samTrans

Mobility Plan

for Older Adults & People with Disabilities

FINAL

OCTOBER 2018

Acknowledgments

2018 SAMTRANS BOARD OF DIRECTORS

Charles Stone, Chair
Carole Groom, Vice Chair
Rose Guilbault
Jeff Gee
Zoe Kersteen-Tucker
Karyl Matsumoto
Dave Pine
Josh Powell
Peter Ratto

EXECUTIVE TEAM

Jim Hartnett, General Manager/CEO
Michelle Bouchard, Chief Operating Officer, Rail
April Chan, Chief Officer, Planning, Grants, and Transportation Authority
John Funghi, Chief Officer, Caltrain Modernization Program
Derek Hansel, Chief Financial Officer / Treasurer
Carter Mau, Deputy GM/CEO
Seamus Murphy, Chief Communications Officer
David Olmeda, Chief Operating Officer, Bus

SAMTRANS STAFF

Christy Wegener
Director, Planning

Melissa Reggiardo
Planning Administrator, Caltrain

David Pape
Senior Planner, Strategic Development & Planning

Tina Dubost
Manager, Accessible Transit Services

John Sanderson
Accessibility Coordinator, Accessbile Transit Services

Jean Conger
Senior Mobility Project Coordinator, Accessbile Transit Services

CONSULTANT STAFF

Ronny Kraft, Project Manager
Ronny Kraft Consulting

David Koffman
Nelson/Nygaard Consulting Associates

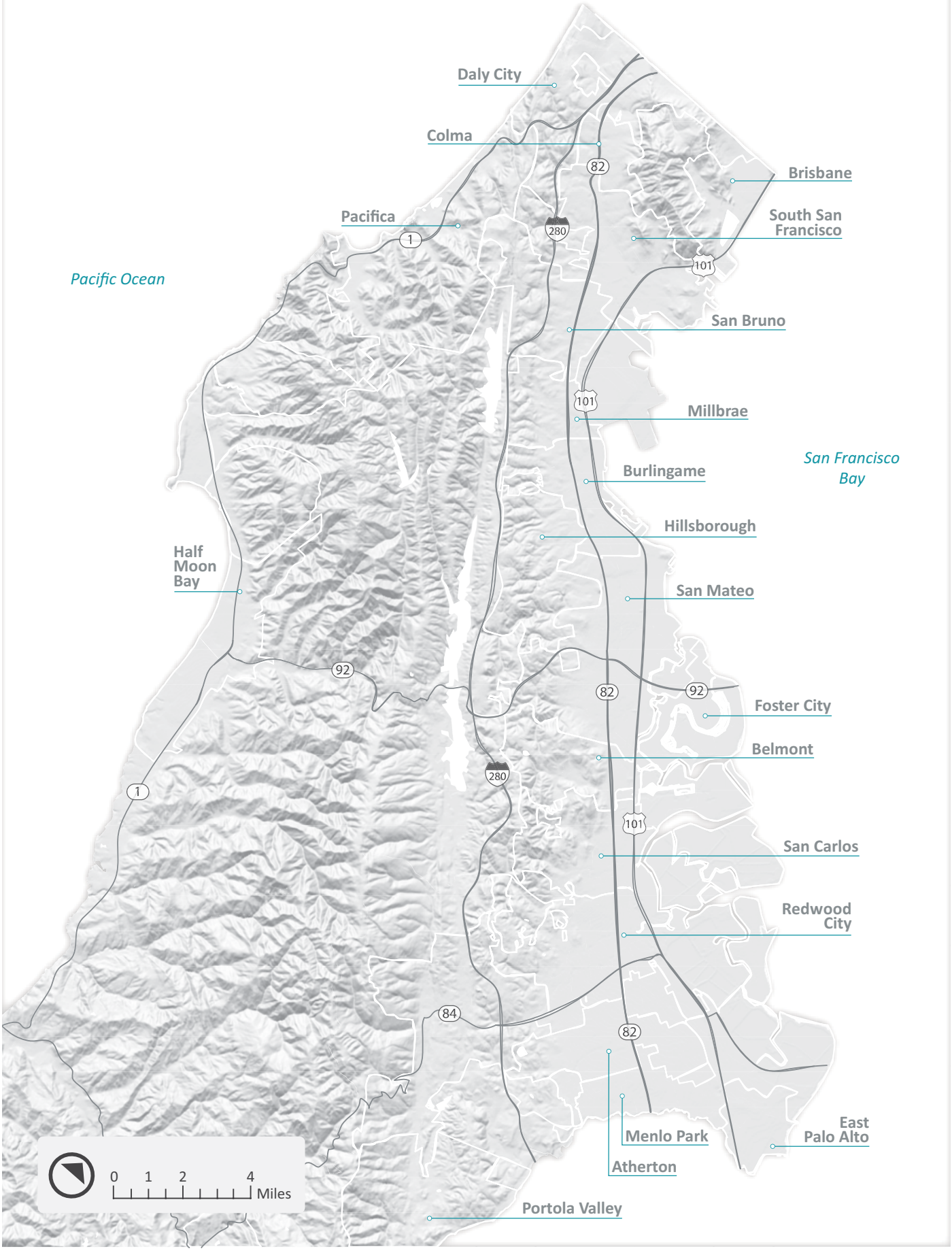
Terra Curtis
Nelson/Nygaard Consulting Associates

Mobility Plan

for Older Adults & People with Disabilities

SUMMARY

SAN MATEO COUNTY



MOBILITY PLAN GOALS

The purpose of the Mobility Plan is to develop effective mobility programs for older adults and people with disabilities in San Mateo County. The goals of the mobility plan process are to:

- Plan **innovative transportation services** for older adults and people with disabilities, which could be implemented and operated by SamTrans or other partners
- Identify viable **alternatives to paratransit**
- Form **new partnerships** with nonprofit and for-profit organizations
- Leverage existing **funding** and new funding sources

KEY CHALLENGES & OPPORTUNITIES FACING THE COUNTY

The older adult population is growing. There are 114,770 older adults over 65 representing 15% of the residents of San Mateo County. Both the number and proportion of older adults in the County will continue to increase by an estimated 82% by the year 2040. The number of people over the age of 75 is expected to more than double.

Older adults will increasingly live in areas of the County that are difficult to serve with traditional transit service. As the population ages in place, there will be more older adults living in the more remote areas of the County including the hills and Coastside.

Both the demand and cost of providing paratransit service are increasing. Redi-Wheels Trips increased by 10% between 2015 and 2017.[1] The cost per passenger is also increasing and was $44.62 per one way trip in 2017.[2]

There is lack of a local sustainable funding source for mobility programs. Funding for non-traditional mobility services is often grant-based and only available for a year or two. Providers of transportation for older adults and people with disabilities often have to piece together various grants and other funding sources to continue service.

[1] Mobility Management: Paratransit Service Board Presentation. June 2, 2018. http://www.samtrans.com/Assets/__Agendas+and+Minutes/Mobility+Management+-+Paratransit+Service.pdf
[2] 2017 SamTrans Fact Sheet. http://www.samtrans.com/Assets/SamTrans+Fact+Sheet.pdf

Older adults are using cell phones and the internet more. Most older adults in the County have access to a computer with internet. A 2017 national study found that four in ten older adults own a smart phone, which is more than double the percentage in 2013.[3] Furthermore, there is an increase in the percentage of Redi-Wheels riders who own a cell phone, can receive text messages, and who have access to the internet.[4]

LOCAL MOBILITY NEEDS

The planning process included input from many key stakeholders that work with the target populations. They identified the top transportation issues, needed improvements, and new services that would most improve the mobility of their clients.

Transportation issues

- Intercounty trips on paratransit that require a transfer
- The cost of the paratransit fare
- The length of time spent on vehicles for shared-ride trips
- Access to bus stops
- Shortage of wheelchair accessible taxis

Improvements and new service suggestions

- Same day booking of trips
- Door-to-door and door-through-door service
- Expanded Get Up & Go (a local community-based transportation service)
- Improved outreach and communication between SamTrans and community organizations
- Discount taxi program
- Subsidized ridesourcing program where people can call a phone number to book a ride
- Short-distance service to connect with SamTrans and Caltrain
- Single source for transportation information and assistance with trip planning over the phone

[3] Pew Research Center. Technology Use Among Seniors. http://www.pewinternet.org/2017/05/17/technology-use-among-seniors/

[4] SamTrans Paratransit Survey 2017 http://www.samtrans.com/Assets/_Marketing/SamTrans+Paratransit+Customer+Survey+Report+2017.pdf

FUTURE TECHNOLOGY & EMERGING MOBILITY SERVICES

Future transportation technologies, such as autonomous vehicles, will play a major role in how people get around in the not-too-distant future. Existing shared-use mobility services, including ridesourcing (Transportation Network Companies), ridesharing, carsharing, and microtransit, are rapidly evolving and changing the way people get around. These new technologies and emerging mobility services present both opportunities and challenges.

Emerging and future mobility services have great potential to improve the mobility of older adults and people with disabilities. However, these services should comply, at the least, to principles of safety, equity, and environmental sustainability. For this reason, this mobility plan includes the following recommendation.

Recommendation: Establish guiding principles for management of emerging mobility services and technologies

While the future is impossible to predict, SamTrans can lead a collaborative process to identify guiding principles that can frame decision making regarding new mobility services and technologies. The process can include consideration of what goals SamTrans is interested in achieving with new technologies and the role of SamTrans in achieving them. The guiding principles themselves would provide a consistent framework for evaluating and integrating new mobility services.

RECOMMENDED MOBILITY STRATEGIES & PROGRAMS

The Mobility Plan recommends seven overarching strategies and 11 potential programs for improving the mobility of the target populations (displayed in the chart on page VII). The recommended programs are shown in the table on the following page, including the estimated timeframe for implementation and potential lead organizations. Short term programs are lower in cost or have identified funding sources and could be implemented in approximately less than one year. Medium term strategies would take a longer time to implement and would likely take greater coordination and funding. Two programs recommended in this plan are already under development by SamTrans.

Ongoing collaboration is key to the successful implementation of the programs described in the Mobility Plan and is a theme echoed throughout. The recommended programs include those that could be led by SamTrans or other organizations throughout the County. Successful implementation will depend on the availability of funding and willingness of the program leads and partners.

OVERVIEW OF RECOMMENDED PROGRAMS

Recommended Program	Potential Leads
Programs Currently Under Development	
Mobility Management Center – Phone & Website	SamTrans
Taxi Fare Subsidy Pilot Program & Strategies for Increasing Wheelchair-Accessible Taxis	SamTrans
Short Term (0 to 1 year)	
Improve Coordination and Information Sharing	SamTrans
Subsidized Ridesourcing Program with Telephone Booking	SamTrans Nonprofits
Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs	SamTrans
Older adult Walking Groups	Nonprofits Human Services Agencies Community Groups
Short to Medium Term Programs (0 to 2 years)	
Improve Coordination with Local Driver Safety Instruction and Continue to Provide Safe Driver Information	SamTrans Nonprofits
Safe Routes to Transit for Older Adults & People with Disabilities	Cities Nonprofits Community Groups
Medium Term Programs (1 to 2 years)	
Flexible-route Community Transit Service	SamTrans Cities Nonprofits
Expand community-based transportation services	Nonprofits
Mobile Accessible Travel Training Bus	SamTrans

MOBILITY STRATEGIES

Recommended Programs

MOBILITY STRATEGIES

COUNTWIDE MOBILITY MANAGMENT

- Mobility Management Center Phone & Website
- Improve Coordination and Information Sharing

LEVERAGE PRIVATE ON-DEMAND TRANSPORTATION SERVICES

- Taxi Fare Subsidy Pilot Program & Strategies for Increasing Wheelchair-Accessible Taxis
- Subsidized Ridesourcing Program with Telephone Booking

COMMUNITY TRANSIT

- Flexible-Route Community Transit Service

COMMUNITY-BASED TRANSPORTATION SERVICES

- Expand community-based transportation services

ENCOURAGE THE USE OF TRANSIT

- Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs
- Mobile Accessible Travel Training Bus

PROMOTE SAFE DRIVING

- Improve Coordination with Local Driver Safety Instruction

ACTIVE TRANSPORTATION & ACCESS TO BUS STOPS

- Older adult Walking Groups
- Safe Routes to Transit for Older Adults & People with Disabilities

Contents

Chapter 1: Introduction 1
Background 1
Mobility Plan Goals & Evaluation Framework 1
Mobility Plan Sections 2
Chapter 2: Public Outreach Summary 4
Stakeholder Interviews 4
Interviews with Redi-Wheels Customers 7
Chapter 3: Target Populations Analysis Summary 8
Older Adults 9
People with Disabilities 16
Veterans 19
Redi-Wheels Customers 21
Redi-Wheels Trips 24
Redi-Wheels Customers' Use of SamTrans Fixed Routes 31
SamTrans and Redi-Wheels Riders Compared to the County Population 32
Chapter 4: Existing Mobility Services 33
SamTrans Services 33
Caltrain 36
Mobility AMBASSADORS & Veterans Mobility Corps 37
Other Services 38
Chapter 5: Mobility Strategies & Programs 42
A note on emerging mobility services and technologies 42
Recommendation: Lead a collaborative process to establish guiding principles for management of emerging mobility services and technologies 43
Strategy: **Countywide Mobility Management** 44
Program 1: Mobility Management Center – Phone & Website 45
Program 2: Improve Coordination and Information Sharing 47
Strategy: **Leverage Private On-demand Transportation Services** 51
Program 3: Taxi Fare Subsidy Pilot Program & Strategies for Increasing Wheelchair-Accessible Taxis 52
Program 4: Subsidized Ridesourcing Program with Telephone Booking 55
Strategy: **Community Transit Services** 58
Program 5: Flexible-route Community Transit Service 59

Strategy: **Community-Based Transportation Services** 61
Program 6: Expand community-based transportation services..... 63
Strategy: **Encourage the Use of Transit** 65
Program 7: Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs 66
Program 8: Mobile Accessible Travel Training Bus..... 67
Strategy: **Promote Safe Driving** 68
Program 9: Continue and Improve Coordination with Local Driver Safety Instruction and Safe Driver Information..... 70
Strategy: **Active Transportation and Access to Bus Stops** 73
Program 10: Senior Walking Groups 74
Program 11: Safe Routes to Transit for Older Adults & People with Disabilities 75
Chapter 6: Evaluation & Implementation 77
Evaluation 77
Implementation..... 81

Appendix A: Shared-Use Mobility Definitions

Appendix B: Working Paper - Summary of Outreach Results

Appendix C: Working Paper – Target Populations Analysis Summary

Appendix D: Planning Guide – Safe Routes to Transit for Older Adults & People with Disabilities

Appendix E: Paratransit Progress Summary

Appendix F: Stakeholder Committee

Tables

Table 1: Population and Age - Older adults....9
Table 2: Population Projections by Age....11
Table 3: Number of Redi-Wheels Requests Over a Six-Month Period....21
Table 4: Top Pick-up and Drop-off Cities....27
Table 5: Top 10 Pick-up City and Drop-off City Pairs....28
Table 6: Redi-Wheels Top Destinations....30
Table 7: Redi-Wheels Customers' Use of SamTrans Fixed-Routes Counts....31
Table 8: SamTrans Fare Chart....34
Table 9: Program Evaluations....78
Table 10: Implementation Table....84

Figures

Figure 1: Age Groups as Percent of Total SMC Population from 1970 to 2015....10
Figure 2: Map - Older Adults....12
Figure 3: Map - Projected Older adult Population in 2025....13
Figure 4: Map - Projected Older adult Population in 2035....14
Figure 5: Age Breakdown for People with Disabilities....16
Figure 6: Map - People with Disabilities....18
Figure 7: Map - Veterans....20
Figure 8: Age of Customers Compared to Number of Trips Over 6 Months....22
Figure 9: Map of Redi-Wheels Customers....23
Figure 10: Total Redi-Wheels Trips by Distance, September 2016....25
Figure 11: Redi-Wheels Trips by Time of Day and Trip Type....26
Figure 12: Average Number of Redi-Wheels Trips per Customer by Age....26
Figure 13: Map of Top Redi-Wheels Origin-Destination City Pairs – All Trips....29

Chapter 1: Introduction

BACKGROUND

The Mobility Plan for Older Adults and People with Disabilities is an update to the Senior Mobility Action Plan (2006 Action Plan) led by the San Mateo Transit District (SamTrans) and adopted in 2006. The 2006 Action Plan focused on developing strategies for improving the mobility of older adults based on stakeholder involvement and information from previous needs assessments and case studies. A steering committee consisting of 35 representatives of interested organizations and governments guided development of the strategies. The Steering Committee reviewed the previous needs assessments and case studies and then identified seven overarching mobility strategies that were most promising for San Mateo County. These were then described and recommended in the 2006 Action Plan. Several programs have been implemented as a result of the 2006 Action Plan process, which were supported by the continued involvement of the Steering Committee, the formation of new partnerships, and multiple successful funding applications.

Much has changed in San Mateo County and the Bay Area since 2006. This Mobility Plan for Older Adults & People with Disabilities (Mobility Plan) updates the seven mobility strategies and presents 11 potential programs related to them, some of which are new, some of which continue and improve successful programs.

MOBILITY PLAN GOALS & EVALUATION FRAMEWORK

The Mobility Plan seeks to improve the mobility of older adults, people with disabilities, and veterans with disabilities, which are called the "target populations" throughout this plan.

At the beginning of the planning process, project staff and stakeholder committee members established the following goals:

- Plan innovative transportation services for older adults and people with disabilities, which could be implemented and operated by SamTrans or other partners
- Identify viable alternatives to paratransit
- Form new partnerships with nonprofit and for-profit organizations
- Leverage existing funding and new funding sources

Project staff and stakeholders also identified the evaluation criteria that are used to frame the context for each program. The evaluation criteria are as follows:

- Effectiveness at serving target populations
- Ability to reduce dependence on Redi-Wheels
- Potential for sustainable, long term partnerships
- Cost effectiveness
- Feasibility

The Mobility Plan recommends programs for implementation that improve the mobility of older adults and people with disabilities and provide viable alternatives to paratransit. The Mobility Plan is not an evaluation of the SamTrans ADA paratransit service, however, future study of Redi-Wheels is planned. Enhancements to ADA paratransit service are discussed in Appendix E.

Ongoing collaboration is key to the successful implementation of the programs described in this document and is a theme echoed throughout. The recommended programs include those that could be led by SamTrans or other organizations throughout the County. Successful implementation will depend on the availability of funding and willingness of the program leads and partners.

MOBILITY PLAN SECTIONS

The Mobility Plan contains the following chapters and appendices:

Chapter 2: Public Outreach Summary describes key outcomes from the public outreach efforts, including mobility gaps, needed improvements, and potential mobility solutions. The full report is in Appendix B.

Chapter 3: Target Populations Analysis describes key outcomes from the analysis of the Mobility Plan's target populations, including older adults, people with disabilities, veterans, Redi-Wheels customers and the trips they take, and Redi-Wheels' customers use of SamTrans fixed routes. The full report is in Appendix C.

Chapter 4: Existing Mobility Services provides a high-level overview of the mobility services available in the County for the target populations.

