

The logo for samTrans, featuring the text "samTrans" in a bold, black, sans-serif font. Below the text are two horizontal bars: a red one on top and a blue one on the bottom. The entire logo is enclosed in a white rectangular box with a thin black border. The background of the slide is a blue-tinted photograph of a bus, with the samTrans logo and text overlaid on it.

samTrans

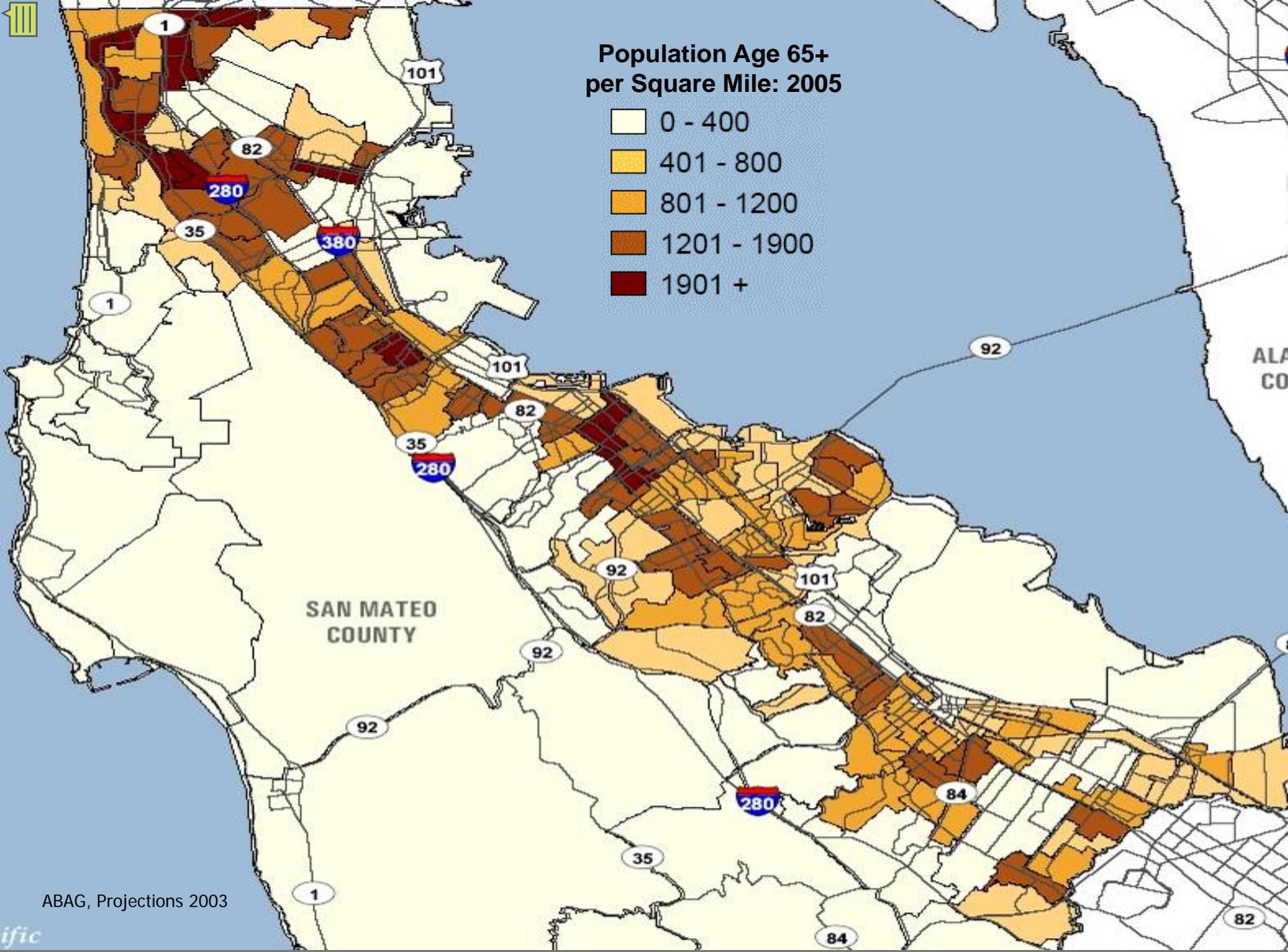
Senior Mobility Initiative

Senior & Disabled Transportation Summit II

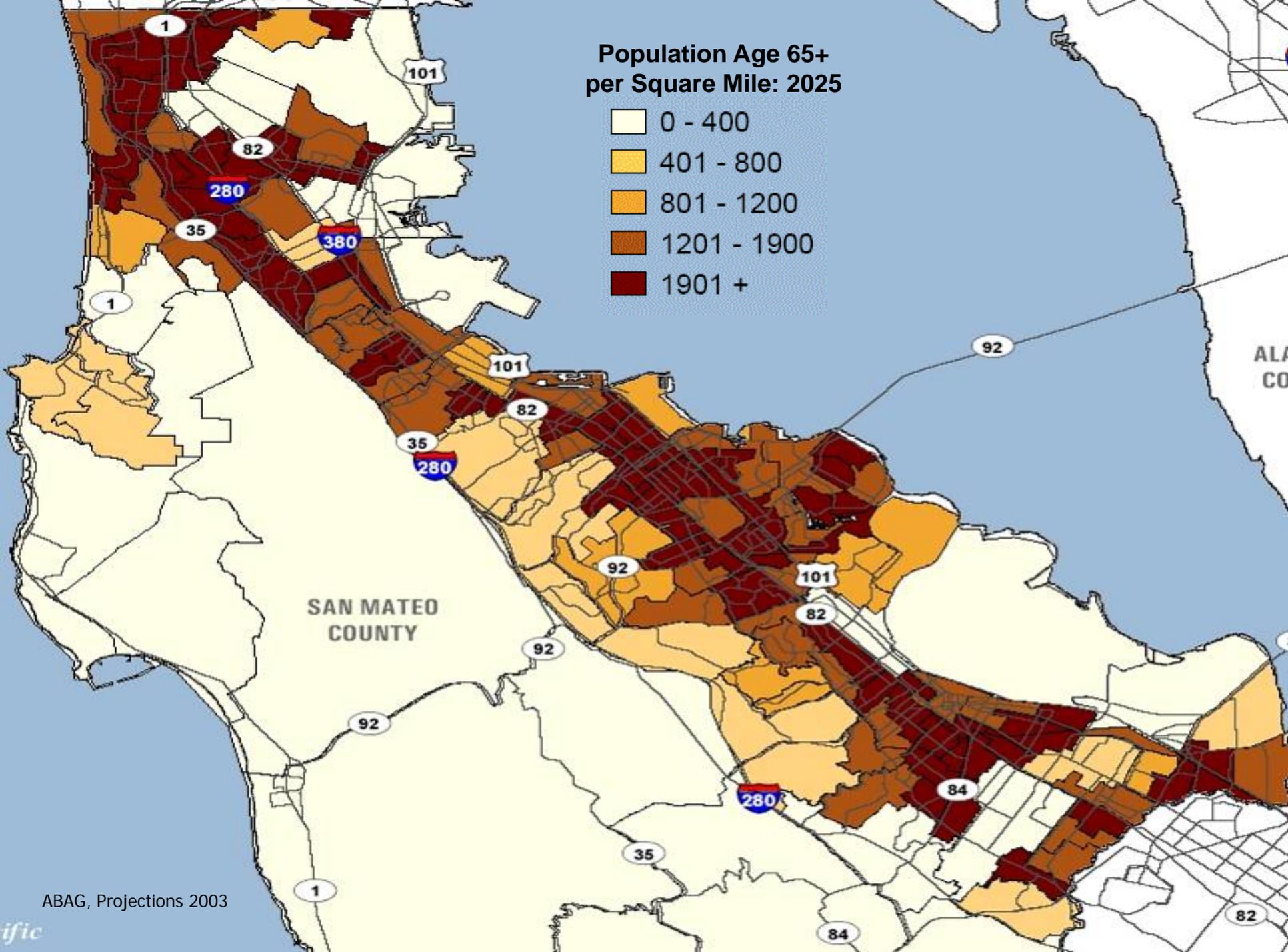
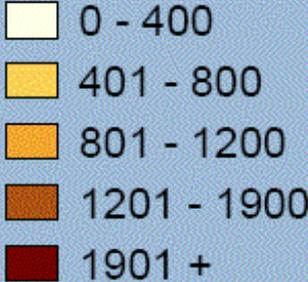
**Solano Transportation Authority
October 30, 2009**

