Expanding Mobility for Older Adults
Beyond Medical Transportation

2019 National Home and Community Based Services Conference
August 29, 2019

Virginia Dize
National Aging and Disability Transportation Center/n4a
MAJOR OBJECTIVES:

• Person-centered technical assistance and information & referral
• Training: webinars, online courses/forums
• Interactive communication and outreach strategy
• Coordination and partnership strategy, including stakeholder engagement
• Investment in community solutions
• Independent program evaluation

MISSION: To promote the availability of accessible transportation options that serve the needs of Older Adults, People with Disabilities, Caregivers and Communities.
Older adults who stop driving take 15% fewer trips to the doctor, 59% fewer shopping trips and 65% fewer social, family, religious and other life-enhancing trips.

Half of older non-drivers do not leave their homes on any given day.

3.6 million medical appointments missed in any given year due to lack of transportation.

Transportation is the #1 reason older adults contact the Eldercare Locator: more than 31,000 transportation calls last year.
Social Isolation

- Defined as a lack of meaningful contacts with others
- A significant risk factor for poor health and increased mortality
- 2017 study by AARP Public Policy Institute of Medicare beneficiaries age 65+ found that lack of social contacts is associated with approximately $6.7 billion in additional federal spending each year
Transportation Needs and Assessment

Survey of Older Adults, People with Disabilities, and Caregivers
KRC Research conducted national quantitative surveys of three audiences from October 19 to November 5, 2018, as follows:

**Older Adults**
- 20-minute survey conducted among **509 adults age 60 and older** as follows:
  - Online: n=309
  - Telephone: n=200
- 33% have a disability that limits physical activities, seeing, and/or hearing
- Sample weighted to be demographically representative of adults 60 years and older, based on data from the U.S. Census

**Younger Adults with Disabilities**
- 20-minute survey conducted among **513 adults age 18 to 59** living with one or more disabilities, as follows:
  - Online: n=413
  - Telephone: n=100
- Has a disability that limits physical activities, seeing, and/or hearing
- Sample weighted to be demographically representative of adults 18-59 with disabilities, based on data from the U.S. Census

**Transportation Caregivers**
- 20-minute survey of **627 caregivers age 18 to 84** that provide and/or arrange transportation for an adult family member or friend, conducted online, as follows:
  - Caregivers of older adults: n=390
  - Caregivers of younger adults living with a disability: n=237
Social Isolation & Transportation

- Older adults and people with disabilities face increasing isolation and a sense of dependency after “giving up the keys”

Impact of Not Driving
(Free Response)

- Isolation/Loss of enjoyment
  - Older adults: 48%
  - Younger adults with disabilities: 51%

- Loss of independence
  - Older adults: 28%
  - Younger adults with disabilities: 33%

“I don't have the freedom of exploring the town I live in. I'm limited to where the people I live with want to go.”

53-year-old with a disability

“I have to depend on my wife to get us around. It can sometimes be a very helpless feeling.”

75-year-old with a disability
Those who don’t drive face **access and affordability** barriers, including:

- Lack of available transportation options that meet their needs
- Lack of affordable transportation

### Quality of Alternative Transportation Options

<table>
<thead>
<tr>
<th>Rating</th>
<th>Older adults</th>
<th>Younger adults with disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Not so good</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Poor</td>
<td>17%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Top Tier Barriers to Using Transportation Options

- **Transportation services are too expensive**
  - Older adults: 48%
  - Younger adults with disabilities: 49%

- **Not enough services for people with disabilities**
  - Older adults: 37%
  - Younger adults with disabilities: 41%

- **Not enough public transportation options**
  - Older adults: 37%
  - Younger adults with disabilities: 37%

- **Transportation services are difficult to access**
  - Older adults: 35%
  - Younger adults with disabilities: 32%

- **Not enough volunteer transportation services**
  - Older adults: 29%
  - Younger adults with disabilities: 37%
Social Isolation & Transportation

- Lack of knowledge about what’s available in the community exacerbates the problem
Many rely on friends and family for information about transportation options. Some search the Internet.

