

AARP National Rural Livability Workshop

Strengthening Transportation Options

Daniel Piatowski, University of Nebraska

Beware the Cult of Technology: How small towns can strengthen transportation options with or without technology

Jim Becker, Partnership for Age-Friendly Communities in Larimer County - Colorado

How Do We Know What We Need? Local approaches for assessing needs and planning solutions

Kathy Black, University of South Florida, Sarasota

Driven Outside the Box: Implementing novel transportation programming

Beware the Cult of Technology

How small towns can strengthen transportation options with or without technology

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“The Cult of Technology”



A paradigm for the role of technology in society



Transportation challenges facing small towns/rural areas: Isolation and Access



Difference in degree, but not in kind, to suburban age-related transportation challenges

Promise of technology

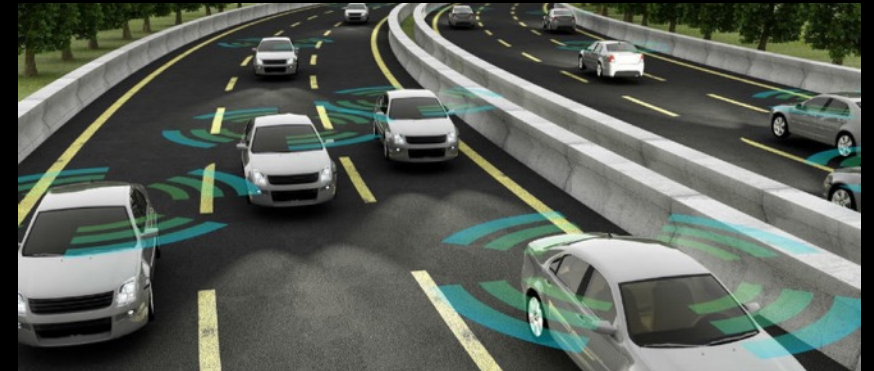
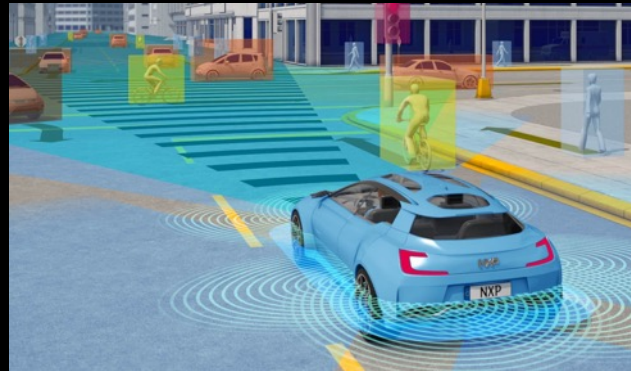


Personal Digital Assistants

Autonomous (i.e., "driverless") Cars



Promise of technology



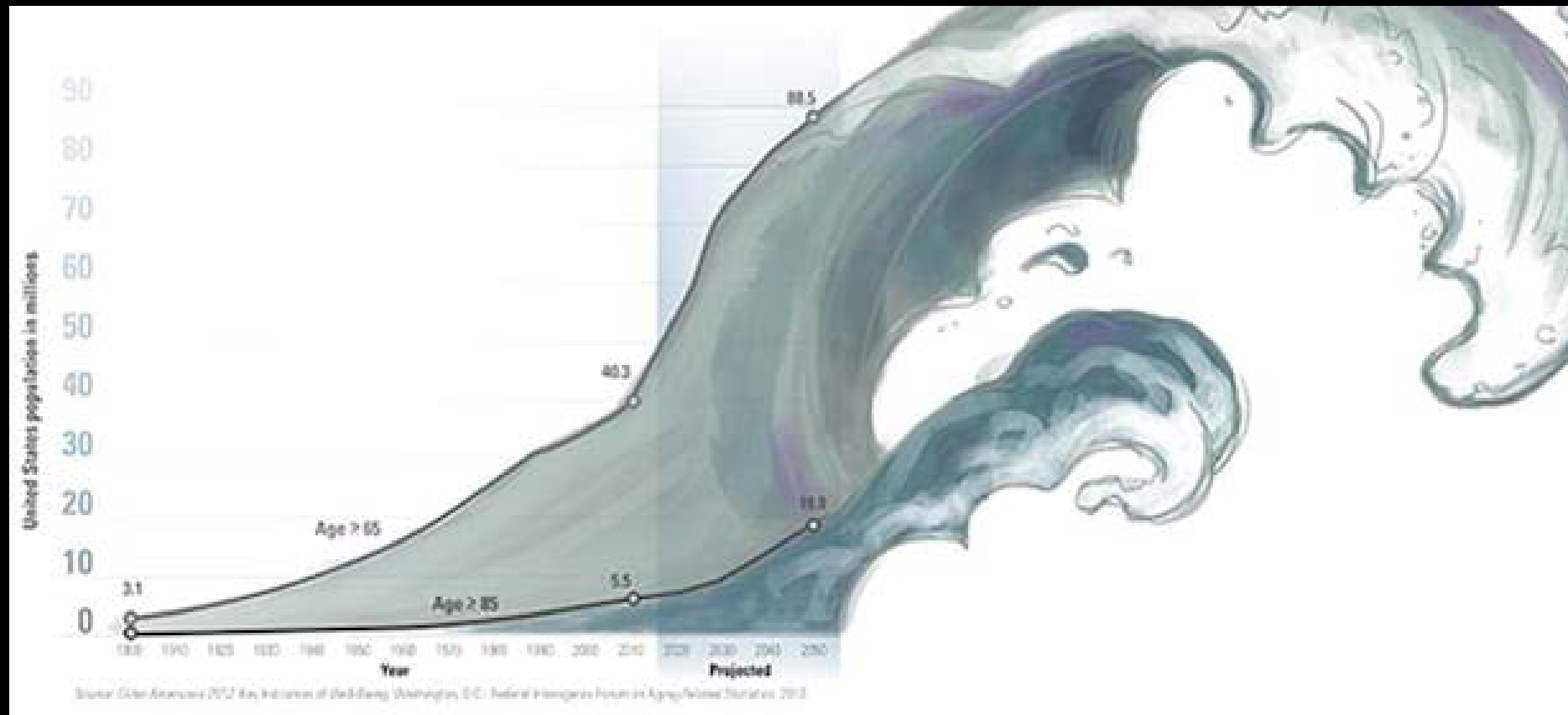
Age-related driving cessation

Result of declines in
vision, cognition,
and physical ability

2016

- 7,400 vehicle crash fatalities 65+
- 290,000 vehicle crash injuries 65+
- Males 85+ highest crash death rates (30.1/100,000)