Population Age 65+ per Square Mile: 2005

- 0 - 400
- 401 - 800
- 801 - 1200
- 1201 - 1900
- 1901 +



Population Age 65+ per Square Mile: 2025





The Need



- **65+ population will double in San Mateo County in the next 20 years**
- **More seniors will live in places difficult to serve with public transportation**
- **Seniors will not be accustomed to using public transportation**
- **Existing transportation services will not be able to meet all the needs of seniors**



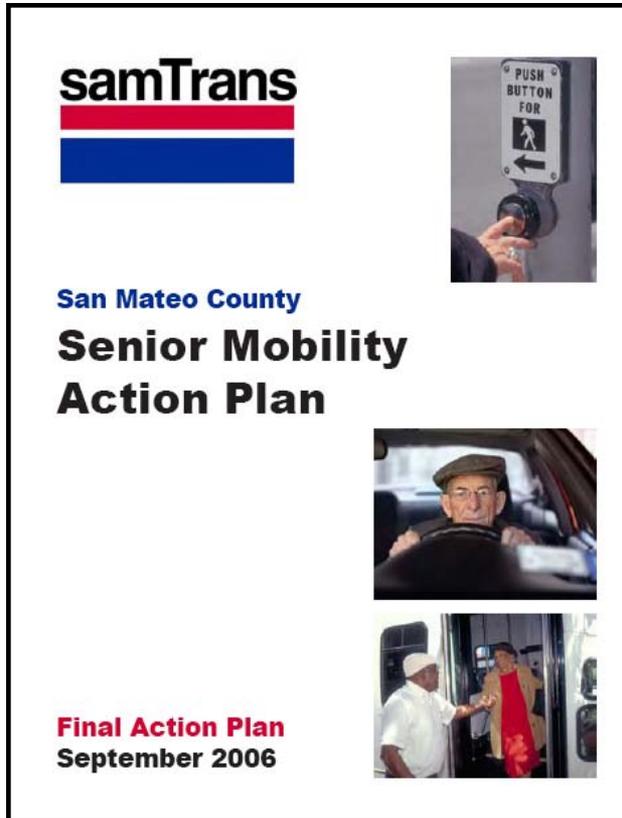
If action is not taken, these trends may result in:

- **Rising numbers of traffic injuries and deaths**
- **Strain on families of seniors who have limited mobility**
- **Isolation of seniors**
- **Strain on public, private and non-profit services**



Senior Mobility Action Plan

samTrans



The Plan is a joint effort to keep older people safe and connected to their communities as problems related to aging make it harder for them to get around.

www.seniormobilityplan.com



Planning Process

samTrans



- **Convene key players**
- **Provide information about needs and models**
- **Determine interest in various concepts**
- **Create Working Groups to:**
 - **Refine concepts**
 - **Identify additional partners**
 - **Explore/identify funding**
- **Draft Action Plan**
- **Community Consultation**
- **Action Plan**



Steering Committee

samTrans



- AARP
- Cities
- Center for Independence of the Disabled
- MTC Elderly and Disabled Advisory Committee
- SMC Commission on Disabilities
- Family Service Agency of San Mateo
- Jewish Community Center
- Peninsula Library System
- Peninsula Traffic Congestion Relief Alliance
- Rosener House
- SamTrans
- San Mateo County Department of Health
- SMC Board of Supervisors
- SMC Commission on Aging
- San Mateo City/County Association of Governments
- Sequoia Hospital
- Transportation Authority CAC

