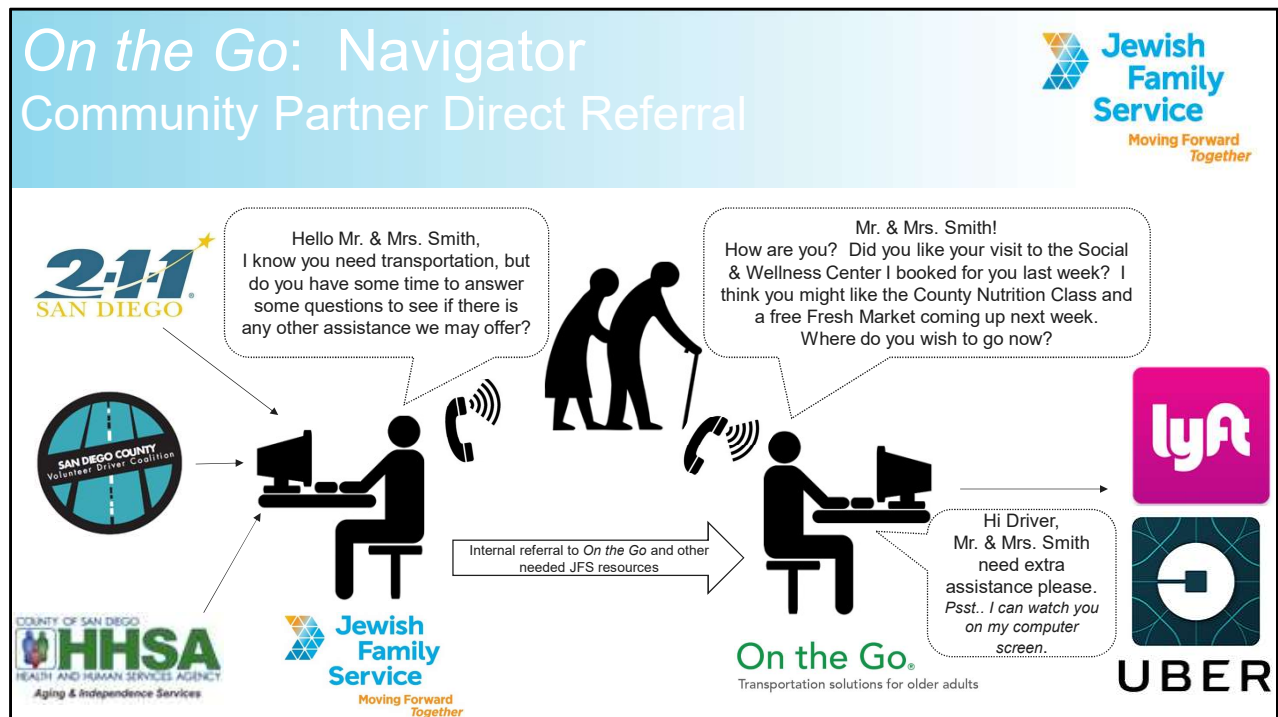


OTG actively includes/collaborates with other non-profits and government agencies involved in similar activities/servicing the same populations.

SDCVDC is a group of 12-14 agencies providing transportation programs to older adults utilizing a volunteer driving component. The SDCVDC shares best practices and partnerships. SDCVDC members experience similar problems with a lack of volunteers to fulfill ride quests and *OTG*: Navigator may be used to outsource rides.

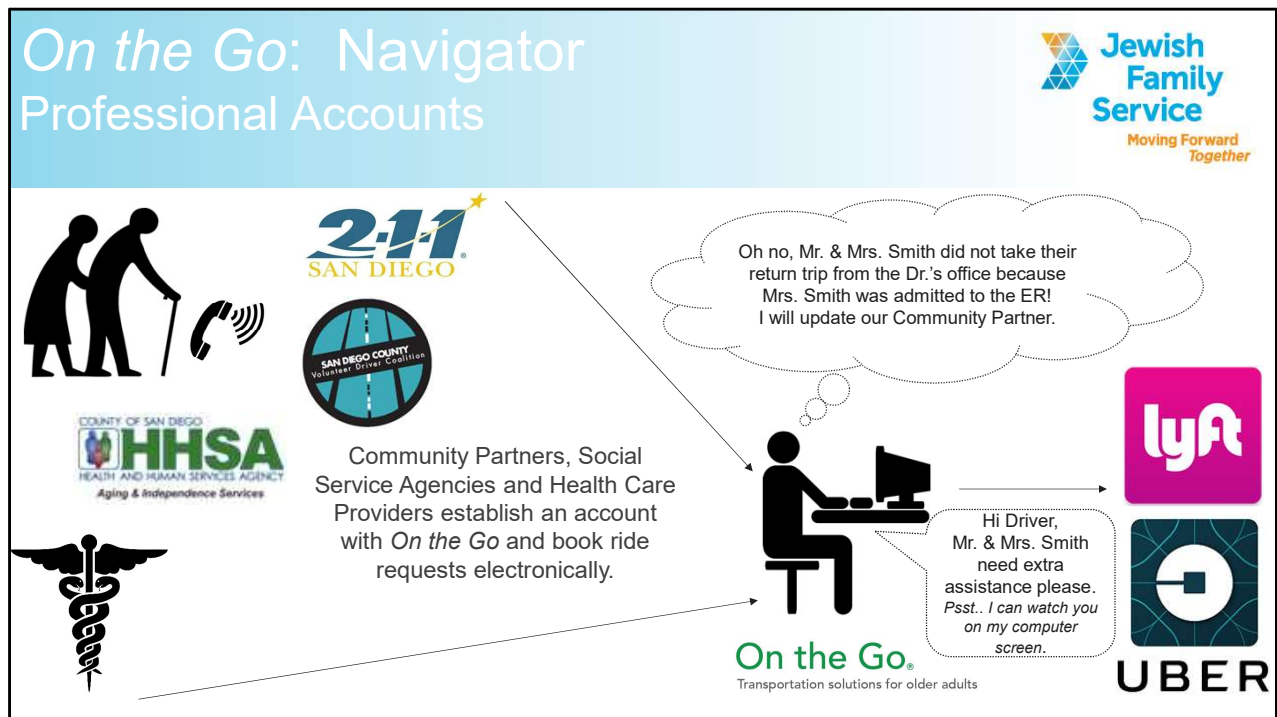
SSTAC is an advisory group consisting of 21 members who represent social service agencies, individuals, transportation providers, and the Consolidated Transportation Services Agency. The mission of SSTAC is to review, recommend, and promote the development and use of accessible transportation services within the San Diego region. SSTAC members and individuals regularly comment that somehow TNC companies need introduction to the transportation equation.

JFS, 211, HHSA and Komen partner on projects requiring a efficient and centralized method of transportation. Care Navigator, Care Transitions, Project CARE and Komen have care management, assistive services and transportation components. JFS partners with 211 for all projects and holds service agreements with HHSA and Komen.



On the Go: Navigator bridges social service silos and the technology gap of access to cost effective demand response transportation to increase client's access to social participation and community support and health services through an extensive and existing social service provider network.

