Planning for Transportation and Mobility Options: A AAA’s Role

Serving Miami-Dade and Monroe Counties in South Florida
DESCRIPTION OF THIS WORKSHOP

• A COMMUNITY APPROACH
• STRATEGIC PLANNING
  – GOALS & OBJECTIVES
  – STRATEGIES
  – LESSONS LEARNED
• ADVANCING THE AGENDA IN PSA 11
• ONE BEST PRACTICE: HOW A GRASSROOTS PROJECT CAN SERVE AS AN ENGINE FOR CHANGE
• FUTURE PLANS
WORKSHOP OBJECTIVES

• LEARN ABOUT WHY ELDERS NEED – AND WANT! – SAFE, VIABLE AND ACCESSIBLE ALTERNATIVES TO DRIVING

• UNDERSTAND LINKS WITH:
  – MENTAL & PHYSICAL HEALTH
  – INCLUSION & CONNECTION TO COMMUNITY

• HOW TO LEVERAGE FUNDING

• HOW TO ENHANCE AGENDA IN YOUR COMMUNITY
DEFINITIONS

“TRANSPORTATION”: How to get from one place to another

1. “TRANSPORTATION RICH”: Older adults who drive
2. “TRANSPORTATION DEPENDENT”: Older adults who no longer drive
3. “TRANSPORTATION CONCERNED”: Family, friends, caregivers

“MOBILITY”: How people get around

• Ability to move independently
  – Self-propelled or with assistance

• Older “road users” include
  – Pedestrians
  – Drivers
  – Bicyclists
“MOBILITY OPTIONS” INCLUDE

- Walking
- Biking
- Driving
- Driver safety, education & transition
- Public Transit & Fixed Route
- Paratransit (e.g., STS)
- Volunteer Driver Programs
- Door-to-Door
- Door-through-Door (escort)
- Neighborhood Shuttles
- Taxi Service
- Transportation Vouchers
MOST BASIC: WALKING

WALKING IS IMPORTANT TO OLDER ADULTS:

• TO GET FROM ONE PLACE TO ANOTHER (AMBULATE)
• AS HEALTHY EXERCISE
• TO CONNECT WITH PEOPLE, COMMUNITY AND PLACE
  • SOCIAL INTERACTION
  • SENSE OF PLACE
  • AGING IN PLACE
OLDER PEOPLE AND MOBILITY

FOR OLDER PEOPLE LIVING IN THE COMMUNITY, TRANSPORTATION:
• PROVIDES CONNECTION TO MEDICAL SERVICES
• COMBATS ISOLATION AND DEPRESSION
• IMPROVES QUALITY OF LIFE

• HAS A POSITIVE IMPACT ON OVERALL HEALTH
• HELPS DELAY OR PREVENT PLACEMENT IN A LONG TERM CARE FACILITY AND
• ULTIMATELY, REDUCES HEALTH CARE COSTS
IMPACT OF LIMITED OR NONEXISTENT OPTIONS

- ISOLATION
- REDUCTION IN MENTAL & PHYSICAL HEALTH
- RISK TO ELDERS AND OTHERS WHEN THEY DRIVE PAST THEIR CAPACITY
- AFFECTS ABILITY TO “AGE IN PLACE”
- TRAUMATIC EXPERIENCE TO HAVE CAR KEYS TAKEN AWAY
“AGING IN PLACE”

• “LIVABLE COMMUNITIES”
  – CONCEPT OF AGING-IN-PLACE
  – ELDERS AS VITAL TO A COMMUNITY

• OPTIONS PROVIDE ACCESS TO
  – HEALTH CARE
  – COMMUNITY, FRIENDS & FAMILY, WORSHIP, SHOPPING
  – EVEN TRANSPORTATION ITSELF!
AAA: HISTORIC ROLE

- OAA III-B AND STATE FUNDS
  - $2.5 MILLION
  - 13 PROVIDERS
    - 5,200 ELDERS
    - 375,000 TRIPS
- TRANSPORTATION FOR:
  - CONGREGATE MEAL SITES
  - ADULT DAY CARE
  - DOCTOR VISITS
  - SHOPPING
  - ENTERTAINMENT & RECREATION
AAA: EXPLORING NEW OPTIONS

