



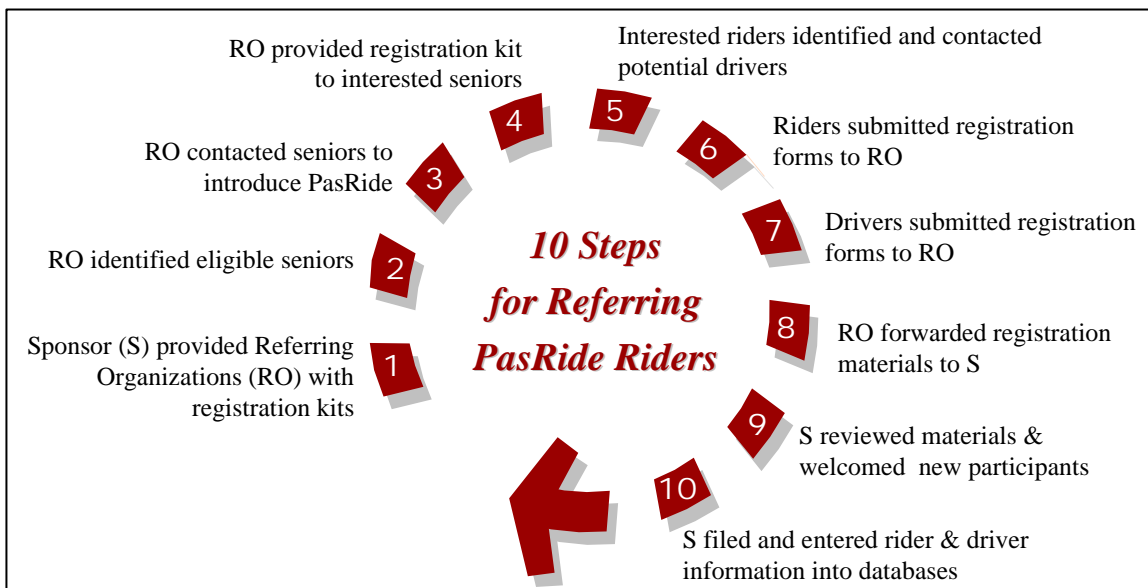
PasRide: A Pilot Low Cost Low Maintenance STPs

Part 2. Pilot Implementation

The purpose of this paper is to describe the implementation experience of the PasRide pilot in Pasadena, CA. The implementation phase of the pilot covered about 1 year, from June 2002 through June 2003. Information is provided on rider and driver recruitment and registration, program design changes and resource enhancements that were made to better respond to local needs, outreach and community relations, monitoring and evaluation, service delivery outcomes, participant satisfaction, best practices, lessons learned, and potential program adaptations.

Recruitment and Registration

The program was designed to get up and running quickly. Service organizations began to identify and contact eligible seniors in December 2001. Because of holiday interruptions, the initial pool of contacts continued into January 2002 and the first rides were provided in February 2002. For pilot purposes, the intention was to cap the number of active riders at 25. During the implementation phase, however, a total of 32 riders registered, though two of these riders never received rides. (One moved to a group setting and the other had relatives who could provide transportation move in with her soon after enrolling in PasRide.) An additional five riders were irregular and infrequent users.



Riders were referred by an array of social service and health-related organizations. Case managers and care managers often were the lead referral resource since they could identify qualifying seniors from their member or client base. Although variations existed, a standard set of procedures guided the referral process, as shown below, with the Foundation providing the registration materials to the referring organization and the referring organization taking the lead in recruitment and screening. Once the Foundation received the contact information for riders and drivers, participants were telephoned to welcome them to the program, answer remaining questions and verify that they had received travel reimbursement forms.

Many riders easily recruited drivers. Others experienced significant difficulties even identifying whom to contact. In these cases, riders were coached and provided with recruitment tips and suggestions. Sometimes, the referring organization took the lead in matching them with an organization volunteer.

For a variety of reasons, many of the people that were initially referred to the program were unable to participate. In some cases this resulted from confusion on the part of the referring organization regarding eligibility criteria (some of the individuals that were referred as riders were too young, resided outside of Pasadena, or had travel needs beyond the city limits). In other cases, individuals reported that they had no need for the program. Others perceived the registration process as too complicated or the reimbursement level (\$12 per month) as too low. Still others had unfounded concerns that their participation would compromise eligibility for government support programs (e.g., Medicare) or that their tax status would be jeopardized by accepting travel reimbursement. Although efforts were made to correct misconceptions, this was not always possible.