1. Client connects with Community Partner.
2. Community Partner does not need to retain the client for Partner programs and sends referral to JFS.
3. JFS connects with client and assesses client need for services and refers client to appropriate programs and *OTG: Navigator*.
4. Client utilizes *OTG: Navigator* and receives ongoing benefit of bridged technology and a human connection inquiring about their wellbeing and/or other pending needs outside of transportation.
5. *OTG: Navigator* communicates with TNC companies with details of client special needs, descriptions and support for drivers connecting with clients without smart phone technology.
6. *OTG: Navigator*, utilizing TNC proprietary specialized desktop dispatching software monitors ride connection, travel time, route and drop off and intercedes.
7. *OTG: Navigator* receives bill from TNC and pays TNC directly.



1. Client connects with Community Partner.
2. Community Partner retains the client for Partner programs and uses a corporate account with JFS.
3. Community Partner outsources transportation to *OTG: Navigator* and books ride requests electronically.
4. JFS connects with client and assesses client need for services and refers client to appropriate programs and *OTG: Navigator*.
5. *OTG: Navigator* communicates with TNC companies with details of client special needs, descriptions and support for drivers connecting with clients without smart phone technology.
6. *OTG: Navigator*, utilizing TNC proprietary specialized desktop dispatching software monitors ride connection, travel time, route and drop off and intercedes if necessary.
7. *OTG: Navigator* reports back to Community Partner any issues or potential client needs observed while monitoring the transportation.
8. *OTG: Navigator* receives bill from TNC and pays TNC directly.
9. *OTG: Navigator* produces activity statement and bills Community Partner.

Impact & Dissemination



- Cost efficient cost per ride
- Development of TNC platforms
- Increased access to social participation and community support and health services
- Non duplication of services
- Decreased social service and institutional costs
- Connection wrap around services for Older Adults
- High level of multiple agency collaboration according to SANDAG's Coordinated Plan

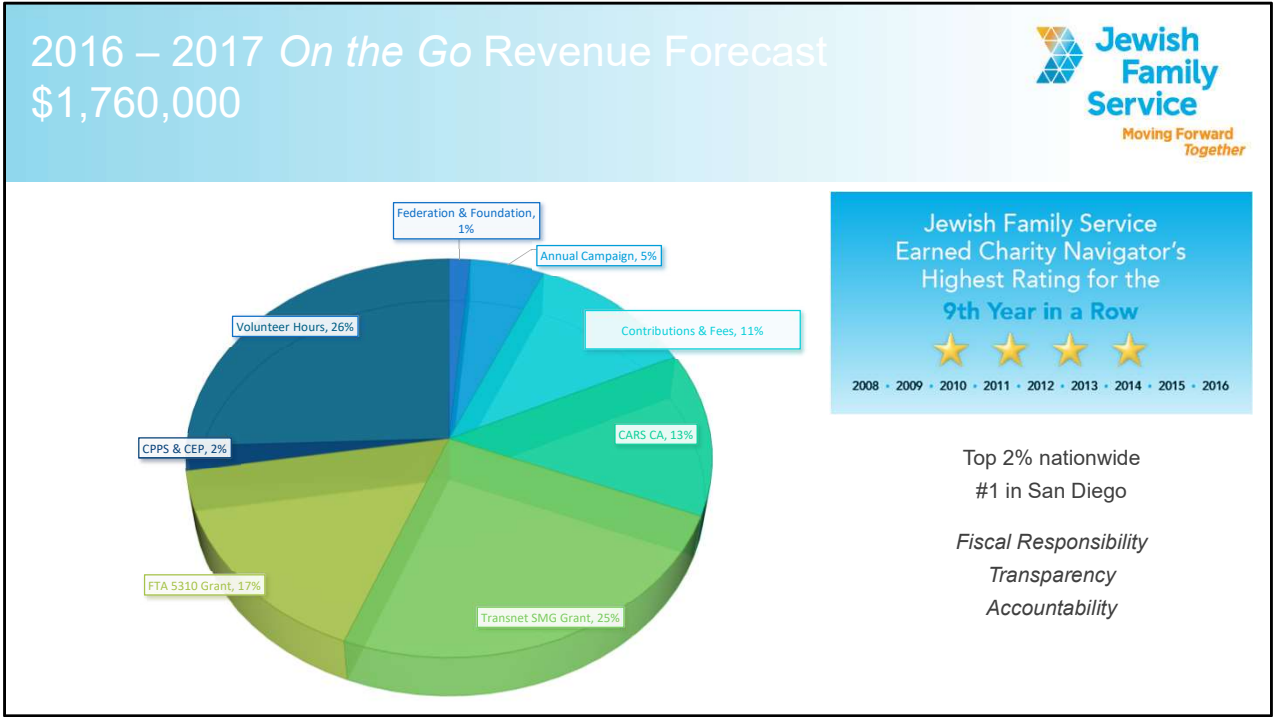


UBER



JFS Community Impacts Division is dedicated to developing an infrastructure and support system for measuring impact at all levels of the organization. The Community Impacts Division is focused on: Working with program staff to establish measurable program outcomes; Producing reports related to client and program progress; Building performance management tools; And providing management and program staff with accurate and meaningful data to promote informed decision making.

Dissemination of program success and lessons learned will be communicated through robust marketing, public relations and community outreach, including presentations at national conferences, regarding on the definition and importance of increasing age friendly communities in San Diego.



JFS has received multiple grants with reporting and contract compliance, including financial administration, is well executed by JFS and completed in a manner that its grantors have come to expect. JFS enjoys an exceptional community reputation for its effective, high-quality services, strong infrastructure and sound fiscal practices. JFS maintains cash reserves and investment income with no Accounts Payable beyond 30 days. JFS operates smoothly and successfully under grants and contracts with the Counties of San Diego and Riverside, SANDAG and other institutional funders.

On the Go: Navigator operational costs, after grant funded period, will move into fee based and Transnet/5310 revenue centers.

Breaking News Impacting Transportation in San Diego



- Fall/Winter 2016: ITN of Greater San Diego and Senior Transportation Network cease operation
- Winter 2016: City of Encinitas senior transportation program changes parameters/decreasing service
- 01/17/17: SANDAG announcement of intent to award 5310 & SMG
 - 5 existing transportation programs did not receive requested funding
 - 3 new neighborhood program applicants did not receive requested funding
 - Little to no South Bay programs applied or were awarded
- 01/18/17: SANDAG SSTAC Meeting:
 - MTS Access updates progress on December 1, 2016 stricter eligibility requirements
 - MTS Access reports ridership increasing 33% over the last 3 years
 - MTS Access reports subscription ridership at capacity with a waiting list

5 Existing: Cities – La Mesa, San Marcos, Coronado, Vista and Elderhelp.

Neighborhood programs not receiving funding: Fallbrook, Logan Heights, San Ysidro

If *On the Go*: Navigator is only partially funded, addressing these urgent and pressing needs will require a several year process leaving many older adults with a dramatically reduced quality of life.

We Believe



WE BELIEVE in empowering clients.