1 in 4 drivers will be 65+ by 2030



Realities of AVs: The Evidence



Major Changes in Future with Autonomous Vehicles

- FUTURE OF INTEREST:
a fully autonomous vehicle

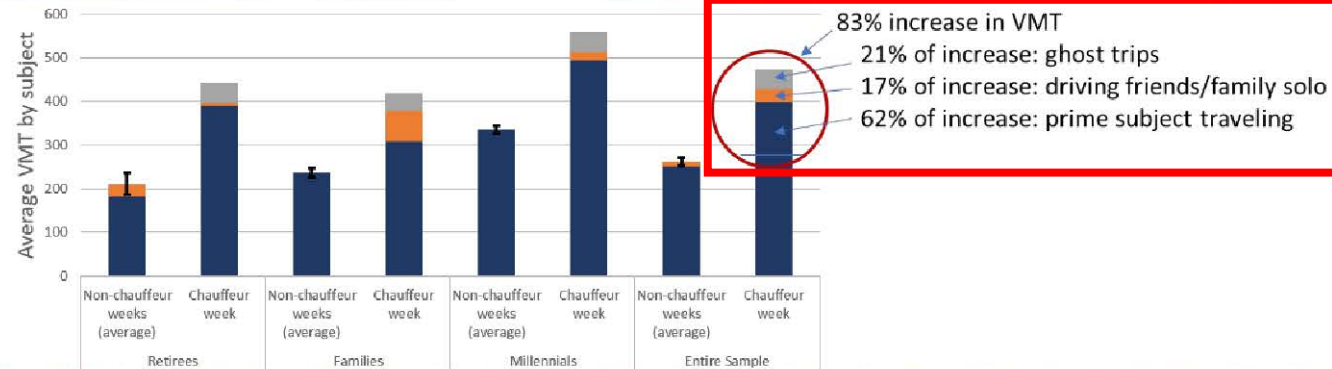


*Don't have to drive the car
Full multitasking
No parking worries
Can send on errands*

- SIMULATION OF FUTURE:
a personal driver



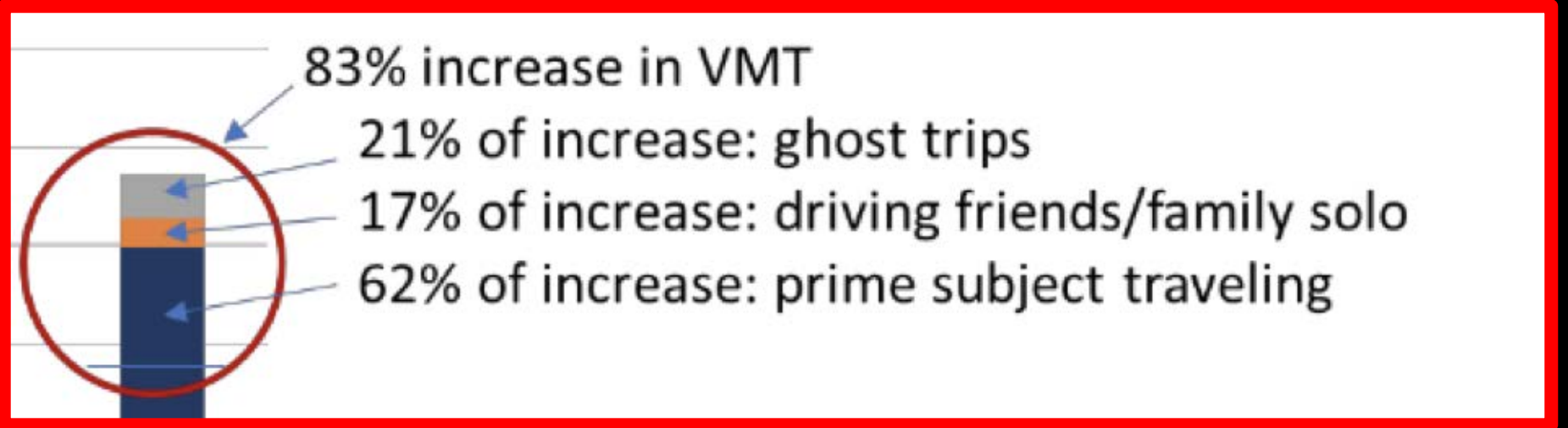
**Results from
pilot study**



For more details:

Harb, M., Y. Xiao, G. Circella, P. L. Mokhtarian and J. Walker (2018) "Projecting Travelers into a World of Self-driving Vehicles: Estimating Travel Behavior Implications Via a Naturalistic Experiment", *Transportation*, 45 (6), 1671–1685.

Realities of AVs: Miles Driven Increases



Realities of AVs: Interest Among Aging

96%

Drives regularly
(weekly or more)

Agree with the statement...

97%

"My car gives me
independence"

73%

"I plan to keep driving
my entire life"

Agree with the statement...