**Top Tier Information Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th>Older adults</th>
<th>Younger adults with disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family, friends, or colleagues</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Computer search</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>The telephone book</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Someone living in your community</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>Transportation provider agency</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Organization that offers services for older adults</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Senior center</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Area Agency on Aging</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Bottom Tier Information Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th>Older adults</th>
<th>Younger adults with disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone at your place of worship</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Organization that offers services for disabled</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Aging and Disability Resource Center</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Library</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Center for Independent Living</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>A community center</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Mobility Manager</td>
<td>2%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Q68: I'm going to read a list of places you could go or people you could turn to for information about transportation options and services in your area. For each one, tell me if you have gone there for information about transportation options. (Older adults, n=509 Younger adults with disabilities, n=513)
Speakers

Kathryn Downes
Program and Policy Manager
Massachusetts Executive Office of Elder Affairs

Lisa Gurgone
Executive Director
Mass Home Care
Massachusetts

Zoe Miller
Senior Project Manager & Public Health Specialist
Greater Portland Council of Governments
Portland, Maine

Clark Miller
Director
INCOG Area Agency on Aging
Tulsa, Oklahoma
Executive Office of Elder Affairs

RESPECT  INDEPENDENCE  INCLUSION
Governor Baker’s Challenge

“We need to think differently about aging in Massachusetts. This isn’t just about acknowledging a shift in demographics; it’s about being intentional in our planning to ensure that those who grew up here, raised families and built communities, can continue to contribute their energy experience and talents where they live and make Massachusetts the most age-friendly state.”

– Governor Charles D. Baker, 2018 –
Governor's Council to Address Aging

Aspirational Future State

All Massachusetts communities are considered age-friendly

Aging is considered an asset and is embedded in all policies

Massachusetts is the Silicon Valley of innovation in aging and exports knowledge and services

Continuum of long-term care services is reimagined and integrated

People of all ages have access to health and social supports and disparities are reduced

People proactively plan for a 100-year life

Residents have the resources to live a meaningful life in the community they choose

Framework

Access, Equity, Inclusion

Improve Economic Security

Facilitate Connection & Engagement

Ensure Access & Affordability of Services

Promote Age-Friendly Communities

Innovation and Technology

Community

https://www.mass.gov/orgs/governors-council-to-address-aging-in-massachusetts
Workgroups

**Employment**
Promote the value of older workers and encourage businesses to be Age-Friendly

**Caregiving**
Partner with employers to strengthen support of family caregivers in the workplace

**Transportation**
Address upstream determinants, improve the built environment, and increase access to services

**Housing**
Help older adults age in community by increasing access to housing and providing supportive services

**Innovation & Technology**
Amplify cross-sector collaboration and harness the longevity economy to find innovative solutions

*These are select examples. Please refer to the full blueprint for all 28 recommendations.

https://www.mass.gov/orgs/governors-council-to-address-aging-in-massachusetts
Approach and Framing

What is “Transportation”?
Physical infrastructure and services – providing mobility, independence, and allowing people to get where they want and need to go

Mission
Assist individuals to age in community through improved access and mobility to enhance overall quality of life

Guiding Principles:
✓ Leverage and build on existing work
✓ Define short and long-term strategies
✓ Ensure equity across communities, prioritizing Gateway Cities and rural areas
✓ Recommend solutions that address diverse transportation needs
✓ Work upstream to keep older adults mobile and in control of their transportation options

https://www.mass.gov/orgs/governors-council-to-address-aging-in-massachusetts
Transportation Strategies

**Strategy 1: Better Use of Tools**
Make better use of tools already available, such as RideMatch and travel instruction programs.

**Strategy 2: Built Environment**
Improve the built environment through structural enhancements and policy, starting with bus stops.

**Strategy 3: Total Trip**
Explore new ways to fulfill a rider’s “total trip” through supportive transportation and Transportation Network Companies (TNC).