WE BELIEVE in engaging volunteers.

WE BELIEVE in being accountable to our supporters.

WE BELIEVE in working collaboratively with our partners.

WE STRIVE to be a vital resource for all of San Diego.



Age-friendly Communities Program: 2018 Grantee Data Report

SECTION 1: GRANTEE INFORMATION

1. Organization Name	Jewish Family Service
2. Program Name	On the Go Navigator

SECTION 2: DEMOGRAPHIC DATA

The Age-friendly Communities program aims to make communities across the San Diego region more livable, particularly for underserved older adults.

3. Do you currently have a demographic data collection strategy in place?

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

4. **Total number of individuals directly and indirectly impacted during the mid-year period.** Individuals **directly impacted** during the Grant period are those clients identified as older adult "riders" who have enrolled in the *Navigator* program. Individuals **indirectly impacted** are older adults who are Jewish Family Service clients and are eligible for *Navigator*.

# Directly Impacted	# Indirectly Impacted (Please provide definition of service or impact for those counted as "indirectly impacted".)
309	Over 4000 Older Adults enrolled in Jewish Family Service programs who are eligible for <i>Navigator</i> .

5. Please provide the age of those directly impacted. If you did not collect this data, type "N/A."

Age Range	Number
18-54	0
55-65	14
66-75	62
76-80	46
80+	183
Other*	4

*Please define "Other": Enrolled riders over the age of 60 who declined to give DOB

Total Participants:	309
----------------------------	-----

6. Please provide the race/ethnicity of those directly impacted. If you did not collect this data, type "N/A."

Race/Ethnicity	Number
African American	8
Asian/Asian American	17
Hispanic/ Latino/Chicano	9
White	254
Other	7
Declined to state	14
Total participants:	309

7. Please provide residential ZIP codes of those directly impacted OR program service area ZIP codes. If you did not collect residential ZIP codes or program service area ZIP codes, type "N/A."

Zip Code	Number	LMI* Census Tract?
91915	3	No
91941	5	No
91942	10	Yes
91945	1	Yes
92011	1	No
92020	2	Yes
92024	2	No
92025	3	Yes
92026	1	Yes
92037	35	No
92040	1	No
92054	1	Yes
92058	1	Yes
92064	27	No
92069	1	Yes
92071	1	Yes
92075	3	No
92101	1	Yes
92102	1	Yes
92103	9	No
92104	2	Yes
92105	1	Yes
92106	1	No
92107	1	No
92108	4	No
92109	6	No

*[Median income](#) for a family in San Diego County is \$79,300. Low and Moderate Income is defined as 80% or below median income. [American Fact Finder](#) tool can be used as a reference.

92110	8	Yes
92111	9	Yes
92115	11	Yes
92116	4	Yes
92117	13	No
92119	10	No
92120	9	No
92121	1	No
92122	40	No
92123	5	No
92124	2	No
92126	6	No
92127	10	No
92128	33	No
92129	8	No
92130	13	No
92131	3	No

8. Please provide the household status of those directly impacted. If you did not collect this data please enter "N/A."

Household Status	Number
Lives Alone	277
Lives with Family or others	27
Declined	5
Total participants:	309

9. Please provide participants' annual household income. If you did not collect this data please enter "N/A."

Income	Number
≤ \$19,100	
\$19,101-\$31,850	
\$31,851-\$50,950	
\$50,951-\$70,950	
\$70,950-\$100,850	
≥100,851	
Total participants:	n/a

10. Please provide any other relevant demographic data collected. If you did not collect any other relevant data please enter "N/A."

INCLUDE GENDER BREAKDOWN HERE

Gender	Number
Male	54

Female	255
Total Riders	309

Ride Type	Number
Medical Appointments	410
Personal	125
Shopping	64
Other	61
Total Direct Impact Rides:	660

SECTION 3: PROGRAM OUTCOMES AND THE 8 DOMAINS OF LIVABILITY

The Age-friendly Communities program aims to increase older adults' access to the [8 Domains of Livability](#) as defined by the World Health Organization.

11. In which of the following domain areas has the grant funded PROGRAM increased access for older adults? Please weight the domains in order of program impact (1-organization has a significant impact, 8-organization has minimal impact).

8 Domains of Livability			
1	Housing	1	Communication & Information
1	Transportation	8	Outdoor Spaces & Buildings
2	Social Participation	1	Respect & Social Inclusion
1	Community Support & Health Services	1	Civic participation & Employment

12. Please describe the progress made by the funded PROGRAM as related to the “Expected Results” outlined in your grant agreement. Include both quantitative and qualitative information whenever possible. We encourage you to include unexpected outcomes or additional data collected.

Expected Result as outlined in grant agreement	Actual Numbers-Quantitative	Narrative Detail-Qualitative
250 adults over the age of 60 will participate in ride share program	309 Navigator participants	309 adults over the age of 60 are enrolled in the Navigator program
Participants will be provided 3,000 trips in one year using Lyft rideshare on specialized desktop	665 rides	665 rides have been provided to older adult Navigator riders from 4/1/2018 – 9/28/18. This number differs from the Lyft Statistics (Attachment 1) due to extra passengers in the vehicle.
85% of clients will report that through utilizing <i>On the Go Navigator</i> they are aware of the wrap-around supportive services available to them from JFS	Perform community outreach and education to service providers and older adults regarding other	Lyft invited <i>On the Go Navigator</i> to partner with Lyft marketing as one of their successful healthcare partnerships. Home care and assisted living facilities have been introduced to <i>On the Go Navigator</i> .

	wrap-around supportive services	<p>San Diego Channel 10 News segment about <i>On the Go Navigator</i> filmed and ran on 6/12/18, 6/13/18 and 6/16/18</p> <p>Sharp Healthcare Aging Summit 2018: co-hosting Dementia Friendly Group. Exhibitor table showcasing <i>On the Go Navigator</i></p> <p>Back page ad on College Avenue Center Newsletter</p>
90% of clients will report that <i>On the Go Navigator</i> helps them to maintain better health, maximize their independence, increase community engagement and connection, and rank the quality of services they received as "good" or "excellent"	Client Survey sent to 80 riders	Client Survey sent to <i>On the Go Navigator</i> riders who used the service during the first quarter of the SD Foundation Grant (4/1/2018-7/1/2018). Results for all areas were 88% or better, with 95% of respondents' indication they would recommend <i>On the Go Navigator</i> . See Attachment 2.
Unexpected Results or Other relevant data		
Sliding Scale riders	Sliding Scale ridership increased to 12 riders	<p>Demand for Sliding Scale continues to grow. <i>On the Go Navigator</i> does not advertise Sliding Scale yet Sliding Scale ridership has increased by 66% in the last six months.</p> <p>To maintain sustainability of Sliding Scale JFS does not duplicate ride services. If <i>Rides & Smiles</i> is available, JFS encourages a <i>Rides & Smiles</i> ride.</p>
Lyft price increase in prescheduled rides	Least expensive prescheduled ride went from \$6.25 to \$6.65	Lyft implemented a fare increase to prescheduled rides in May 2018. Approximately 98% of all <i>On the Go Navigator</i> rides are prescheduled rides. A prescheduled ride is a ride input into Lyft thirty minutes or more before the rider is picked-up. <i>On the Go Navigator</i> has continued to increase ride count which drives down the cost per ride. See Attachment 1