• “JUMPSTART THE CONVERSATION" MINI-GRANTS
  – FUNDED 8 PROJECTS
  – TOTAL: $12,500

• NATIONAL SENIOR TRANSPORTATION INSTITUTE
  – JULY 2009
  – EXPERTS, COLLABORATORS
  – INSPIRATION
TAXI VOUCHERS

CORAL GABLES TAXI VOUCHERS

• ELDERS PURCHASE VOUCHERS AT 50% DISCOUNT
• RELUCTANT TO USE CABS IF NOT USED IN PAST -- EVEN AT DISCOUNTED PRICE
• SATISFIED WITH ACCESSIBILITY, COST, AND RELIABILITY
• RACE, HEALTH AND SOCIO-ECONOMIC STATUS, AGE AND FUNCTIONAL LEVEL

• SUCCESSFUL??
VOLUNTEER DRIVING PROGRAM

- SELECTED TRIP MODEL FROM RIVERSIDE, CALIFORNIA AS “BEST PRACTICE” FOR THE PILOT

- PROGRAM CHARACTERISTICS
  - ELDER RECRUITS OWN VOLUNTEER DRIVER
  - ELDER RECEIVES A TRIP ALLOWANCE TO REIMBURSE VOLUNTEER FOR EXPENSES
  - 2 PROVIDERS ENROLL ELDERS AND ACT AS FISCAL INTERMEDIARIES
  - USE OLDER AMERICANS TITLE III-B FUNDS

- SUCCESSFUL??
TRAVEL TRAINING

• WORKSHOPS HELP FAMILIARIZE OLDER ADULTS WITH LOCAL PUBLIC TRANSPORTATION SERVICES TO STAY ACTIVE AND ENGAGED

• “BUDDY SYSTEM” PAIRS EXPERIENCED TRANSIT USERS WITH INEXPERIENCED ELDERS

• “MOBILITY MAPS” TRAIN ELDERS ON DIFFERENT TRANSPORTATION OPTIONS BASED ON NEEDS
  – INDIVIDUAL MAPS PROVIDE DESCRIPTIONS OF DESTINATION
  – MAPS PROVIDE DIFFERENT METHODS FOR GETTING TO LOCALE

• SUCCESSFUL??
AAA: **NEW APPROACH**

1. ASSESS NEEDS
2. PLAN TAILORED INTERVENTIONS
3. IDENTIFY & CONVENE STAKEHOLDERS
4. EDUCATE
5. RAISE AWARENESS IN THE COMMUNITY ABOUT ISSUES
6. ADVOCATE FOR INCREASED OPTIONS
1. ASSESS NEEDS

• 50,000 ELDERS IN MIAMI-DADE AND MONROE DO NOT DRIVE

• PROFESSIONALS, ELDERS AND COMMUNITY FOCUS GROUPS CONSISTENTLY AGREE THAT

  LACK OF MOBILITY IS MAIN FACTOR LIMITING INDIVIDUAL AUTONOMY

• LITERATURE REVIEW VALIDATES THAT T&M OPTIONS SIGNIFICANTLY IMPACT
  – INDEPENDENCE
  – SOCIAL ENGAGEMENT
  – DIGNITY
  – MENTAL AND PHYSICAL HEALTH
2. PLAN TAILORED INTERVENTIONS

• KNOW COMMUNITY
  – DEMOGRAPHICS: MINORITY, LEP, LOW-INCOME
  – GEOGRAPHY: EAST VS. WEST IN MIAMI-DADE, MONROE COUNTY (KEYS)
  – SERVICES: PUBLIC TRANSPORTATION, TRANSIT, PROVIDER SERVICES
3. ID & CONVENE STAKEHOLDERS