Also, many people who were enthusiastic about the program and might have considered being a volunteer driver were unwilling to enroll because of liability concerns. The fact that a secondary volunteer insurance policy was available was not always a persuasive factor. There were also a few cases in which a person had agreed to become a driver but then declined once they learned that they would have to provide proof of auto insurance. They may have lacked coverage or simply were opposed to revealing financial information relating to policy limits.

Program Adjustments

While PasRide's overall structure and organization remained unchanged, some important adjustments were made based on initial feedback from service partners, riders and volunteers. These changes related primarily to rider eligibility criteria, recruitment and registration procedures, and reimbursement levels, as summarized below.

Eligibility Criteria. Almost immediately after beginning the program, the eligibility criteria for riders were revised to include seniors in the greater Pasadena area (San Gabriel Valley and the northeastern section of Los Angeles). This change occurred because many of the referring organizations serviced communities surrounding Pasadena and had clients in those areas that could greatly benefit from PasRide.




Service Territory. Another early change resulted in the elimination of geographic constraints in trip destinations. Initially, reimbursement was restricted to trips within the city limits of Pasadena. However, since riders no longer needed to reside in Pasadena, the service territory was expanded. Also, to truly encourage quality of life trips, no geographic restrictions were imposed on where riders could travel to receive reimbursement.

Registration. While the plan was to have service organizations complete all registrations, this often was not possible due to staff shortages and competing priorities. As a result, the Foundation (as the program sponsor) became more involved. In fact, in an effort to expedite and facilitate the registration process, a digital camera was purchased and home visits were scheduled to assist participants in completing forms (since many had visual impairments) and to make on-site copies of the documentation that was needed from volunteer drivers (i.e., drivers licenses, auto registrations and declaration pages of insurance policies). Digitized copies of their materials were then downloaded onto the computer and hard copies were printed and filed. These changes made a major difference since they were very user friendly, made registration instantaneous, and allowed riders to immediately begin receiving rides and travel reimbursement. Equally important is that PasRide was personalized for these riders and drivers. The program now had a "face" and a caring voice.

Importantly, many seniors who were interested in participating were unable to personally locate a volunteer driver. In some cases, the referring organization became involved in driver recruitment. Also, program staff met with the local chapter of RSVP and Fuller Seminary (a local college) to invite their participation in identifying seniors and students who wanted to volunteer as drivers. Articles about the pilot were prepared and printed in each organization's newsletter.

Reimbursement. Three significant changes were made in reimbursement. First the reimbursement ceiling doubled, increasing from a monthly maximum of \$12 to \$24. This obviously made participation more attractive, especially given increased gasoline prices during the past two years. Second, three different plans were developed for determining travel reimbursement. Initially, all riders were reimbursed on a per mile driven basis. Subsequently, riders were assigned to one of the following three plans depending upon their travel patterns. The "trip plan" was used by riders who normally traveled

short distances (within their city of residence). They were reimbursed \$2.50 per one-way trip, with a maximum allocation of nine trips per month. The "mileage plan" was used by riders who made mostly intercity trips. They were reimbursed \$.30 per mile, with a maximum of 80 miles per month. The third plan provided a monthly stipend of \$24 and was intended for riders who go longer distances (e.g., across county boundaries for medical care). In addition to better responding to individual travel patterns, this change in travel reimbursement reduced administrative costs by avoiding the need to prepare reimbursement checks for small denominations. A third noteworthy change that occurred in reimbursement procedures was initiated at the urging of several riders who needed their reimbursements to be issued directly to drivers because they no longer could (due to health problems) easily cash reimbursement checks.

<p>For INTRA-CITY travel use (e.g., Pasadena)</p> <p>TRIP PLAN (\$2.50 per trip)</p>	
<p>For INTER-CITY travel (e.g., Pasadena to Glendale) use:</p> <p>MILEAGE PLAN (30¢ per mile)</p>	
<p>For LONG-DISTANCE travel (e.g., Pasadena to Santa Monica) use:</p> <p>MONTHLY STIPEND PLAN (\$24 per month)</p>	

Insurance. In an effort to assuage liability concerns, provisions were made for the Foundation (as the sponsor) to reimburse volunteer drivers for any out-of-pocket costs they may incur to cover insurance deductibles in the event of a claim. (As discussed below, no claims were ever filed and this additional expense never became necessary.)