21%

"I would like to use AVs
instead of driving"

19%

"I would like to use a
shared AV instead of
owning my own"

16%

"I am comfortable with a
vehicle that is completely
autonomous"

23%

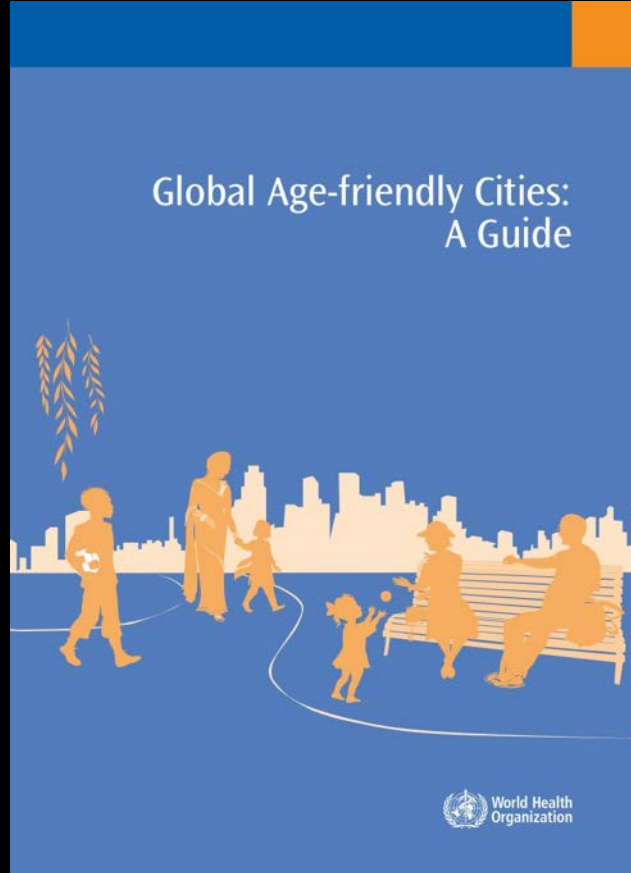
"I think AVs will be safer
than human drivers"

Realities of AVs: Conclusions



- Significant *potential*, but would likely support auto-dependent status quo
- Very little interest among aging
 - Not an “early-adopter” population
- Design for the intended user?
- Viability for rural areas
 - Cost: Privately owned AVs a
 - Access: Shared AVs

Conclusions: Strengthening Transportation Options



- Short term:
 - Transportation technology largely treats the symptom, not the disease
- Long term:
 - Age-friendly community design
 - Planning and zoning to reduce auto-dependence

Current demographic shifts can be catalyst for lasting change

“Active aging is a lifelong process.
An age-friendly city is not just ‘elderly-friendly’”

Beware the Cult of Technology

How small towns can strengthen transportation options with or without technology

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Collaborative approaches for Assessing Needs and Planning Solutions



Lessons From the Partnership Between:



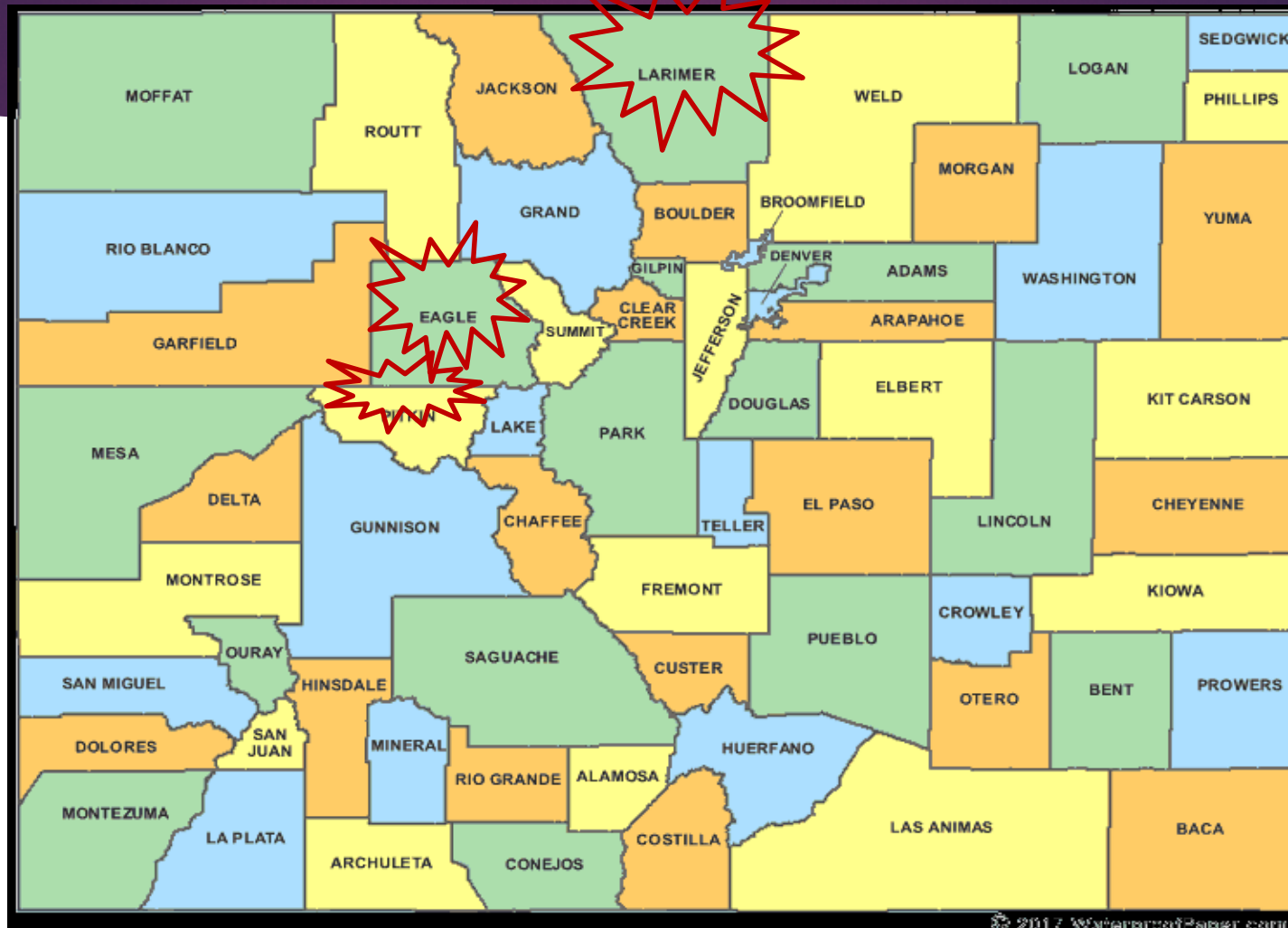
WITH SUPPORT FROM...



