



EXPANDING SENIOR TRANSPORTATION It Takes a Community!



July 31, 2017

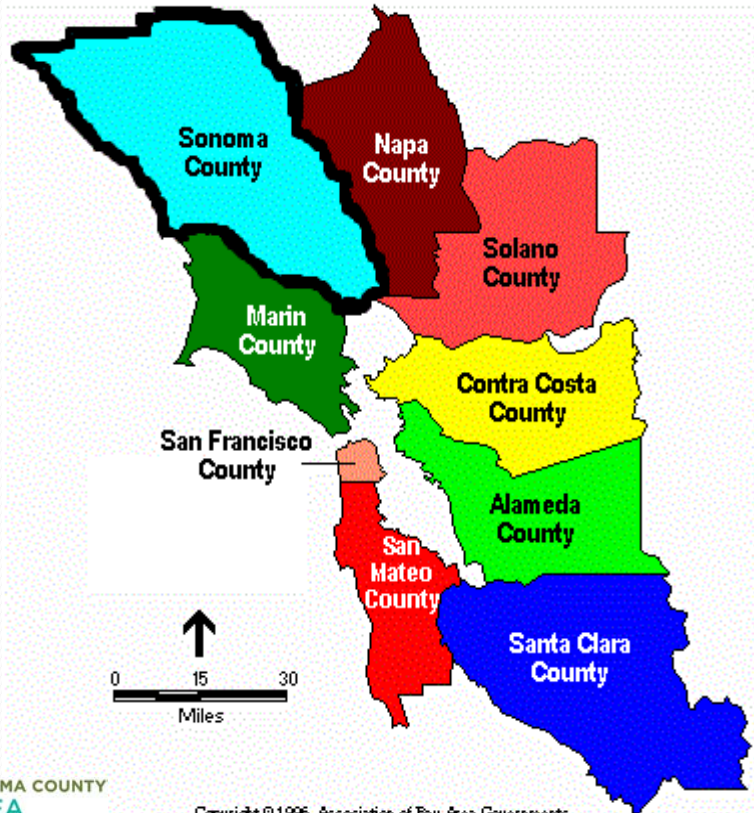


Presented by

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Santa Rosa, CA**

Sonoma County, Where Are We?

One of 9 counties that make up the San Francisco Bay Area



Sonoma County Seniors Age 60 and Older

2016 Population 60 and over	125,109	(25%)
2030 Projected Population 60 and over	161,001	(28%)

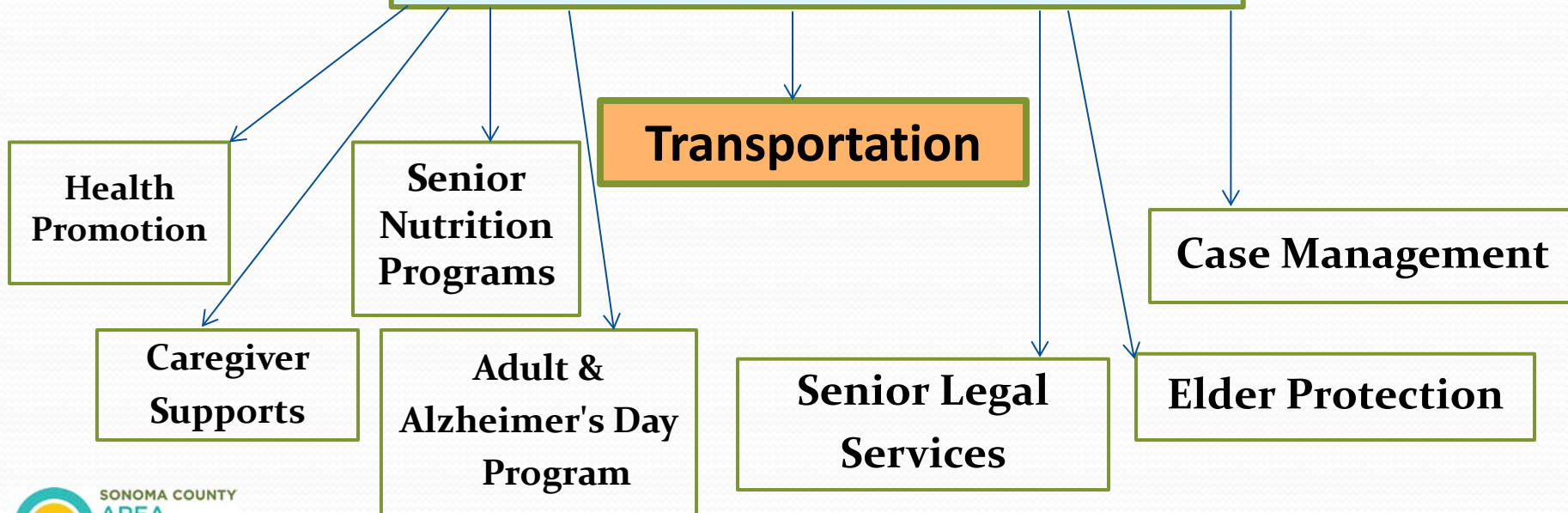
Ethnicity of Sonoma County Seniors Age 60 and Over