Chapter 5: Mobility Strategies & Programs describes the seven overarching mobility strategies, the transportation needs they address, and progress made since 2006. The 11 associated programs are also described in this chapter.

Chapter 6: Evaluation & Implementation describes the evaluation of the 11 programs against the evaluation criteria and implementation considerations.

Appendix A: Shared-Use Mobility Definitions provides common definitions of various shared-use modes, including ridesourcing and microtransit.

Appendix B: Working Paper – Summary of Outreach Results contains the full report.

Appendix C: Working Paper – Target Populations Analysis Summary contains the full report.

Appendix D: Planning Guide – Safe Routes to Transit for Older Adults & People with Disabilities is a guide for assessing the barriers and potential solutions to improve walking access to local transit stops through an inclusive community-based process.

Appendix E: Paratransit Progress Summary demonstrates the progress of ADA paratransit towards achieving regionally recognized strategies for improvement.

Appendix F: Stakeholder Committee lists the organizations that were represented in the Mobility Plan for Older Adults and People with Disabilities Stakeholder Committee.

Chapter 2: Public Outreach Summary

This section summarizes the results of the public outreach activities that informed development of the strategies and programs. There were three primary activities that comprised the public outreach effort: workshops with the Mobility Plan Stakeholder Committee, stakeholder interviews, and telephone interviews of Redi-Wheels clients. The working paper describing the full results of the outreach efforts is provided in Appendix B.

A stakeholder committee was formed to provide input on the Mobility Plan process. Members included representatives of organizations that work with and advocate for the target populations. The first meeting of the stakeholder committee was a three hour workshop where members provided feedback on mobility gaps, transportation needs, and potential solutions for their clients. These comments are included in the findings for the stakeholder interviews below.

STAKEHOLDER INTERVIEWS

Eighteen interviews were conducted over the phone with people who work with the target populations. One interview was conducted in person and one interview was conducted with a group of approximately 30 managers and supervisors at San Mateo County Aging and Adult Services. Interview questions covered basic information about their organization or program, transportation needs of their clients, and potential transportation improvements.

Mobility Gaps and Suggested Improvements

The top barriers to mobility and gaps in service identified by stakeholders include:

- **Intercounty trips that require a transfer** - Trips into other counties that are not within the paratransit service area require the rider to transfer to another paratransit system. This transfer process can be difficult for riders, especially those are particularly frail and those who are easily confused.

- **Fare cost** – The fare for paratransit and other various services is a burden for some riders, especially those with frequently recurring appointments, e.g., dialysis patients.
- **Length of time spent on a shared ride vehicle** - The length of time spent on a vehicle picking up and dropping off multiple riders can be difficult for some riders, specifically those with medical conditions that are painful or require them to use the restroom often.
- **Access to bus stops** – A commonly noted barrier is that transit stops are not close enough to community services. Other hindrances include poor sidewalk conditions and lack of curb cuts on the path of travel to the stops.
- **Shortage of wheelchair accessible taxis** – Interviewees noted a lack of accessible taxi cabs in the County, which affects people's ability to get to the doctor, shopping, and make unscheduled trips.

The top requested improvements identified by stakeholders include:

- **Same-day booking** – Redi-Wheels and most community-based services require trips to be booked at least a day in advance. Many interviewees mentioned that not having the ability to book a ride the same day affects people's ability to access services.
- **Door-to-door and door-through-door service** – Some people need assistance while taking a trip in order to safely board vehicles, complete their trip goals, and get to their destinations. Most available transportation services are limited in the amount of assistance they can provide to passengers.
- **Expand Get Up and Go** – Stakeholders expressed an appreciation for Get Up and Go, a community-based transportation program that provides free door-to-door service to older adults and people with disabilities. They noted that expanded service hours, days, and service to the Coastside would be beneficial.
- **Improved outreach and communication between SamTrans and community organizations** – Stakeholders expressed the need for more communication between SamTrans and organizations that provide services to older adults and people with disabilities to exchange service updates and feedback.

Interviewees were asked if they had any suggestions for *new* services that would help their clients get around better. The most common answers included:

- Discount taxi program
- Subsidized ridesourcing program where people can call a phone number to book a ride
- Local transportation service that connects people to SamTrans and Caltrain
- Single source for transportation information and assistance with trip planning over the phone

Changes Over the Past Ten Years

Because the Mobility Plan is an update to the 2006 Senior Mobility Action Plan, stakeholders were asked if they have noticed any changes over the last 10 years that have affected the mobility of their clients. The most common response was the shift in demographics to an older population. This has resulted in increased demand for services, more people using wheelchairs, and more especially frail older adults. Though it should be noted that the proportion of people using wheelchairs and scooters on Redi-Wheels has been relatively consistent. The second most common observation is an increase in the number of vehicles on the road, which slows down transportation services that must contend with traffic, especially on the Coastside. Another notable difference is the availability of transportation from the Villages and ridesourcing services, such as Lyft and Uber.

Communication Methods

Interviewees were asked how their clients prefer to learn about their transportation options and what the best methods are for getting information to their clients. Many interviewees suggested disseminating information through existing organizations that provide services to older adults and people with disabilities. For example, Aging and Adult Services and the Golden Gate Regional Center can serve as central points of contact for reaching a larger network of organizations that serve the target populations. Additionally, organizations that employ case workers and social workers can disseminate information to their clients one-on-one from a single point of entry. Some interviewees said that learning about new or changing services from a human is important; others stressed the value of having transportation information on written materials since many do not use the internet.

INTERVIEWS WITH REDI-WHEELS CUSTOMERS

Thirty Redi-Wheels paratransit customers were interviewed to gather qualitative information about their transportation needs, habits, and desires. The small number of interviews are not statistically relevant and so the following findings are specific to the respondents and are not meant to be representative of all Redi-Wheels customers. They simply provide high-level insight that is helpful for identifying potential mobility improvements.

- Most respondents use Redi-Wheels for local medical trips.
- Most respondents use some sort of mobility device, including wheelchairs, walkers, scooters, and canes.
- When asked how they would get around if Redi-Wheels weren't available, respondents suggested they would take a taxi, get a ride from family/friends, or that they wouldn't make the trip at all.
- Most respondents do not have access to a vehicle.
- Around half of respondents didn't know of any other transportation services available to them.
- Around half of respondents prefer to find out about their transportation options from a mailing. Many respondents also preferred to speak to a person over the phone.
- Most do not use the internet or email.
- Most respondents use a cell phone, but do not use them for text messaging nor internet access.
- About a third of respondents currently ride SamTrans fixed-route bus service.
- A little under half of respondents didn't know that they can ride regular SamTrans fixed-route bus service routes for free.
- Most respondents don't use Caltrain or Bart.
- The Redi-Wheels fare is affordable for nearly all respondents, regardless of whether they receive fare assistance or pay the standard fare.
- Some respondents would be willing to pay more for extra services, such as same day booking and nonstop rides.
- Around half of respondents use taxis.
- Very few respondents had tried Lyft or Uber, but some expressed a willingness to try the services.

Chapter 3: Target Populations Analysis Summary

This chapter provides a brief overview of the findings from the analysis of the various target populations for this Mobility Plan. The analysis included:

- Demographic and socioeconomic profile of older adults, people with disabilities, and veterans,
- Redi-Wheels customers and the trips they take,
- Redi-Wheels customers use of SamTrans fixed routes, and
- Comparison of SamTrans and Redi-Wheels riders to the County populations.

The full report describing the analysis can be found in Appendix C.

OLDER ADULTS

Population growth

There are approximately 114,770 older adults in San Mateo County, which is 15% of the total population of 765,135. This proportion is higher than other Bay Area counties (14%) and the State (13.2%).

Table 1: Population and Age - Older adults

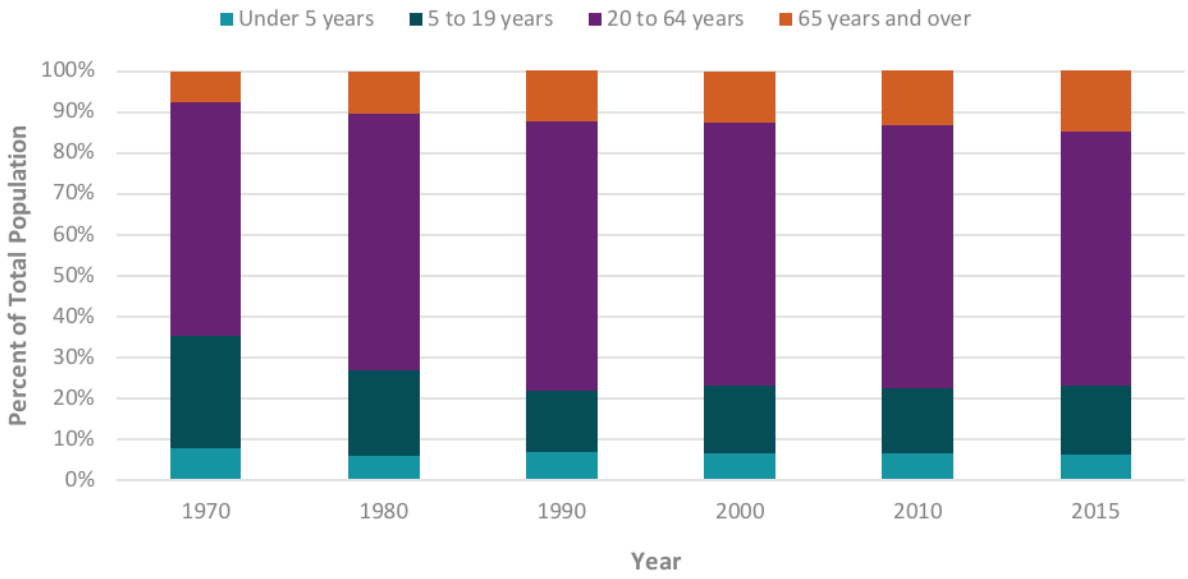
	San Mateo County				Bay Area*	CA
	Male	Female	Total**	% of Total Pop	% of Total Pop	% of Total Pop
Total population	376,653	388,482	765,135			
65 to 69 years	17,703	19,036	36,726	4.8%	4.9%	4.5%
70 to 74 years	11,300	16,316	27,545	3.6%	3.2%	3.1%
75 to 79 years	8,286	10,877	19,128	2.5%	2.3%	2.2%
80 to 84 years	6,026	8,547	14,538	1.9%	1.7%	1.6%
85 years and over	6,026	10,489	16,833	2.2%	1.9%	1.8%
Total 65 and over	**49,342**	**65,265**	**114,770**	**15.0%**	**14.0%**	**13.2%**

*Other Bay Area counties include: Alameda, Contra Costa, Napa, Marin, San Francisco, Santa Clara, Solano, and Sonoma. San Mateo County is not included in this calculation.

**This column is not equal to the total of Male plus Female because the counts are based on percentages and contain rounding errors.

The total number of people over the age of 65 in San Mateo County increased by 30% since the year 2000 and the proportion of the total County population that this age group comprises has increased from 12.5% to 15% (Figure 1).

Figure 1: Age Groups as Percent of Total SMC Population from 1970 to 2015



The number of people over the age of 65 is expected to grow by 82% to 224,500 in the year 2040 and the number of people over the age of 75 is expected to more than double to 126,900. Regional population projections[1], shown in Table 2, predict that the total population of San Mateo County will grow by approximately 21% between 2015 and 2040. The number of people over the age of 65 is expected to grow at a much higher rate of 82% from 123,200 in 2015 to 224,500 in 2040. The number of people over the age of 75 is expected to grow by 126% from 56,200 in 2015 to 126,900 in 2040.[2]

[1] Association of Bay Area Governments, 2013 Projections.
[2] The California Department of Finance population projections are similar, with a predicted 218,202 people over 65 and 118,808 over 75 in 2040. Source: CA Department of Finance. "P-1 (Age): State and County Population Projections by Major Age Group: 2010-2060."

Table 2: Population Projections by Age

	2015*	2020	2025	2030	2035	2040
Age 65-69	39,900	45,100	49,800	51,800	51,100	49,800
Age 70-74	27,100	38,300	43,000	47,500	49,600	47,800
Age 75-79	19,800	24,900	35,000	39,300	43,300	42,800
Age 80-84	14,400	16,800	21,000	29,800	33,400	34,400
Age 85+	22,000	23,900	27,200	33,900	46,700	49,700
Total Pop	**745,400**	**775,100**	**805,600**	**836,100**	**869,300**	**904,400**
% Growth since 2015		4%	8%	12%	17%	21%
Total 65+	123,200	149,000	176,000	202,300	224,100	224,500
% Growth since 2015		21%	43%	64%	82%	82%
Total 75+	56,200	65,600	83,200	103,000	123,400	126,900
% Growth since 2015		17%	48%	83%	120%	126%
Median Age	41.2	42.5	43.4	43.9	43.9	42.2

Source: Association of Bay Area Governments, 2013 Projections.

* These estimates differ slightly from the U.S. Census estimates for 2015.

Most older adults live on the bayside of the County between highways 101 and 280, where much of the County's transit service and development is located. The map in Figure 2 shows that the highest concentrations of older adults are in the northern and mid parts of the County. Daly City contains many of the census tracts with the highest concentrations of older adults (above 1,500 per square mile), followed by San Mateo. The dots, representing 500 older adults each, show that older adults live throughout the County, even though they are more dispersed on the Coastside, hills on the Bayside, and southern part of the County. There is also a significant concentration of older adults in Foster City east of Highway 101.

The maps in Figure 3 and Figure 4 show where the projected older adult populations will live. The older adult population will continue to be concentrated throughout the northern part of the county and along the El Camino Real corridor over the next eight years. By the year 2025, the number of older adults will continue to rise along the Coastside and hills of the Bayside, although the densities will stay relatively low. By 2035, most of the populated areas of the County will see a marked increase in the number of older adults.