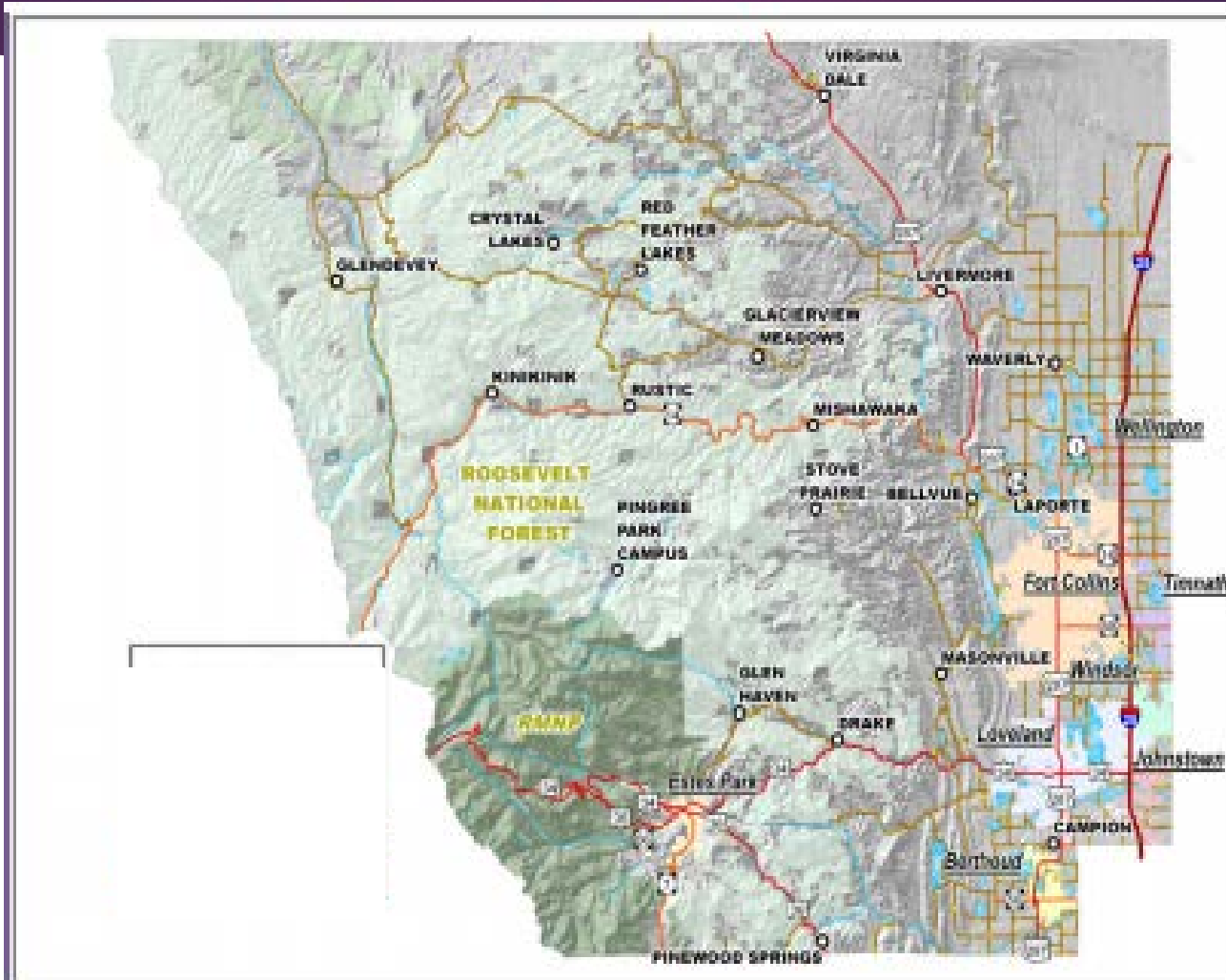
Larimer County, Colorado



Colorado



Larimer County



Larimer County

- ▶ 339,993 total population (2016) and the 3rd fastest “growing older” county in the state
- ▶ 113,898 adults over the age of 50 making up 33.5% of the county population as of 2016
- ▶ Loveland population – 76,701 / Fort Collins population – 165,080
- ▶ Rural and predominantly unincorporated – 2640 square miles / rural population - 134,086
- ▶ Mountainous, rural areas and Rocky Mountain National Park

Larimer County Strategic Plan supported a study of transportation options for older adults in unincorporated areas

A 2017 Senior Rural Transportation Needs Assessment offered 10 recommendations and led to the Expert Panel

Assessing Needs and Planning Solutions

Two options employed in Larimer County

- ▶ Engaging a select Community group as an ongoing “Expert Panel”
- ▶ Research and analysis through local University’s School of Public Health

Project MILES and the Expert Panel...

- ▶ Establish an Expert Panel (at least 12 members) of residents, riders, providers, and planners involved in transportation/mobility services
- ▶ Identify possible One-Click/One-Call solutions from national best practices and emerging technologies
- ▶ Engage Expert Panel in piloting, reviewing and evaluating three to five One-Click/One-Call options
- ▶ Integrate results into Larimer County's Transportation/Mobility Plan

Project MILES and the Expert Panel...

The real benefit is the Expert Panel!