Expert Advisory Panel



AARP

Beverly Foundation

DMV

California State Automobile Association

Caltrans

American Society on Aging

CA Dept. of Health Services

Leading senior mobility consultants



Senior Mobility Action Plan

samTrans

Strategies

1. **Community Transit Services**
2. **Community-based Transportation**
3. **Encouraging Use of Transit**
4. **Safe Driving and Driving Retirement**
5. **Taxicabs**
6. **Information & Assistance**
7. **Walking and Pedestrian Safety**





1. Community Transit Services



- **Serve short trips within communities**
- **Available to all, with emphasis on seniors**
- ***Lead roles: cities, Alliance***





2. Community-based Transportation

samTrans

- A non-profit, community transportation network with public and private funding
- For seniors who can't drive or use transit
- An alternative to Redi-Wheels
- *Lead role: Family Services Agency. Pilot in one or two cities*





3. Encouraging Use of Transit



- **Communicate to seniors that transit is safe, modern, and provides independence**
- **Example efforts: Try Transit, videos, organized trips, city-focused information, social marketing**
- ***Lead role: SamTrans with participation by cities, Alliance, schools, Peninsula TV, businesses.***





4. Safe Driving & Driving Retirement

samTrans



- **Help people drive safely as long as possible:**
 - A variety of training programs to suit different needs and preferences.
 - How to adjust and modify cars for safety.
 - When to stop driving and what to do then.

- ***Roles: AARP, CHP, AAA, Sequoia Hospital, cities.***





5. Taxicabs

samTrans

- **Pilot: accessible vehicles combined with service improvement**
- **Long term: county-wide service improvement**
- ***Roles: County, cities, SamTrans***



6. Information and Referral



- Information about all modes of transportation for seniors: driving, rides, bus, shuttles, Redi-Wheels.
- Available through multiple channels: phone, literature, web, senior centers, libraries, health care providers.

Roles: SamTrans is determining feasibility



7. Walking & Pedestrian Safety

samTrans

- Identify priority improvements in neighborhoods with high concentrations of seniors and walkable destinations.
- Participatory process involving seniors and community groups.



SamTrans Strategic Plan

Mobility Management is a comprehensive and innovative approach for managing and delivering coordinated transportation services to customers on an individual basis through a wide range of transportation options and service providers.

New Freedom Grants



Activities	Cycle 1	Cycle 2	Cycle 3
Start Date	Jan 09	Oct 09	Jan 10
Senior Mobility Guide	Implementation	Implementation	Implementation
Mobility Ambassador Pilot Program	Planning	Implementation	Implementation & Expansion
Vehicle Sharing Pilot Program	Planning		Implementation
Countywide Inventory		Implementation	Implementation
Telephone Information & Assistance	Planning		Expanded Planning
Volunteer Driver Program			Planning

Senior Mobility Guide

samTrans

Senior Mobility Guide

Staying Connected in San Mateo County



March 2009

- “Information about a wide range of programs and services that can help you stay mobile, active and connected to your community”
- Available in English, Spanish and Chinese
- 5000 copies distributed to date

www.peninsularides.org



Mobility Ambassador Program



Provide assistance to seniors and people with disabilities in San Mateo County on issues related to mobility.

- **Volunteers**
- **Six host senior centers**
- **Senior Mobility Coordinator**
- **Monitoring**

Vehicle Sharing Pilot Program

samTrans

- **Promote vehicle sharing partnerships**
- **Better serve the transportation needs of clients**
- **Realize cost savings or revenue generation**
- **Initially “facilitation” based**

I & A Feasibility Assessment



- **In-depth assessment of mobility level and needs**
- **Information based on needs and abilities**
- **Assistance with trip planning and utilizing services**
- **Assist with longer and inter-county trips**
- **Database and follow-up**



Thank you



Corinne Goodrich
Manager, Strategic Development
San Mateo County Transit District

650.508.6369
goodrichc@samtrans.com