Figure 2: Map - Older Adults

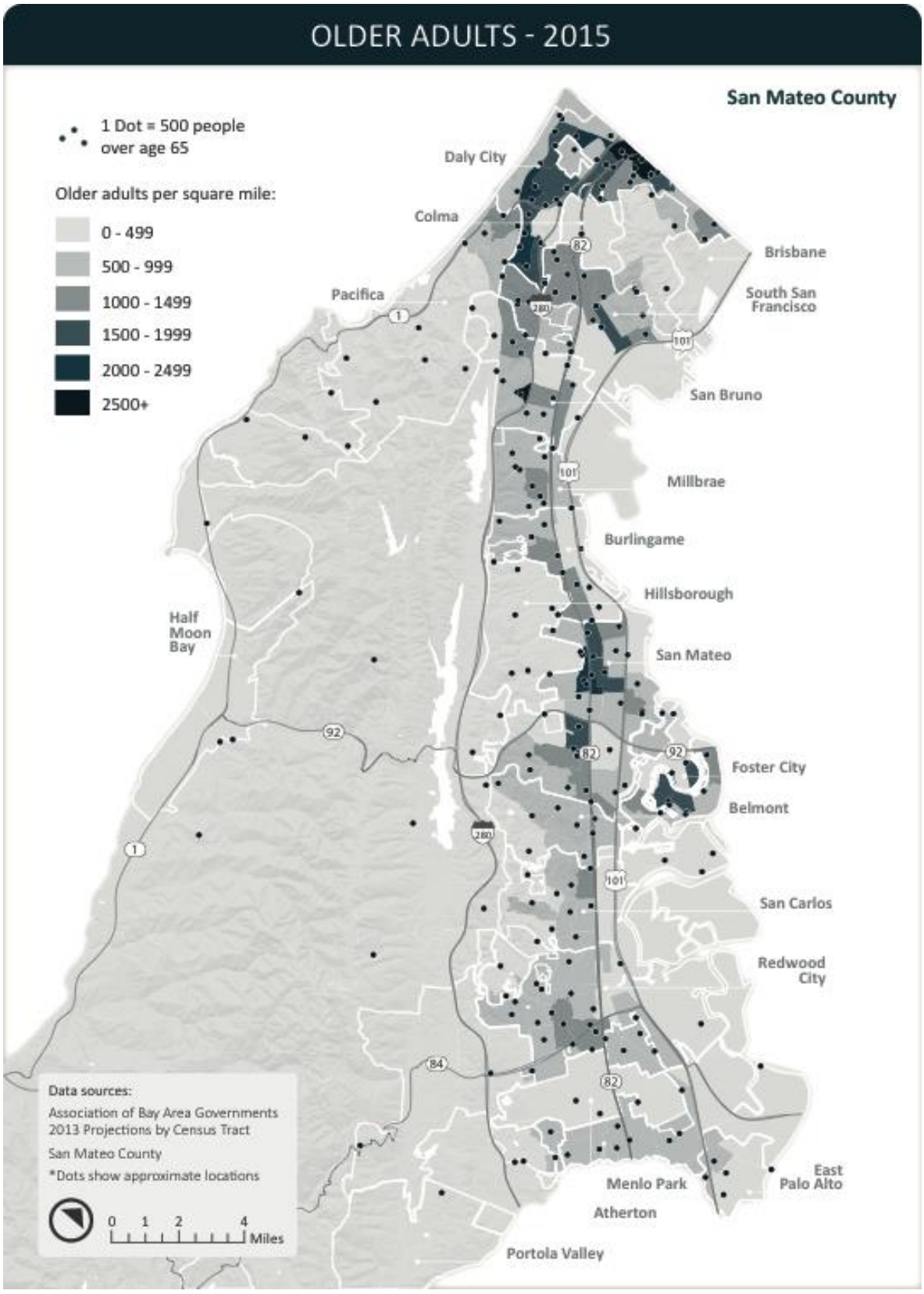


Figure 3: Map - Projected Older adult Population in 2025

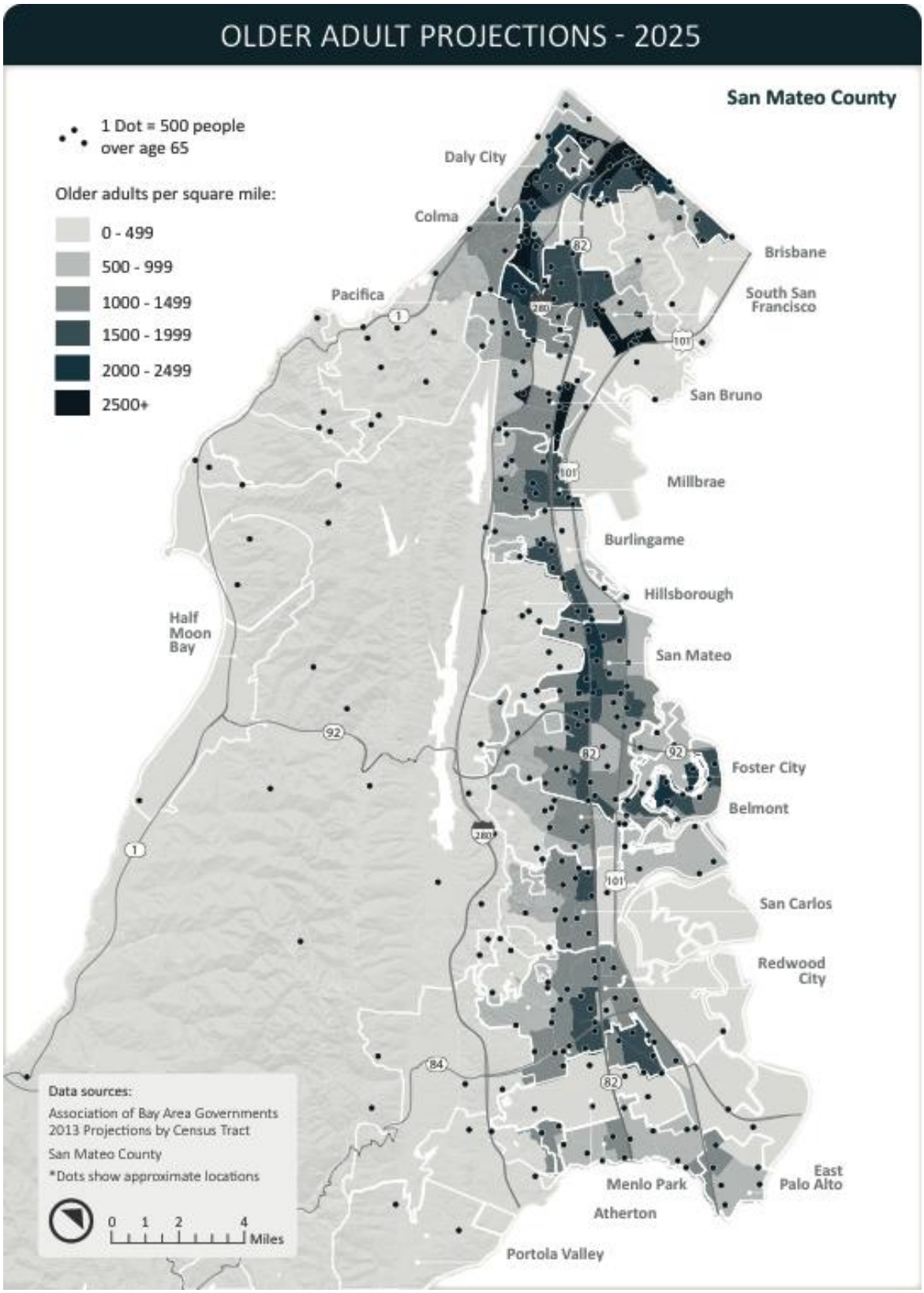
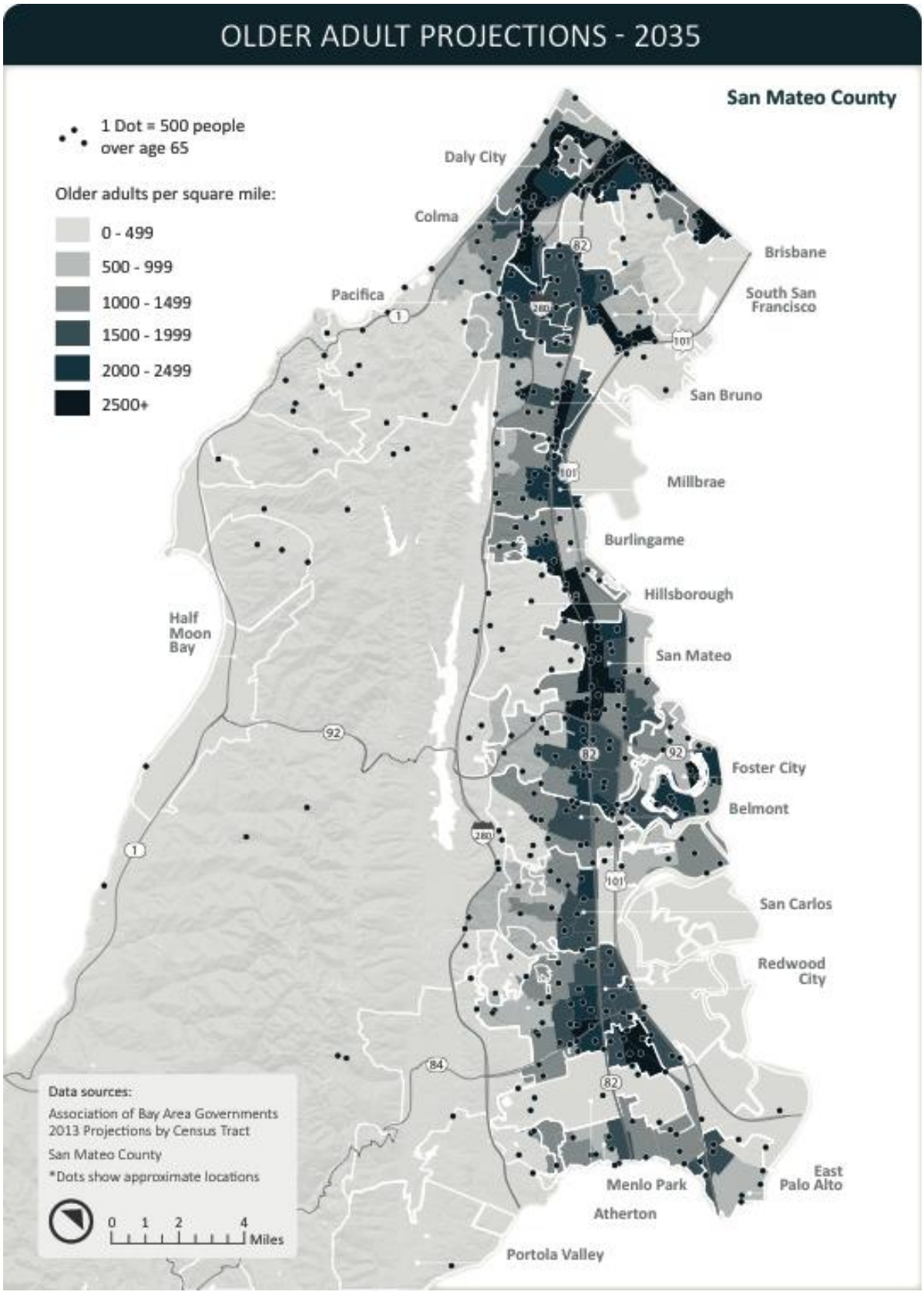


Figure 4: Map - Projected Older adult Population in 2035



Additional Demographic & Socioeconomic Highlights

There are 8,385 Asian-language-speaking older adults and 6,095 Spanish-speaking older adults who have a limited ability to speak English in the County.

More older adults are working than in the past. About 20,000 (18.6%) of older adults in the County work.

Older adult households are much more likely to have lower incomes than the County overall.[3] The median income for older adult households is $64,886. This is well below the median household income for the County ($101,272).

Eighteen percent of older adult households (11,524) have an annual income less than $25,000. The California Elder Economic Security Index estimates that the income required to meet the basic needs of an older adult living alone and renting in San Mateo County is $30,696,[4] which is the highest in the state.

About 23,000 older adults in the County are living in poverty. People over the age of 75 are more likely to be living in poverty. About half of older adult renter households spend more than 35% of their income on housing.

Use of the Internet & Travel

Most older adults in the County have access to a computer with internet in their home. According to the U.S. Census, 80.7% of older adults reported that there is a computer with access to the internet in their home. Additionally, a 2013 survey found that 74% of San Mateo County older adults reported having a computer in the home.

Most employed older adults drive alone to work. The percentage of older adults that ride public transportation to work (8.4%) is roughly the same as people from age 45 to 64.

About 6,000 older adult households do not have a vehicle available. Overall, 95% of San Mateo County households have at least one vehicle available.

[3] Households where the householder is over age 65.
[4] California Elder Economic Security Standard™ Index, 2013. http://healthpolicy.ucla.edu/programs/health-disparities/elder-health/elder-index-data/Pages/CostOfLiving.aspx

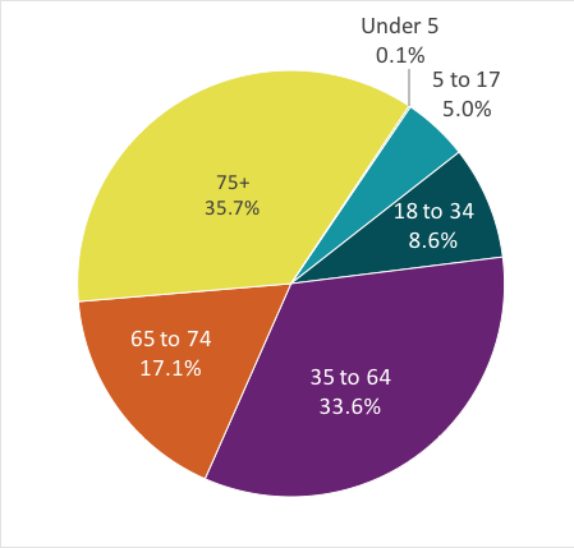
PEOPLE WITH DISABILITIES

This section describes people with disabilities in San Mateo County. The U.S. Census American Community Survey asks six questions to determine disability status and type and defines disabilities status by whether an individual has limitations that hinder participation at school, work, home, or in the community. Highlights from the analysis are as follows.

There are 63,683 people with disabilities in San Mateo County, which is 8.4% of the population. This percentage is lower than the statewide proportion of 10.6%.

Older adults are much more likely to have a disability, especially those aged 75 and older. Just over half of people with disabilities are older adults

Figure 5: Age Breakdown for People with Disabilities

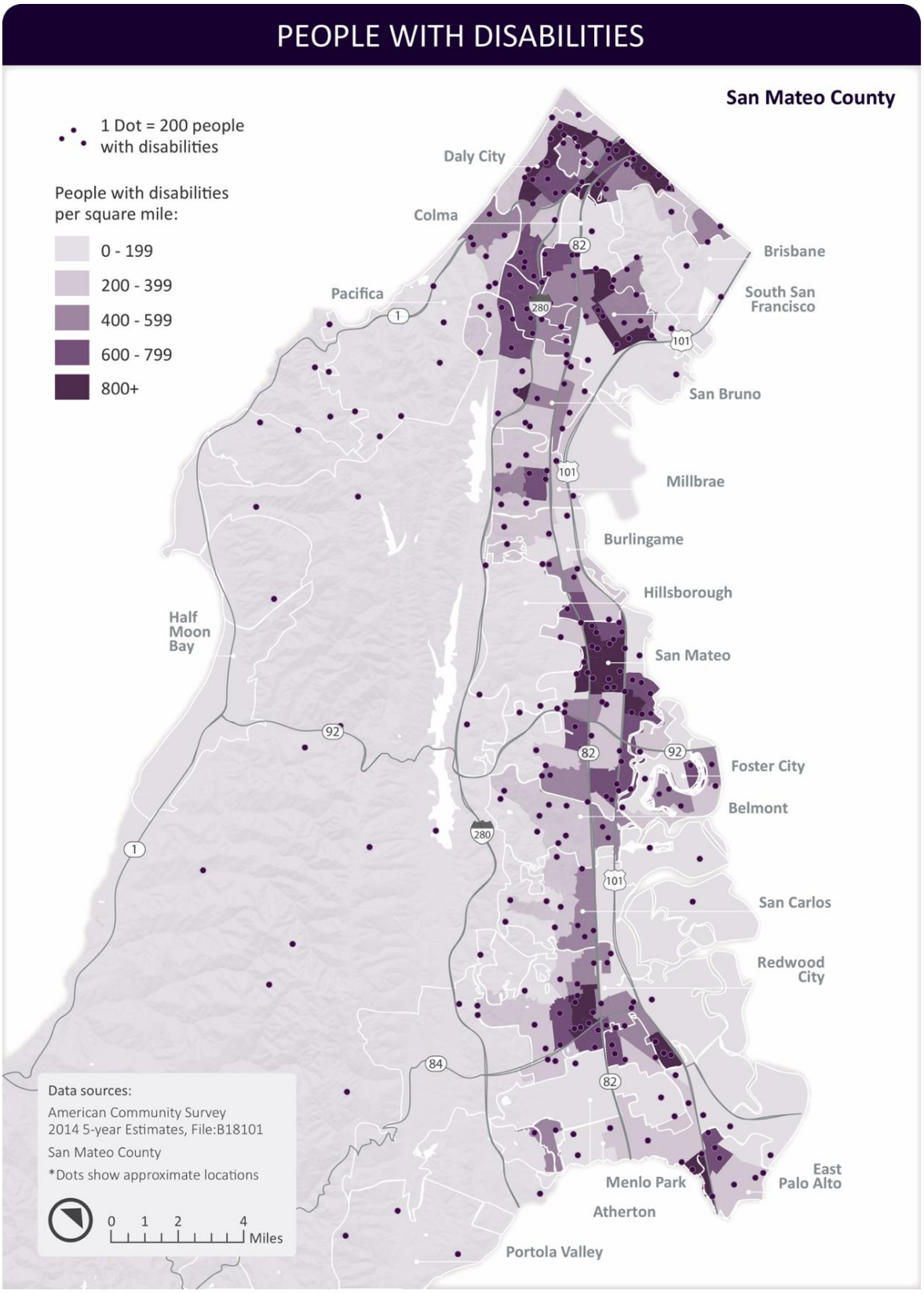


The most common disability is ambulatory difficulty which affects approximately 31,000 people in the County, mostly over the age of 35. Ambulatory difficulty affects 3.2% of people aged 35 to 64, 9.5% of people aged 65 to 74, and 29.9% of people over the age of 75. Among people aged 34 and younger, cognitive difficulty is the most common disability, although the prevalence of disabilities among this age group is very low.

The highest concentrations of people with disabilities are in Daly City, South San Francisco, San Mateo, and Redwood City (Figure 6). San Bruno, Millbrae, Foster City,

and Menlo Park also have smaller areas with high concentrations of people with disabilities.

Figure 6: Map - People with Disabilities



Nearly 32% of people with disabilities are living in poverty. The median annual income for people with disabilities is $27,274, which is 41% lower than people without a disability. Approximately 12,000 people with disabilities (19%) are employed.

VETERANS

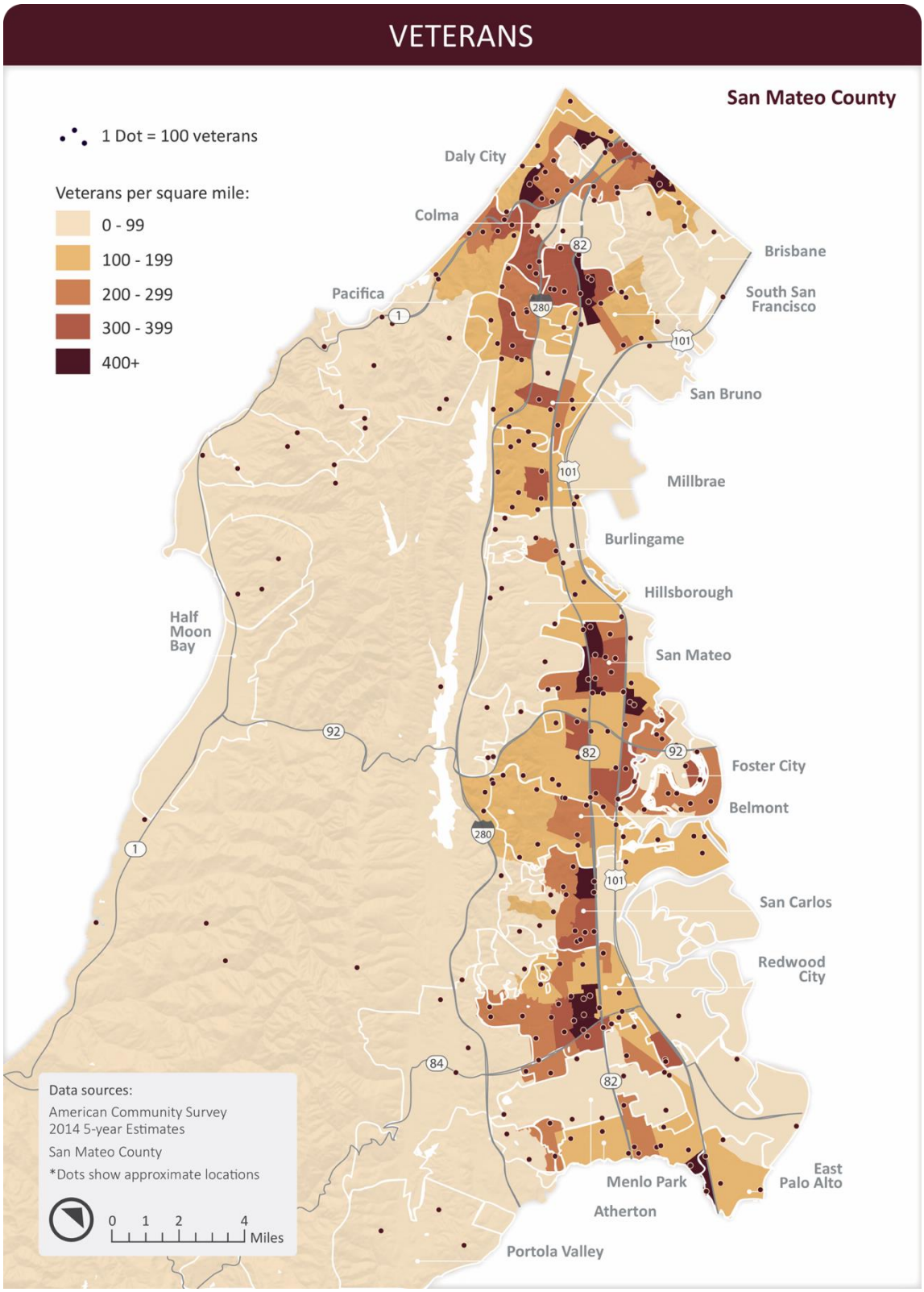
This section describes the veteran population in San Mateo County. The U.S. Census describes veterans as, "Men and women who have served (even for a short time), but are not currently serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. Highlights from the analysis are as follows.

There are about 25,754 veterans living in San Mateo County, which is 4.3% of the civilian population over age 18. Most veterans are males over the age of 55 and nearly a third are over the age of 75.

Veterans are much more likely to have a disability than nonveterans. Among veterans, 28.1% have a disability, compared to only 9.3% of nonveterans.

Areas with high concentrations of veterans are in Daly City, South San Francisco, San Bruno, San Mateo, San Carlos, and Redwood City. The map (Figure 7) on the following page shows the location and concentrations of where veterans live. Menlo Park, East Palo Alto, and Pacifica also have smaller areas with high concentrations of veterans.

Figure 7: Map - Veterans



REDI-WHEELS CUSTOMERS

This section provides highlights of the key findings from the analysis of active Redi-Wheels customers. The analysis included all Redi-Wheels customers who took at least one trip during the six month period from June 1st to November 30th, 2016, which totals3,522 riders. Highlights from the analysis are as follows.

The majority of Redi-Wheels clients are older adults. People over the age of 65 make up 68% of Redi-Wheels customers. The average age is 70.

Nearly half of all Redi-Wheels clients live in the northern subregion of the County, including the cities of Daly City, Pacifica, South San Francisco, Colma, and San Bruno.

