

SENIOR TRANSPORTATION COALITION

Thursday, February 7, 2019

1:30 pm - 3:00pm

Transfort South Transit Center

4915 Fossil Blvd, Fort Collins, CO 80525

AGENDA

1. Welcome and introductions
2. Review of Meeting Notes (December)
3. Larimer County Senior Transportation Work Group Update
4. Discussion Items:
 - Volunteers of America (VOA)
 - 2019 Work Plan
 - i. Bustang Travel Training
 - ii. Other events??
 - NADTC Grant Update (All)
 - Outreach Team (All)
 - Travel Training Update (All)
5. Member Updates
6. Next STC meeting – April 4, 2019
 - Next meeting topics: Senior Biking
7. Adjourn

SENIOR TRANSPORTATION COALITION

DECEMBER 6, 2018

1:30 P.M.

PATHWAYS HOSPICE - 305 CARPENTER ROAD- LONGS PEAK ROOM

MEETING NOTES

ATTENDEES:	Katy Mason	Brooke Bettolo	Sharon Courtney
	Ruth Fletcher-Carter	Jill Couch	Anna Russo
	Alex Gordon		

STC Chair Updates

MEETING NOTES	No changes were made.
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Discussion Items

2019 WORK PLAN	Anna will check to see if STC can be hosted at the South Transit Center in Fort Collins. Possible events include: smaller Bustang Travel Trainings, Spanish Bustang Travel Training, more regional travel trainings. Alex will reach out to CDOT to ask about guaranteed seating. The STC would like to aim for one to two trainings per year. The STC is also still interested in setting up a CarFit event. Sharon suggested looking into transportation outside of just transit, so the STC will work with FCBikes to explore what programs exist.
NADTC GRANT UPDATE	The Expert Panel continues to meet. Information from the NADTC grant will be incorporated into the 5304 grant.
OUTREACH TEAM	Working on identifying gaps.
TRAVEL TRAINING UPDATE	Anna explained Transfort's Travel Training come from calling transit center and are usually one-on-one. More travel trainings are helping individuals with disabilities. Dial-a-Taxi complaints go to Transfort customer service. Transfort is launching an e-ticketing app, with hope it is on line in Q1 2019.

Member Updates

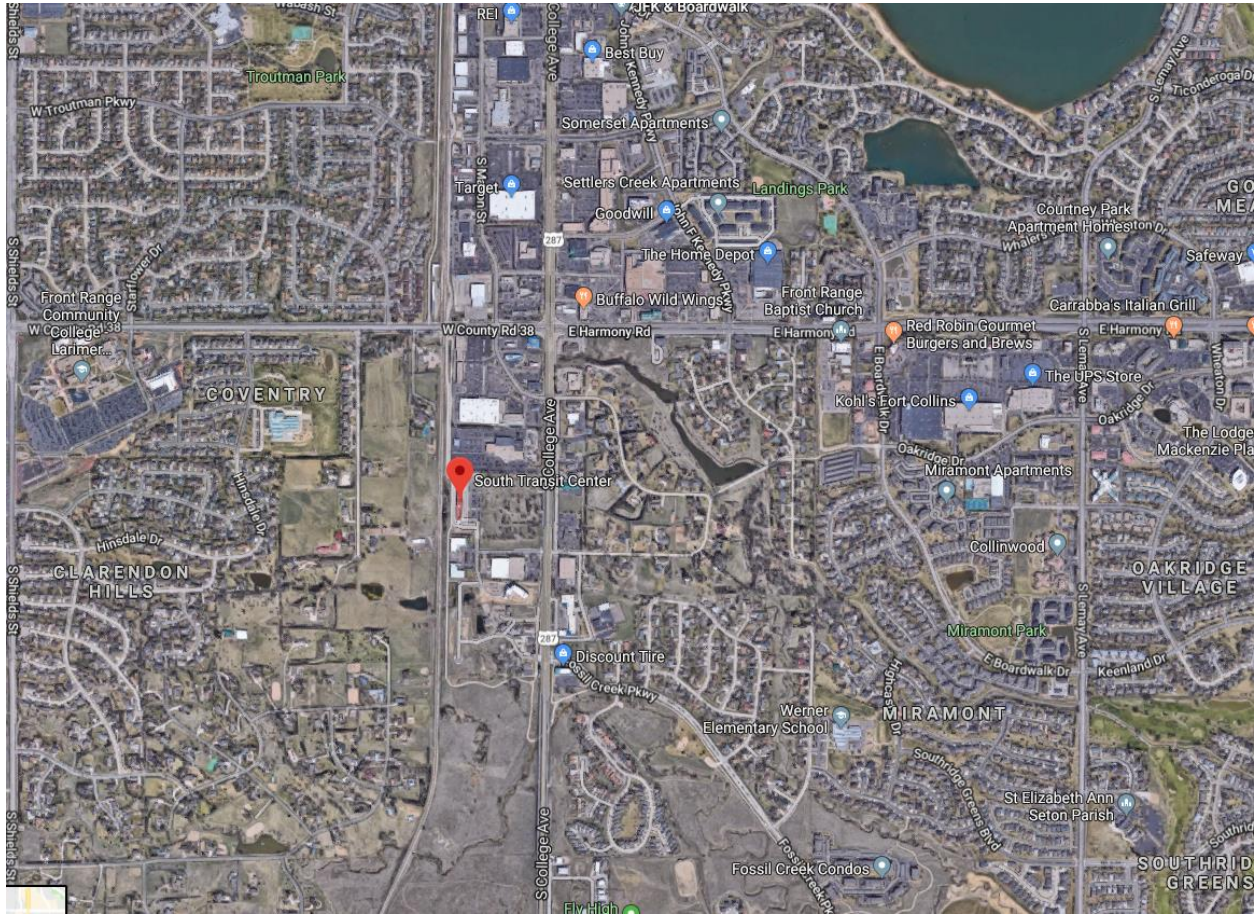
BROOKE	The Built Environment Team is working on the Multimodal Index, which will be comparable to the Health Index. Brooke is doing a partner scan in Loveland.
RUTH	Berthoud residents passed a 1% sales tax to be used for trails, parks, and recreation.

