

S**T****P****S****SNAPSHOT**

SUPPLEMENTAL

TRANSPORTATION

PROGRAMS for

SENIORS

Prepared by the Beverly Foundation

SENIOR TRANSPORTATION OPTIONS BOOKLET

Background

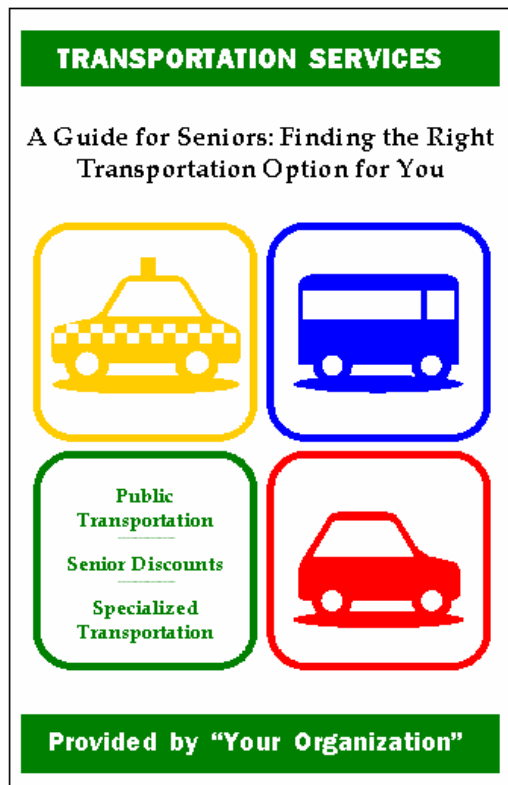
In 2002 the Beverly Foundation developed a booklet of senior transportation options for its community Pasadena, California. The booklet was developed with the notion that in order for transportation services to be available to seniors, seniors must be aware of the types of transportation services that exist. This is not just an issue for Pasadena, but for communities nationwide. In 2003, the template was included in an AoA funded Easter Seals Caregiver Transportation Project. The project had concluded that a method for creating such a booklet could be a helpful resource to organizations that serve seniors.

The resulting collaboration between the Beverly Foundation and Easter Seals produced a customizable electronic template (sometimes referred to as a “drop in the facts” CD) that can be used in identifying transportation options that are available to seniors in the typical community. The template provides a framework from which to inventory and assess existing transportation options, gaps and needs, which can then be organized into a community-based transportation options booklet.

“Drop in the Facts” CD

The “drop in the facts” CD includes Microsoft Word files of the booklet template and materials needed to customize the template. Contents include:

- Introductory information
- Booklet development instructions
- Local Sources to Tap for Transportation (a worksheet of ideas for data gathering)
- Transportation Program Profile (a worksheet to gather data from local programs)
- Sample Quotes from Seniors (may be included in customized booklet)
- True and False questions and answers (may be included in the customizable booklet)
- Sample Media Release (to launch project)



In addition to the CD, a marketing brochure and sample transportation booklet was also developed.

Pilot Test

In order to ensure its user friendliness, the CD was field tested in seven programmatically and geographically diverse communities. Test sites included large cities and small communities, urban and rural settings, senior centers and Area Agencies on Aging (AAA), interfaith groups and senior transportation providers. Each of the test sites customized the booklet using the instructions and materials provided to them on the CD and in hard copy. Work by the test sites was monitored by the project and questions and clarifications were documented and suggested adjustments and changes were made to the “drop in the facts” CD.

Summary

As the feedback from the participating test sites indicates, the template pilot was a huge success. Although participants were part of different organizations, were located in different parts of the country, and had different levels of awareness of the transportation programs in their community, all programs had similar experiences. Participants were able to develop a customized booklet of senior transportation options within the easy-to-use format of the “drop in the facts” template. Some participants excelled in the development of the booklet and went so far as to post the final product to their website. Regardless of technical know-how, the template proved to be a useful resource to any organization that wants to raise awareness of senior transportation programs in their community.

By far, the most successful outcome of this project was that it accomplished the objective of preparing a community booklet on transportation options for seniors. Not only can it contribute to improved mobility management for seniors, it also can contribute to improved coordination of transportation in the community. Some pilot participants used their participation in the pilot to produce booklets for their communities. This proves that the template is a viable tool in accomplishing the first goal in meeting the transportation needs of seniors – raising their awareness of available transportation options.

How to Order a CD

Submit the attached order form to Easter Seals National Headquarters for a free copy of the Senior Transportation Options Booklet CD (there is a \$4.00 shipping and handling charge).

Senior Transportation Options Booklet Order Form			
Name:		Title:	
Organization:			
Phone:		Email Address:	
Address:			
City:		State:	Zip:
Quantity	Cost	Shipping/Handling	Total
	Free	\$4.00 each	
Method of Payment (check one):			
<input type="checkbox"/> Check or money order (payable to Easter Seals)		<input type="checkbox"/> Visa	
<input type="checkbox"/> MasterCard		<input type="checkbox"/> American Express	
Credit Card #:		Expiration Date:	
Cardholder' Signature :			
<i>(All Orders must be prepaid) Return this order form to Easter Seals National Headquarters below</i>			

This project was done in coordination with Easter Seals National Headquarters
230 West Monroe, Suite 1800, Chicago, IL 60606 Tel: (312) 726-6200; fax: (312) 726-1494 www.easter-seals.org

Tel (626) 792 2292
Fax (626) 792 6117

The Beverly Foundation
www.beverlyfoundation.org 566

El Dorado Street, Suite 100
Pasadena, CA 91101