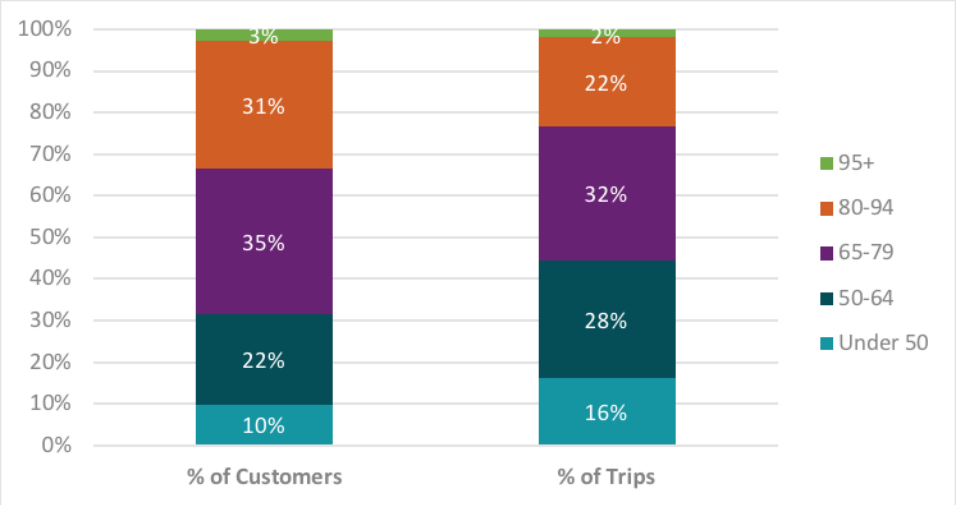
Table 3: Number of Redi-Wheels Requests Over a Six-Month Period

Number of Trips	Average One-Way Trips per Month	Count of Customers	% of Customers	Total Trips	% of Trips
1-24	0-4	2,502	71%	17,756	18%
25-48	4-8	452	13%	15,811	16%
49-72	8-12	190	5%	11,223	12%
73-96	12-16	91	3%	7,653	8%
97-120	16-20	72	2%	7,668	8%
121-144	20-24	91	3%	12,005	12%
145-168	24-28	30	1%	4,658	5%
169-192	28-32	40	1%	7,181	7%
193-216	32-36	23	1%	4,637	5%
217-384	36-64	31	1%	7,935	8%

Most Redi-Wheels customers are occasional riders. Seventy-one percent of customers took 24 or less one-way trips over the six month study period, or about four one-way trips per month. Another 13% took 25 to 48 one-way trips, or about four to eight one-way trips per month.

Twenty percent of trips were taken by the three percent of customers who ride the most often. Eighteen percent of trips were taken by the 71% of customers who ride the least (2 or less round trips per month).

Figure 8: Age of Customers Compared to Number of Trips Over 6 Months

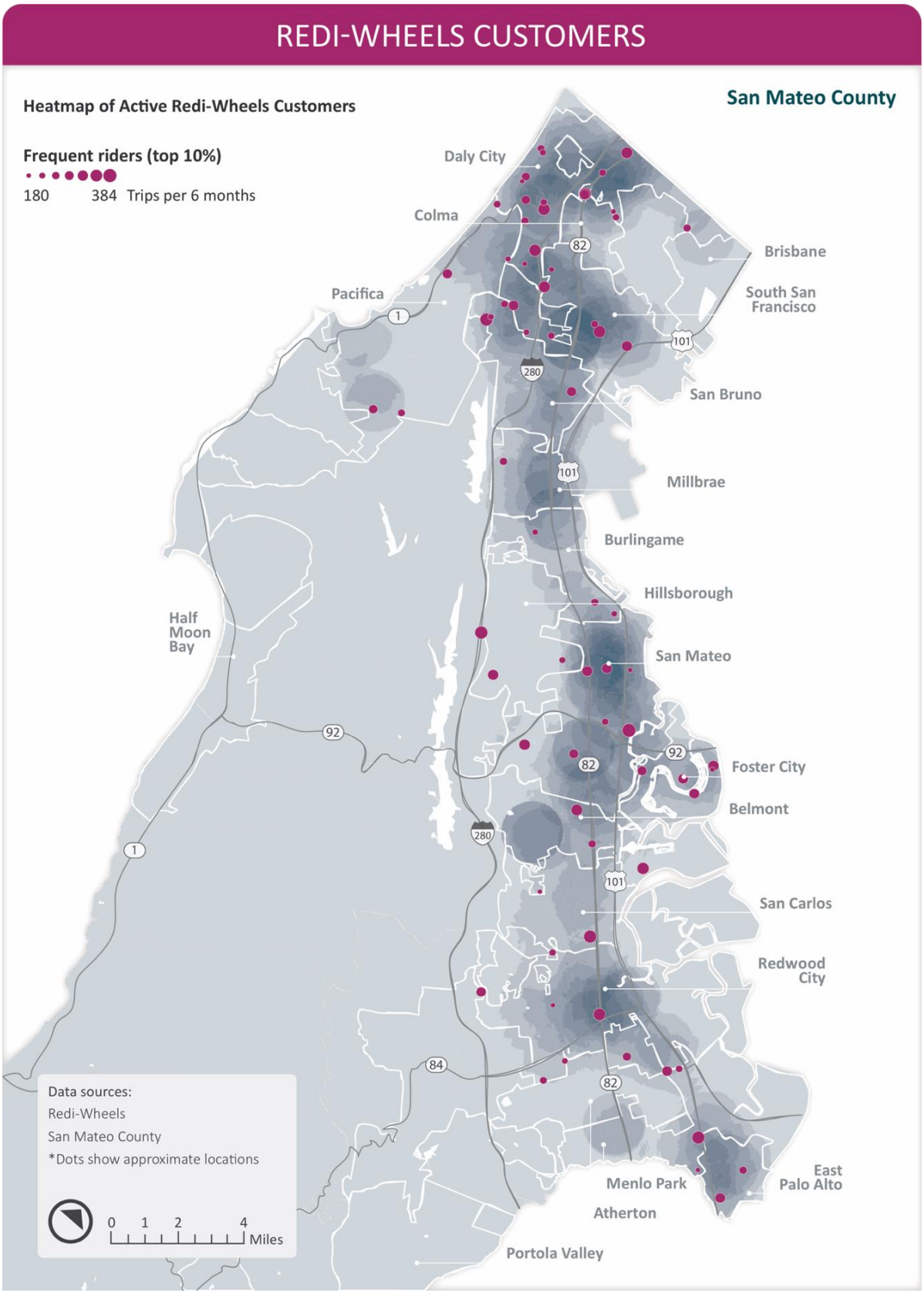


Younger customers take a disproportionately higher number of trips than other age groups while older customers take a disproportionately lower number of trips.

Figure 8 shows that customers under aged 64 make up 32% of total customers, but take 44% of total trips. Conversely, customers aged 80 to 94 make up 31% of total customers, but take only 22% of total trips.

Many Redi-Wheels customers who ride frequently are in the northern part of the County. Figure 9 shows a heat map of where Redi-Wheels customers live, as well as the customers who ride most frequently. Customers who take an average of 30 or more trips per month are shown as pink dots, with the size corresponding to the number of trips they took during the six-month study period. These concentrations are reflective of the distribution of the overall population.

Figure 9: Map of Redi-Wheels Customers



Most Redi-Wheels customers are ambulatory. Redi-Wheels tracks whether customers use a wheelchair or scooter, which require specific space types on the vehicles. Ambulatory customers include people that may use a mobility device, such as a cane or walker. Eighty percent of customers do not need to bring a wheelchair or scooter on Redi-Wheels vehicles.

Most customers' eligibility is unrestricted. Thirteen percent of customers have conditional eligibility and another 9% have trip-by-trip eligibility, which means that they are not eligible to take specific trips on Redi-Wheels. Nine percent of customers have temporary eligibility, which is usually for a year or less.

Customers that receive fare assistance account for a little over a third of total customers and half of total trips. Redi-Wheels offers a discounted fare of $1.75 for customers who qualify as low-income. Customers who receive fare assistance paid 30% of total fare revenue.

REDI-WHEELS TRIPS

This section provides highlights of the key findings from the analysis of all trips made on Redi-Wheels during the month of September, 2016. This specific month was chosen as the best representation of a "normal" month of Red-Wheels trips. There was a total of 23,241 one-way trips completed during this period by 2,181 customers.

There are different types of trips: regular on-demand, subscription, and agency trips. Subscription trips are set to be automatically reserved while agency trips are coordinated by adult day care programs for their own clients to access their facility.

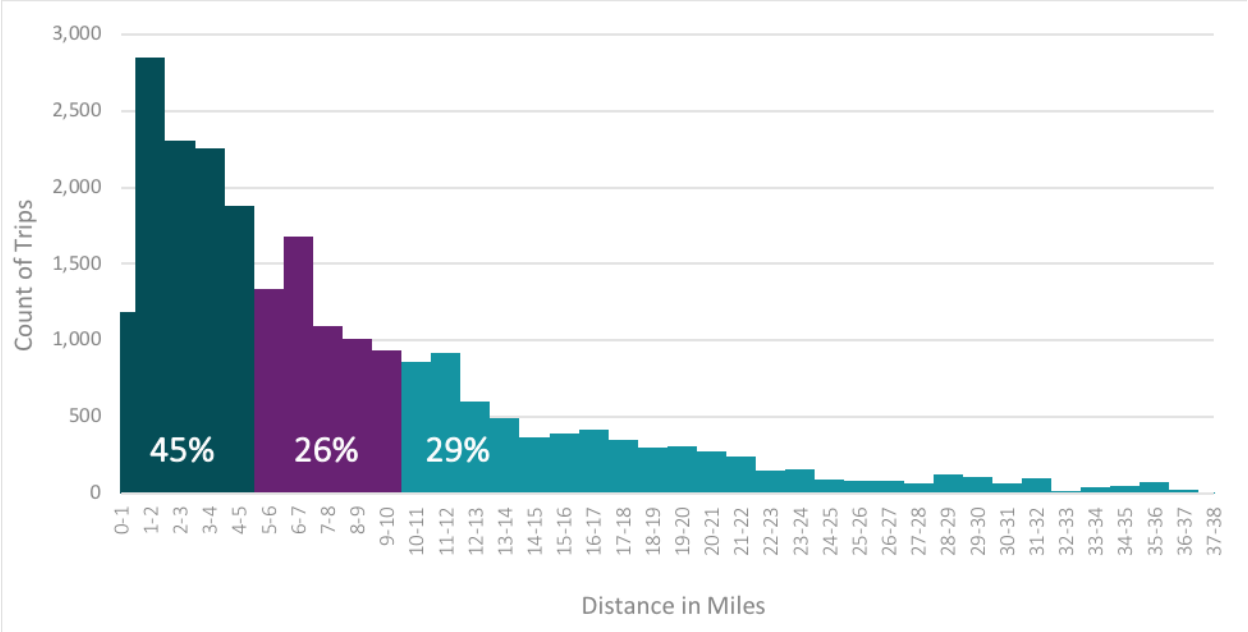
Highlights from the analysis are as follows.

The majority of trips were for regular on-demand service. The second most common trip type was subscription trips at 19% followed by agency trips at 17%.

Overall, 20% of both customers and trips require space on a Redi-Wheels vehicle for their wheelchair or scooter. Customers taking agency trips are slightly less likely to require a wheelchair or scooter space while subscription customers are slightly more likely.

Close to half of all trips were less than five miles from pick-up to drop-off (Figure 10). Seventy-one percent were under 10 miles and 17% were under 2 miles. Subscription trips tend to be shorter than regular on-demand and agency trips with most under five miles.

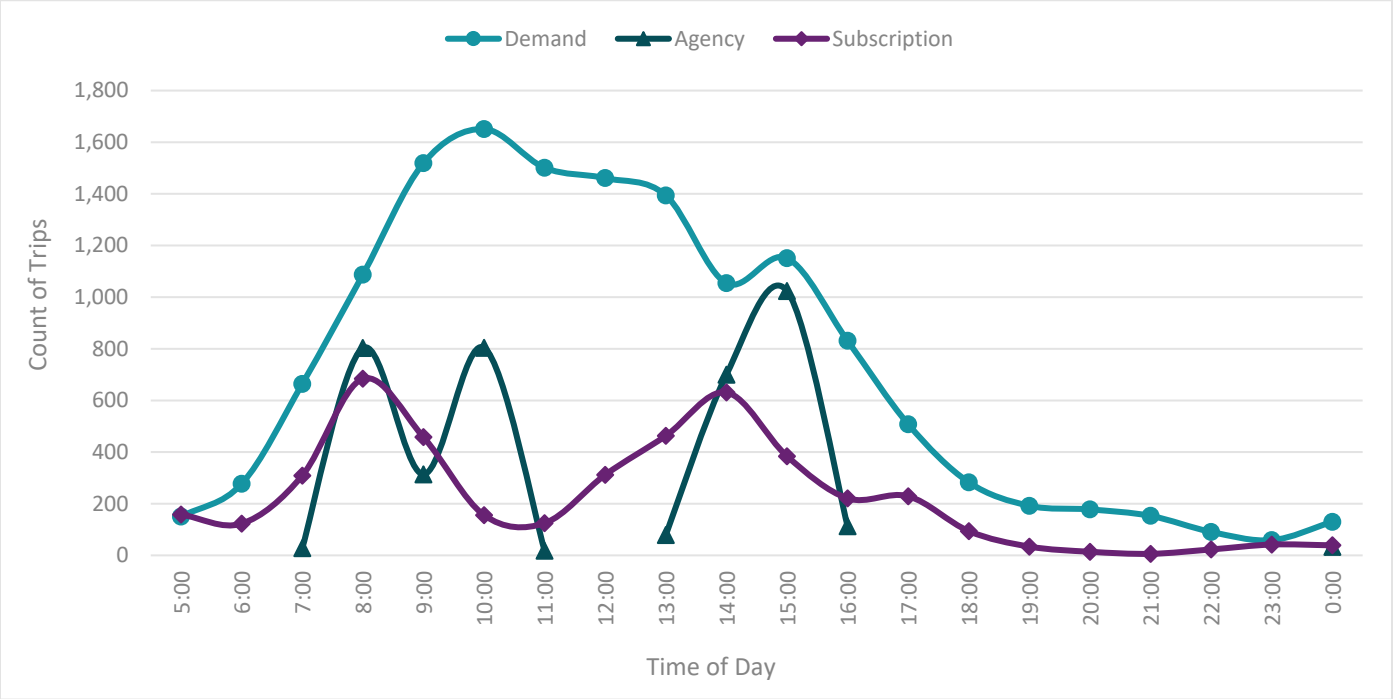
Figure 10: Total Redi-Wheels Trips by Distance, September 2016



There was an average of 974 trips per weekday and 310 trips per weekend day. Mondays and Wednesdays are the most popular days for Redi-Wheels trips, although the distribution among weekdays is fairly even.

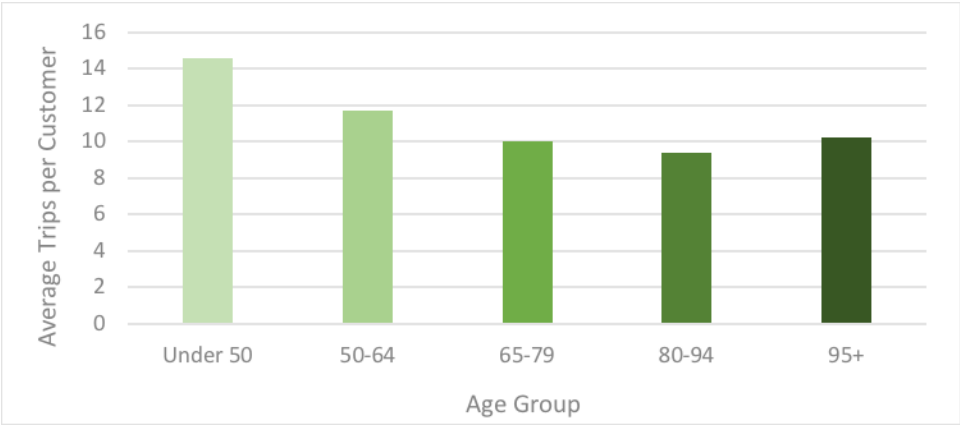
The distribution of agency and subscription trips shows peaks in the morning and afternoon. The distribution of on-demand trips follows a bell curve with the peak around 10 a.m. (Figure 11). The most popular time for all trips are from 8 a.m. to 11 a.m. and from 2 p.m. to 4 p.m. on weekdays. These times represent morning and afternoon peaks that are more skewed towards the midday than regular commute a.m. and p.m. peaks.

Figure 11: Redi-Wheels Trips by Time of Day and Trip Type



The average number of trips per customer is higher for younger riders (Figure 12). This finding supports the results of the customer analysis in the previous section that showed that younger customers account for a disproportionately higher number of trips.

Figure 12: Average Number of Redi-Wheels Trips per Customer by Age



Three cities contain the pickup locations for 44% of all trips. Seventeen percent of all trips begin in San Mateo, 15% in Daly City, and 12% in Redwood City (Table 4). Trips within each of these three cities (e.g., San Mateo to San Mateo) are also the top three origin/destination city pairs.

Seven cities contain the drop-off and pick up locations for 75% of all trips. The top fifteen cities, which together contain 98% of drop-offs and pick-ups, are listed in Table 4 below. The distribution of trips reflects the residential locations of Redi-Wheels customers.