**Strategy 4: Upstream Interventions**
Support older drivers and those in transition by addressing upstream determinants such as vehicle fit and maintenance and eye health.

https://www.mass.gov/orgs/governors-council-to-address-aging-in-massachusetts
THANK YOU

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Snapshot of Transportation Initiatives to Support Older Adults and Individuals with Disabilities in Massachusetts

Lisa Gurgone, MS, Executive Director
NASUAD Annual Conference
August 29, 2019
Our Mission: The “3 Possibles”

To help older adults and individuals with disabilities live in:
• the least restrictive setting possible
• at their highest level of functioning possible
• for as long as possible
MA ASAP/AAA Network

Color Key

Baypath Elder Services, Inc.
Boston Senior
Bristol Elder Services, Inc.
Central Boston
Coastline Elderly Services, Inc.
Elder Services of Berkshire County, Inc.
Elder Services of Cape Cod and the Islands, Inc.
Elder Services of Merrimack Valley, Inc.
Elder Services of Worcester Area, Inc.
Ethos
Greater Lynn Senior Services, Inc.
Greater Springfield Senior Services, Inc.
HESSCO Elder Services
Highland Valley Elder Services, Inc.
LifePath, Inc.
Minuteman Senior Services
Montachusett Home Care Corporation
Mystic Valley Elder Care Services, Inc.
North Shore Elder Services, Inc.
Old Colony Elder Services, Inc.
SeniorCare, Inc.
Somerville/Cambridge Elder Services, Inc.
South Shore Elder Services, Inc.
Springwell, Inc.
Tri-Valley, Inc.
WestMass ElderCare, Inc.

🌟 Stand-alone AAAs: Age Strong Commission, Central MA Agency on Aging, and Old Colony Planning Council

For more information, visit www.masshomecare.org
ASAP/AAA Mission:
Address Social Determinants of Health

WHAT DETERMINES HEALTH?

- **20%** GENETICS
- **20%** HEALTH CARE
- **60%** SOCIAL, ENVIRONMENTAL, BEHAVIORAL FACTORS

*ADAPTED FROM MCGINNIS ET AL., 2002 by Minuteman Senior Services*
Different Approaches to Addressing Transportation at the Community Level

• AgeStrong Boston Shuttle and Taxi Coupon Program
• Old Colony Planning Council Volunteer Transportation Program
• ESMV/WestMass Elder Care Partnership with Circulation
• Greater Plymouth Area Social Responsibility Consortium
• Worcester Transportation Advocacy Coalition
AgeStrong Boston
Transportation Initiatives

AgeStrong Shuttle

• Free citywide shuttle for medical appointments, grocery shopping, social and recreational activities
• Eligibility: Over age 60
• On average, 34,000 rides each year
• 70% of vehicles wheelchair accessible
• Recently launched partnership with Ecolane platform to help staff schedule rides and communicate with rider

Taxi Coupon Program

• Offer $20 taxi coupon books to older adults for $10
• On average, 2,000 older adults purchase these books each month
• Paper coupon system – hope to upgrade to card system in the future

Funding for Both Initiatives

• City of Boston, State Council on Aging grants, Mass DOT grants
Old Colony Planning Council
Volunteer Transportation Program

Partners
• Old Colony Planning Council (AAA)
• Councils on Aging

Funding
• Title III-B
• MassDOT grants
• Voluntary Donations from riders

Overview
• Volunteers to provide transportation for individuals to essential services including:
  • Medical, legal services, congregate meals, visiting family member in nursing home or hospital, shopping, and hair dresser
• On average, provide 3,000 trips annually
• Volunteers must have valid drivers license, meet safety requirements, and have necessary auto insurance
• Volunteers reimbursed for mileage, parking fees, and lunch allowance if wait over 2 hours
Partnerships with Circulation to Provide Non-Emergency Medical Transportation

- Circulation: Online transportation platform that integrates Uber and Lyft and allows case managers to book rides for consumers – wheelchair vans also available
- Case manager schedules drop off rides in advance
- Pick up options include:
  - Consumer provided code
  - Consumer call Number
  - Consumer call Case Manager

- Elder Services of the Merrimack Valley
  - CareRide Program launched Summer 2019
  - Eligibility: 65 plus who resides in the Greater Lowell area
  - Fee: $4.00 per ride

- WestMass ElderCare
  - Pilot funded with small grant
  - Launch next 1-3 months
  - Eligibility: Individuals enrolled in services where no other transportation options available
Greater Plymouth Area Social Responsibility Consortium Transportation Pilot Program

Partners

- Old Colony Elder Services (ASAP)
- Old Colony Planning Council (AAA)
- Beth Israel Deaconess – Plymouth Hospital
- Plymouth Center for Active Living
- Greater Attleboro Taunton Regional Transit Authority (GATRA)
- South Shore Community Action Council