Resource Enhancements

Several resource materials had to be revised to reflect changes that were made in program operations (e.g., expansion of service territory). Also, the rider and driver registration packets were simplified since many participants had cognitive problems and became confused and overwhelmed with too many materials. As a result, riders were provided with only a program fact sheet, rider agreement, and tip sheet for recruiting a volunteer driver. The driver packet was also streamlined and included a sample insurance policy declaration page (since many people were unfamiliar with this document and were submitting incorrect insurance documentation). Once the rider and driver returned their initial registration forms, the rider was provided with mileage reimbursement forms and instructions for form completion.

Additional resources also were prepared. The most comprehensive, and perhaps the most important, was a booklet called "A Guide for Seniors: Finding the Right Transportation Option for You." This was a 24-page document that identified and described the different public and private transportation alternatives that existed in the community as well as local traffic safety and licensing laws and regulations, driver education and improvement programs, assessment and rehabilitation services, and information sources. The booklet was prepared to increase awareness and use of existing alternatives and to encourage transportation planning. This was an important resource since PasRide was not designed to replace or compete with existing transportation options, but rather to augment or supplement these services. Knowing what is available and how they meet and do not meet the needs of seniors was critical to designing the pilot program. The information that was included in the booklet was developed by consulting phone books and Internet yellow pages, as well as local auto clubs, senior centers, health care providers, hospitals and rehabilitation centers, aging organizations, law enforcement agencies and transportation departments. (The booklet has since become the basis of an electronic template that the Beverly Foundation has developed for other communities to use and personalize by "plugging in" local information.)

Several other new resource materials also were prepared, largely as a means to stay in touch with riders and drivers and to help them develop an association with PasRide. These materials included:

- a "greetings" postcard that was mailed to riders and drivers;
- a "What's New" flyer that announced that the monthly reimbursement ceiling had doubled (from \$12 to \$24); and
- a reimbursement notification form that notified riders that checks were mailed directly to their drivers (in cases in which this request was made by the rider).

Outreach and Community Relations

PasRide's success can be largely attributed to the support and involvement of the community. Throughout the pilot, contacts were established and reestablished with service partners and other interested organizations, groups and individuals. Telephone and face-to-face meetings were held with literally hundreds of faith-based organizations, transportation providers, senior and community centers, residential and institutional care groups (HUD housing, assisted living facilities), insurance companies (health and auto), volunteer organizations (RSVP, Red Cross, Junior League) and health-related facilities and associations (American Cancer Society, Alzheimer's Association, hospitals, physician offices, treatment and rehabilitation facilities, mental health clinics). Presentations also were made to city commissions, local councils and task forces to inform them about the project, to solicit their comments and to invite participation.

Five key products were prepared to help publicize the program and galvanize community support: These included:

- (1) a PowerPoint presentation that was used in public forums, and in presentations and meetings with local organizations and agencies;
- (2) posterboards that featured selected components of PasRide, which were prominently displayed in the Foundation's lobby and were used at public and group meetings;
- (3) a media release that was distributed to local media outlets;
- (4) newsletters that provided program updates and featured different pairs of riders and drivers; and
- (5) solicitation letters that were sent to over 400 local businesses (e.g., restaurants, theatres, symphonies, supermarkets, hair salons) to request in-kind contributions for use as rewards of recognition for volunteer drivers and as opportunities for quality of life trips for riders.

As a result of these activities, understanding about the importance of senior friendly transportation has increased. Importantly, the network of professionals and organizations that are assisting in the transportation decisions of seniors has expanded. Equally important, the pool of volunteer drivers has increased and recognition of their role and contributions in providing supplemental transportation for seniors has been heightened.

Monitoring and Evaluation

While a goal of PasRide was to provide rides to seniors, its primary role as a pilot was to document the experience of planning and implementing the program and to develop specific and generic informational and operational materials that other groups and organizations could use or adapt in applying the program to their communities. As a result, the focus was not on maximizing ridership levels; therefore, the number of active riders was capped at 25.

Outcomes: Service Delivery. During the implementation of the pilot, a total of 32 riders registered. Two of these riders never received rides. (One relocated to a group setting and the other had relatives move in with her who could provide transportation soon after enrolling in the program.) An additional five riders were irregular and infrequent users.

All, except two, riders were female. This gender bias largely reflected the fact that many women in the older ages never were licensed to drive or were infrequent drivers since their husbands usually assumed this role. Once their husbands died, they either were unable to drive or lacked the confidence to drive and were required to secure alternative means of transportation. Riders ranged in age from the mid-60s to 96.