Table 4: Top Pick-up and Drop-off Cities

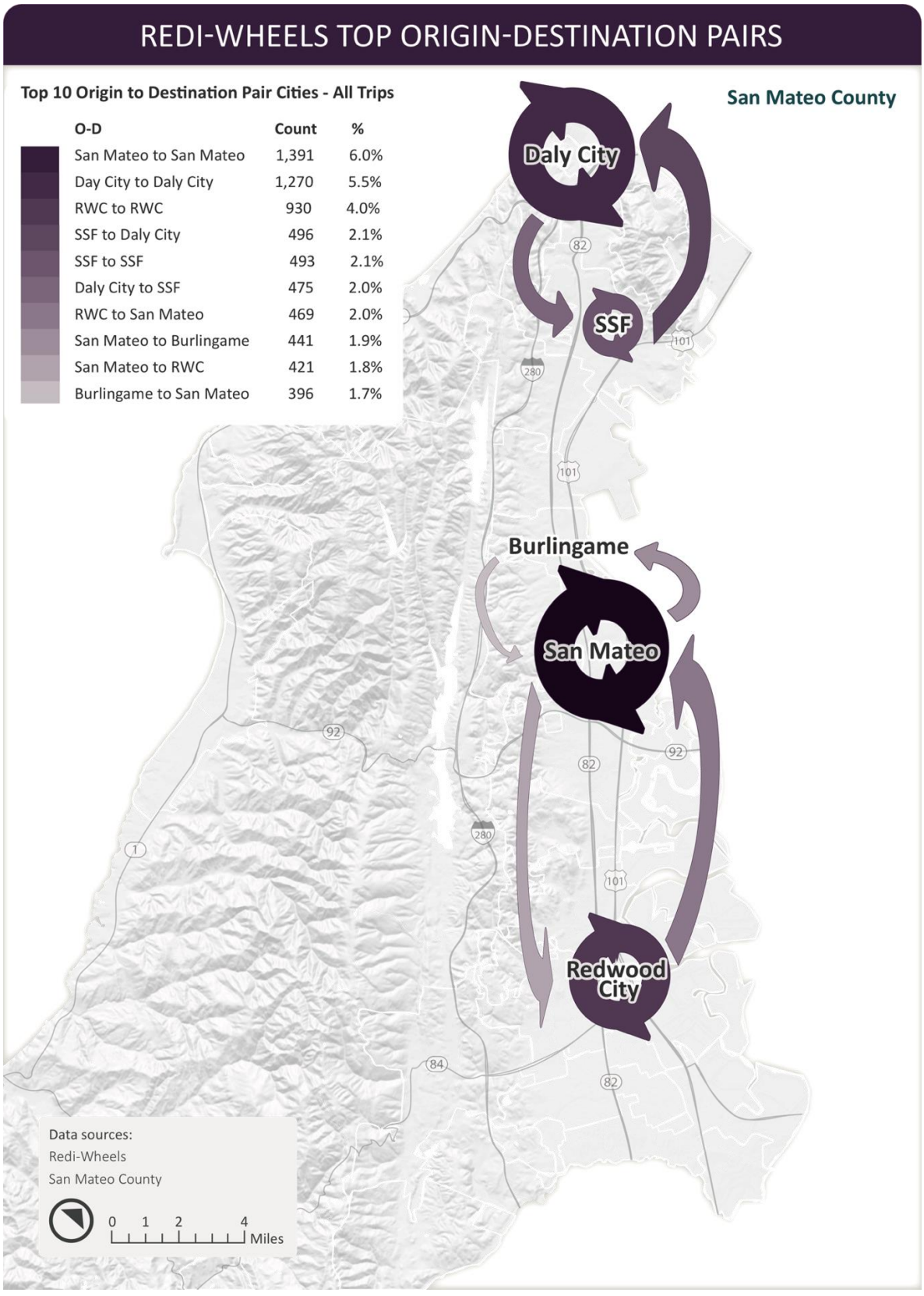
	Pick-ups		Drop-offs	
City	Count	% of Trips	Count	% of Trips
SAN MATEO	4,065	17.5%	4,159	17.9%
DALY CITY	3,406	14.7%	3,347	14.4%
REDWOOD CITY	2,831	12.2%	2,774	11.9%
BURLINGAME	2,435	10.5%	2,449	10.5%
SOUTH SAN FRANCISCO	2,230	9.6%	2,147	9.2%
MENLO PARK	1,289	5.5%	1,317	5.7%
SAN BRUNO	1,271	5.5%	1,295	5.6%
Top 7 Trip Generators	17,527	75%	17,488	75%
SAN CARLOS	887	3.8%	886	3.8%
SAN FRANCISCO	777	3.3%	881	3.8%
PACIFICA	719	3.1%	664	2.9%
BELMONT	687	3.0%	644	2.8%
MILLBRAE	607	2.6%	632	2.7%
PALO ALTO	546	2.3%	597	2.6%
EAST PALO ALTO	500	2.2%	466	2.0%
FOSTER CITY	497	2.1%	454	2.0%
Top 15 Trip Generators	22,747	97.9%	22712	97.7%

The top ten pick-up city and drop-off city pairs account for nearly 30% of all trips. Table 5 shows the top 10 pairs of cities. Figure 13 shows a map of the top city origin and city destination pairs for all trips.

Table 5: Top 10 Pick-up City and Drop-off City Pairs

Pick-up City	Drop-off City	Count	% of Trips
San Mateo	San Mateo	1,391	6.0%
Day City	Daly City	1,270	5.5%
Redwood City	Redwood City	930	4.0%
South San Francisco	Daly City	496	2.1%
South San Francisco	South San Francisco	493	2.1%
Daly City	South San Francisco	475	2.0%
Redwood City	San Mateo	469	2.0%
San Mateo	Burlingame	441	1.9%
San Mateo	Redwood City	421	1.8%
Daly City	Burlingame	395	1.7%
	Total	6,781	29.2%

Figure 13: Map of Top Redi-Wheels Origin-Destination City Pairs – All Trips



The top 19 destinations account for about 20% of all round trips. The top destinations for Red-Wheels trips shown in Table 6 are broken down by trip type.

Most of the top destinations for on-demand trips are medical-related. San Mateo County Hospital is the top destination for on-demand trips. The second most popular destination is the College of San Mateo.

Agency trips serve adult day programs. The top destination for Redi-Wheels trips overall is the Mills-Peninsula Medical Center, which houses an adult day program.

Many of the top destinations for subscription trips are for dialysis.

Table 6: Redi-Wheels Top Destinations

Destination	City	Type	# of Trips	% of Overall
On-Demand Trips				
San Mateo County Hospital	San Mateo	Medical	260	1.1%
College of San Mateo	San Mateo	Community College	196	0.8%
SamTrans Eligibility	Burlingame	NA	165	0.7%
Lesley Senior Communities	Belmont	Senior Housing	116	0.5%
Palo Alto VA Hospital	Palo Alto	Medical	112	0.5%
Mills Health Center	San Mateo	Medical	109	0.5%
Senior Behavioral Health Program	San Mateo	Medical	103	0.4%
Kaiser South San Francisco	South San Francisco	Medical	103	0.4%
Agency Trips				
Senior Focus	Burlingame	Medical/Adult Day	1045	4.5%
Rosener House	Menlo Park	Adult Day	580	2.5%
Catholic Charities	San Carlos	Adult Day	220	0.9%
Subscription Trips				
Davita Dialysis	Daly City	Dialysis	221	1.0%
Community Gatepath Burlingame	Burlingame	Services for PWD	202	0.9%
Davita Dialysis - Westlake	Daly City	Dialysis	160	0.7%
Satellite Dialysis - SSF	South San Francisco	Dialysis	105	0.5%
Mills Health Center	San Mateo	Medical	94	0.4%
College of San Mateo	San Mateo	Community College	90	0.4%
Satellite Dialysis - San Mateo	San Mateo	Dialysis	79	0.3%

REDI-WHEELS CUSTOMERS' USE OF SAMTRANS FIXED ROUTES

Redi-Wheels customers and attendants can ride SamTrans fixed-routes free of charge by showing their Redi-Wheels ID card to the operator. A year of data from October 1, 2015 to September 30, 2016 about when and where these customers boarded was analyzed and the key findings are summarized in this section.

Table 7: Redi-Wheels Customers' Use of SamTrans Fixed-Routes Counts

Type	Count
Attendant	30,140
Customer	440,727
Total	470,867

Redi-Wheels customers and attendants who rode for free accounted for 3.8% of overall boardings on SamTrans (Table 7). There were 470,867 boardings by Redi-Wheels customers and attendants on SamTrans during the year-long study period. Seven percent of Redi-Wheels customers boarded with an attendant.

Boardings per month were relatively even, ranging from 35,595 in January to 42,859 in August. Overall, there was a slight dip in the winter months and an increase in the late summer/early fall. The average number of boardings was 33,213 per month. Most weekday boardings are distributed evenly among weekdays. Nearly all boardings are made between 6 a.m. and 7 p.m.

The routes with the highest number of boardings by Redi-Wheels customers tend to also be the routes with the highest ridership overall. Mainline routes and Local routes have the highest number of Redi-Wheels customer boardings. Route ECR has by far the highest number of Redi-Wheels customer boardings.

Coastal routes have an above average share of Redi-Wheels customers. Five out of six coastal routes have an above average proportion of Redi-Wheels customer boardings.

Most of the routes with a high proportion of Redi-Wheels customer boardings are classified as local and serve a small geographic area. Route 273, which runs from San Carlos to the Redwood City Caltrain station, has the highest share of Redi-Wheels

customers with about 24%. This route serves the Cordilleras Mental Health Center. The route that connects Half Moon Bay with San Mateo has the second highest share of Redi-Wheels boardings.

SAMTRANS AND REDI-WHEELS RIDERS COMPARED TO THE COUNTY POPULATION

This section compares selected demographics for SamTrans fixed-route riders and Redi-Wheels customers to older adults in the County, the County overall, and the County as projected in 2030. Highlights from the analysis are as follows.[5]

Red-Wheels customers are more likely to be older women over the age of 65 than SamTrans riders and the County overall. Sixty-eight percent of Redi-Wheels customers are over the age of 65, compared to only 11% of SamTrans riders and 15% of the County.

SamTrans and Redi-Wheels Customers are considerably more likely to have lower incomes than older adult households and the County overall. Thirty-four percent of older adults have household incomes of more than $100,000, compared to 7% of SamTrans fixed-route riders and only 1% of Redi-Wheels riders. Additionally, thirty-seven percent of SamTrans fixed-route riders and 56% of Redi-Wheels riders have household incomes of less than $25,000, compared to only 18% of older adult households.

SamTrans riders are much more likely to be transit dependent. Seventy percent of SamTrans riders don't have access to a vehicle, compared to only 10% of older adults and 5% of the total County population.

[5] Source for SamTrans customer information: 2015 SAMTRANS TRIENNIAL CUSTOMER SURVEY. Systemwide On-Board Bus Survey. SUMMARY REPORT. Note: Percentages do not include people that did not answer the question.
Source for paratransit customer income, ethnicity, and gender data: SamTrans Paratransit Customer Survey Report 2015. Source for paratransit customer age data: Redi-Wheels – includes all active riders. Source for information about all older adults in the County and the total County population: U.S. Census 2015 American Community Survey 1-Year Estimates.*f*

Chapter 4: Existing Mobility Services

SAMTRANS SERVICES

The San Mateo County Transit District (SamTrans) is the administrative body for the principal public transit and transportation programs in San Mateo County, including SamTrans fixed-route bus service, Redi-Wheels and RediCoast paratransit service, Caltrain commuter rail, and the San Mateo County Transportation Authority (TA). The SamTrans Board of Directors consists of nine members from various leadership positions in the community with the following composition: two members from the County Board of Supervisors; one transportation expert appointed by the Board of Supervisors; three city council members, appointed by the City Selection Committee; and three public members, one of whom must reside on the coast side, appointed by the above six members.

Fixed Route Services

SamTrans provides fixed-route bus service throughout San Mateo County and into Downtown San Francisco and Palo Alto, with 71 routes and 302 vehicles in total. On the coast, services extend from Daly City down to Half Moon Bay, with limited service continuing down to San Gregorio and Pescadero.

SamTrans also operates a FLX service in Pacifica that runs on a fixed route but offers the option of deviated service at certain times. FLX Pacifica customers can arrange for

direct service within one-half mile of the route. FLX fares are the same as other local fixed-route services. All FLX buses are wheelchair accessible.

The table below shows the fixed-route fares. The one-way adult cash fare is $2.25 and $65.60 for a monthly pass. Older adults and people with disabilities receive a 51% discount on the cash fare ($1.10) and a 59% discount on a monthly pass, which costs $27. The cash and Clipper one-way fares do not include a transfer.

Table 8: SamTrans Fare Chart

	Local, KX, 292, 397 Into San Francisco				KX, 292, 397 Out of San Francisco		
	Cash	Clipper	Day Pass	Monthly Pass	Cash	Clipper	Monthly Pass
Adult (Age 19-64)	$2.25	$2.05	$5.50	$65.60	$4.00	$3.60	$96.00
Youth[6] (Age 18 & younger)	$1.10	$1.00	$2.75	$27.00	$1.10	$1.00	$27.00
Eligible Discount[7] (Senior/Disabled/ Medicare cardholder)	$1.10	$1.00	$2.75	$27.00	$1.10	$1.00	$27.00

[6] Children: Two children age 4 or younger may travel free with each Adult or Eligible Discount fare-paying passenger. Additional children are subject to the Youth fare.

[7] Seniors (65 years or older) and passengers with disabilities, who present a Regional Transit Connection Discount Card or a current Disabled Placard Identification card issued by the Department of Motor Vehicles or a valid transit discount card issued by another California transit agency which is equivalent to the RTCDC, or those who are Medicare cardholders may ride for a discounted fare.

Paratransit

SamTrans provides complementary paratransit service for people with disabilities that prevent them from using fixed route transit independently some or all of the time. Redi-Wheels paratransit serves San Mateo County, east of Highway 280, plus the towns of Woodside and Portola Valley. Redi-Wheels also serves the City of Palo Alto, north of Embarcadero Road, the Palo Alto Veterans Administration medical center, the Peninsula Center for the Blind and Visually Impaired and the REACH program.

RediCoast paratransit serves the mid- and southern San Mateo County Coastside from south of Devil's Slide to the border of Santa Cruz County. This area includes Montara, Moss Beach, El Granada, Princeton, Half Moon Bay, San Gregorio, La Honda, and Pescadero. Paratransit also serves the Stonestown area and Bayshore corridor of San Francisco.

The standard paratransit fare is $4.25, with the cost per passenger averaging $46.25. A lower fare of $1.75 one-way is available for qualified low-income riders.

There are approximately 8,100 registered paratransit users in San Mateo County, which has a total disabled resident population of 141,000. Redi-Wheels and RediCoast have a combined average weekday ridership of 1,230 and a combined annual ridership total of 335,000.

CALTRAIN

Caltrain operates commuter rail service on the Bay Area Peninsula between San Jose and San Francisco, with commute-hour service to Gilroy. Caltrain has 13 stations in San Mateo County, connecting with BART at the Millbrae Transit Center. All trains are wheelchair accessible, although not all stations are. Older adults and people with disabilities receive a discounted fare, which varies by distance.

MOBILITY AMBASSADORS & VETERANS MOBILITY CORPS

Mobility Ambassadors help educate older adults and people with disabilities about their transportation options, including public transit, driver safety classes and alternatives to driving such as community shuttles. The volunteer Ambassadors teach older adults and people with disabilities to read system maps, timetables, and plan trips. To date, more than 800 individuals have been trained to ride public transit in one-on-one trainings or group workshops.

The Veterans Mobility Corps (VMC) was developed by SamTrans to address many of the transportation challenges faced by veterans of the Armed Forces when they have disabilities brought about by aging or injuries sustained during their service to our country. Similar to the Mobility Ambassadors, the VMC recruits and trains volunteer veterans to help veterans with disabilities to acquire skills needed to access the many mobility options available to them. These options can include a broad range of

choices: travel training on public transit such as SamTrans, VTA buses and Light Rail, BART, Muni, Caltrain, and, if eligible, ADA Paratransit. All travel training services of the Veterans Mobility Corps are free of charge.

OTHER SERVICES

The following section describes transportation services in the County that are available for older adults, people with disabilities, and veterans. These services range from larger shuttles that can accommodate multiple wheelchairs to small private vehicles. The following information was taken from the 2017 Senior Mobility Guide and updated to account for recent service changes.

Local Shuttles

There are six shuttles operated by local municipalities whose primary purpose is to provide various types of transportation services to older adults and people with disabilities. They include the following:

- Bayshore/Brisbane Senior Shuttle
- Menlo Park Midday Shuttle
- Menlo Park Shoppers Shuttle
- Redwood City Midpoint Caltrain Shuttle
- Senior Coastsiders
- South City Shuttle

Fares are free or suggest a small donation. Areas of service are generally within specified communities. Services vary between fixed route and request-ride during operating hours, meaning they will pick up customers from their homes. All vehicles are wheelchair accessible.

Senior Center Transportation Services

Six senior centers offer transportation services whose primary purpose is to transport older adults (and in a few cases people with disabilities) to and from their homes and the designated senior center. They include the following:

- Belmont Twin Pines Senior Center
- East Palo Alto Senior Center

- Menlo Park Senior Center
- Pacifica Senior Center
- Redwood City Vets Memorial Senior Center
- San Bruno Senior Center

Fares range from free to $1 per trip (and in one case $20 for medical trips). Areas of service are primarily limited to a single city. Most services are available on-demand during operating hours with the exception of one. Four of these services offer full wheelchair accessibility and two will allow folding chairs but customers must be transferred to a shuttle seat.

Community Based Transportation Services

There are nine community based transportation services offered by various community organizations and institutions. The primary purpose of these services is to provide transportation to older adults and those with disabilities, given certain eligibility requirements. They include the following:

- The American Cancer Society provides free "Road to Recovery Program" door-to-door service for cancer patients' doctor appointments, radiation treatment and chemotherapy utilizing volunteer drivers.
- Avenidas "Door to Door" operates from Belmont south to Mountain View for all trip purposes and with low cost fares.
- Brisbane Village Helping Hands connects volunteer drivers to Brisbane residents for trips of any type with destinations in San Mateo or San Francisco Counties.
- Little House provides discounted rides on Lyft for medical trips for older adults who live within the Sequoia Healthcare District.
- FISH arranges free rides based on driver availability in Belmont, San Carlos, and Redwood City for medical, dental or physical therapy appointments.
- Foster City Village's volunteer driver program is for dues-paying members with destinations in San Mateo County from Burlingame to Palo Alto.
- Villages of San Mateo County (Sequoia and MidPen) have a volunteer driver program for dues-paying members for trips in San Mateo, Hillsdale, Burlingame, Belmont, San Carlos, and Redwood City.
- Kaiser and Seton hospitals provide limited programs for patients.

- Road Runners Program is a fare-based volunteer driver program at El Camino Hospital in Mountain View and provides for all trip purposes including Southern San Mateo County.

Areas of service range from a limited zone around hospitals to larger portions of the peninsula in San Mateo County. Fares vary greatly and include, free, free to dues-paying members of the Villages, and rates determined by trip purpose and mileage. Services are on-demand during operating hours. One service offers wheelchair accessible shuttles; the majority use smaller personal vehicles and therefore require clients to be ambulatory.

Private Transportation Services

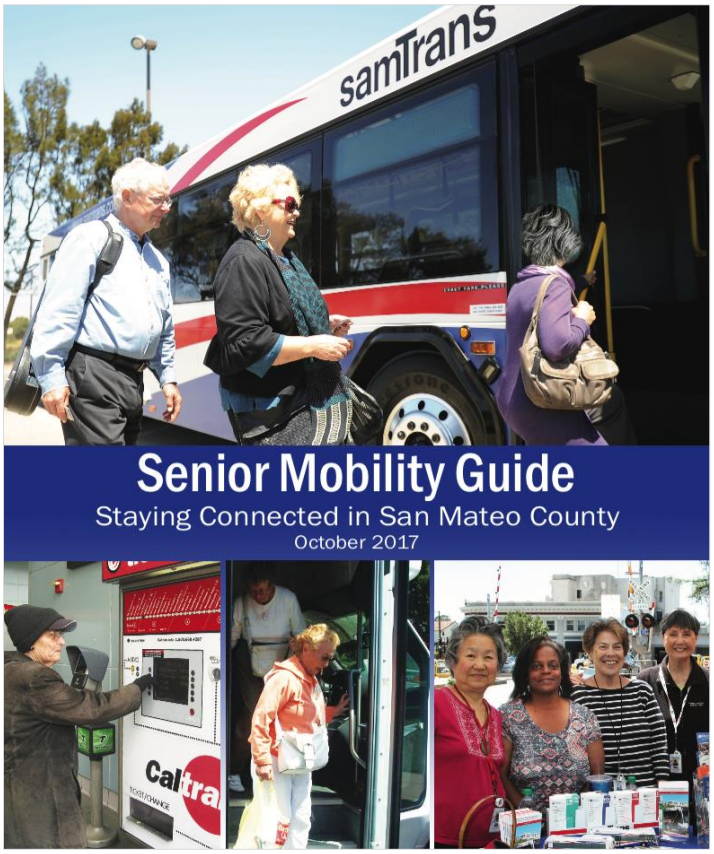
There are various private, for-profit services that specialize in transporting older adults and people with disabilities. These are not affiliated with a non-profit or city. They include:

- Go Go Grandparent – concierge service for Lyft/Uber trips
- SilverRide – ridesourcing service with wheelchair accessible vehicles
- Need-a-Ride
- Taxicabs

Areas of service range from the peninsula to the greater Bay Area. Fares vary and rates are based on a mix of time and distance. Services are on-demand.