- ▶ Represent older adults, individuals with disabilities, advocates, providers, etc.
- ▶ 16 members listened to each other as they never had before: residents, riders, providers, and planners involved in transportation/mobility services
- ▶ Expert Panel was integrated into Larimer County's standing Mobility Committee for ongoing involvement
- ▶ Learnings and feedback have become part of the "proof of concept" Implementation project

Collaborative Problem Solving



Effects of Limited Transportation
Services on Older Adults:
Implications for
Larimer County, CO

CSU Research and Collaboration



Larimer County Accessibility Report: Essential Services for Aging in Place

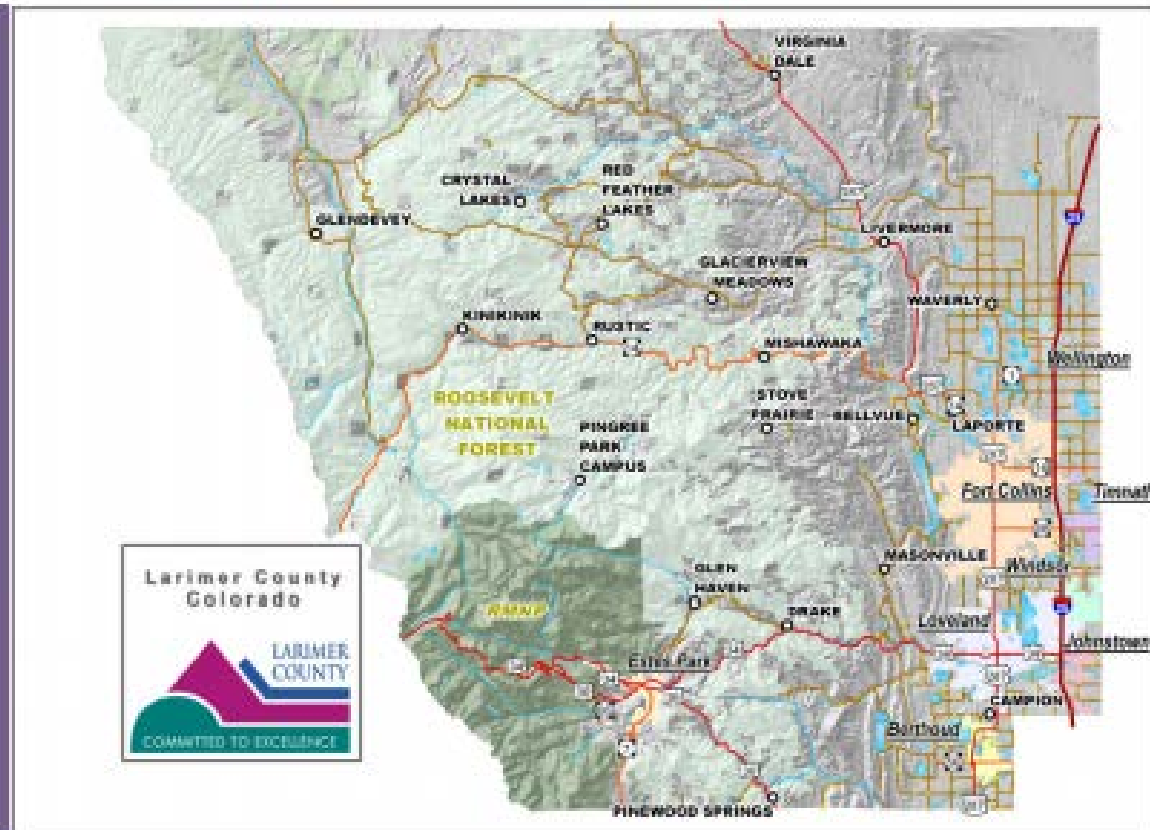
Karena Wall
07.06.2018



CSU Research and Collaboration

Larimer County is made up of 27 places. A full listing of these places as well as their classifications and zip codes can be found on the following page. Places were broken into four classifications:

- 1) City
- 2) Town
- 3) Census Designated Place
- 4) Unincorporated Community



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► Discover key facts and validate for local conditions:

“Older adults, after they stop driving, live an average of 6 more years for men and 10 more years for women; however, transportation needs continue for the remainder of their lives” (Eby, Molnar, Kostyniuk, Renée M St Louis, & Zanier, 2017).

CSU Research and Collaboration

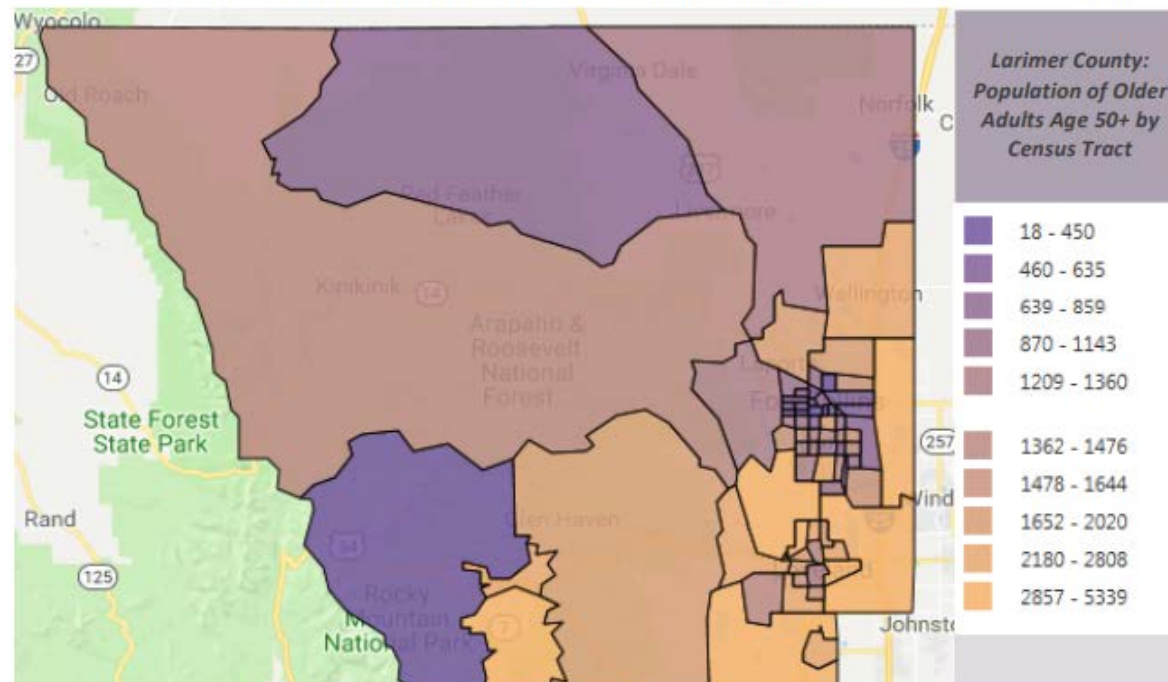
► Discover key facts and validate for local conditions:

“Concerns over cost, safety, unreliability, limited access, and lack of knowledge of services are barriers for older adults” (Eby, Molnar, Kostyniuk, Renée M St Louis, & Zanier, 2017).

CSU Research and Collaboration

Appendix A. Older Adults by Census Tract

Census tracts are relatively permanent areas designated by the census bureau. Census data and population characteristics are only available for select cities and towns in Larimer County. Therefore analysis of population characteristics was done by census tracts. All data and information in Appendix A is based off the 2016 American Community Survey-1 year estimates from the United States Census Bureau.



CSU Research and Collaboration

Appendix A.

Older Adults by Census Tract

339,993

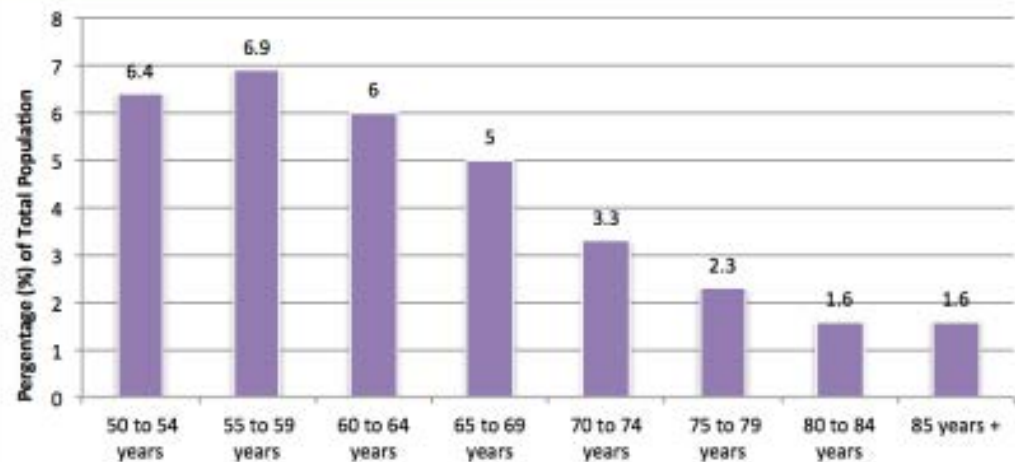
2016 Population Estimate

41%

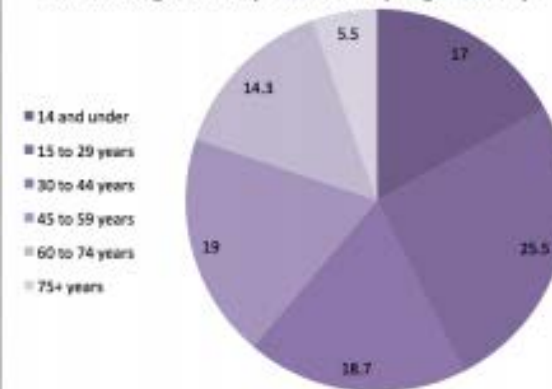
Proportion of older adults
age 50+ living in rural
census tracts

29%

Proportion of older adults
age 50+ living in urban
census tracts



Percentage of Population by Age Group



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Places in Larimer County

Location	Type	Zip Codes
Bellvue	Unincorporated Community	80512
Berthoud	Town	80513
Buckeye	Unincorporated Community	80549
Campion	Unincorporated Community	80537
Drake	Unincorporated Community	80515
Estes Park	Town	80517, 80511
Fort Collins	City	80521, 80522, 80523, 80524, 80525, 80526, 80527, 80528, 80533
Glendevey	Unincorporated Community	82063
Glen Haven	Unincorporated Community	80532
Johnstown	Town	80534
Kelim	Unincorporated Community	80534
Kinikini	Unincorporated Community	80512
Laporte	Census Designated Place	80535

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Table 2. Commercial/Private Companies

Name	Type	Paratransit	Rural Access	Cost	Link
Green Ride Colorado - Shuttle Service	Door to Door Service to DIA only	X	X	Based on trip	https://greenrideco.com/
Colorado Non Emergency Medical Transport (NEMT)	Medical Appointments Only, Reservation, Door to Door	✓	✓ *Must be within 25 miles of appointment	No Fee * Services for Medicaid Patients only	https://medicaidco.com/
Northern Colorado Yellow Cab	Door to Door	✓	X "Fort Collins, Loveland, Greeley and surrounding cities"	Metered Rates: \$2.25 per mile	http://www.fortcollinstaxi.com/

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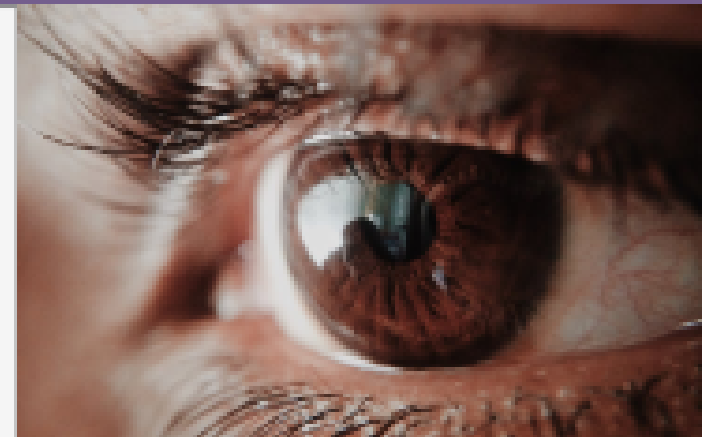
Table 2. Commercial/Private Companies