<i>On the Go</i> new enrollment process	Enrollment process down from one week+ to 24 hours	<i>On the Go</i> new electronic enrollment process went "live" in Sept. 2018. The new process is more efficient and riders are enrolled in 24 hours and in some cases less time. Many new enrollees are calling with emergent ride requests and <i>On the Go</i> Navigator can now meet the ride needs.
<i>On the Go</i> Navigator outside of San Diego County		There have been requests to use <i>On the Go</i> Navigator in other cities and states. Thus far we have not provided the service outside of San Diego but are in the process of developing a work plan for potential expansion
Other JFS programs and services use of Navigator for clients under the age of 60.	Decreased cost of program staff time providing transportation.	The efficiency of Navigator was noted by other JFS programs such as Intake, Domestic Violence, Breast Cancer and Intensive Psychiatric Case Management. Previous to Navigator, program staff provided transportation to individuals participating in the programs to ensure connection to services. JFS programs signed up for Navigator as a corporate account freeing up staff time and decreasing the cost of program operations. <i>On the Go</i> staff dispatch and monitor the rides on behalf of program staff.

13. Please describe what data collection strategy you used to ascertain the outcomes toward the program's "expected results" presented below.

On the Go Navigator collects data through its RideScheduler program, rider enrollment paperwork, Lyft billing reports, ETOi database and quarterly client satisfaction surveys.

14. Please describe how the results the grant funded PROGRAM relate or apply to the Domains of Livability: *Housing (HS), Transportation (TR), Social Participation (SP), Community Support & Health Services (CH), Communication & Information (CI), Outdoor Spaces & Buildings (OB), Respect & Social Inclusion (RI), and Civic Participation & Employment (CE).*

Expected Result as outlined in grant agreement	Domain(s) of Livability	Related Impact and/or Implications (please provide justification for tagging relevant domains)
250 adults over the age of 60 will participate in ride share program	HS, TR, SP, CH, CI, RI, CE	Increasing older adult rider community access and engagement through transportation to social events, medical appointments, Senior Centers, shopping and errands.
Participants will be provided 3,000 trips in one year using Lyft on specialized desktop	HS, TR, SP, CH, CI, RI, CE	Dispatching and monitoring short notice rides to older adults using Lyft desktop platform
85% of clients will report that through utilizing <i>On the Go</i> Navigator they are aware of the wrap-around supportive services available to them from JFS	HS, TR, SP, CH, CI, RI, CE	All new riders to <i>On the Go</i> receive a welcome call and packet explaining all services included in <i>On the Go</i> and directions how to receive more services from JFS. 96% of clients are aware of JFS wrap around supportive services.
90% of clients will report that <i>On the Go</i> Navigator helps them to maintain better health, maximize their independence, increase community engagement and connection, and rank the quality of services they received as "good" or "excellent"	TR, SP, CH, CI, RI, CE	Results for all areas were 88% or better, with 95% of respondents' indicating they would recommend <i>On the Go</i> Navigator. See Attachment 2.
Unexpected Results or Other relevant data		
Sliding Scale riders and reduced cost per Lyft ride.	HS, TR, SP, CH, CI, RI, CE	Advertising the availability of sliding scale is not sustainable due to the budgeted amount of approximately \$3700. Clients must be vetted, and most are internal at this point. As <i>On the Go Navigator</i> grows and expands we expect

		<p>the number of riders and budgeted amount to increase.</p> <p>When performing data analysis on cost per ride for Lyft, JFS has discovered that cost has reduced over time despite the fact that Lyft's lowest cost per prescheduled ride rose from \$6.25 to \$6.65. Please see Attachment 1 Lyft Statistical Analysis. JFS believes this is a result of mastery of system by staff and <i>On the Go</i> suggested improvements implemented by Lyft such as the drag and drop location pins. As of September 2018 <i>On the Go</i> Navigator has maintained an average \$13.39.</p>
<i>On the Go</i> new enrollment process	TR	<i>On the Go</i> new enrollment process has increased ridership in <i>On the Go</i> Navigator. The new process is electronic and riders are enrolled in 24 hours and in some cases less time. Many new enrollees are calling with emergent ride needs and <i>On the go</i> Navigator can provide the ride.
<i>On the Go</i> Navigator outside of San Diego County	TR, SP, RI	There have been requests to use <i>On the Go</i> Navigator in other cities and states. Thus far we have not provided the service outside of San Diego but are in the process of developing a work plan for potential expansion

15. Please describe any challenges you faced in meeting the “Expected Results” as outlined in your grant agreement?

On the Go based its projected outcomes on existing rider usage patterns. It was projected that in year two, 250 riders would participate with 3,000 rides provided. Current outcomes show 309 riders and 660 rides taken by older adults. Rider enrollment is 20% higher than what is expected for the entire year. Twenty two percent of the projected rides have been provided in the first six months of year two. More riders are using *Navigator* but with less frequency.

Non-profits who were expected to create corporate accounts have not been early adopters of new systems or technology. However, we continue to advertise to corporate entities and expect to be partnering with a new entity in the next month.

16. What kind of specific resources, and/or additional support would have allowed you to meet, grow, and/or sustain your intended outcomes or interventions? (i.e. staff training, capacity building, partnership opportunities.)

Corporate agencies are onboarding to *On the Go Navigator* but momentum has been slow. An increased staffing budget to allow for more individual attention and sales to such organizations can create a faster buy-in.

Please describe any distinct actions and/or measurable changes the PROGRAM has initiated or supported, not mentioned above, that make San Diego a more age-friendly region.

Through generous funding from The San Diego Foundation – Del Mar Healthcare Fund – Age-friendly Communities program, *On the Go Navigator* is addressing the Age-friendly Community domains of Transportation, Social Participation and Community Support, and Health Services. *On the Go Navigator* is unique because it utilizes existing networks of social service, health care providers and transportation programs to capitalize on a centralized dispatch center for cost effective transportation to increase access to social participation and community support and health services, improve health outcomes and reduce healthcare costs. Individuals in need of transportation access the program directly with *On the Go* or through health care providers, social service agencies such as 2-1-1 and other social service transportation providers.

Please describe any distinct actions and/or measurable changes your ORGANIZATION has initiated or supported, not mentioned above, that make San Diego a more age-friendly region.

For nearly a century, JFS has been making measurable and meaningful changes to make San Diego a more age-friendly region. JFS has both initiated and supported programs that improve the lives of older adults. The mission of the JFS Aging & Wellness Division is to provide services that maximize the independence, dignity, and quality of life for older adults and their families through a comprehensive network of care. Aging & Wellness Division programs include JFS *Fix-It Service*, *Foodmobile* and *Care Management*. JFS also operates three Social & Wellness Centers throughout the San Diego Region that offer recreation, socialization, education and nutritious meals to participants. *On the Go: Transportation Solutions for Older Adults (OTG)* provides a variety of transit options and supportive services that assist older adults—from transitional driving to non-driving status. Current options include Social & Wellness Center and Shopping Shuttles, excursions, fee based car/group transport service, taxi scrip and most importantly, *Rides & Smiles*, the largest volunteer driver program in the San Diego Region.