Collectively, the 32 registered riders had 26 volunteer drivers who provided transportation in their personal vehicles. More than half (14) of the drivers were male. Drivers ranged in age from 32 to 83; the average age was 58. Many drivers were providing rides to only one rider, but as many as 7 were collectively transporting a total of 16 active riders. In two of these cases, the volunteers were relatives, but more often they were nonrelatives who were recruited by the referring organization.

Riders were assigned to one of three reimbursement plans depending upon their travel patterns. Of the total 32 registered riders, 15 were on the mileage plan and received 30 cents per mile (up to 80 miles per month); 16 were on the trip plan and received \$2.50 per trip (up to \$24 per month); and 1 received a monthly stipend (a flat \$24 per month).

During the 17-month period, from February 1, 2002 – June 30, 2003, that the pilot was operational, a total of 2,238 rides were provided, representing 9,280 miles of travel. Most frequently, rides were provided to doctors' offices (18.9% of trips) or church (17.4%). Other medical-related trips also were common (16.9%). Though less frequent, rides were also provided to grocery stores (13.9%) and other shopping venues (7.6%), hair salons (2.6%) and restaurants (1.3%).

During the 5-month period, February – June 2003, when the program was running at capacity, riders averaged close to 12 rides per month. The average distance per trip was 4.6 miles. The average rider was reimbursed \$15.98 per month for travel. The average cost per trip, including reimbursement, insurance and staffing, was \$6.40.

During the full duration of the pilot (beginning February 2002), no injuries, collisions or other adverse events were reported by either riders or drivers. While riders (and drivers) had frequent and ongoing opportunities to report problems or concerns about their personal safety or the driving performance of volunteers, no negative comments were ever shared.

PasRide: Vital Statistics

# Enrolled riders	32
# Active riders	25
# Enrolled drivers	26
# Active drivers	20
Annual insurance costs ^a	\$2163
# 1-way rides per person	12 rides per month
Average monthly travel reimbursement ^b	\$15.98 per rider
Average total cost per 1-way ride ^{b,c}	\$6.40
Average miles per trip ^b	4.6
Total trips provided ^c	2,238
Total miles traveled ^c	9,280

^aCosts include a commercial liability insurance policy (from NIAC) with coverage for nonowned hired auto, plus secondary volunteer insurance coverage (from CIMA) for excess auto liability, accident, and personal liability and an annual membership renewal fee.

^bFigures based on totals for February – June 2003 since the program was fully operational at this stage.

^cIncludes costs for travel reimbursement, insurance and paid staff.

Trip Purpose (Feb. 2002 - June 2003)	
Activity	% trips
Doctor	18.9%
Medical Other	16.9%
Grocery Store	13.9%
Church	17.4%
Shopping	7.6%
Hair Salon	2.6%
Restaurant	1.3%
Entertainment	0.8%
Combination (of any of above)	11.2%
Miscellaneous (Errands)	8.7%

Outcomes: Customer Satisfaction. Throughout the duration of the program, comments and input were solicited from riders, drivers and referring organizations. The feedback was highly positive and enthusiastic, and suggested that PasRide was having an important impact on the lives of riders, in terms of getting them where they need and want to go, and on drivers, in terms of providing the vehicle for them to make an important difference in someone's life. Their feedback was very instrumental in pointing to changes that would make the program even more useful (e.g., allowing trips outside of city limits, increasing reimbursement levels, simplifying the registration process).

In order to more systematically address the issue of program satisfaction, a postcard survey was prepared and distributed to riders and drivers in March 2003. The survey asked participants to rate their satisfaction with PasRide, but more importantly to share their feelings about the program and to identify the features they liked most and least. Importantly, the survey had to be short and easy to use since many of the riders had physical and cognitive impairments that could compromise their ability to respond to lengthy questions. The survey (prestamped and preaddressed) was accompanied by a pen to encourage responses.

The response rate was 74% for riders and 35% for drivers. The results indicated that PasRide was meeting an important need and having a significant impact on the lives of participants. Satisfaction ratings were very high. In fact, 96% of responding riders reported that they were "very satisfied" and 88% of drivers were "very satisfied."