- REGIONAL FORUM (2009) IDENTIFIED AND CONVENED OVER 60 STAKEHOLDERS
  - STATE AND LOCAL LEADERS
  - PLANNING AND ZONING OFFICIALS
  - SOCIAL SERVICE AGENCIES
  - HEALTH PROVIDERS
  - ACADEMIA
  - TRAFFIC ENGINEERS

- OLD PARTNERS KEPT, NEW PARTNERS FOUND
  - NATIONAL:
    - N4A
    - NCST
    - PARTNERS FOR LIVABLE COMMUNITIES
    - FHSWA
  - STATE:
    - FL-DOT
    - FL DOEA
  - LOCAL:
    - FIU
    - COUNTY & CITY GOVERNMENTS, MPO
    - LAW ENFORCEMENT
4. EDUCATE

- MIAMI-DADE COUNTY IS #1 IN FLORIDA FOR OLDER PEDESTRIAN CRASHES
- SAFE STEPS-PASOS SEGUROS PROJECT TO EDUCATE OLDER PEDESTRIANS AND THE COMMUNITY IN STREET SAFETY

(SOURCE: TRAFFIC SAFETY FACTS FLORIDA, 2008, FLORIDA DEPARTMENT OF TRANSPORTATION)
EDUCATE: THE PROBLEM OF OLDER PEDESTRIAN SAFETY

• EMPIRICAL RESEARCH STUDY DONE BY FIU’S LEHMAN CENTER FOR TRANSPORTATION RESEARCH

• STUDY FUNDED BY MIAMI-DADE COUNTY MPO-PUBLIC WORKS DEPARTMENT

• IDENTIFIED 10 MOST DANGEROUS ROAD SEGMENTS AND INTERSECTIONS WHERE ELDERS 65+ HAVE BEEN KILLED OR INJURED IN MIAMI-DADE
OLDER PEDESTRIAN SAFETY STUDY

- NW 37 AVE. + NW 7 ST.
- W 16 AVE. + WEST 44 PL.
- NW 20 ST. + NW 22 AVE.
- SW 1 ST. + SW 1 AVE.
- SW 24 ST. + SW 87 AVE.
- W FLAGLER ST. + NW 97 AVE.
- W FLAGLER ST. + NW 102 AVE.
- SW 152 AVE + SW 72 ST.
- NW 37 AVE + NW 9 ST.
- N. MIAMI AVE + NW 83 ST.
RESULTS OF SAFETY STUDY

• PEDESTRIANS AGE 65+ HAVE HIGHEST FATALITY AND INJURY RATES OF ANY COHORT

• CROSSING BEHAVIORS OF ELDER PEDS MORE RISKY THAN THOSE OF NON-ELDERS

• ELDERS USED CROSSWALK 45% OF TIME COMPARED TO 64% OF NON-ELDERS

• 44% OF ELDERS CROSSED MID-BLOCK COMPARED TO 29% OF NON-ELDERS
SAFE STEPS-PASOS SEGUROS PROJECT

• INTENSE 9-MONTH EDUCATIONAL PROJECT TO REDUCE ELDER PEDESTRIAN CRASHES IN MIAMI-DADE

• FUNDED BY FL-DOT

• DESIGN: THREE SIMULTANEOUS TRACKS
  1. EDUCATIONAL WORKSHOPS TO TRAIN 1000 ELDERS IN WALKING SAFETY
  2. MEDIA BLITZ TO EXPOSE MESSAGE TO 4.6 MILLION TELEVISION VIEWERS IN SOUTH FLORIDA
  3. ADVISORY GROUP TO HELP SUSTAIN AND EXPAND PROJECT
AN UNEXPECTED 4TH TRACK

• “CONSUMER FEEDBACK LOOP”
  – WORKSHOP PARTICIPANTS PROVIDING VALUABLE INFORMATION ON COUNTERMEASURES IN:
    • EDUCATION
    • ENGINEERING
    • LAW ENFORCEMENT
SAFE STEPS-PASOS SEGUROS