SECTION 4: STORY TELLING

TSDf is always seeking success stories and stories of impact to highlight with our audiences. Please consider highlighting program participants and stories that exemplify your program's contributions to making the San Diego region more age-friendly. We may reach out to you to gather more details about the information provided.

Please describe what, if any, qualitative tools you use to collect insights, stories, and opinions from program participants or other community stakeholders.

Client Satisfaction surveys are sent to riders once per quarter. Please see Attachments 2 and 3: Client Satisfaction Survey Results and Client Satisfaction Survey.

- 17. Provide a specific story of a participant, situation, or finding that stands out or exemplifies the relevance of grant funded program.** Please note this story may be shared publicly.

Rider Teresa

Teresa is 64 years old and has been diagnosed with Alzheimer's disease. Her husband is a full time school teacher and in 2016 Teresa lost her driver license. Teresa and her family feel it is important for her to do everything she can to combat the symptoms of Alzheimer's. One activity she participates in is programs put on by Alzheimer's of San Diego. Due to the nature of Alzheimer's it is not always known how Teresa will feel on any given day. Teresa's husband has arranged for her to use *On the Go Navigator* to get her to the classes and events she wants to attend. The flexibility and added security of Navigator gives Teresa's husband comfort in knowing she is arriving to and from her destination safely while he is teaching.

Rider Lucille

Lucille is a fiercely independent 91 year old woman. She recently had hip surgery and during her recovery she is not as physically mobile as she normally is. Not wanting to depend on friends and family to run errands for her, Lucille has set up a weekly Navigator ride to take her to the grocery store. Lucille does not own a cell phone and having the Navigator resource has been a huge relief to her and allows her to maintain her independence.

Rider Mary

Mary uses several services at Jewish Family Service and is one of our Sliding Scale riders. Mary lives in Lakeside and does not have access to transportation. She is also food insecure and she has a weekly appointment to pick-up groceries at the JFS Corner Market. It is over a \$25 Lyft ride each way for Mary to get to JFS from her home. Spending \$50 to pick-up groceries does not make financial sense for Mary. Due to Sliding Scale Mary can affordably and conveniently pick-up her groceries every week.

SECTION 5: PROGRAM SUSTAINABILITY

The Age-friendly Communities Program aims to promote sustainability of the organizations and efforts working to make San Diego an age-friendly region. Please use this section to describe how the received AFC grant dollars were helpful in promoting the sustainability of your program or project.

18. Was the grant you received from TSDf instrumental in securing additional funding?

Yes	X
No	

19. If “yes”, please indicate how these funds served to enhance your program by completing the statement below. If “no”, please type “N/A”.

In October 2018, JFS is applying for both Federal Transit Administration 5310 funds and local Senior Mini Grant funds in the amount of \$1,657,536. The application process is highly competitive and points are received for innovative programming. *On the Go Navigator* will ensure that JFS scores top marks in the areas of program innovation.

In November 2018, JFS is applying for specialized Federal Transit Administration funding to create a coordinated transportation network between local information and referral call centers and a health care system to provide both wheelchair transportation and ambulatory transportation for medical and health related appointments. The ambulatory transportation will be provided by *On the Go Navigator*.

20. Please report any in-kind resources leveraged for the execution of this program during this grant cycle. If not applicable, please type “N/A.”

On the Go's infrastructure is funded by the San Diego Association of Governments Federal Transit Administration and Senior Mini Grant programs and Charitable Rides & Services car donation program. In addition to financial support, the *On the Go* program volunteer drivers provide 12,891 hours of their time valued at \$375,000.

21. Describe any partnerships, collaborations or formal memberships your organization has participated in that are relevant to the stated efforts made possible through this grant.

The JFS *On the Go Navigator* program has formed the following partnerships, collaborations or formal agreements:

- Retirement Communities coming on board or currently using: Villa Escondido, Seacrest Village Encinitas, Seacrest Village Rancho Bernardo, Los Arcos and Villa Poway and Sorrento Towers.
- MOU in progress for Harbor View Assisted Living for a corporate account.
- JFS Internal Programs: Intensive Psychiatric Care Management, Domestic Violence, JFS Access/Intake, and SOS.

22. Share how your work may inform or influence policy or practices in the region to promote sustainable changes that advance the regional Age-friendly Communities Initiative. As a reminder: *The Age-friendly Communities Program is aimed at improving opportunities for successful aging through the advancement of accessible built environments, supportive systems and inclusive practices. Grantmakers In Aging's [five principles](#) framework for sustainable change may be helpful in framing your answer.*

On the Go is a forerunner in the areas of technology, innovative service provision, volunteer engagement and effective coordination of a high volume of rides. A lesson learned and major accomplishment of the *On the Go* program is embracing and leveraging of technology. *On the Go* has collaborated with software development to enhance the program. The software developed at *On the Go* has been replicated in over 120 programs across the US and Canada.

On the Go's innovation includes strategies for community connection and use of cutting-edge technology. Transportation at JFS stemmed from grassroots community engagement that resulted in a group of stakeholders creating an impactful program with specific goals and measurable outcomes. With innovative techniques and leading best practices, *On the Go* is a model of service emulated internationally. Multiple agencies within the region were modeled directly from the *On the Go* program and new agencies continuously consult with *On the Go*.

On the Go is not a standalone transportation program but is part of an expansive care network. Clients do not receive "just a ride"; they receive community connection and meaningful access to a variety of supportive services.

On the Go's international recognition is due to the program's scalability and replicability.

SECTION 6: ADDITIONAL ITEMS

TSDF seeks to showcase and highlight the good work of our partners. In order to do so, we ask that you provide the following additional items.

- Quality images of this grant in action, including images that show volunteers, staff, and participants during activities and community interaction.
- Links to any relevant media coverage, publications, podcasts and/or blogs related to the execution of the grant.

Below please find a link to the Channel10 News segment featuring *On the Go* Navigator rider Beryl Hart:

<https://www.10news.com/news/-on-the-go-navigator-program-connect-seniors-with-rides>

- Any additional resources, materials (i.e. info graphics, fact sheets, etc.) that demonstrate the impact of your work are welcome.