Overview

- Provide low or no cost transportation to eligible clients via Uber and Lyft who live outside GARTA corridor or schedule of operations
- Eligible rides must be aged 62 or older and be a client of one of the partnering agencies

Funding

- Mass DOT Grant
Worcester Transportation Advocacy Coalition (TAC)

Partners
- Elder Services of the Worcester Area (ASAP)
- Easter Seals
- Worcester Community Connections Coalition
- Worcester Regional Transportation Authority
- Central Massachusetts Regional Planning Commission
- Coalition for a Healthy Greater Worcester
- Center for Living and Working
- Local colleges/universities
- Members of Worcester city government

Overview
- Phase 1: Gather input from community on regional transportation needs of individuals with disabilities, older adults, and their caregivers
- Phase 2: Document successful models, make transportation system improvements, and look for funding opportunities

Funding
- Transit Planning 4 All funded by ACL
Thank you!

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SHOPPER LINKS
Connecting Older Adults and People with Disabilities to Food
Zoe Miller, Director Community Engagement
GPCOG is the regional planning council for Cumberland County, Maine.

PACTS is the federally-mandated metropolitan planning organization (MPO).

GPCOG staffs PACTS and is the transportation planning org for its non-PACTS towns.
ACCESS & MOBILITY INITIATIVE

Inclusive Transportation Planning Project

SOUTHERN MAINE MOBILITY GUIDE
A Resource Guide for Transportation Options in Cumberland and York County, Maine

Mobility Liaisons

Transportation & Community Well-Being Network
Inclusive Transportation Planning Project

Engaging older adults, people with disabilities, and people of color in creating a more inclusive regional transportation system.
Inclusive Transportation Planning Project

Steering Committee includes 19 older adults & people w/ disabilities

Focus groups, survey, and workshops engaged over 400 stakeholders

Resulted in Framework for a “ready-to-launch” solution – Shopper Links pilot
Shopper Links Pilot
Testing two ways to provide rides to food outlets to older adults and people with disabilities who live in South Portland:

- Shopper Shuttle
- On-Demand Rides through GoGoGrandparent
Consumer-Centered & Inclusive Implementation

- Hands-on project partners designed a user-friendly service and are actively recruiting and promoting.
- Partners include older adults & people with disabilities; City Councilors; Housing and social service agencies; Southern Maine Agency on Aging; Transit agencies.
Extensive Outreach
- Word-of-mouth; Earned media; Paid ads; Letters to the editor; Presentations; Flyers; Newsletters; Partner outreach.

Accessible Registration
- In-person at three community locations; Online; By phone; Interpreters available.
WHAT’S NEXT?

Assess and Adjust the Pilot
• 40 registrants but only a handful of users. Currently adjusting and trying a more supported approach.

Plan for Sustainability
• Outreach to stores and funders is underway.

Sharing the Model
• Develop a case study and disseminate to agency heads, elected leaders and other decision-makers.
Behavior Change is Slow
• People have been getting by somehow and are hesitant to switch to something new and unknown.

Trust is Key
• Referral from a trusted person is key.

Rides Can Only Get So Cheap
• Whether it’s on-demand, demand response, or volunteer driver, rides have a base cost that can’t be avoided.
INCOG Area Agency on Aging

C.A.N. Ride
Tulsa, Oklahoma
North Tulsa Food Desert
INNOVATION

Part 1: Travel trainings/store exposure trips

Purpose

Partnerships
Part 2: C.A.N. Ride
- UBER Health
- Deano’s Senior Transit- WAV
- Select stores, a farmers’ market & food pantries
SIGNIFICANT ACCOMPLISHMENT

Implementation of a C.A.N. Plan solution
• Ripening the issue among the community and Tulsa
• Bridging the technology gap
• Exposure of older adults and individuals with disabilities to rideshare
• Positive feedback and return participants
• Opportunity to connect participants to other programs
WHAT’S NEXT?

- Focus groups.
- Continued outreach to increase awareness and usage of program.
- Applying for other grants (5310, Pathways to Health, etc.)/waiting on results of current grant applications (AARP, FTA- AV).
- Advocating for WAV rideshare options.
Thank You