Information Resources

There are various informational resources available to older adults and people with disabilities in San Mateo County.



The Senior Mobility Guide provides information about a wide range of programs and services that can help older adults in San Mateo County stay mobile, active, and connected to their community. A digital version is available online and copies can be obtained at SamTrans Headquarters, libraries, community centers, senior centers, or requested by calling SamTrans customer service. The Guide is updated annually and available in Spanish and Chinese.

The "Help at Home Directory" is a reference guide to assist San Mateo County adults of all incomes to remain in their homes when they are ill, disabled, or in crisis. The guide is developed by the San Mateo County Commission on Aging and contains some information on transportation in the County. SMC Connect is an online search engine that helps users locate community services in San Mateo County, developed by the County of San Mateo Human Services. 511 is a one-stop resource for Bay Area transportation information, including real-time traffic conditions, public transportation routes, trip planners and more.

Chapter 5: Mobility Strategies & Programs

This section presents seven overarching mobility strategies and 11 associated potential programs. Each strategy includes a description of the transportation needs identified through the outreach process, including stakeholder interviews, a stakeholder workshop, and interviews with paratransit customers. The strategies also include a brief summary of relevant progress since the 2006 Senior Mobility Action Plan was completed.

Each program includes a description, cost considerations, potential program leaders and partnerships, and a potential timeframe.

A NOTE ON EMERGING MOBILITY SERVICES AND TECHNOLOGIES

"The United States is currently experiencing a seismic shift in transportation norms. Breakthroughs in mobile technology, an influx of new urban mobility options and changes in travel behavior have significantly altered today's transportation landscape — a trend that is likely only to accelerate in the years ahead."
- Shared-Use Mobility Center

Future transportation technologies, such as autonomous vehicles, will play a major role in how people get around in the not-too-distant future. Existing shared-use mobility services, including ridesourcing (Transportation Network Companies), ridesharing, carsharing, and microtransit, are rapidly evolving and changing the way people get around. These new technologies and emerging mobility services present both opportunities and challenges.

Emerging and future mobility services have great potential to improve the mobility of older adults and people with disabilities. However, these services should comply, at a minimum, to principles of safety, equity, and environmental sustainability. For this reason, this mobility plan includes the following recommendation.

Recommendation: **Lead a collaborative process to establish guiding principles for management of emerging mobility services and technologies**

While the future is impossible to predict, SamTrans can lead a collaborative process to identify guiding principles that can frame decision making regarding new mobility services and technologies. The process can include consideration of what goals SamTrans is interested in achieving with new technologies and the role of SamTrans in achieving them. The guiding principles themselves would provide a consistent framework for evaluating and integrating new mobility services.

Relevant emerging and future technologies are discussed under each program, if applicable. Definitions of various shared-use service types, including microtransit and ridesourcing, are provided in Appendix A.

STRATEGY: **COUNTYWIDE MOBILITY MANAGEMENT**

Transportation needs addressed

The top strategy for coordination identified in the 2018 MTC Coordinated Public Transit – Human Services Transportation Plan is to implement county-based mobility management that would "direct passengers to all available transportation options and increase efficiency through coordination."

Currently, there is no organization that provides countywide mobility management and no centralized source of information about transportation options for older adults and people with disabilities that can be accessed via phone. Stakeholders expressed the opinion that a single source for transportation information and assistance, including trip planning, over the phone is needed. This function could also serve to promote fixed-route transit and other services in lieu of paratransit. Another benefit would be improved information about unmet transportation needs.

Stakeholders also noted there is a lack of familiarity with using public transit and that many people don't know about the availability of Senior Clipper cards. Additionally, organizations that currently provide information and assistance to older adults are often not familiar with the full range of services available. According to a small number of phone interviews, many Redi-Wheels customers are not aware of other transportation services available to them.

Stakeholders see a need for more communication between SamTrans and organizations that provide services to older adults and people with disabilities to exchange service updates and feedback. As noted in chapter 2, some stakeholders said that learning about new or changing services from a human is important. Others stressed the importance of having transportation information on written materials since some do not use the internet.

Progress since 2006

SamTrans creates and distributes a Senior Mobility Guide, which contains information about all mobility options and resources for older adults and people with disabilities in

the County. The Guide is available in print and online in English, Spanish, and Chinese. The printed Guide is updated annually, and the website is updated as needed.

The San Mateo County Aging and Adult Services operates a telephone and in-person information and assistance program through three nonprofits. The program covers a number of topics, including transportation. Callers are followed up with to ensure that they were successful in connecting with needed services.

A telephone/online information and mobility management program is currently being planned by SamTrans and is outlined in the following program description. Development of a web-based mobility management center is also in progress, which will include a tool to help users of the site identify transportation services that best fit their needs.

Program 1: **Mobility Management Center – Phone & Website**

Program description

SamTrans is currently developing a new mobility management function that will provide transportation information and assistance through a call center and a website.

The call center will be operated by the SamTrans customer service department with specially trained staff. Initially, the call center will have three main functions:

- **Mobility assessment** - New callers will be walked through a brief series of questions in order for the call center staff to assess their level of mobility and eligibility for various programs. This will help the mobility managers to recommend the best and most appropriate services.
- **Information and assistance** – Call center staff will be able to provide detailed information about transportation services that are available in the County, including all that are described in the Senior Mobility Guide. They will also assist callers with planning trips on a variety of modes. Callers can be connected directly to other services via phone if they desire. Staff will conduct follow up calls as needed.
- **Registration for the taxi discount fare program** – Call center staff will register eligible participants and could potentially book trips for the taxi discount program that is under development.

The associated mobility management website will contain information about the transportation services available to older adults and people with disabilities in the County. The site will also include a search tool that enables users to find transportation services suited to their needs.

SamTrans will conduct outreach to a variety of local organizations to advertise the call center and website. The service will also coordinate with the Help at Home Directory, Network of Care, and 211.

The call center has the potential to support additional programs. A natural extension would be to manage a ridesourcing program since the technological infrastructure could already exist as part of the taxi discount program.

The current SamTrans customer service call center provides information in English and Spanish. The website will include a tool to translate the text into any language and will endeavor to adhere with accessibility standards.

Cost considerations

The primary cost will be staff time, which is being provided by SamTrans. Another potential cost is database software. There is a myriad of database software to manage customers, including several that are relatively low cost. For example, Assisted Rides is a software designed specifically for managing mobility programs, including taxi discount programs. There is a one-time $1000 setup fee and an annual fee of $1500.

Potential program leaders and partnerships

- The program lead is SamTrans
- SamTrans will partner with the Aging and Adult Services I&A providers
- Community partners can assist with advertising the program to their clients and caregivers
- The DMV's senior ombudsperson, which already coordinates with the Mobility Ambassador program, could be a helpful partner for advertising the program to older adults who can no longer drive

Timeframe

The program is currently under development. The website will be completed summer 2018 while the call center is in the beginning stages of planning.

Program 2: **Improve Coordination and Information Sharing**

Program description

The purpose of this program is to increase the level of information sharing about mobility services and needs and improve coordination between SamTrans and organizations that serve and represent older adults, people with disabilities, and veterans. This would allow organizations that serve the target populations to provide the most accurate and comprehensive information about transportation options to their clients. Improved information sharing would also enable SamTrans and other transportation providers to improve and plan new services for the target populations.

This program would establish ongoing communication channels and coordination activities between transportation providers, including SamTrans, and other organizations in the area that serve and represent older adults, people with disabilities and veterans, including:

- Transportation providers
- Human and social service agencies
- Nonprofit community organizations
- Senior/community centers
- Veterans organizations
- Faith-based organizations
- Advocacy groups

Human services agencies such as Aging & Adult Services, the Resource Center, and Veterans Administration can serve as central points of contact for reaching a larger network of organizations that serve the target populations. Additionally, these organizations employ case workers and social workers, who can be especially helpful for reaching low-income and other transit dependent populations.

Existing groups and committees could be leveraged to both distribute information about services and provide feedback on the needs of their clients /constituents. SamTrans could participate in these groups on an ongoing basis or attend meetings when appropriate. Relevant groups that represent opportunities for ongoing coordination include, but are not limited to:

- Paratransit Coordinating Council – The Council provides a formal structure for people with disabilities to voice their concerns about paratransit service.
- Commission on Aging – The Commission advocates and supports services for older adults throughout the County. Members are appointed by the Board of Supervisors. There is a transportation subcommittee.
- New Beginning Coalition – The main purpose of this group is to develop, implement, and monitor the Older Americans Act Area Plan and to share information. Membership includes older adults, people with disabilities, caregivers, and service providers.
- Active Access Collaborative – This group promotes healthy physical activity in community places. Members include the County, local recreation departments, and nonprofit community partners.

Suggested communication and collaboration methods include designating a SamTrans Mobility Manager staff position, distributing a quarterly newsletter, convening a mobility collaborative, and holding workshops around specific topics. Each of these is discussed briefly below.

A dedicated **SamTrans Mobility Manager** staff person could serve several functions and would position SamTrans as the mobility management agency for the County. The mobility manager could be responsible for:

- Implementation of the strategies and programs in this Mobility Plan
- Planning and seeking funding for existing and new mobility programs
- Providing technical support to other organizations that wish to implement programs
- Overseeing the Taxi Fare Subsidy pilot program under development and other potential programs
- Coordinating with Customer Service on the Mobility Management Telephone Center and overseeing the website
- Coordinating the update of the Senior Mobility Guide

Additionally, the Mobility Manager would serve as a liaison between SamTrans and other organizations that serve the target populations. They could participate in existing groups and committees identified above and could bring information back to share with other SamTrans staff about the needs of the target populations and opportunities for coordination. For example, a Mobility Manager could attend a

meeting of the New Beginning Coalition to share information about a new SamTrans service. At that meeting they could learn about an event to be hosted by another organization that could be an opportunity for promoting SamTrans mobility services. Additionally, SamTrans could gather feedback about aspects of an existing service in order to make improvements.

Additional methods for coordination and communication that could be implemented by the Mobility Manager with assistance from other SamTrans staff include:

A **periodic mobility newsletter** could be a simple method for disseminating mobility information to the target populations and organizations that serve them. The newsletter could include announcements about various transportation services and opportunities, stories about riders and drivers, and other helpful tips. The newsletter could primarily be distributed electronically through html and pdf formats that could be printed if so desired.

Another method to improve communication and collaboration is to convene a **mobility collaborative** that brings together transportation providers and organizations that serve and represent older adults, people with disabilities, and veterans. A steering committee was formed for the 2006 Action Plan that brought together key stakeholders. The steering committee and topical subcommittees continued to meet for several years to assist with implementation of the 2006 Action Plan, but ultimately ceased despite its success supporting the creation of new mobility services. The stakeholder committee that was formed for this Mobility Plan includes similar organizations as the steering committee and could serve as a basis for a renewed mobility collaborative. The purpose of the mobility collaborative could be to share information, create new partnerships, and assist with planning new mobility services.

A third method is to hold **periodic workshops** that bring together organizations around specific and timely mobility topics. Invitees could be based on the mobility collaborative, but also be extended to other relevant organizations depending on the topic. The workshops could include a resource fair for local nonprofit and private organizations to share information.

Last, SamTrans could partner with another organization to **provide education about using new technology-based transportation and information services**. Some city community centers and nonprofits already offer classes to help older adults and people

with disabilities to use various technologies such as the internet and cell phones. A mobility manager could work with these organizations to develop and deliver trainings on using new modes of transportation and transportation information services.

Emerging and future technologies

The rapid emergence of new technology-enabled mobility service models, and the opportunities they present, highlights the need for improved information sharing more than ever. Additionally, a collaboratively established set of guiding principles would provide a strong basis for integrating future technologies.

Cost considerations

A newsletter can be created in about 24 hours of staff time per issue. There are associated costs with printing and mailing that can vary depending on quality and number of copies. These costs can be mitigated if the newsletter is distributed primarily electronically.

The main cost for convening a mobility collaborative and holding workshops is staff time. An annual full-day offsite workshop held by the Alameda CTC used about 240 hours of staff time and $6,000-$10,000 for direct expenses. Staff time and expenses could be reduced by limiting the program to a half-day, using free or low-cost venues, and providing limited refreshments.

Potential program leaders and partnerships

SamTrans is a natural lead for this program. The numerous potential partners are included in the program description.

Timeframe

- The newsletter could be created biannually or quarterly depending on available staff time
- A community collaborative could meet two to four times a year
- Workshops could be held annually or twice a year

STRATEGY: **LEVERAGE PRIVATE ON-DEMAND TRANSPORTATION SERVICES**

Transportation needs addressed

The need for same-day service, especially for medical related trips, was a top need identified by stakeholders. Stakeholders also noted that the length of time spent on a Redi-Wheels vehicle that picks up and drops off multiple riders can be difficult for some riders, specifically those with medical conditions that are painful or require them to use the restroom often. Almost half of all Redi-Wheels trips are less than five miles in distance; these trips are likely to cost less to provide by taxi, even if incentives for wheelchair accessible vehicles or same-day availability are included.

Many Redi-Wheels customers interviewed express willingness to use taxis, and most say they would be willing to pay one to two dollars more for a same-day service. Most Redi-Wheels customers are occasional riders that take four or less trips per month.

Progress since 2006 plan

The taxi industry has undergone significant changes since 2006 given new competition from ridesourcing services. These changes have reduced political will to impose new regulations on taxicabs. To encourage changes—such as increased availability of accessible vehicles or additional driver sensitivity training – incentives must be used. Constituents remain interested in affordable gap-filling same-day service, and grant funding has been identified for a paperless taxi fare subsidy pilot program.

Two community organizations that serve older adults, Avenidas and Little House, operate subsidized ridesourcing programs through partnerships with Lyft. More specifically, the Little House program provides on-demand rides for a flat fee of $4 for residents of the Sequoia Healthcare District. Riders must register with Little House and call the center to request an instantaneous Lyft ride. Riders can book trips to be brought to/from various local senior centers or for medical and dental visits anywhere between Palo Alto and San Mateo. They are currently providing about 600 trips per month. Little House is able to offer this service with relatively low administrative burden because the center already had the software infrastructure to manage and bill clients and the staff capacity to answer phones. The average subsidy per trip is $6.50

plus an estimated 10% for administration on the total cost of the trip. Little House reports 96% satisfaction with the program.

One ridesourcing service that operates in the County is targeted to older adults and people with disabilities. A high-level of assistance is provided and wheelchair accessible vehicles are available. The cost per trip is higher than other ridesourcing services, but lower than the average total cost per trip for providing paratransit.

Program 3: **Taxi Fare Subsidy Pilot Program & Strategies for Increasing Wheelchair-Accessible Taxis**

Program description

Funding has been awarded to SamTrans, but not yet received, for a pilot voucherless taxi program serving Redwood City, North Fair Oaks, and San Carlos for older adults and people with disabilities. Trips could potentially be booked through the new mobility management call center function provided by SamTrans Customer Service department. Details on rates and subsidies have yet to be determined.

To ensure the Taxi Fare Subsidy Pilot Program is as equitable and broadly applicable as possible, this program would also include strategies for increasing the availability of wheelchair-accessible taxis throughout the taxi pilot area. Details on these strategies need to be developed, but could include:

- Incentives for taxi cab companies to provide wheelchair trips
- Monthly or annual recognition for outstanding drivers of wheelchair-accessible taxicabs
- A grant program for taxicab companies, non-profits, or jurisdictions to purchase, operate, and maintain wheelchair-accessible taxicabs and use them in service to Redi-Wheels customers

Emerging and future technologies

Many large taxi companies have adopted some forms of technological innovation, for example GPS-based computerized dispatching, text messaging to communicate updates to passengers, and in-vehicle video for safety and incident recording. These technologies require considerable investment and access to capital, and so have largely been limited to the largest companies, and even then often only in response to

requirements from regulators. Most taxi companies in San Mateo County are small and regulations are not coordinated among the many cities in the county.

However, suppliers have developed relatively low-cost cloud-based dispatch systems that are appropriate for medium-size taxi operations. These systems are capable of integrating with tablet and smartphone apps for both drivers and customers. To date, it appears at least one company in the county has implemented such a system, and may allow more efficient implementation of a taxi subsidy program.

The development of lower-cost cloud-based (also known as "hosted") dispatch systems is promising. For the most part, however, adoption of new technology has been limited by the fractured nature of the taxi industry (compared, for example, to national and multi-national enterprises like Uber and Lyft), so that each company is small with only a limited geographic reach. Recent regulatory changes at the state level could potentially allow some consolidation in the taxi industry, and this might make it possible for taxi companies to invest more in emerging technologies.

The slow pace of innovation in the taxi industry could limit the future effectiveness of a taxi subsidy program in San Mateo County. There may be few companies with the capacity to monitor and track usage, the ability to accept card-based payment of the type used in taxi subsidy programs in major cities, or the administrative capacity to enforce program rules. These are the reasons that trip booking through the SamTrans mobility management center has been considered, since this method would allow SamTrans full control without depending on taxi companies. In the long run, competition and lack of innovation could limit the viability of taxis in general, so they would cease to be a reliable alternative for transportation.

Eventually, taxis and other modes of transportation will be affected by widespread use of autonomous vehicles. When this technology will become widespread and how it will be used is currently a matter of intense speculation and contention.

Cost considerations

A taxi subsidy program involves limited capital cost but continuing operating cost to subsidize trips, potentially increasing over time if the program proves popular. Continuing costs can be contained by adjusting subsidy amounts and the number of trips available to each participant. However, some level of administrative cost will remain. There could also be substantial costs to set up the methods for the SamTrans

mobility management center to perform booking, to track participants' usage compared to limits, and to track subsidy payments to taxi companies.

For a taxi subsidy to remain financially sustainable, it will be important to determine whether it produces savings in the cost of providing Redi-Wheels paratransit service to offset taxi subsidy costs. Other transit systems, including the Denver Regional Transportation District and the Orange County Transportation Authority, have reported that savings on the cost of their paratransit programs more than offset the cost of providing a taxi subsidy. SamTrans will need to perform its own assessment to determine whether similar savings can be achieved in San Mateo County.

The pilot program is being funded by an FTA Sec. 5310 grant. These funds are not limited to one-time demonstration projects, so they could be available for continuing funding, depending on what other priorities there are that compete for these funds. Ultimately, continuation of a taxi subsidy, especially one with growing demand and serving the entire county rather than a small pilot area, will depend on identifying other funding sources. In principle a taxi subsidy could use sales tax or vehicle license fees, but it would be competing for these funds with other needs, including Red-Wheels. This makes it critical to determine how much a taxi subsidy reduces dependence on Redi-Wheels, thereby also reducing the cost of Redi-Wheels. Other possible funding sources include:

- User contributions, which are not constrained by ADA fare limitations.
- Contributions from cities for their residents or from community organizations for their members to participate in specified activities.
- Fees assessed on ridesourcing providers to fund wheelchair-accessible vehicles.