Attachment 1 – Lyft Statistics

	18-Apr	18-May	18-Jun	18-Jul	18-Aug	18-Sept**+	Totals	
Total Lyft Rides	805	948	968	965	1002	688	5376	
Total Finished	760	895	917	911	951	654	5088	
Total Cancelled	45	53	51	54	51	33	287	
% Canceled	5.59%	5.59%	5.27%	5.60%	5.09%	4.80%	5.34%	% Canceled
Highest Mile	34.4	30.04	31.03	23.11	27.26			Highest Mile
Lowest Mile	0.24	0.24	0.27	0.18	0.04			Lowest Mile
Average Mile	6.79	6.53	6.87	6.56	6.72			Average Mile
Highest Time	0:55:50	0:31:46	1:01:58	0:54:34	1:06:58			Highest Time
Lowest Time	0:02:01	0:02:27	0:02:17	0:02:37	0:03:09			Lowest Time
Average Time	0:16:27	0:16:15	0:16:47	0:16:37	0:17:04			Average Time
Highest Cost	\$40.27	\$52.09	\$55.44	\$39.36	\$39.66	\$41.13	\$55.44	Highest Cost
Lowest Cost*	\$6.25	\$6.65	\$5.89	\$5.77	\$5.85	\$5.89	\$5.77	Lowest Cost
Average Cost	\$12.68	\$12.64	\$16.12	\$12.87	\$12.86	\$13.17	\$13.39	Average Cost
Total NCI	170	254	272	225	231	177	1329	Total NCI
% NCI	21.12%	26.79%	28.10%	23.32%	23.05%	25.73%	24.72%	% NCI
Total NSD	299	310	259	378	324	223	1793	Total NSD
% NSD	37.14%	32.70%	26.76%	39.17%	32.34%	32.41%	33.35%	% NSD
Total ESD	210	156	197	162	218	151	1094	Total ESD
% ESD	26.09%	16.46%	20.35%	16.79%	21.76%	21.95%	20.35%	% ESD
Total NAV	80	102	112	82	125	68	569	Total NAV
% NAV	9.94%	10.76%	11.57%	8.50%	12.48%	9.88%	10.58%	% NAV
Total Case Mgmt	46	73	77	64	53	35	348	Total Case Mgmt
% Case Mgmt	5.71%	7.70%	7.95%	6.63%	5.29%	5.09%	6.47%	% Case Mgmt
* Lowest cost prescheduled ride changed to \$6.65 in May 2018. Lowest on demand ride cost varies by time and distance								
** On the Go was closed for five business days in September 2018 and this chart does not include all rides from 9/28/18 - 9/30/18								
+ All statistics from Lyft were not available on October 1, 2018								

Attachment 2 – Client Survey Results

OTG Navigator Client Surveys 4.1.18-7.24.18

1. How good is the partnership?	2. How is used?	Percentage
Yes	Yes	100.00%
No	No	100.00%

	Amount (€)	Percentage
Yes	4	11.11%
No	32	88.89%
Total	36	100.00%

Is like you get the value you anticipated with investment?	Client Count	Percentage
Yes	2	6.7%
No	28	93.3%
Total	30	100.0%

4. How would you rate the frequency with which you use?	Count (n)	Percentage
Several times a day	20	50.00%
Once a day	5	12.50%
Several times a week	5	12.50%
Once a week	5	12.50%
Never	5	12.50%

4. Does this program increase your sense of community connectedness?	Correct Count	Percentage
Yes	4	17.78%
No	20	88.89%
Total	24	100.00%

6. Shareholding Holders (top 10) percentage (%)	Shareholder	Percentage
100	1	100.00%
100	10	100.00%
100	10	100.00%

1. Would you recommend this stock to a friend, relative or colleague?	Strongly Agree	Percentage
Yes	2	0.00%
No	0	0.00%
Total	2	0.00%

Q. Are you likely to use marijuana again?	Count	Percentage
Yes	7	10.0%
No	53	87.0%
Total	60	100.0%

If I get some real pictures, please compare

[illegible]

Group	Frequency	Percentage
1	100	1.0
2	100	1.0
3	100	1.0
4	100	1.0
5	100	1.0
6	100	1.0
7	100	1.0
8	100	1.0
9	100	1.0
10	100	1.0
11	100	1.0
12	100	1.0
13	100	1.0
14	100	1.0
15	100	1.0
16	100	1.0
17	100	1.0
18	100	1.0
19	100	1.0
20	100	1.0
21	100	1.0
22	100	1.0
23	100	1.0
24	100	1.0
25	100	1.0
26	100	1.0
27	100	1.0
28	100	1.0
29	100	1.0
30	100	1.0
31	100	1.0
32	100	1.0
33	100	1.0
34	100	1.0
35	100	1.0
36	100	1.0
37	100	1.0
38	100	1.0
39	100	1.0
40	100	1.0
41	100	1.0
42	100	1.0
43	100	1.0
44	100	1.0
45	100	1.0
46	100	1.0
47	100	1.0
48	100	1.0
49	100	1.0
50	100	1.0
51	100	1.0
52	100	1.0
53	100	1.0
54	100	1.0
55	100	1.0
56	100	1.0
57	100	1.0
58	100	1.0
59	100	1.0
60	100	1.0
61	100	1.0
62	100	1.0
63	100	1.0
64	100	1.0
65	100	1.0
66	100	1.0
67	100	1.0
68	100	1.0
69	100	1.0
70	100	1.0
71	100	1.0
72	100	1.0
73	100	1.0
74	100	1.0
75	100	1.0
76	100	1.0
77	100	1.0
78	100	1.0
79	100	1.0
80	100	1.0
81	100	1.0
82	100	1.0
83	100	1.0
84	100	1.0
85	100	1.0
86	100	1.0
87	100	1.0
88	100	1.0
89	100	1.0
90	100	1.0
91	100	1.0
92	100	1.0
93	100	1.0
94	100	1.0
95	100	1.0
96	100	1.0
97	100	1.0
98	100	1.0
99	100	1.0
100	100	1.0

Attachment 3 – Client Survey

On the Go[®]

Transportation Solutions for Older Adults

Existing Riders (858) 637-7320

New Riders (858) 637-3210

www.jfssd.org/onthego

***On the Go* Navigator Client Satisfaction Survey**

We always strive to improve our service. Please help us by completing this survey and returning it in the enclosed, self-addressed envelope. Your opinion is important to us. Thank you for your assistance.

Name (optional): _____

Date: _____ Age of Survey Responder: _____

Email: _____ Cell: _____

1. Was your Lyft punctual? If no, please explain.

2. Did *On the Go* staff call you to let you know your ride was on the way?

☐ Yes ☐ No

3. Did you get the value you anticipated with *On the Go* Navigator?

☐ Yes ☐ No

4. How would you rate the *On the Go* Navigator service overall?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

OVER →



JOAN & IRWIN JACOBS CAMPUS

Turk Family Center

8604 Balboa Avenue, San Diego, California 92123 Phone (858) 637-3000 Fax (858) 637-3001 www.jfssd.org

On the Go is a program of Charitable Adult Rides and Services (CARS) and is operated by Jewish Family Service of San Diego.



Attachment 3 – Client Survey (continued)



Transportation Solutions for Older Adults

Existing Riders (858) 637-7320

New Riders (858) 637-3210

www.jfssd.org/onthego

5. Does this program increase your sense of community connectedness?

☐ Yes ☐ No

6. Does using *On the Go* Navigator help you maintain better health?

☐ Yes ☐ No

7. Would you recommend *On the Go* Navigator or a friend, relative or neighbor?

☐ Yes ☐ No

8. Are you likely to use *On the Go* Navigator again?

☐ Yes ☐ No

9. Do you have any additional comments or suggestions?

Thank you!