The features that were most liked related to the flexibility of the program (i.e., being able to choose a driver and go for rides whenever they wanted), having something to give back (i.e., reimbursement), and interacting with caring program staff. Most participants indicated that there was nothing they disliked about the program, although one driver was dissatisfied that his reimbursement check went directly to the rider.

Specific comments are presented below.

Most Liked Features by Riders

"A very splendid service for seniors. Can choose own drivers"

"I can go with Martha wherever I would like. Thank you."

"Wonderful & caring personnel & the gifts"

"Very satisfactory"

"The staff are so thoughtful & kind. You are prompt with your payments"

"I like everything: getting to my appointments is so much easier."

Item	Riders	Drivers	Total
Response Rate	74%	35%	57%
Gender^a			
Male	0	4	4
Female	23	2	25
Age			
Range	66-93	59-74	
Average	79	62	
Length of Participation			
1-3 months	39%	38%	39%
4-6 months	39%	13%	32%
7+ months	22%	15%	29%
Satisfaction with PasRide			
Very satisfied	96%	88%	94%
Somewhat satisfied	0	12%	3%
Neutral	0	0	0
Slightly dissatisfied	0	0	0
Very dissatisfied ^b	4%	0	3%

^a Some survey participants did not respond to this question.

^b One rider responded "very dissatisfied," which is a result of her current health condition and not that of the program

"Volunteer's very helpful"

"The feeling that I can contribute to cost of gas."

"The volunteers who come are cordial, patient."

"Being able to reimburse my friend. Having the phone answered by a person in a cheerful manner."

"I get to my appointments on time and the driver is right there to bring me home."

"I am extremely pleased to have volunteers receive benefits for their wonderful efforts."

"I need to go to my doctor often and I need a ride. I am in bad health."

"You cared for a senior, plus a giving driver that cares."

"The service is there for me when I need it."

"Picking up the list of groceries and bring back the same."

"It is so helpful"

"Thank you for the nice pen. The PasRide program allows me to attend errands to many places in a day and attend many evening places."

"Go to the shopping mall, LA and Pasadena. Trips going to the doctor & to the market shopping."

"It came when I really needed transportation going to church on Saturdays."

"As an advocate for seniors."

"It was really a great help to me. I am very thankful."

Most Liked Features by Drivers

"The wonderful people who handle your questions on the phone."

"Good job for good program"

"the friendly, helping"

"The "riders" have more opportunity of going out & doing things they enjoy."

"Everything! Your program is a blessing to those who need assistance with transportation."

"That I get some pay to help with gasoline"

"You pay at time."

"It's ok."

Least Liked Features by Riders

"I can't think of anything that I don't like"

"Nothing at this time"

"nothing"

"there isn't anything I don't like. PasRide is great."

"no problem"

"I have no complaints. The program works beautifully... as does the pen."

"Very few want to participate."

"I have no complaints whatsoever."

"Not a thing. I am grateful for whatever I get."

"I live everything about PasRide."

"That I can't go with them."

"no complaint"

"There's nothing that I don't like about PasRide."

Least Like Features by Drivers

"That the check for the PasRide is made out to the rider."

"nothing to dislike"

"none"

"Have not found anything."

"So far there is nothing I dislike."

"no complaint"

Best Practices

In reviewing the experience and results of PasRide, five best practices have been identified which can inform other organizations interested in implementing a STPs. These relate to (a) senior friendly transportation; (b) low cost, low maintenance transportation; (c) travel reimbursement; (d) community partnerships; and (e) volunteer service.

Senior Friendly Transportation. The design of PasRide was guided by what the Beverly Foundation has labeled the “5 A’s” criteria of senior friendly transportation. These criteria emerged from earlier national research that the Foundation conducted with seniors, caregivers and seniors that demonstrated that availability of transportation was a *necessary* but *not sufficient* condition for usage. In fact, there are five elements that are critical to the efficient and effective design of senior transportation: availability, accessibility, adaptability, acceptability and affordability. PasRide fulfilled these criteria as follows.

PasRide Meets 5 A’s Criteria

Availability: can be used by anyone aged 65 and above in Pasadena that has difficulty using traditional forms of public and paratransit and is referred by a service organization

Accessibility: door-through-door service is provided, wait times are minimized, escort services are provided

Adaptability: rides are available for any purpose, any time and anywhere that the rider can arrange with their driver

Acceptability: rides are provided in the comfort and convenience of a private vehicle, riders choose their own drivers

Affordability: rides are free, drivers are reimbursed for travel

Low Cost/Low Maintenance Approach. STPs fall on a continuum from low cost, low maintenance to high cost, high maintenance programs. Most communities lack the human and financial resources to implement programs at the higher end of the continuum, which is why PasRide was designed to offer a low cost, low maintenance alternative. The key features that made this possible are illustrated below, and related to its single focus on older riders, limited infrastructure, use of volunteers, limited administrative activities, and informal marketing.