Name	Type	Paratransit	Rural Access	Cost	Link
Rural Alternative for Transportation (RAFT)	Door to Door Service, Volunteer Drivers	✓	✓ * Limited to residents of Berthoud Fire Protection District	No Fee	http://berthoudraft.org/
Heart & Soul Paratransit	Door to Door Service, Reservations	✓	✓	\$10 per pick up; \$2.50 per mile	http://heartandsoulparatransit.com/
Senior Alternatives in Transportation (SAINT)	Demand-Response/ Modified Fixed Route	x	x	No Fee	http://www.saintvolunteertransportation.org/
Estes Park - Shuttle Service	Reservation, Fixed Route	x	✓ (Fixed Route Only)	One way is \$45, round trip is \$85	https://www.estesparkshuttle.com/

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Vision

Place	Closest Vision Services	Distance
Bellvue	Fort Collins	8.0 miles
Berthoud	-----	-----
Buckeye	Wellington	12.6 miles
Campion	Loveland	2.7 miles
Drake	Loveland	9.8 miles
Estes Park	-----	-----
Fort Collins	-----	-----
Glendevey	Fort Collins	81.5 miles
Glen Haven	Estes Park	8.6 miles
Johnstown	-----	-----



Keywords: *vision, ophthalmologist, glasses, eye doctor, optometrist*

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Dialysis

Place	Closest Dialysis Services	Distance
Bellvue	Fort Collins	8.7 miles
Berthoud	Loveland	8.9 miles
Buckeye	Fort Collins	19.0 miles
Campion	Loveland	5.9 miles
Drake	Loveland	18.2 miles
Estes Park	Loveland	31.3 miles
Fort Collins	-----	-----
Glendevey	Fort Collins	81.6 miles
Glen Haven	Loveland	26.0 miles
Johnstown	Loveland	12.4 miles



Keywords: *dialysis,*
hemodialysis

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Acute Care Hospitals & Emergency Services			
Livermore	Poudre Valley Hospital	31.9 miles	Scoring Snapshot Green 5 Yellow 11 Orange 5 Red 6
Loveland	McKee Medical Center	2.2 miles	
Masonville	McKee Medical Center	13.1 miles	
Mishawaka	Poudre Valley Hospital	25.2 miles	
Norfolk	Poudre Valley Hospital	27.4 miles	3 Least Accessible Places 1) Glendevey 2) Spencer Heights 3) Pingree Park
Pinewood Springs	Estes Park Medical Center	13.0 miles	
Pingree Park	McKee Medical Center	46.7 miles	
Red Feather Lakes	Poudre Valley Hospital	46.5 miles	
Rustic	Poudre Valley Hospital	42.7 miles	
Spencer Heights	Poudre Valley Hospital	55.7 miles	
Timnath	Fort Collins Medical Center	2.2 miles	
Waverly	Poudre Valley Hospital	12.0 miles	
Wellington	Poudre Valley Hospital	12.5 miles	
Windsor	Fort Collins Medical Center	9.0 miles	

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Rank	Place	Accessibility Score
#1	Fort Collins	10
#2	Loveland	11
#3	Timnath	12
#4	Kelim	13
#5	Campion, Wellington, Windsor	14
#6	Laporte, Estes Park	15
#7	Berthoud	16
#8	Bellvue, Johnstown	18
#9	Waverly	19
#10	Masonville	20
#11	Glen Haven	22
#12	Pinewood Springs	23
#13	Drake	24
#14	Buckeye	25
#15	Livermore, Mishawaka, Norfolk	30
#16	Red Feather Lakes, Rustic	34
#17	Pingree Park	36
#18	Spencer Heights	38
#19	Glendevey	40

CSU Research

Methodology

For the purposes of this assessment of accessibility, scheduled healthcare was broken into six categories:

- | | |
|-----------------|------------------------------|
| 1) Primary Care | 4) Hearing |
| 2) Vision | 5) Dialysis |
| 3) Dental | 6) Outpatient Rehabilitation |

The following methodology was adopted to determine accessibility of scheduled healthcare needs in Larimer County.

- 1) Conduct a Google Maps search using keywords, to determine if a specific service is available in the “place” in Larimer County.
- 2) If there are no available services in that “place”, select the closest available location. For example, there are no primary care doctors in Drake. The closest services are a Salud Family Health Center in Estes Park.
- 3) From the center of the “place” in Larimer County, as determined by Google Maps, map the miles traveled to each location.
- 4) Assign accessibility score.

Scoring Index

Accessible	Green	≤ 5 miles
Moderately Accessible	Yellow	> 5 miles and ≤ 15 miles
Limited Accessibility	Orange	> 15 miles and ≤ 40 miles
Severely Limited	Red	> 40 miles

Collaborating to Planning Solutions



Collaborating to Planning Solutions

- ▶ Data analysis helps identify leverage points
- ▶ Data helps identify most cost-sensitive areas and types of rides
- ▶ Data makes the case for system change and coordinating ride types and funding
- ▶ Challenges include
 - ▶ Building the collaboration among towns, county, state
 - ▶ Bringing in new partners -- medical, business, city transit authorities
 - ▶ Persistence and Patience!
 - ▶ Change is hard!