JOAN & IRWIN JACOBS CAMPUS

Turk Family Center

8804 Balboa Avenue, San Diego, California 92123 Phone (858) 637-3000 Fax (858) 637-3001 www.jfssd.org

On the Go is a program of Charitable Adult Rides and Services (CARSS) and is operated by Jewish Family Service of San Diego.



Moving Forward Together



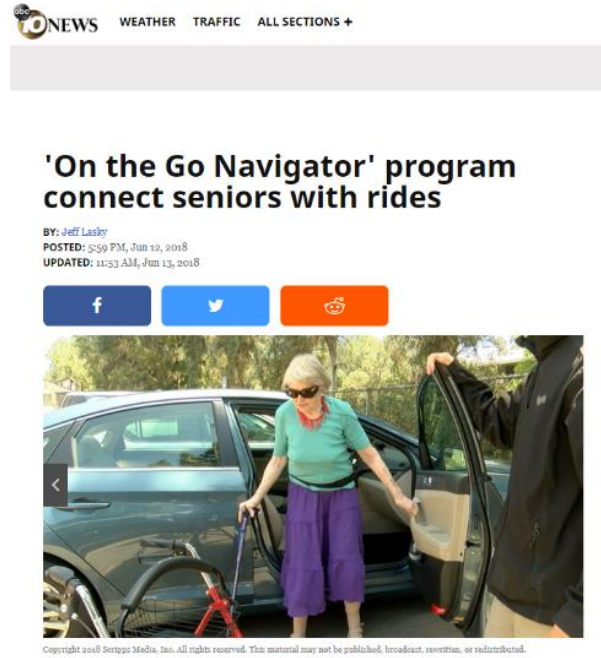
On the Go®

Transportation solutions for older adults

In the news...



<http://www.kpbs.org/news/2018/mar/05/san-diegos-singing-bus-driver-auditions-americas-g/>



<https://www.10news.com/news/-on-the-go-navigator-program-connect-seniors-with-rides>

Additional media coverage

<http://eastcountymagazine.org/jewish-family-service-receives-70000-new-senior-transportation-service>

<http://sdtranscript.com/common/login/?source=news&sourceid=954884>

<http://www.osidenews.com/2017/03/16/jewish-family-service-receives-70000-new-senior-transportation-service/>

<http://sdbj.com/news/2017/apr/13/symposium-emboldens-encourages-and-empowers-studen/?page=2>

<http://www.thecarmelvalleylife.com/senior-transportation-service/>

<http://sdjewishjournal.com/sdjj/may-2017/new-grant-for-jfs-on-the-go-senior-rides-program-aims-to-expand-transportation-options/>

<http://www.osidenews.com/2017/07/10/jewish-family-service-launches-go-navigator-transportation-seniors/>

<http://www.lchaimmagazine.com/main-story/seniors-get-going/>



Hello, **On the Go?**
I need a ride to my doctor's
office at noon today.

Sure, Mrs. Hoffman! I'm booking
your ride now and letting the
driver know you'll need assistance.
I'll be monitoring the ride on my
computer screen to make sure
everything goes smoothly.



Because...

You need a ride today...Taxis are too expensive...
You've heard of rideshare services, but can't access them...

Now there's **safe, same-day transportation**
with **On the Go: Navigator**



On the Go: Navigator connects you with
affordable, on-demand transportation to
anywhere in San Diego County, utilizing
ride-sharing services like Lyft and Uber.
No cell phone required.

What Makes Navigator Different

When you call, a reservationist will book your ride and coordinate door-to-door assistance with your driver. You'll receive all the important details about your ride, including: your driver's name, the type of vehicle, their license plate, and pickup time. Your reservationist will monitor your ride in real-time, making sure everything goes smoothly from pickup to drop off.

On the Go[®]

Transportation Solutions for Older Adults

Welcoming all San Diegans

Availability and Pricing

- 7:00 a.m. – 7:00 p.m.,
Monday – Friday
- Riders must be 60 or older
and be registered with
On the Go
- Pricing includes the cost
of the ride, plus a \$4.00
service fee
- 1 hour minimum
advance notice required

**Give us a call to
book your first ride.**

(858) 637-3210

www.jfssd.org/otg

A SENIOR FRIENDLINESS CALCULATOR FOR PUBLIC AND COMMUNITY TRANSPORTATION SERVICES

The 5 A's of Senior-Friendly Transportation are criteria which can be used by transportation services to make a judgment as to their senior friendliness. To initiate your review, check each of the factors below that are represented within your public or community transit service. 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

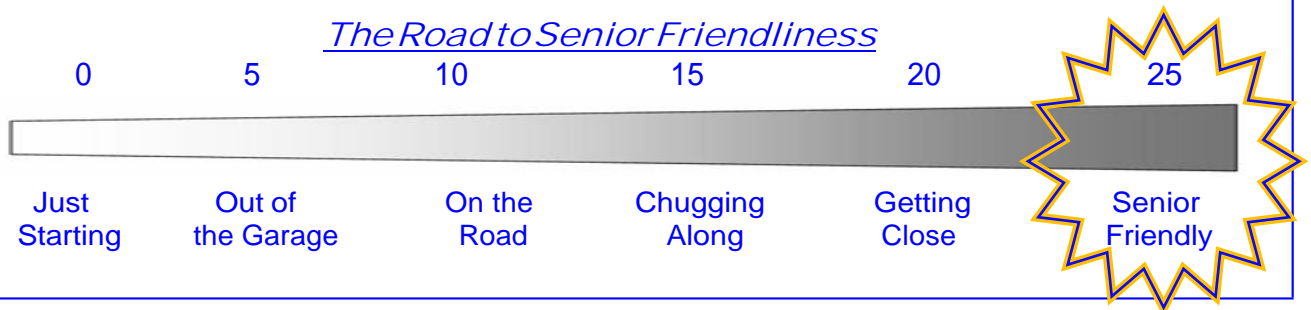
Adaptability: The Transportation Service...

- ☒ 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 25 (Possible Score = 25)



Beverly Foundation

Fact Sheet Series

Vol. 2 (4)

The 5 A's of Senior-Friendly Transportation

Highlights

- *Introduction* The 5 A's were first introduced by the Beverly Foundation in 2000
- *Availability* alone is not the solution to transportation challenges for older adults
- *Acceptability* suggests senior passenger criteria of comfort and convenience of service
- *Accessibility* means that passengers must be able to access the vehicle and the service
- *Adaptability* calls for the service to meet the assistance needs of older adults
- *Affordability* not only aims for transportation to be affordable to passengers but also to transportation services
- *5 A's Calculator* enables the reader to calculate the senior friendliness of a transit service

February 2010

For More Information Visit
www.beverlyfoundation.org



The Beverly Foundation
Albuquerque, NM

History

Transportation options can be critical to the ability of older adults to get where they need to go, especially when they have limited their driving or have stopped driving altogether. However, seniors and their caregivers often say that the transportation options that are available to them do not meet their needs.

