

Culturally-inclusive Transportation Partnerships in Portland, Oregon

NADTC 2023 Equity and Accessibility
Implementation Project

August 29, 2023



Description of Project

Overview:

- 9-month project
- The grant funds (\$70,000) were used for:
 - A new staff position
 - Transportation provided for our partners
 - Outreach and marketing activities
 - Project Steering Committee

Goals:

- Develop lasting transportation partnerships
- Provide culturally inclusive transportation, with an emphasis on language accessibility
- Recruit bilingual volunteer drivers
- Engage older adults and people with disabilities in key planning and implementation processes

Customers who we served:

- 315 customers in total served using NADTC funds
 - 273 Asian (86.7%)
 - 36 Latino/a/x (11.4%)
 - 6 Caucasian (1.9%)
 - 313 Older adults
 - 52 People with disabilities
- (note: some customers are both older and have disabilities)



Partnerships:

- a) Community for Positive Aging (Hollywood Senior Center)
- b) Asian Pacific American Network of Oregon (APANO)
- c) Oregon Chinese Coalition
- d) Rosewood Initiative
- e) Do Good Multnomah



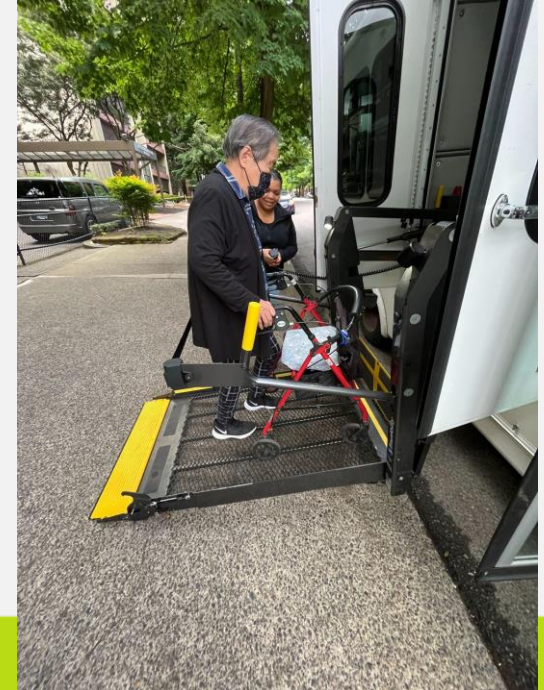
Introducing our
services to APANO



Attending outreach event
at Rosewood Initiative

Implementation:

- ❖ 3 Steering Committee meetings
- ❖ Frequent planning meetings with new partners
- ❖ Provided senior group trips to Lansu Chinese Garden, Fubonn Shopping Center, Rose Garden, Walmart, and other destinations
- ❖ Carried out post-experience survey (n=50) in English, Mandarin, Vietnamese and Spanish



Performance Measure	Target Outcome	Current data	Percent of Target to Date
Provide transportation to diverse older adults and people with disabilities.	250 rides	315 rides	126%
Form new transportation program with community organizations	2 partnerships	5 new partnerships	250%
Recruit volunteers who speak languages other than English	3 new volunteers	1 new volunteer	33%
Serve customers from diverse backgrounds	139 customers	309 customers	222%
Sustainability – secure funding to sustain this work after the grant ends	Funding for one full-time position	Searching for new funding	—
Sustainability – partnerships continue after the grant ends	2 ongoing partnerships	5 ongoing partnerships	250%

Impact

A few examples of Customers' stories:

- ❖ An older Chinese couple shared positive feedback from their experience with our shuttle bus to Walmart. They wanted to go to Walmart but had no appropriate transportation. They mentioned that the shuttle bus was easy and smooth to take. Our bus driver was on time and provided great assistance.
- ❖ A Latina customer with disabilities who recently immigrated to the country and had limited English proficiency was extremely relieved when she was told about senior group to Rose Garden as she was afraid of taking public transit by herself.



Lessons Learned

Challenges/barriers:

- Volunteer driver recruitment
- Driver capacity
- Language
- Trip planning

Lessons from participants/riders:

- 96% riders were satisfied with our services
- Differing trip-planning needs among diverse customers
- Language barriers are discouraging>> Translation tools for drivers
- Marketing and Communication is key>> Better outreach to more communities
- Flexible, on-demand trips are desired
- Riders would be interested in long-term involvement in planning processes

Next Steps

- ❖ On-going funding has been secured with Medicaid funds, but additional partnership funds will be needed in the future
- ❖ Continue to develop new partnerships
- ❖ Implement additional recommendations of Planning Grant, including
 - ❖ On-demand/Microtransit
 - ❖ Climate adaptation and electric vehicles
 - ❖ Trip planning resources
 - ❖ Enhanced language accommodations



Thank you!

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