Aging in Rural America

TRANSPORTATION:
A RURAL IMPERATIVE

WELCOME

October 18, 2017
9:00 am – 11:15 pm
AGENDA

9:00 - 9:30  Introduction and Panel
9:30 - 9:45  Panel Q & A
9:45 – 10:00  Break and start Roundtables
10:00 – 11:00  Roundtable discussions
11:00 – 11:10  Table Reports
11:10 – 11:15  Conclusion
IMPORTANCE OF RURAL TRANSPORTATION

86.3 million Americans live in rural areas

Nearly 40% of the nation’s transit-dependent population lives in rural areas

2.8 million people live in rural households without a car

1,764
There are 1,764 federally supported transit system servicing rural areas
Figure 1: Projected Growth of Seniors Age 65 or Older, 2010-2030
What we know about your thoughts…

- Not much funding around transportation, but eager to enter this space WITH partners.

- State and federal funding is shifting and changing, largely in response to state fiscal distress.

- Adequate transportation that is needed to access health services is a major concern for rural older adults, funders, and their communities.
Things to consider this morning and throughout the conference...

- How can rural transportation become an important part of the discussion regarding population health and whole-person care?

- What are the cultural considerations necessary for envisioning what a well-utilized rural transportation system looks like?

- Is rural transportation for older adults always a one-way street?
Trending Topics in Rural Transportation

Carol Wright Kenderdine
Assistant Vice President
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Trending Topics in Rural Transportation Related to Aging and Disability

- National survey of transit providers, human service agencies, mobility managers, and other stakeholders

- Information gleaned from NADTC and FTA technical assistance requests

- Data gathered from national, regional and state conferences
Trending Topics

- **Crossing Jurisdictional Boundaries**
  - Outside of major cities, at least ¼ of the U.S. lacks public transportation services to travel to a neighboring county
  - Local transit funding sources can limit boundaries of service area
  - Inability to cross county or state lines on public transit – barrier to needed services

Need funding source flexibility; improved cooperation; better coordination; & increased communication
Trending Topics

- **Shared Ride/Transportation Network Companies**
  - Connect paying passengers with drivers who provide transportation in private vehicles – scheduled through an app on a smart phone (Uber/Lyft/Liberty)
  - Difficult in a rural environment due to lack of population density
  - Uber/Lyft have partnered with other organizations to enable customers without smart phones to access their services (available in limited areas: CA, FL, AZ, TX, but will grow)
  - MedStar Health in MD/DC partner with Uber to arrange rides on hospital website for patient appointments; Lyft has relationship with National MedTrans Network in NY to provide Medicaid rides
Trending Topics

- Fixed Route – First Mile/Last Mile (connecting passengers to the public transportation system)
  - Lack of service connections & coordination between providers
  - Incomplete sidewalk systems or no sidewalks at all
  - Insufficient availability of alternatives to reach final destination after leaving transit system bus stop
  - Inadequate information on bus availability/route structure
  - Need improved pedestrian access; benches along route to bus stop; coordination between public and private providers (TNCs, taxis, human service transportation)
Additional Trending Topics

- Americans with Disabilities Act (ADA)
- Accessible Bike Share
- Safety

- Federal Funding of Transportation Programs for the Elderly & People with Disabilities (Section 5310)
Trending Topics 2017

- Seamless Mobility & Mobility Management
- Rural Travel Training
- Succession Planning & Organizational Culture
- Real-time Technology & Transit
- ADA: Complaint Process; No Show Policies; Paratransit Service for Visitors
- Autonomous Vehicles & Their Technology
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Aging and Transportation in Rural America

The Value of Collaboration
The Why

To whom it may concern:

I use the Freedom express. If it wasn't them, I wouldn't be able to go to the store or pick up my meds and other things.

I am thankful that this service is available to me. Carrie is always very helpful and very helpful.

In all, this service is a blessing to people like me. This service is WONDERFUL.

Thank you,

Carol O
How to Get There from Here
Growing Results

5,000 rides for older adults

620 transportation ambassadors

Life-saving rides to dialysis
Insights
• People move faster than programs or policy.
• Every project has a starting point and a turning point.
• Elected officials increase profile.

Challenges
• Money for new programs = less money for old programs.
• Each community proceeds at its own pace.
• This work is labor intensive and muddy.

Applications
• Start small and grow big.
• Scale the work according to capacity and pace.
• Cultivate partnerships in unlikely places.
Choose Your Focus

How others see older adults

How older adults see themselves
For more information

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Rural Transportation Toolkit

Alana Knudson, PhD
October 18, 2017
Rural Health Outreach Tracking and Evaluation Program

• Funded by the Federal Office of Rural Health Policy (FORHP)

• NORC Walsh Center for Rural Health Analysis
  • Alana Knudson, PhD
  • Michael Meit, MA, MPH

• University of Minnesota Rural Health Research Center
  • Ira Moscovice, PhD
  • Amanda Corbett, MPH
  • Carrie Henning-Smith, PhD, MSW, MPH

• National Organization of State Offices of Rural Health

• National Rural Health Association
Welcome to the Rural Transportation Toolkit. This toolkit compiles promising models and resources to support organizations implementing transportation programs in rural communities across the United States.

The modules in the toolkit contain resources and information focused on developing, implementing, evaluating, and sustaining rural transportation programs. There are more resources on general community health strategies available in the Rural Community Health Toolkit.
Module 2: Promising Transportation Program Models

Rural communities are implementing programs to increase access to transportation. Implementing a transportation program model in a rural community involves strategic planning, community buy-in, and commitment from a wide variety of partners. The most appropriate mix of program models may depend on the rural community's needs, the target population, available funding, and community characteristics.

To learn how to identify and adapt interventions, see Developing a Rural Community Health Program in the Rural Community Health Toolkit.

Rural communities are implementing different types of program models in order to achieve these goals. This toolkit identifies 15 promising models to address, divided into 3 categories:

- Models to Improve Access to Transportation
- Models to Overcome Transportation Barriers
- Models to Improve Transportation Safety or Infrastructure

No single model is right for every community. Most rural communities combine different models and implement more than one model at the same time to meet their needs.
Models

- Improve Access To Transportation
  - Public Transportation
  - Volunteer Models
  - Voucher Models
  - Coordinated Services Models
  - Mobility on Demand
  - Ridesharing Models
  - Connector Services
  - Mobility Management
Models

Overcome Transportation Barriers

• Mobile Clinics
• School and Workplace-based Health
• Telehealth
• Home Visiting Programs

Improve Transportation Safety or Infrastructure

• Active Transportation Models
• Models that Increase Access to Public Transportation
• Road Safety Models
Evidence-Based Toolkits for Rural Community Health

The Rural Community Health Gateway's evidence-based toolkits showcase program approaches that you can adapt to fit your community and the people you serve, allowing you to:

- Research approaches to community health programs
- Discover what works and why
- Learn about common obstacles
- Connect with program experts
- Evaluate your program to show impact

https://www.ruralhealthinfo.org/community-health/toolkits
Contact Information

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