Expert Panel feedback informs options

- ▶ Choice is important - Riders want flexible scheduling and options
- ▶ Riders will use technology, but having telephone contact is a MUST
- ▶ Accessible interfaces are a MUST (for visually impaired - graphics, maps, etc)
- ▶ Need choice & lots of expansive options types of rides, vehicles, etc.
- ▶ Needs & factors vary
 - ▶ Cost
 - ▶ Choice
 - ▶ Overall system efficiency
 - ▶ System use: enough service availability, safety, cost

Next steps

- Continue our momentum to design sustainable solutions
- Coordinate with state planning efforts (DOT, AAA, etc.)
- Use data + anecdotes to make the case
- Be creative with local resources and solutions
- Build systemic solutions, not short term programs

Contact information

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Driven Outside the Box: Implementing Novel Transportation Programming

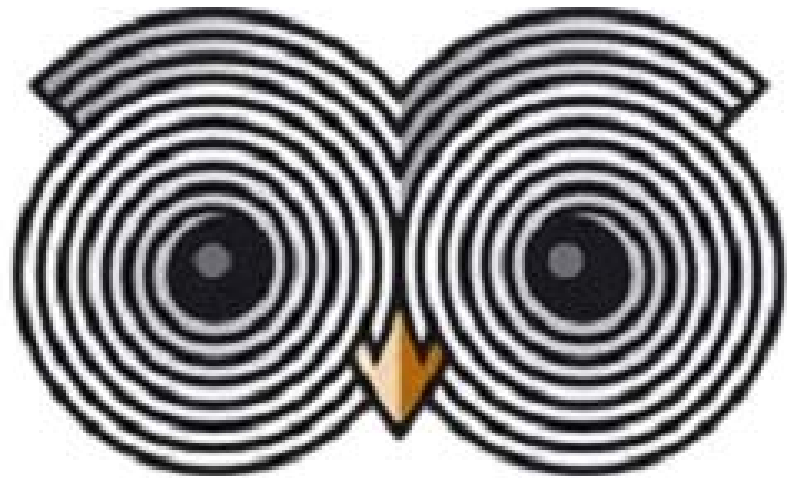


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UNIVERSITY OF SOUTH FLORIDA, SARASOTA-MANATEE





SMART

LIVE PLAY ENJOY



DEVELOPED BY USFSM MBA STUDENTS:

MYRIAM ALVAREZ

ERICA CAVE

ROBIN CREWS

JESSICA HALL

SMART

member local organized activities services social events

groups tastes vibrant access niches service organized activities services social events

held toward paying ununsurpassed Boomer professionally remain want like-minded high frills life dynamic broad minimizing range maintain customer serving company enjoy vetted low-cost socially discriminating provided environments different websites affordable Ritz-Carlton level non-profit standards

seasonally member local organized activities services social events

lives without aims retired higher individuals seek market membership event pricing providing meaningful reservation area

courses seeking members community prices independence scheduled intention citizens based golf Key opportunities retires engagement High private planning Organizations particular designed within differ choice Newly

generation current cost fills venues center arrangement yet price

meetup.com offered giving others flexible priority Friendship

geared

SMART Provides

Opportunities to explore

Friendly Faces

Community

Exceptional activities



Business Plan



Management Structure

Membership

Objectives

Target Market

Venues

Systems

Human Resources

Unique Selling Points

SWOT Analysis

Startup Costs/ Income Statement/ Balance Sheet/ Projected Sales

Introducing *Let's Go Places!*

<https://www.itnsuncoast.org/>



Staying engaged and connected is an important part of staying healthy! ITNSunCoast is introducing *Let's Go Places!* so you can get out to do the things you need and want to do while enjoying our beautiful area and all it has to offer.

Let's Go Places! provides an exciting monthly calendar of events - going to the theater, art openings, movies and other cultural events; shopping for necessities and fun; eating out at local restaurants; attending community events; and going to local attractions. You will be picked up at your home, share the ride with a few others, go to the specified destination, and be given a ride home at the time set on the schedule. And, if there is a specific place you would like to go, please let us know!

Door-to-door, round-trip rides to scheduled events will cost \$15 with some noted exceptions. As an added benefit, we are negotiating discounts for *Let's Go Places!* participants at local businesses to get you real bargains and keep the cost of getting out affordable.

Let's Go Places! together. This service is open to anyone age 60+. ITNSunCoast membership is not required. For more information, please call us at (941) 364-7530.

How it works:



Let's Go Places! gives seniors access to numerous activities monthly.

What You Need To Know:

- You will receive a monthly calendar of activities through the mail or email.
- You need to be 60+ to participate.
 - Being an ITNSunCoast member is not a requirement.
- You need to make a reservation at least 3 business days before the scheduled event you want to go to:
 - By calling ITNSunCoast at (941)364-7530
- By email to info@itnsuncoast.org
- You can find the description of scheduled activities after the monthly calendar. Special discounts are noted.
- Payment:
 - If you are an ITNSunCoast member, the charge will be on your monthly statement.
 - If you are not an ITNSunCoast member, you need to pay when you make the reservation.
- ITNSunCoast reserves the option to cancel an activity if not enough people register.
- If you have email, you may receive special opportunities during the month.
- Gather a few friends and go out and have some fun!
- Please let us know your ideas on where you would like to go!

Calendar of Events



April

call ITN SunCoast to register for activities
941-364-7530



Let's Go Places!

(prices are for round trip transportation)

Sarasota/Bradenton/Osprey Residents

UTC - \$15 – Tuesdays, 1:00 to 3:30 - April 9, April 23

Ringling Museum - \$15 – Mondays, 1:00 to 3:30 - April 15, April 29

Downtown Venice - \$30 – Tuesday, April 30 – call for times

Venice Residents

UTC - \$20 – Tuesday, 1:00 to 3:30 - April 16

Florida Studio Theatre - \$30 – call for dates

**Free Rides

Available to Sarasota/Bradenton/Osprey Residents

Sarasota Film Festival - April 5 to 14

Parkinson's Expo – April 13, Bradenton Convention Center

Season Subscribers to Performances of:

Florida Studio Theater

Sarasota Concert Association

Sarasota Choral Artists

Jazz Club of Sarasota

Special Excursions

(call for more information)

Joy Rides

Hard Rock Casino, Tampa



Questions?

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<https://www.itnsuncoast.org/>

Strengthening Transportation Options



Presentation/Contacts

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