Travel Reimbursement. Most STPs that provide reimbursement determine the rate based on mileage traveled. This was the initial strategy used for PasRide but was soon expanded for administrative purposes and to be more responsive to the travel patterns of riders. Riders were assigned to one of three reimbursement plans depending upon their travel patterns. Once the initial assignment was made, the monthly reimbursement forms would be reviewed to ensure that travel patterns were unchanged and that a reassignment in reimbursement plans was not necessary. The three plans included mileage reimbursement for intercity trips, trip reimbursement for intracity trips, and a monthly stipend for longer distance travel.

Community Partnership. PasRide was a true community partnership. Earlier research by the Foundation indicated that public support was a critical element of the success and sustainability of a STPs. This was a well-learned lesson and guided the pilot from pre-start up activities (with the development of an advisory group) to its conclusion (when it was transferred to a service delivery organization as its permanent site).

The pilot brought together diverse sectors in aging and transportation to work on a common issue, an issue that has significance today and will have even great significance tomorrow as the size of the older population continues to expand. Participating were health and social service organizations, transportation providers, faith based groups, volunteer groups, senior and disabled housing, insurance providers, caregiver and family service organizations, advocacy groups, city agencies, and local businesses.

Volunteer Service. PasRide is the epitome of a volunteer-based program. Earlier research by the Foundation suggested that while volunteer drivers may be one of the most difficult to recruit, they are among the most long-lasting and committed type of volunteer. Volunteers were the lifeline of PasRide and are the lifeline of STPs that are dependent upon volunteer drivers. Their participation made a low cost, low maintenance program possible since they eliminated the capital and operational costs associated with vehicle purchases and maintenance and the personnel costs required to schedule, dispatch and provide rides.

Lessons Learned

While the Beverly Foundation has, for the past several years, served as a technical resource on STPs, the wisdom and information that it has shared came from discussions, surveys and in-depth research. The pilot provided the vehicle for the Foundation to gain first hand experience in how to organize and implement a program. This experience has strengthened its capacity to provide technical counsel and guidance.

Many important lessons were learned during the pilot. These lessons deal with critical issues relating to, for example, sponsorship, cost, outreach, liability and risk, and data tracking, and can be especially helpful in informing future work and innovations. The following are twenty key lessons learned.

(1) Needs. Even in a transportation rich community like Pasadena, there are older people who are in desperate need of rides to get them where they need (or want) to go.

(2) Sponsorship. It is not a simple matter for an organization that does not provide services to start a transportation program for seniors since they do not have a track record in service delivery and lack a client or membership base to identify potential users. Under these circumstances, it is even more essential to involve community partnerships, which need to be established on the ground floor.

- (3) Outreach.** It is very difficult to reach seniors who are most in need of the program since they are often very isolated and may not be in the client base of local service organizations.
- (4) Service Territory.** Even though life space may contract in the older ages, the travel needs of seniors are not necessarily restricted to their immediate area of residence, and having a transportation program that provides rides across city and county boundaries is essential.
- (5) Liability & Risk.** Minimizing liability exposure and obtaining supplementary insurance is critical to the start up of a program as this is often the first question asked by partners, riders and drivers.
- (6) Driver Recruitment.** Seniors often can draw on neighbors, friends and family members for transportation, and feel most comfortable riding with someone they know and trust. However, the truly isolated senior lacks the contacts or skills to recruit a volunteer driver and needs significant coaching or intervention by a service organization.
- (7) Type of Service.** Physical and cognitive limitations make it necessary for many seniors to depend on door-thru-door transportation. Without this personalized service, it would be impossible for them to leave their home to get the health and social services they need to continue living in the community.
- (8) Escorts.** The frail and older aged senior often needs escort service. Drivers can fulfill this function and be available for physical and emotional support.
- (9) Fees.** Providing a no-fee program makes a major difference for many seniors and can make all the difference in how often they go out, where they go, and their ability to participate in quality of life trips.
- (10) Registration.** The registration process must be user friendly. When registration forms are not submitted, it often does not indicate a lack of interest in participation but rather difficulties in completing the necessary documentation due to physical and/or cognitive problems. Hands-on assistance is often needed.
- (11) Reservations.** It is not necessary to have program staff schedule and dispatch rides. This can be successfully arranged directly between riders and drivers.
- (12) Trip Needs.** Seniors need rides to essential and nonessential places. An STPs can make the difference between a senior getting to or not getting to the doctor's or the grocery store. It also can be the only means of transportation to access the fun things in life. Moreover, it is important to allow for trip chaining since seniors often plan multiple stops when transportation is available.
- (13) Communications.** Ongoing contact with drivers and riders is needed to help them develop a connection to the program.
- (14) Recognition.** Providing reimbursement to riders gives them something tangible to give back to their drivers and helps them avoid feeling like a burden.
- (15) Reimbursement.** The reimbursement process needs to be simple to understand and administer, may need to go beyond the mileage reimbursement option, and may need to be provided directly to volunteer drivers.
- (16) Community Support.** A STPs is community-based and is community-dependent for success. There is a role for just about everyone: seniors who lack transportation receive rides; neighbors, friends