- **9-MONTHS AND LOW-BUDGET**
  - FOUR PSAs USING FREE TALENT FROM FAMILIES AND STAFF
  - VALUE-ADDED SERVICES
    - “INTELLECTUAL PROPERTY” DONATED BY PRODUCER
    - OTHER DONATIONS
    - IN-KIND SUPPORT

- **EMPIRICAL APPROACH:**
  - USE EVIDENCE-BASED CURRICULUM FROM UNC BUT TRANSCREATED FOR SOUTH FLORIDA
  - EVALUATIONS
    - FIU: PRE- AND POST-WORKSHOP EVALS
    - MEDIA-MARKET EVALS

- **OTHER DONATIONS**
  - IN-KIND SUPPORT
SAFE STEPS: AN ENGINE FOR CHANGE

• SAFE STEPS MODEL
  – SIMULTANEOUS THREE-TRACK APPROACH
  – DATA & EVALUATION
  – VALUE-ADDED STRATEGIES
  – LEVERAGE RESOURCES AND PARTNERSHIPS

• COMMUNITY OWNERSHIP OF THE PROBLEM

• GREATER AWARENESS OF ELDERS AS PART OF OUR SOCIAL FABRIC

• A CHANCE TO MAKE CHANGES!
5. BUILD AWARENESS IN THE COMMUNITY

- Safe Steps "Drivers"
  Rec. 1/18/12 :15

- Safe Steps "Basic Safety"
  Rec. 1/18/12 :15

- Safe Steps "Be Responsible"
  Rec. 1/18/12 :15

- Safe Steps "Health Benefits"
  Rec. 1/18/12 :15
6. ADVOCATE FOR ENHANCED OPTIONS

- PROMOTE SUBSIDIZED COUNTY PUBLIC TRANSIT FOR ELDERS (GOLDEN PASSPORT)
- MIAMI-DADE COUNTY RESOLUTION CREATING ELDER PEDESTRIAN SAFETY ADVISORY COMMITTEE
- DEVELOP A NATIONAL JUDICIAL CURRICULUM: “WHAT JUDGES NEED TO KNOW ABOUT OLDER ROAD USERS”
- **IN PROGRESS:** POLICY AGENDA
- **IN PROGRESS:** “OPTIONS FOR ELDERS” FORUM
A “BEST PRACTICE”?

METLIFE FOUNDATION & PARTNERS FOR LIVABLE COMMUNITIES

- CITY LEADERS INSTITUTE IN PHOENIX, AZ, MAY, 2012
- “TEAM MIAMI” SCORED AS A BEST PRACTICE IN EDUCATION AND AWARENESS OF OPTIONS FOR AGING ROAD USERS, PUBLIC OFFICIAL AND THEIR COMMUNITIES
NEXT STEPS

• BUILD UPON SUCCESSES FROM SAFE STEPS-PASOS SEGUROS
  • EXPAND INTO NEW PHASE
  • LEVERAGE PROJECT INTO OTHER EFFORTS

• INCREASE AAA PRESENCE ON ISSUES

• DEVELOP NEW PARTNERSHIPS FOR VALUE-ADDED LEVERAGE
  – SAFE MOBILITY FOR LIFE
  – MEDIA (CBS-4 AND AMERICA TEVE)
  – COMMUNITIES FOR A LIFETIME
  – CONSORTIUM FOR HEALTHIER MIAMI-DADE COUNTY
CONCLUSION

• COMPLEX ISSUE, MANY “MOVING PARTS”
• NEED TO HAVE STRATEGIC, VALUE-ADDED AND INCLUSIVE APPROACH
  – FITS AND STARTS, LESSONS LEARNED ... AND APPLIED
• CREATE TAILORED “BEST PRACTICES” ADAPTED TO COMMUNITY’S NEEDS
• AS COMMUNITY, COUNTRY, AGES-IN-PLACE, OPTIONS FOR OLDER ADULTS MUST BECOME “TOP OF MIND”
TRANSPORTATION & MOBILITY OPTIONS:

“WHAT’S GOOD FOR ELDERS IS GOOD FOR THE COMMUNITY”
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