Next Meeting: Thursday, February 7, 2019 - 1:30 to 3:00pm

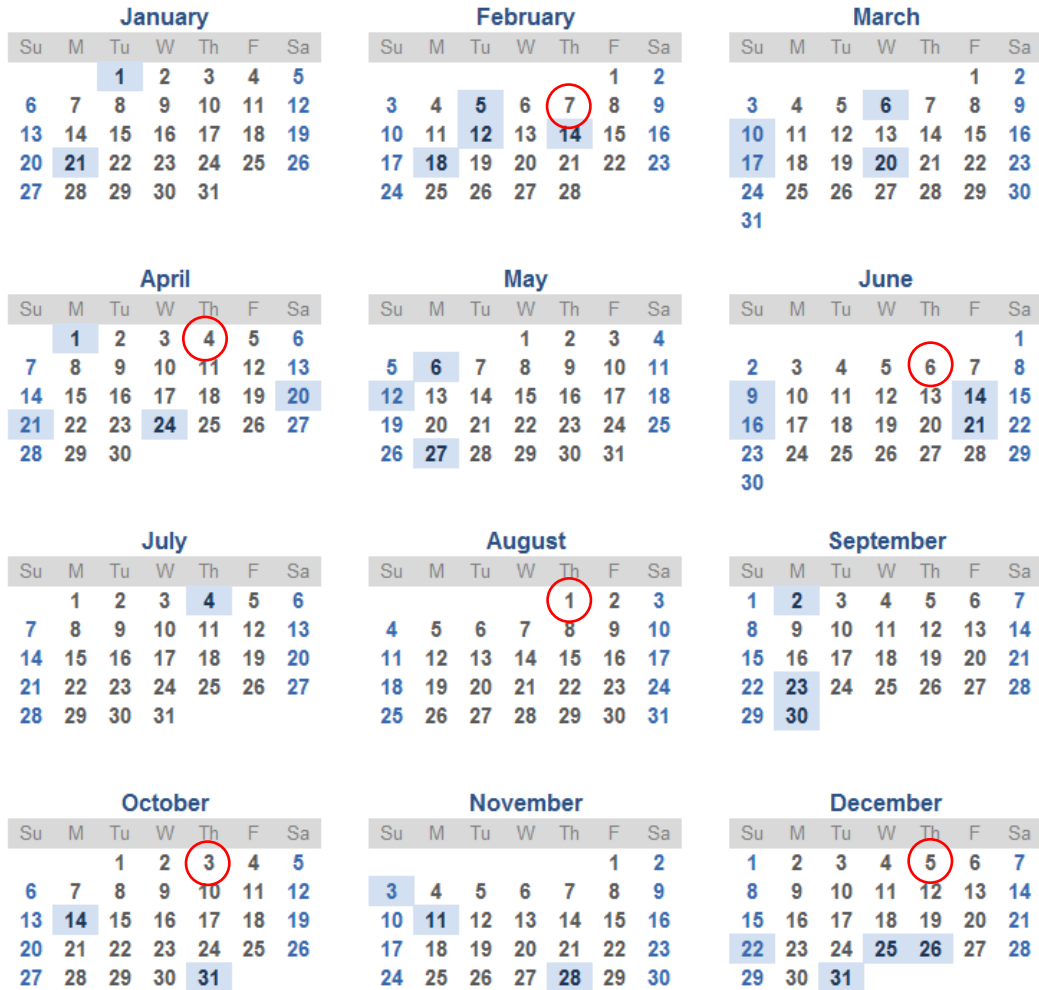
Pathways Hospice/Longs Peak Room – South Transit Center, Fort Collins

ADJOURN	Meeting adjourned at 3:13 p.m.
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Senior Transportation Coalition
South Transit Center
4915 Fossil Blvd, Fort Collins, CO 80525



2019



 Proposed STC Meeting Date

Programs

To supplement recommended transportation services, proposed programs facilitate the ease of use, implementation and awareness of transportation service options.