and relatives provide rides; local service organizations are “gatekeepers”; and local businesses donate in-kind support to recognize volunteers and provide opportunities for quality of life outings for riders.

(17) Supplement Existing Options. It is important to involve other transportation providers in the planning of a STPs to ensure their support and the development of a program that effectively supplements (and does not compete with) existing services.

(18) Data Tracking. It is important to monitor program processes and track service delivery and financial outcomes to ensure that the program is effectively and efficiently meeting the needs of seniors.

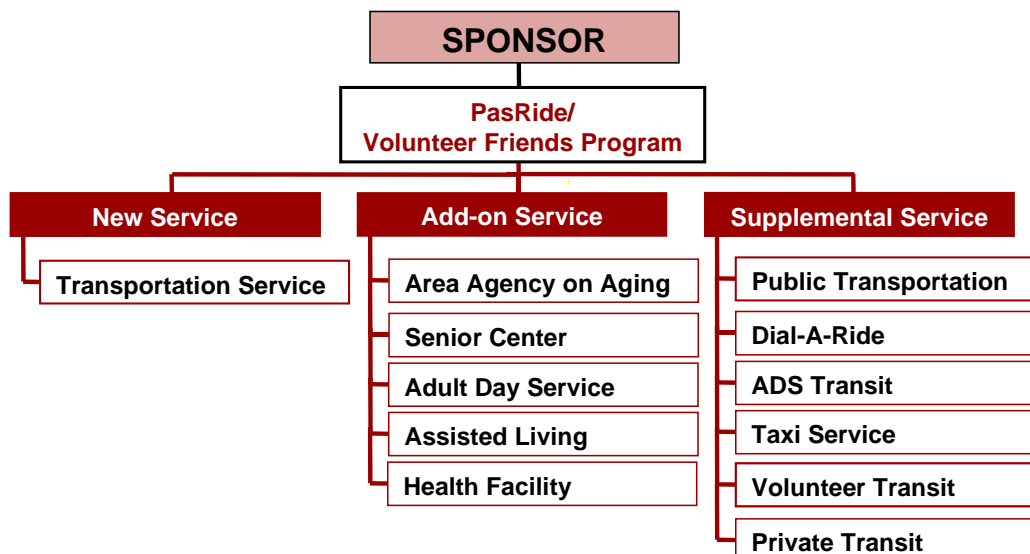
(19) Volunteers. The “volunteer friends” model can be integrated with an organization’s volunteer base to provide rides to those who cannot personally find a volunteer and to help with spontaneous and immediate transportation needs.

(20) Low Cost. A low cost, low maintenance STPs model is doable and can provide the base and foundation for additional growth and complexity.

What these lessons show is that the design of a STPs needs to be very much guided by the Five A’s of senior friendly transportation. To be senior friendly, transportation needs to not only be available but accessible, adaptable, affordable and acceptable. The experience with the PasRide pilot indicates that it was successful in meeting these criteria.

PasRide Adaptations

The pilot was undertaken to develop a specific approach to providing senior transportation. The approach recognizes and addresses the fact that many community-based and grass roots organizations that are interested and well-positioned to respond to the transportation needs of seniors have financial and human resource constraints: hence the development of a low cost, low maintenance model. The approach recognizes the enormous potential volunteers have as an asset base: hence the focus on a volunteer-driven program. The approach recognizes that there is no single model that can be effective in all communities: hence the focus on model adaptation rather than model replication.