Today, there is increasing awareness that it is the degree of "senior friendliness" that determines whether older adult passengers are able to use community-based transportation options. In recent years, research conducted by the Beverly Foundation on their special transportation needs identified

The 5 A's

Availability
Acceptability
Accessibility
Adaptability
Affordability

the 5 A's of Senior-Friendly Transportation.*

The 5 A's methodology is accepted by many national, state, and local policy and program initiatives of government and non-profit agencies as criteria for assessing the usability of transportation options by senior passengers.

This fact sheet discusses each of the 5 A's with respect to their importance to seniors and to transportation providers alike. The Senior Friendliness Calculator on page 4 can be used by transportation services and by community groups to identify ways to improve existing services as well as to plan the development of new services.

**The 5 A's of Senior Friendly-Transportation methodology was first reported in the Beverly Foundation's 2001 publication Supplemental Transportation Programs for Seniors. The publication and the project from which the 5 A's was originally developed were undertaken in partnership with the AAA Foundation for Traffic Safety. A subsequent 2004 GAO Report to the Chairman, Special Committee on Aging, U.S. Senate*

Availability

Public and community transportation systems, and private taxi and limousine services generally are designed as destination services and require passengers to get to a transit stop to access the bus or get to the curb to meet the shuttle, the dial-a-ride vehicle, or the taxi. While their availability in a community may meet the needs of the general public, they may not meet the needs of senior passengers. The reason is that the same limitations that make it difficult or impossible for seniors to drive also can make it difficult or impossible for them to get to the transit stop or the curb, or even to get on or off a vehicle without assistance.

Just as seniors face challenges, transportation services also face challenges in meeting the needs of senior passengers. Such challenges are difficult to resolve because traditional services generally are not designed to meet the expectations and requirements of many senior passengers. Nevertheless, it is important for transportation providers to be aware of what the senior population wants and needs with respect to transportation options or seniors will not want to or be able to use their services. This means that, although transportation options may be available, availability alone does not offer a transportation solution for many senior passengers. The accompanying chart identifies several of the service challenges transportation options face when working to meet the needs of older adults.

10 Availability Challenges

- Providing demand response services
- Making multiple stops
- Ensuring seniors know about service
- Making sure seniors can reach service
- Picking passengers up at their door
- Crossing jurisdictional boundaries
- Traveling to desired destinations
- Offering service evenings & weekends
- Offering on-time pick up and delivery
- Providing assistance to passengers

Seniors who have driven an automobile for forty or fifty years are used to the comfort and convenience of getting where they need to go, when

Acceptability

10 Acceptability Challenges

- Going where seniors need to go
- Going to destinations any time
- Offering satisfactory vehicles
- Offering well maintained vehicles
- Offering a comfortable ride
- Ensuring a convenient service
- Ensuring vehicle cleanliness
- Ensuring minimal wait times
- Ensuring ease of scheduling
- Training drivers to be senior sensitive

they want to go, in the vehicle of their choice. Seniors often identify the loss of a license to drive as a loss of freedom, independence, and control. Such losses feed into a variety of fears: the fear of being a burden; the fear of being dependent; the fear of not being able to get to activities. In other words, the loss of the drivers license can have a devastating impact on the psychological well-being as well as the quality of life of an older adult. An additional consequence is that a “retired” driver can find it difficult to make the transition to another transportation option.

Interestingly, even the most admired transportation services may not be viewed as acceptable by older adults because they often are judged by the comfort and convenience criteria of people who have not been on a bus since their school days or have only ridden a shuttle when traveling to the airport. Transportation services need to be aware of these and other criteria by which they are judged. The accompanying chart identifies ten acceptability challenges.

Accessibility

Older adults say that limitations which make it difficult or impossible for them to drive also can make it difficult if not impossible for them to access public transit as well as many community, human service, and senior transportation options. Although the most frequent access solution is to provide training on how to use transportation services, what can be even more important to older adult passengers is assistance and support. In other words, while destination-oriented transportation may not meet their needs; the solution to senior access requirements can be the provider that takes services to passengers, and offers them assistance and support prior to, during, and following their travel. This often is referred to as door-to-door, door-through-door, and at-the-destination assistance.

Quite often, the drivers and support staff are the key to passenger access. Driver training in senior sensitivity, concierge and escort programs, passenger assistance, and volunteer driver programs can and often do resolve passenger access challenges. The accompanying chart lists ten accessibility challenges that services need to be aware of when they provide transportation to seniors.

Adaptability

Older adults who need transportation options may find them difficult to use because they lack flexibility. Passengers may not be able to trip chain or make multiple stops; go beyond their immediate neighborhood, city, or county to access activities;

10 Adaptability Challenges

- Offering multiple-stop services
- Offering door-through-door service
- Offering transportation escorts
- Accommodating assistive devices
- Accommodating passengers' pets
- Adapting procedures to rider needs
- Linking passengers with other services
- Recruiting and organizing escorts
- Offering special destination services
- Offering transit beyond usual hours

or to link with more appropriate or less expensive services. Plus, the

transportation options that are available may not be able to accommodate the use of walkers or service animals.

While service adaptations may be desirable, they can be expensive to implement and operate. For example, additional staff may be required for linking passengers with other, more appropriate services; and new methods of ride-scheduling may be required for enabling passengers to make multiple stops. It also can be expensive and time-consuming to recruit and train escorts. The accompanying chart identifies ten adaptability challenges.

Research tells us that it can cost between \$5,000 and \$7,500 a year to own

and operate an automobile. However, when older adults can no longer drive, they rarely convert savings in automobile ownership to funds which they can use for another transportation option. Those seniors who go to the trouble to do the math, may discover that they could purchase as many as 3,000 one-way rides from a transportation service that charges \$2.00 per ride. Unfortunately, they may not do the math or accept the premise that money saved from giving up their car could be used to pay for one or more community-based transportation options.

It should also be mentioned that passengers are seldom knowledgeable about the actual cost of many community-based transportation services. For example, the \$2.00 or \$5.00 "senior" ride may actually cost the service \$10, \$20, \$30, or even \$40. Unfortunately, senior passengers may not be aware of the cost of the service to the provider or the community. From the standpoint of transportation affordability, it is important that: (1) the services are provided at the lowest possible cost; (2) the services provided are affordable to senior passengers; (3) the services provided are affordable to the community; and (4) seniors are aware of the true cost of the transportation services they receive. The accompanying chart identifies ten affordability challenges.

10 Accessibility Challenges

- Assistance to and from vehicles
- Assistance into and out of vehicle
- Assistance opening doors
- Help with coats, shoes, and boots
- Help in and out of chairs
- Help carrying packages
- Help with assistive devices
- Assistance at destinations
- "How to" training for passengers
- "How to" training for drivers

Affordability

10 Affordability Challenges

- Creating awareness of actual transportation costs
- Maintaining and operating vehicles
- Maintaining and supporting a driver pool
- Organizing for least expensive operations
- Offering reasonably priced transportation services
- Providing necessary assistance and support
- Ensuring affordability for senior passengers
- Linking passengers with less expensive services
- Ensuring affordability for community donors
- Conveying cost information on vehicle ownership