White (non-Hispanic)	106,121	85%
Hispanic/Latino	10,721	9%
Other	7,925	6%

Sonoma County AAA: A Program of the Human Services Department

Adult & Aging Services Division

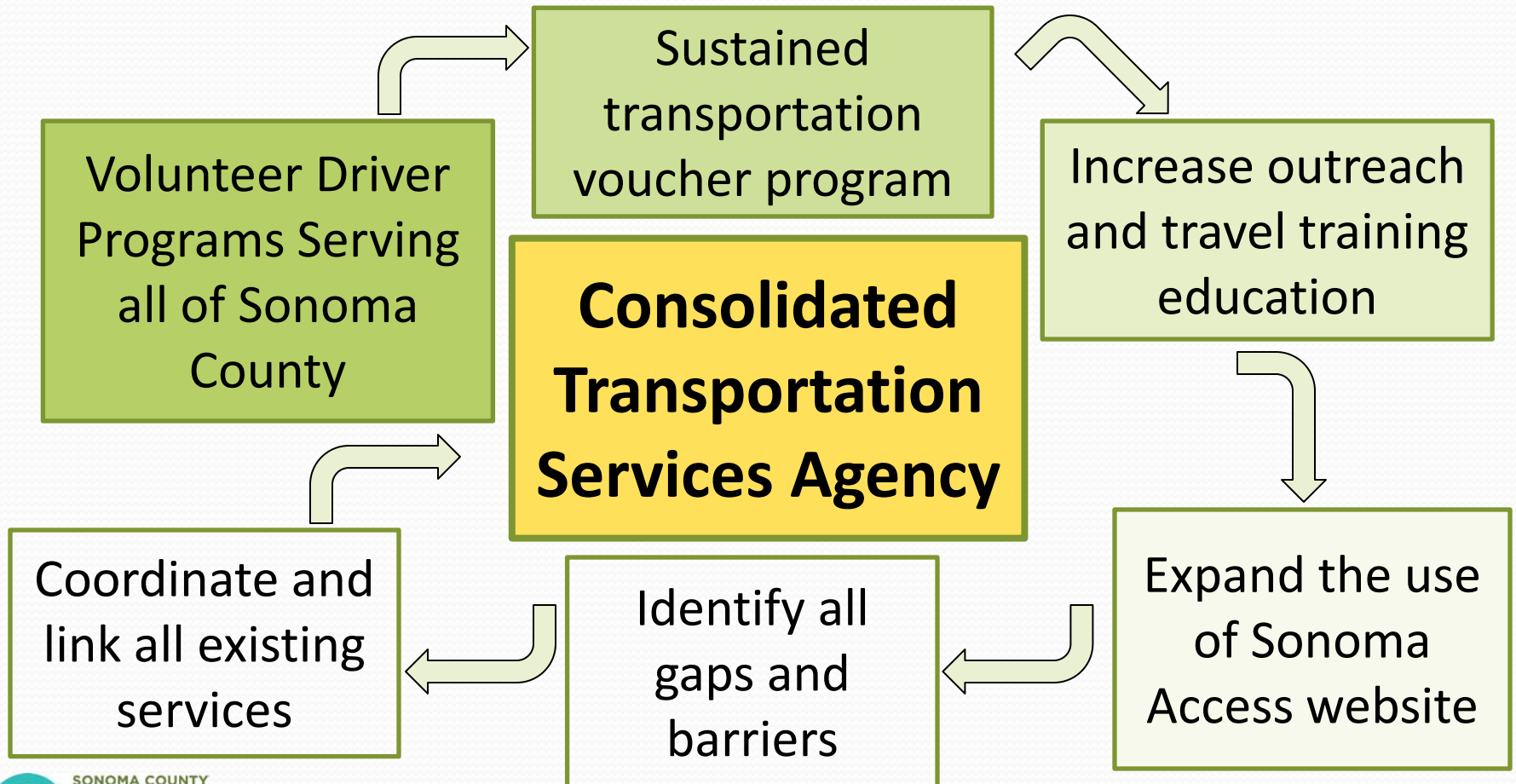
AREA AGENCY ON AGING



Transportation Barriers in Sonoma County



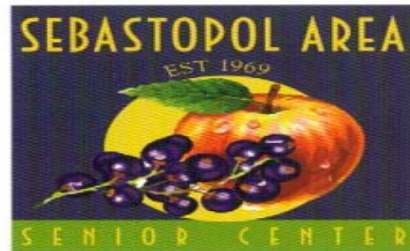
Vision: Coordination and Provision of County-wide Transportation Options