PasRide is now ready for adaptation by other organizations. There are three key scenarios in which the PasRide model can be applied, as illustrated below.

The PasRide model can be implemented as:

- (1) a new, stand alone service by a new organization developed just for this purpose;
- (2) an add-on service in a social service organization, as would be the case if the program was incorporated into a menu of services provided by a senior center, adult day service program, faith based group or other nontransportation related service organization; and
- (3) a supplemental service within a transportation organization, as would be the case if the program were incorporated into an existing Dial-A-Ride or ADA program.

To facilitate program adaptation, a series of products have been developed on the concept and practice of STPs and on organizing the PasRide program. These materials are being made available to interested groups and organizations through an internet-based STPs Mobilizer Clearinghouse that can be accessed on the websites of the two project partners: www.seniordrivers.org/STPs/ and www.beverlyfoundation.org. Examples of PasRide products that are available include: (1) an operations packet that includes administrative forms and program procedures, (2) a rider and driver registration kit, (3) a PowerPoint presentation to use with community groups, (4) a directory of senior transportation options, and (5) program newsletters.

Conclusions

The PasRide pilot was a “work in progress” and served as an incubator for harvesting and synthesizing important lessons about how to develop and implement an STPs that can complement existing transportation services. It provides a low cost, low maintenance approach with the inherent flexibility to be adaptable to the culture and economic circumstances of any community. There were many best practices and lessons learned that resulted from the pilot.

The PasRide pilot has been transferred to a local senior service organization for continued implementation and expansion. Intervale Senior Services began to administer the program on August 1, 2003. Intervale provides extensive nutrition and social services to seniors in the San Gabriel Valley and is a program of the YWCA of San Gabriel Valley.

For more information about PasRide or STPs, contact the Beverly Foundation.

PasRide (Pasadena area Seniors Ride)

Beverly Foundation
566 El Dorado Street, Suite 100
Pasadena, California 91790-2141
Tel: 626.792-2292 Fax: 626.792-6117

Year Started: 2002

Organization Status: Nonprofit operating foundation

Type of Program: Research, demonstration, education

Affiliations: AAA Foundation for Traffic Safety

Service Relationships: Blue Shield of California, Pilgrim Tower (HUD housing), Jackie Robinson Community Center, Latter Day Saints Church, Scott United Methodist Church Red Cross, Foothill Family Service, Pacific Clinics, Senior Care Network, Vista Nova Home of the Blind, South Pasadena Senior Center, physician offices

Area Served: Urban (San Gabriel Valley and northeast Los Angeles)

Vehicle Type and Number: 25 personal vehicles of volunteer drivers

Drivers and Number: 20 active volunteer drivers (26 registered)

Riders Targeted: Seniors 65 years+ in San Gabriel Valley and NE Los Angeles who have stopped or reduced driving

Rider Reservations: Same day, same hour; handled directly between rider and driver

Purpose of Rides: Any purpose—essential and quality of life trips

Availability of Transport: Every day (including weekends)

Type of Service: Door-through-door, door-to-door, and curb-to-curb

Ridership Fee Structure: No rider fees

Escort Availability: Drivers serve as escorts

Annual Number of Riders Served: 25 active (32 registered)

Annual Number of Rides Provided:

Use of Technology: Excel for creating and maintaining databases

Transportation Program Budget: \$20,000

Funding Sources: Start-up funds from Beverly Foundation and AAA Foundation for Traffic Safety

Major Areas of Expense: Mileage reimbursement to volunteer drivers, insurance, and program coordinator

Driver Screening: Verification of driver license, automobile registration, and automobile insurance; self-reports of DMV record to ensure compliance with driver performance standards

Driver Training: Distribution of information and tips

Insurance for Vehicles: Organization has commercial liability policy with nonowned/hired auto coverage

Insurance for Drivers: Organization has commercial liability policy with nonowned/hired auto coverage; secondary volunteer insurance policy includes excess auto liability, personal liability and accident coverage

Marketing Strategies: Publications and personal outreach

Methods: Brochure, professional referrals, newsletters, media

Unique Features: PasRide was developed by the Beverly Foundation as a low cost, low maintenance model of a STPs. After the pilot was completed, it was transferred to Intervale Senior Services as its permanent home. The pilot was one element of a 3-year partnership project by Beverly Foundation and AAA Foundation for Traffic Safety.