Dispatch Center

A dispatch center provides a central medium through which to manage the coordination between ride requests and providers. A dispatch center can help streamline the process of booking a ride, clarify to users all of their options, and identify the most convenient and appropriate option. This service can also optimize transportation services by pairing users together and eliminating unnecessary redundancy in trips. A dispatch center can exist as a call center or an online and mobile app platform, or both operating in tandem to provide users with options. More advanced dispatch centers could require GPS units in vehicles to coordinate and track vehicles to accommodate last minute rides.

Call Center

A call center, or hotline, is generally staffed by an individual who can help provide friendly and personalized assistance in identifying the best transportation options for a user; the call center operator is intended primarily to recommend trips for riders. Unlike a dispatch center that is intended primarily to book and pair trips, a call center fields more general questions related to transportation and serves as a platform for all transportation inquiries and advice.

Online Trip Planning Platform

A user-friendly online platform with a mobile, app-based component would allow for more streamlined, cost-effective trip planning and booking, but a less personalized service. This service allows users to enter their origin and destination, and then book a provider and trip details based on available services.

Estimated cost: \$\$ (set up, operate and maintain)

Timeframe for implementation: Medium-term

Education

Especially while seniors are still able to drive, exploring alternative transportation options is valuable. Knowing about and using alternative transportation options early, while still driving,

can ease the transition in the future and better inform housing and transportation decisions. Travel behavior is very habitual; therefore, educating users in a way that is thorough, intuitive and easily accessible can help to comfortably transition them to new services. Seniors should not only know that transportation services exist, but also know details about using the service including its frequency, service area, schedules and booking information.

The survey and focus group results both revealed a disconnect between the services and programs available and seniors' awareness of transportation options. The survey asked users if not knowing about transportation options has prevented them from making trips they would like to have made. Overall, 58% of all respondents said "yes", and 100% of respondents age 85 and older said "yes".

The Larimer County Office on Aging is currently providing information on senior programs. However, based on this feedback, additional educational programs would be valuable. Three different approaches to education are recommended and described in this section: marketing, travel trainings, and an ambassador program.

Marketing

Marketing is a form of education that increases seniors' awareness of transportation options through communication and advertising. Marketing can come in a variety of forms from mailers to social media to neighborhood group meetings. Specific opportunities and mediums for education and marketing are identified based on outreach efforts and discussed in the Focus Group section of this report. This form of education allows people to make informed decisions about travel by knowing all of their transportation options.

Estimated cost: \$

Timeframe for implementation: Short-term and ongoing

Travel Trainings

Travel trainings are an educational technique that provides seniors with customized, personal and experiential exposure to transportation services. Travel trainings are similar to Larimer County's current Senior Travel Training Program described in the Existing Programs section, but are more customized and catered to individual's needs and questions and incorporate a broader set of transportation services beyond fixed route buses. These programs can offer several different formats for educating senior residents about their travel options. Two different ways that travel trainings can be offered in the county are through group presentations and

individualized travel trainings. Group presentations are generally an hour-long and available to various groups in the region. They cover travel options and the logistics of booking a ride. This is modeled after Marin County's travel training program, described in the peer review.

Estimated cost: \$

Timeframe for implementation: Short-term and ongoing

Senior Commission/Transit Ambassador Program

A Senior Commission is a group of eligible senior volunteers from around the county who serve as a voice to represent senior issues. This commission can include transportation as part of a more comprehensive program for seniors or focus on it exclusively. This group is responsible for organizing events and educating their peers through a train-the-trainer model. This is a cost-effective way to reach a number of residents by empowering other seniors and targeting new or complex services. This recommendation is modeled after the successful implementation of the Senior Commission in the City of Centennial.

A Transit Ambassador Program can be modeled after Marin County's peer program, where trained volunteers can teach other individuals about transportation and transit options. This program can be run through a Senior Commission or other medium of volunteers.

The Senior Transportation Council may be a starting place for this type of program.

Estimated cost: \$

Timeframe for implementation: Short-term and ongoing

Prioritization

The transportation strategies described above were scored on a series of criteria to provide Larimer County with a tool for future transportation programming efforts and determination of grant solicitation priorities. The criteria were defined and scored under two categories—benefits and costs. The summed scores for each category are kept separate in order to allow for an unbiased assessment of benefits that is not influenced by cost.

The criteria used to prioritize the benefit of strategies was categorized by "Effectiveness" and "Feasibility" to identify projects that would most benefit the community as well as identify projects that would be the easiest to implement. Through this approach, projects that would