AAA Collaborative Effort



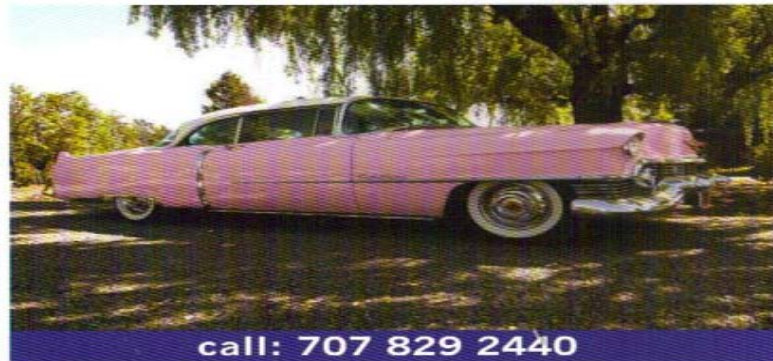
1st Volunteer Driver Program “rolls out” January 2008



VOLUNTEER DRIVER TRANSPORTATION PROGRAM

In partnership with
Sonoma County Area Agency on Aging

Remember when
giving a ride was the neighborly thing to do?
It still is!



call: 707 829 2440

Volunteer Driver Programs

- ❑ 5 volunteer driver programs
- ❑ FY 16/17 provided 14,509 rides to 1,037 seniors
- ❑ Ride-scheduling software



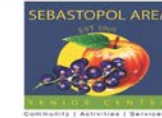
Volunteer Driver Program Outreach Activities

- Outreach Events
- Public Messaging & Social Media
- Flyers & Messaging



Volunteer Driver Recruitment and Rider Flyer

For residents age 60 and older and people with disabilities



Cloverdale Senior Center



Catch a Ride!

Arrange for a **free** ride to local shopping or medical and social services appointments by a trained volunteer driver. Call the program that serves the area where you live.

"I am filled with gratitude for this service and for the drivers who volunteer their time and gas."

Santa Rosa (Bennett Valley to Roseland)

Catholic Charities: St. Rose CARES
Phone: (707) 528-2063
Web: srcharities.org/get-help/senior-services

Petaluma, Rohnert Park, Penngrove, Two Rock, Valley Ford

Petaluma People Services Center: iRIDE Program
Phone: (707) 765-8488
Web: petalumapeople.org/seniors/transportation

West Sonoma County

Sebastopol Area Senior Center:
Volunteer Driver Transportation Program
Phone: (707) 829-2440
Web: sebastopolseniorcenter.org/transportation

Give a Ride!

Help your neighbors. **Volunteer** to drive local residents on your own flexible schedule in the comfort of your own car. Sign-up with the program nearest you. Must be 21 or older.

"Our ride clients are so grateful and so kind. Learning about their lives enriches me beyond compare."

Sonoma Valley (Sears Point to Kenwood)

Vintage House: Local Independent Mobility Options Program (LIMO)
Phone: (707) 996-0311, ext. 308
Web: vintagehouse.org/programs-and-services/limo

North Sonoma County

Cloverdale Senior Center: Volunteer Driver Program
Phone: (707) 894-4826
Web: cloverdaleseniorcenter.com

In collaboration with Sonoma County Human Services
Department Adult & Aging Division Area Agency on Aging



Travel Voucher Programs

Taxis

Uber/Lyft

FY 16/17 provided 1,096 Voucher Rides



Activities and Research

Travel Trainings:

- Driving Safely As We Age
- Transit Agencies
- Clipper Card
(SF Bay Area Regional Transit)
- SMART Train
(Sonoma Marin Area Rail Transit)

Driving Safely As We Age A Community Response



**Age Alone
Is Not
A Reason
To Quit
Driving**

Emerging & Best Practice Research:

- TNCs - (Lyft, Uber)
- Gogograndparents
- Regional transit connectivity
- Driverless cars?
- Technological advances

Transportation Funding

\$77,000 – IIB Supportive Services
(On-going each fiscal year)



\$89,572 – New Freedom Cycle 5 +
\$33,854 – Local Match (FY 2014-2017)
\$451,975 – Caltrans 5310 (FY 2016-2018)
\$417,289 – Caltrans 5310 (FY 2018-2020)



Time Commitment

AAA Advisory Council

Meetings

- Transportation & Mobility Committee Meetings
- Quarterly SACTS Consortium Meetings
- County-wide Advocacy
- Outreach

AAA Staff

160 hours/month

- County & grant funded
- Staff support to Advisory Council
- Develop programs
- Identify Grant funding & grant mgmt
- Liaison to County government boards
- Develop 5 and 10 year plans
- Assist Sonoma Access web development

Challenges

- Coordinating with fixed route bus/paratransit providers
- Serving geographically isolated areas
- Coordinating trips between agencies
- Identifying existing transportation service options
- Recruiting and retaining volunteer drivers
- Sonoma Access website
- Funding



Successes

- Secured funding for transportation
- Engaged the SACTS Consortium
- Expansion to new regions and partners
- Added new volunteer driver and travel voucher programs
- Outreach campaign activities



Questions for the Group

- **What are you doing in your community?**
- **How are your programs supported/funded?**





Questions for us?



THANK YOU!



**For additional information contact
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