Potential program leaders and partnerships

Individual cities have implemented taxi subsidies for their residents and could find it convenient to coordinate these programs with whatever service SamTrans develops. The San Mateo County Health Plan also provides taxi subsidies for their clients and might find it convenient to coordinate such a program with a SamTrans program. In principle a community organization with a wide geographic reach could implement a taxi subsidy program in the same way that the Peninsula Jewish Community Center (PJCC) has implemented the Get Up and Go program.

Timeframe

The taxi fare subsidy pilot is planned to run for three years. If it is considered successful, then identifying funds for continued, expanded operation will become a pressing matter.

Program 4: **Subsidized Ridesourcing Program with Telephone Booking**

Program description

A potential partnership with ridesourcing services (also known as TNCs), such as Lyft and Uber, is currently being explored as an option for providing subsidized same-day rides to older adults and people with disabilities. The ability to book rides over the phone and the availability of wheelchair accessible vehicles are essential elements for insuring that the program benefits all eligible riders. Lyft and Uber both offer free platforms that allow organizations to book and monitor trips for riders in real time. There are also concierge services (not affiliated with Lyft or Uber) that will book and monitor rides over the phone directly with customers. These services will also coordinate billing for the customer so that a caregiver or family member can book and pay for trips remotely.

Ridesourcing companies are emerging that are aimed at older adults and people with disabilities. These typically provide a higher level of assistance, including the ability to book rides over the phone, door-through-door assistance, help getting in and out of the vehicle and/or mobility device, and wheelchair accessible vehicles.

An important element of a ridesourcing subsidy program would be outreach and education to the target riders and organizations that work with target riders. The ridesourcing service model is relatively new and stakeholders and Redi-Wheels customers interviewed said that very few older adults and people with disabilities currently use these services. Education to familiarize older adults and people with disabilities with these services would be crucial.

Emerging and future technologies

Ridesourcing is a recent innovation that is likely to continue evolving into forms that cannot be anticipated. It is widely speculated that these companies will be among the

first to attempt extensive use of autonomous vehicles. A service based on autonomous vehicles could be difficult for customers with mobility or visual limitations, or other disabilities, to use. Ridesourcing companies have made some efforts to provide wheelchair accessible options, but so far with very limited success. The future of such efforts is unknown.

Cost considerations

At present ridesourcing rates are typically lower than taxi rates. However, these low rates are based on a business model that avoids all costs connected with vehicle ownership and also avoids the cost of human dispatchers. Most ridesourcing companies are not yet profitable and their long term financial viability is unknown. Providing a telephone booking/concierge interface to help older people and people with disabilities take advantage of ridesourcing services adds costs that would eliminate some of the cost advantage of these services. If a major portion of ridesourcing service is provided using autonomous vehicles in the future, services with human drivers, which would no doubt continue to exist in some form, could become more expensive. The need to provide a wheelchair-accessible component (one for which there is at present no known model) would also add to the cost of such services.

In concept, partnership with ridesourcing services is similar to partnership with taxis and would have similar funding needs and opportunities.

Potential program leaders and partnerships

Potential program leaders and partnerships are similar to taxi-based services. The "cutting edge" image of ridesourcing services could make them attractive to some organizations that might be less interested in working with taxicabs.

Partners for educating the target population about using ridesharing services could include the nonprofit, Technology4Life, which provides training for older adults on various technologies. Some community centers also offer technology training for older adults.

Timeframe

SamTrans is currently pursuing opportunities to work with ridesourcing companies on other aspects of public transportation. Depending on the outcome of these efforts, and

also on the future evolution of the industry, it will be appropriate to re-examine this opportunity in three to five years' time.

STRATEGY: **COMMUNITY TRANSIT SERVICES**

Transportation needs addressed

Community transit services accommodate trips within communities and connect riders with regional transit services. In many cases, they use smaller vehicles than traditional fixed-route transit that can operate better within neighborhoods on smaller streets and hills. Community transit services can operate on a fixed-route, on-demand, or a combination.

Difficulty getting to bus stops was identified as a top barrier to mobility by Mobility Plan stakeholders and noted as a reason for not riding SamTrans fixed route bus service by paratransit customers. Some paratransit customers also indicated that they would be willing to ride SamTrans if there was a service that brought them from their house to the bus stop.

Shuttle service that deviates from a fixed-route to pick up and drop off people closer to their origins/destinations was noted as a potential solution by stakeholders. Multiple stakeholders noted that the Pacifica FLX deviated fixed-route service is working well, but that additional marketing and education was needed for the service due to the unfamiliar nature of the service model. This is also a preliminary recommendation in the Coastside Transportation Study, which is currently underway.

Progress since 2006

In 2009, SamTrans created a Community Transit Planning and Funding Guidebook to help local cities and other organizations to establish community transit services. The Guidebook included information on gathering community input, clarifying and quantifying service needs, service alternatives, vehicles, funding and budgeting, and evaluation and monitoring.

Community shuttle programs have been established in various cities. Services that are currently active operate in Daly City, Brisbane, Foster City, Menlo Park, Pacifica, Redwood City, South San Francisco, and the Coastside.

In 2014, SamTrans implemented two two-year deviated fixed-route service pilots, San Carlos FLX and Pacifica FLX. In 2016, the San Carlos service was terminated due to low productivity (about two passengers per hour), but the Pacifica route remains for

weekday service. The Bayshore/Brisbane Senior shuttle also picks up passengers within a few blocks of the fixed-route for requests made in advance.

Program 5: **Flexible-route Community Transit Service**

Program description

This program recommends exploring alternative service delivery models to traditional fixed-route service and new technologies to provide community transit services for trips within communities and connections to regional transit.

One alternative service delivery model is a deviated fixed-route service. These services run on an established route but are able to deviate a few blocks to pick up and drop off passengers. Customers usually call at least one day in advance for pickups off the main route, although shorter advance-notice could be possible and would be desirable. New deviated fixed-route community shuttles could be established and existing community services could be converted to deviated-fixed route in order to serve passengers with limited pedestrian mobility.

Public-private partnerships may also present opportunities for alternative service delivery models. Microtransit services are privately owned and operated shared transportation that can offer fixed routes and schedules, as well as flexible routes and on-demand scheduling, generally using vans and small buses. Some microtransit models take route-deviation a step further through the use of technology that dynamically generates routes. They provide transit-like service but on a smaller, more flexible scale. Current private microtransit companies include Via and Chariot.

Some public transit agencies and several cities are currently exploring microtransit services. Los Angeles Metro is in the planning process for a first/last mile microtransit pilot project that will serve three stations in low-income areas. SamTrans is in the beginning stages of a partnership with University of California Davis to study the potential for microtransit in San Mateo County.

Important elements of any alternative service model are flexible payment options and sufficient marketing. A recent case study of Kansas City's and VTA's discontinued microtransit pilot projects found that lack of both of these factors likely resulted in unsustainably low ridership. Conversely, AC Transit reports that significant local and

on the ground marketing and flexible fare payment options have proved effective for their microtransit pilot project in Newark and Castro Valley.

Cost considerations

Costs are dependent on the service delivery model and scope of the program. Deviated fixed-route services provided in a small bus are comparable to shuttle services provided in the same size vehicle, but do include a higher level of effort to schedule off-route pickups.

Very little information about the costs of microtransit services is available. Due to the experimental nature of these services, costs per passenger can vary significantly.

Potential program leaders and partnerships

A likely program lead is SamTrans or a nonprofit. Community transit services are also operated by cities, which may wish to explore alternative service delivery models.

Timeframe

Traditional community transit services generally take nine to twelve months to plan and implement. Given the experimental nature of alternative delivery modes such as microtransit, more time will likely be needed. Transportation pilots generally operate for one to two years, with evaluation occurring at six or twelve months.

STRATEGY: **COMMUNITY-BASED TRANSPORTATION SERVICES**

Transportation needs addressed

Community-based transportation is operated by community organizations rather than public agencies and typically uses volunteers, sometimes in combination with paid drivers, to provide on-demand services that are booked in advance. Compared to ADA paratransit, these services commonly provide a higher level of personalized assistance to riders, including escorting riders into and out of doctors' offices, helping with packages, and making stops to pick up prescriptions. Eligibility is usually wider than ADA paratransit and may include age or disability. This flexibility and potential for higher levels of assistance could enable expanded community-based transportation programs to address the following top-tier needs identified through the outreach process:

- The need for door-to-door and door-*through*-door service was identified by several stakeholders. However, paratransit drivers are only able to escort customers to/from their door or the destination if the distance is less than 100 feet and they can keep sight of the vehicle.
- Paratransit trips into other counties that are not within the service area require the rider to transfer to another paratransit system. The transfer process can be difficult for riders, especially those who are particularly frail and those who are easily confused.
- The length of time spent on a paratransit vehicle picking up and dropping off multiple riders can be difficult for some, specifically those with medical conditions that are painful or require them to use the restroom often.

Stakeholders expressed an appreciation for the Get Up & Go community-based transportation service provided by the Peninsula Jewish Community Center (PJCC) and said that expanded service hours and days, plus expansion to the Coastside would be beneficial for their clients.

Progress since 2006

Get Up & Go is a gap-filling supportive transportation service for older adults who cannot drive because of frailty and disability. This free shared-ride transportation provides non-driving older adults with rides to medical and dental appointments, or for errands such as grocery shopping. Service is provided in a PJCC bus or van, or in personal vehicles with volunteers. Rides are provided on Monday, Tuesday, Thursday and Friday from 9:30 to 3:30. Reservations must be made by the Wednesday of the prior week of the ride. Personal or family caregivers may also ride free of charge. In Fiscal Year 2017 they gave 2,603 rides to 253 individual older adults.

There are a handful of other community-based transportation services available to older adults and people with disabilities. While these services provide additional needed transportation options, they are limited in various ways including their service area, hours and days, trip purpose, trip distance, and some require membership. They include:

- The American Cancer Society provides free "Road to Recovery Program" door-to-door service for cancer patients' doctor appointments, radiation treatment and chemotherapy utilizing volunteer drivers.
- Avenidas "Door to Door" operates from Belmont south to Mountain View for all trip purposes and with low cost fares.
- Little House provides discounted rides on Lyft for medical trips for older adults who live within the Sequoia Healthcare District.
- FISH arranges free rides based on driver availability in Belmont, San Carlos, and Redwood City for medical, dental or physical therapy appointments.
- Foster City Village's volunteer driver program is for dues paying members with destinations in San Mateo County from Burlingame to Palo Alto.
- Sequoia Village's volunteer driver program is for dues paying members for trips in Belmont, San Carlos, and Redwood City.
- Kaiser and Seton hospitals provide limited programs for patients.
- Road Runners Program is a fare-based volunteer driver program at El Camino Hospital in Mountain View that provides for all trip purposes including Southern San Mateo County.

Program 6: **Expand community-based transportation services**

Program description

The program includes expanding existing community-based services and supporting nonprofits in starting new services. Get Up & Go has successfully provided assisted transportation for older adults and people with disabilities for a number of years. Characteristics of their service that work well for their riders and should be replicated include:

- Flexible accommodation of most health care appointments
- "Arm-through-arm" personal assistance from the home to the vehicle and back
- Trained volunteer escorts who provide ambulation assistance, reassurance and direction when needed, and accompaniment to appointments and errands when requested
- The ability of personal caregivers or attendants to accompany a rider without the need for prior registration
- Limited wait time for vehicles
- Use of both mini-van and wheelchair-accessible buses, depending on need
- Ongoing outreach to reach those most in need of the service

Get Up & Go provides around half of their trips using volunteer drivers who transport people in their own vehicles. However, the program, like other volunteer driver programs in the Bay Area, is having an increasingly difficult time finding volunteers. Additionally, some trips are not desirable for volunteers, such as especially long trips or trips during peak traffic. For this reason, paid drivers or contracts with private companies may be needed to meet demand and could potentially reduce costs. Leveraging private on-demand services is discussed further on page 51.

Additional features of a community-based transportation program should include:

- Referrals and coordination with the mobility management information function under development at SamTrans
- Coordination with other community-based transportation services
- Expanded marketing and outreach

Emerging and future technologies

Ridesourcing services are being incorporated into existing community-based programs in the County and are discussed further on page 60.

Cost considerations

Costs for community-based transportation programs vary widely and are dependent on a number of factors, including whether paid or volunteer drivers are used, whether the program arranges for vehicles or relies on volunteers' vehicles, arrangements for accommodating wheelchair accessible trips, and whether or not the service is contracted out.

Community-based transportation programs that are managed by non-profit organizations can utilize funding sources not available to a public agency, such as foundations, corporations, businesses, individuals, and fundraising events. In the Bay Area, non-profit agencies also are eligible for federal FTA 5310 funding.

Potential program leaders and partnerships

Nonprofits currently providing and wishing to expand service would be responsible for leading this program. These organizations can also provide assistance to other entities wishing to create new programs. A countywide partnership of nonprofit social service agencies, cities, and other agencies providing outreach and referrals will be important to each programs' success.

Timeframe

A new program that utilizes private companies to provide service could be planned and implemented within a year. New programs that use volunteers or vehicles owned by the organization (rather than volunteer's vehicles) would take longer to establish.

STRATEGY: **ENCOURAGE THE USE OF TRANSIT**

Transportation needs addressed

Many older adults, and especially those in the Baby Boom generation, have little experience with using public transportation. Stakeholders indicated that some older adults and people with disabilities are unfamiliar with and fearful of using fixed-route transit, especially those who don't speak English well. People living with mental health issues, including veterans suffering from posttraumatic stress disorder, may need a higher level of assistance in order to feel safe and comfortable riding transit. Some stakeholders were unaware that multiple travel training programs already exist.

Progress since 2006

SamTrans established a Mobility Ambassador program using volunteers to teach older adults to use transit. SamTrans also established the Veterans Mobility Corps, a similar program specifically for veterans to teach other veterans. Staff and Ambassadors also conduct outreach at various events, including CHP and AARP safe driving courses. As of May of 2018, 960 people have been trained to ride SamTrans, many of whom go on to ride transit regularly.

Additionally, SamTrans contracts with three organizations to provide more intensive professional travel training for eligible paratransit customers to learn to use SamTrans fixed-route services and Caltrain, and transfer to other systems. The program trains about 30 to 50 people per year.

Various promotions and events have occurred to encourage the use of transit, including SamTrans' Seniors on the Go promotions and Congresswoman Jackie Speier's Seniors on the Move annual event.

Over recent years bus ridership has decreased nationally and for SamTrans. However, the proportion of SamTrans riders that are older adults is increasing. The most recent SamTrans customer survey found that 10% of riders are older adults and 4% indicated that they have a disability. Conversations with a small number of paratransit customers showed that around a third use SamTrans for some of their trips, but most indicated that they never use BART or Caltrain. Paratransit customers are able to ride SamTrans for free and they account for about 3.8% of overall SamTrans boardings.

Program 7: **Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs**

Program description

This program proposes continuing the successful Mobility Ambassador and Veteran's Mobility Corps travel training programs administered by SamTrans. The current Mobility Ambassador and Veteran's Mobility Corps programs are operated by two part-time staff and an average of about 10 volunteers. Growth of the program to recruit more volunteers, train more people, and conduct more outreach would require additional staff time.

Ambassadors attend a number of events and outreach opportunities to give out information about SamTrans and the opportunity to be travel trained. Program brochures are provided at key locations throughout the County, including libraries and community centers. Furthermore, both programs are connected with a number of community partners, including organizations that serve older adults and veterans. Despite these efforts, community awareness of the programs could be increased. Program staff can work with the SamTrans Marketing department to develop a marketing plan. Potential methods for raising awareness of the programs include:

- Create a short professional video to promote the program
- Show the video on local television
- Promote the video through social media
- Utilize community partners to distribute the video and/or other promotional materials to their constituents
- Advertise on the radio and in local newspapers

Cost considerations

The primary cost of the current Mobility Ambassador and Veteran's Mobility Corps programs are two part-time staff. Creation of a short video could be done relatively inexpensively by the SamTrans Marketing department.

Potential program leaders and partnerships

- The SamTrans Operations department currently runs the two programs and would continue to lead.
- The SamTrans Marketing department would play a lead role in creating and distributing marketing materials.
- The upcoming telephone mobility management center function can inform callers about the programs.

Timeframe

Given funding availability, development of a marketing plan could be done in the short term. The marketing plan should include a year of activities. A promotional video could be created one to three months.

Program 8: **Mobile Accessible Travel Training Bus**

Program description

A complement to the Mobility Ambassadors and Veterans' Mobility Corps programs could be a Mobile Accessible Travel Training (MATT) bus modeled after a successful program in Fairfax County, Virginia. A low-floor bus that is retired or soon to be retired can be transformed into a mobile classroom for travel training older adults. The bus should include audio-video capabilities so that videos and presentations can be shown onboard. Travel training would be conducted onboard the bus one-on-one or in

groups. The bus would have the added benefit of being able to come to where older adults and people with disabilities already congregate, such as older adult lunch programs. In addition, the bus could be used to promote SamTrans at other events such as fairs, parades, and holiday celebrations.

Cost considerations

The cost of creating a MATT bus would depend on the availability of a vehicle and its current state. The capital costs associated with renovating the bus into a mobile classroom would be around $250,000. The cost of operating the bus would include a bus driver's time, gas, and maintenance.

Potential program leaders and partnerships

SamTrans would lead the creation and operation of a MATT bus and could partner with organizations that would like to receive onsite training.

Timeframe

The timeframe for implementation of a MATT bus depends on availability of a transit vehicle for conversion as well as funding to upgrade the bus.

STRATEGY: **PROMOTE SAFE DRIVING**

Transportation needs addressed

Helping older people continue to drive safely will help them maintain independence and mobility and reduce dependence on public services, including ADA paratransit. The evidence from research is that older drivers are statistically safe drivers and do not cause an excessive number of accidents compared to other age groups. Older drivers actually tend to be more cautious than other drivers, are more likely to use seat belts, and are less likely to drink and drive. However, older adults are almost twice as likely to die in car crashes than drivers aged 55 to 64, and that average risk increases to four times greater among those 85 and older. This increased rate of fatal crashes is due to the greater frailty of older drivers, not a higher accident rate overall.

Progress since 2006

Two organizations provide older driver training in San Mateo County:

- The AARP Driver Safety Program offers local classes for drivers aged 50 plus, as well as on-line classes. The course covers many topics related to being an older driver, such as traffic rules, staying flexible, medications, etc. The course is designed to help older adults remain safe drivers. It covers normal age-related physical changes and how to adjust driving to allow for these changes. All insurance companies offer a discount to AARP Driver Safety graduates. Courses are offered throughout the year. Each class is 8 hours long, most commonly in two four-hour segments over two days. In San Mateo County, courses meet at nearly 20 locations throughout the county.
- The California Highway Patrol offers an Older Driver Traffic Safety seminar in conjunction with the San Mateo County Commission on Aging and San Mateo County Supervisor Warren Slocum. The free class is three hours long and is designed to help keep older drivers on the road longer and refresh their driving skills. A SamTrans staff person attends the seminars to talk to participants about using transit as an alternative to driving.

CarFit is an education program designed to help older drivers find out how well they currently fit their personal vehicle, highlight actions they can take to improve their fit, and promote conversations about driver safety and community mobility. A proper fit in one's personal vehicle can greatly increase not only the driver's safety but also the safety of others. A pilot of 300 older drivers showed that 37% had at least one critical safety issue, 10% were seated too close, and 20% did not have line of sight of at least 3" above the steering wheel. The events and trainings occur throughout the country, yet there is only one Bay Area event scheduled in 2018.

There are also multiple online resources that help drivers assess their driving skills.

Program 9: **Continue and Improve Coordination with Local Driver Safety Instruction and Safe Driver Information**

Program description

This program continues coordination with the two organizations that currently provide safe driver training, described in the previous section, to promote driving alternatives.

The SamTrans Senior Mobility Guide and Mobility Management Center website will continue to provide information about safe driving classes, safe driving, and driving cessation. Additionally, this program proposes adding information to the Safe Driver section of the mobility management center website about new technologies that enable older adults to drive safer.

Last, this program suggests that new projects and partnerships to raise community awareness and increase older adult driver training opportunities can be investigated and brought forth for implementation. Potential opportunities include:

- Local leaders could convene a countywide Safe Driver Forum to raise awareness of the benefits of older adult driver training and new safe driving technology and to discuss potential actions and partnerships. Potential leaders and invited participants might include the County Board of Supervisors, which sponsors CHP seminars, CHP, AARP, California DMV, County Aging & Adult Services, SamTrans, and San Mateo County cities, public and non-profit agencies, hospitals, and Peninsula TV.
- Information about older driver safety and programs could be made more broadly available through numerous channels, such as resource booklets distributed at senior centers, libraries, housing complexes, medical offices, and pharmacies.
- A speakers' bureau could be created to promote older adult driver programs and safe driving technology in community presentations.
- An informational video about older adult driving safety could be aired on Peninsula TV and at public meetings and community events.
- Older driver safety programs could be offered in Spanish and Chinese.
- A local champion can work with AAA to hold ongoing CarFit events.

Emerging and future technologies

New vehicle technologies are available that can help drivers with impaired abilities to drive safely. Expanded information regarding these technologies should be provided to older drivers so that they are well informed when purchasing a new car.

Once exclusive to luxury vehicles, crash avoidance technologies are now available on many new models. These include:

- Forward collision warning
- Adaptive headlights
- Blind spot detection

Other new-car features that address impairments to vision, cognition, and motor function include:

- Push-button entry/start
- Tilt/telescoping steering wheel
- Extendable sun visors
- Heated seats/steering wheel
- Digital speedometer/Head Up Display
- Navigation system
- Parking aids
- Adaptive headlamps and dimming mirrors
- All-wheel drive
- Adaptive cruise control

Cost considerations

The existing and potential actions noted here are relatively low cost and highly effective.

Potential program leaders and partnerships

- SamTrans will continue information dissemination efforts through the Senior Mobility Guide and Mobility Management Center currently under development. SamTrans will also continue coordination with the AARP and CHP programs.
- County, city, and SamTrans could support broader promotion of safe driving, including holding a Safe Driver Forum and creation of a speakers' bureau.

- AARP could provide classes in Spanish and Chinese in San Mateo County.
- The CHP could be approached as to the value of developing a local CarFit program in conjunction with AAA.

Timeframe

Implementation will depend upon the leadership of existing agencies and organizations in making safe driving promotion and supporting of these programs a priority for their staff. Any of the proposed initiatives could be implemented within a year.

STRATEGY: **ACTIVE TRANSPORTATION AND ACCESS TO BUS STOPS**

Transportation needs addressed

Walking or using a mobility device is an important mode of travel for many older adults and people with disabilities to access local services and transit stops. Stakeholders and Redi-Wheels riders both noted that difficulty walking to the nearest bus stop is a barrier to using transit. Much of the County is within walking distance (less than half a mile) to a bus stop. However, aspects of the built environment and the specific needs of older adults and people with disabilities as pedestrians can make getting to a bus stop difficult or impossible. The many impediments to pedestrian travel include lack of or narrow sidewalks, poorly maintained sidewalks and crossings, not enough crossing time, lack of curb ramps and many others, especially for those using a mobility device such as a wheelchair or walker. Improved opportunities to walk to local destinations can improve access to goods and services, enable social connectedness, and support physical activity, all of which benefit health.

Progress since 2006

The Senior Mobility Guide includes information about walking and fitness opportunities. Many city park and recreation departments have programs to encourage health and exercise, some of which are targeted to older adults. Additionally, many cities and the County have active transportation plans that identify improvements to the pedestrian network. A myriad of capital improvement projects that improve walkability and safety have been completed or are in progress.

The San Mateo County Health System has a number of initiatives to encourage active transportation. Additionally, the Health Policy & Planning department has various efforts underway aimed at improving traffic safety and access to transit.

Program 10: **Senior Walking Groups**

Program description

This program encourages older adults to stay active and healthy through walking by supporting the creation of walking groups. Groups could be organized through older adult housing, older adult centers, existing older adult social clubs, neighborhood associations, community groups, and individuals. Websites such as Nextdoor and Meetup can provide a simple platform for organizing and advertising walking groups. Incentives, such as contests and prizes, to encourage walking and/or encourage the formation of walking groups could be included. The American Heart Association provides several helpful guides for starting and growing a walking group.

To encourage the formation of walking and walking groups, information can be provided online about:

- Benefits of walking
- Existing walking groups
- Resources for finding walking partners
- Resources for creating walking groups
- Walking maps and self-guided walking routes

The Health System previously gathered and provided this type of information on their website and could do so again in the future. The information could also be provided on the mobility management center website.

Cost considerations

Creating walking groups would require minimal effort on the part of community groups and individuals with limited direct costs, depending on whether incentives are offered. Gathering information and providing it online would require a small amount of staff time.

Potential program leaders and partnerships

- Cities, nonprofits, and other community groups could lead the formation of new walking groups and advertising them
- The Health System could gather information about current walking groups and resources for starting walking groups

- SamTrans could provide the information gathered by the Health System on the mobility management center website

Timeframe

Walking groups could be organized easily and quickly given the abundance of resources available. Gathering information and providing it on the mobility management center website could be completed in a few weeks.

Program 11: **Safe Routes to Transit for Older Adults & People with Disabilities**

This program was developed under a separate task and is described in Appendix D - Guide: Safe Routes to Transit for Older Adults & People with Disabilities. The following is a brief introduction to the effort.

Approaching transit trips as a door-to-door experience highlights the importance of walking as a key connection to public transportation. Most people are pedestrians (on foot or using a wheelchair or other assistive device) at one end or the other of a transit trip. Creating safe, accessible walking routes to transit stops is an important element of maintaining mobility and independence, especially for older adults and people with disabilities who do not drive. Physical, cognitive, and psychological conditions of these populations and physical and environmental factors in the built environment can limit their ability to get to bus stops.

The purpose of this project is to develop a simple, reliable, and replicable methodology for identifying and prioritizing improvements to pathways that enable older adults and people with disabilities to better access transit stops. The proposed methodology outlined in this guide builds on a recommendation from the 2006 Senior Mobility Action Plan that suggested working with a case study city to identify and prioritize walking improvements for older adults. The City of Pacifica generously volunteered to serve as the case study city for this project on the basis that a well thought out community-led effort that includes a high level of coordination with city staff, as is being proposed in this guide, helps city staff to identify, prioritize, and fund improvements.

The proposed methodology was developed in close coordination with the City of Pacifica through conversations with City staff, SamTrans operations staff, additional

stakeholders, and best practices research. Examples from the City of Pacifica, and the Linda Mar neighborhood in particular, are used throughout the guide description for illustrative purposes. This document does not include a needs analysis nor does it recommend specific improvements for the City of Pacifica.

The elements of safe and accessible paths are spread among many different responsible parties and include many considerations such as, traffic safety, circulation, accessibility, and access to transit. Successful planning and implementation of improvements to path of travel to transit stops requires the involvement of various agencies, stakeholders, and jurisdictions. This is a core tenet of the proposed methodology.

The proposed process outlined in this guide would cost relatively little to conduct, mainly consisting of staff time. Level of effort is largely dependent on the methods used to gather information.

The guide, detailed in Appendix D, is broken down into three recommended phases with a Resources section at the end:

- Phase I - Identify need, project partners, and potential funding sources
- Phase II - Identify barriers, potential improvements, and prioritization criteria
- Phase III – Next steps

Chapter 6: Evaluation & Implementation

EVALUATION

This section provides a general evaluation of the 11 programs against the evaluation criteria established at the beginning of the planning process. The evaluation criteria are as follows:

- Effectiveness at serving target populations
- Ability to reduce dependence on Redi-Wheels
- Potential for sustainable, long term partnerships
- Cost effectiveness
- Feasibility

The evaluations and comments in Table 9 on the following pages are meant to provide a general frame of reference for each of the programs. The evaluations for the "effectiveness at serving target populations" criterion were informed in part by the selection of top strategies by the stakeholder committee.

Table 9: Program Evaluations

	EVALUATION CRITERIA (♦= low, ♦♦= medium, ♦♦♦= high)				
Programs	**Effectiveness at serving target populations**	**Ability to reduce dependence on Redi-Wheels**	**Potential for sustainable, long term partnerships**	**Cost effectiveness**	**Feasibility**
Mobility Management Center – Phone & Website	♦♦♦ Likely to be effective since SamTrans already serves the target populations	♦♦♦ Callers will be informed about alternatives to Redi-Wheels	♦♦♦ Information sharing with many orgs will be essential	♦♦♦ Will depend on the volume of calls and the number of people diverted from Redi-Wheels	♦♦♦ Implementation planning is currently underway
Improve Coordination and Information Sharing	♦♦♦ Will encourage better information sharing	♦♦♦ Would improve awareness of alternatives to Redi-Wheels	♦♦♦ Yes	♦♦♦ Likely to be cost effective with use of a single staff position	♦♦♦ Highly feasible
Taxi Fare Subsidy Pilot Program & Strategies for Increasing Wheelchair-Accessible Taxis	♦♦♦ Older adults and people with disabilities will be eligible for the pilot and same day rides are a top need	♦♦♦ Highly likely	♦♦ Partnerships with taxi companies will be established at a minimum	♦♦ Depends on cost per trip, incentives for wheelchair accessible trips, and trips diverted from Redi-Wheels	♦♦♦ Pilot is fully funded and implementation planning is currently underway
Subsidized Ridesourcing Program with Telephone Booking	♦♦♦ Highly likely, but depends on the availability of wheelchair accessible vehicles and sufficient outreach and education	♦♦♦ Highly likely, but depends on the availability of wheelchair accessible vehicles and sufficient marketing to Redi-Wheels customers	♦♦ Partnerships with ridesourcing companies will be established at a minimum	♦♦♦ Current costs per trip are below taxis and far below Redi-Wheels.	♦♦ Depends on the funding source and the availability of wheelchair accessible vehicles

	EVALUATION CRITERIA (♦= low, ♦♦= medium, ♦♦♦= high)				
Programs	**Effectiveness at serving target populations**	**Ability to reduce dependence on Redi-Wheels**	**Potential for sustainable, long term partnerships**	**Cost effectiveness**	**Feasibility**
Flexible-route Community Transit Service	♦♦♦ Users of current flex route services include the target populations	♦♦ Pickups closer to origins/destinations could enable some Redi-Wheels customers to ride community transit	♦♦ Partnerships to operate services are possible, but not necessary	♦♦ Costs per trip are generally lower than Redi-Wheels, but higher than regular fixed-route	♦♦ Successful services are operated in the County, but funding availability for new ongoing services is low
Expand community-based transportation services	♦♦♦ Highly likely	♦♦♦ Highly likely	♦♦ Partnerships are not required, but could be beneficial	♦ - ♦♦♦ Depends on the service model	♦ - ♦♦♦ Depends on the service model
Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs	♦♦♦ Current program effectively teaches target populations to ride transit	♦♦♦ Yes, but participants should be consistently surveyed for accurate assessment	♦♦♦ Some partnerships already exist because of the program and expansion could result in more	♦♦♦ Current program operates with one part time staff and a dozen volunteers	♦♦ Enhancement and additional outreach would depend on funding availability
Mobile Accessible Travel Training (MATT) Bus	♦♦♦ The program model is highly successful	♦♦♦ Travel training is an effective method for preempting dependence on paratransit	♦♦♦ The activities would increase the visibility of SamTrans and build partnerships	♦♦♦ Operation costs would be relatively low compared to the number of people travel trained, especially if Mobility Ambassadors and Veteran Volunteers are conducting the training.	♦♦♦ Depends on the availability of a bus for refurbishment

	EVALUATION CRITERIA (♦= low, ♦♦= medium, ♦♦♦= high)				
Programs	**Effectiveness at serving target populations**	**Ability to reduce dependence on Redi-Wheels**	**Potential for sustainable, long term partnerships**	**Cost effectiveness**	**Feasibility**
Improve Coordination with Local Driver Safety Instruction and Continue to Provide Safe Driver Information	♦♦ Activities would be aimed at the segment of the target populations that drive	♦ Keeping older drivers safe may reduce their future dependence on Redi-Wheels	♦♦♦ Longtime partnerships with AARP & CHP already exist and new partnerships would be necessary for countywide efforts	♦♦ Providing information is relatively low cost, but a countywide forum could require significant staff time	♦♦ A local champion would be needed to lead a countywide effort A Carfit event could be coordinated fairly easily given funding to advertise.
Senior Walking Groups	♦ Would likely benefit a small segment of active older adults	♦ Not likely to directly impact dependence on Redi-Wheels	♦♦ Partnerships wouldn't be necessary, but could be beneficial	♦♦♦ Costs would be very low and exercise is highly beneficial	♦♦♦ Providing information and creating walking groups would be highly feasible
Safe Routes to Transit for Older Adults & People with Disabilities	♦♦♦ Would increase safety and access to services for all pedestrians	♦♦♦ Would increase access to fixed-route transit and safety of walking trips	♦♦ Partnerships could be established through the assessment process	♦♦ The assessment process could cost very little and lead to more costly improvements	♦♦ Depends on the willingness of a project lead, a participating city, and funding.

IMPLEMENTATION

This section describes implementation considerations for each of the recommended programs, including the approximate implementation timeline, potential leads and partners, and potential funding sources.

The recommended programs are categorized by the estimated timeframe for implementation by SamTrans and other potential lead organizations. Short term programs are lower in cost or have identified funding sources and could be implemented in approximately less than one year. Medium term strategies would take a longer time to implement and would likely take greater coordination and funding. There are no long term (3+ years) strategies recommended in this Mobility Plan.

Currently Under Development

- Mobility Management Center – Phone & Website
- Taxi Fare Subsidy Pilot Program & Strategies for Increasing Wheelchair-Accessible Taxis

Short Term (0-1 years for implementation)

- Improve Coordination and Information Sharing
- Subsidized Ridesourcing Program with Telephone Booking
- Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs
- Senior Walking Groups

Short to Medium Term (0-2 years for implementation)

- Safe Routes to Transit for Older Adults & People with Disabilities
- Improve Coordination with Local Driver Safety Instruction and Continue to Provide Safe Driver Information

Medium Term (1-3 years for implementation)

- Mobile Accessible Travel Training (MATT) Bus
- Expand community-based transportation services
- Flexible-route Community Transit Service

Funding Sources

A brief overview of potential funding sources for the programs recommended in the Mobility Plan are described below.

Federal Transit Administration Section 5310 Grants - Enhanced Mobility of Seniors & Individuals with Disabilities – Federal competitive grant program administered by Caltrans. Operating programs are funded at 50%. Capital and mobility management programs are funded at 80%. In the most recent round of funding toll credits were used as matching funds. Projects must be included in the most recent Coordinated Public Transit-Human Services Transportation Plan to be considered for funding. The next round of funding will be released in approximately two years.

Eligible project types include mobility management and travel training, improvements to paratransit that exceed ADA requirements, demand responsive services, improvements to public transit service and access, pedestrian and bicycle improvements, shared mobility accessibility, and other solutions.

Measure M – Local funding from a $10 vehicle registration fee over 25 years. Sponsored by the City/County Association of Governments (C/CAG). Twenty-two percent of the funding goes to "Transit Operations and/or Senior Transportation," which is allocated by SamTrans. Potential programs include "Senior Mobility Management projects that complement paratransit (e.g., Mobility Ambassadors, Van Sharing)" and "Senior Mobility Education (e.g. Senior Mobility Guide, Website Management)."

OBAG – The One Bay Area Grant Program is a regional funding source administered through the local congestion management agencies, which is C/CAG. Funds are targeted to projects in Priority Development Areas (PDAs) to support efforts for focused growth. Funding can be used for streetscape enhancements, bicycle and pedestrian improvements, and transportation planning, among other categories.

New Tax Revenue - The San Mateo County Transit District Board, with the consent of the San Mateo County Board of Supervisors, voted in July to place a ½ cent sales tax on the November 2018 ballot. If approved by the voters this measure would provide significant additional funding to the Transit District for SamTrans bus and other transit services. The programs outlined above could be at funded in full or in part through this new tax revenue.

Additional sources of funding can include:

- Sponsorships from nonprofit organizations, other local businesses, and in-kind donations
- Demonstration grant funding – Organizations such as the National Aging and Disability Transportation Center and Community Transportation Association occasionally release small amounts of funding (under $50k per project) for innovative demonstration projects
- Foundation grants – nonprofits can receive grants from foundations and other charitable organizations

Table 10: Implementation Table

Programs	Implementation timeframe	Potential program leads	Potential funding sources
Improve Coordination and Information Sharing	Short	SamTrans	Section 5310 funding Measure M Get Us Moving
Subsidized Ridesourcing Program with Telephone Booking	Short	SamTrans Nonprofits	Measure M Get Us Moving Demonstration grants Sponsorships from nonprofit organizations
Improve and Increase Awareness of Mobility Ambassador and Veteran's Mobility Corps Programs	Short	SamTrans	Measure M Get Us Moving
Older Adult Walking Groups	Short	Nonprofits Human Services Agencies Community Groups	Demonstration grants Sponsorships from nonprofit organizations
Safe Routes to Transit for Older Adults & People with Disabilities	Short / Medium	Cities Nonprofits Community Groups	Demonstration grants Sponsorships from nonprofit organizations Capital funding sources are described in Appendix D.
Improve Coordination with Local Driver Safety Instruction and Continue to Provide Safe Driver Information	Short / Medium	SamTrans Nonprofits	Measure M Get Us Moving Demonstration grants Sponsorships from nonprofit organizations Foundation grants

Programs	Implementation timeframe	Potential program leads	Potential funding sources
Mobile Accessible Travel Training (MATT) Bus	Medium	SamTrans	Section 5310 funding Measure M Get Us Moving Demonstration grants
Expand community-based transportation services	Medium	Nonprofits	Section 5310 funding Measure M Get Us Moving Demonstration grants Sponsorships from nonprofit organizations Lifeline Transportation Program Foundation grants
Flexible-route Community Transit Service	Medium	SamTrans Cities Nonprofits	Section 5310 funding Measure M Get Us Moving Demonstration grants Sponsorships from nonprofit organizations