

Independent Transportation Network: A Local Solution with National Support

Elder Mobility: New Solutions for Ohio Communities

June 16-18, 2014

*Ohio Department of Aging, Ohio Department of Public Safety/Bureau of Motor Vehicles,
Ohio Department of Transportation/Office of Transit, Ohio's Area Agencies on Aging
and Hancock County United Way*

Katherine Freund, ITNAmerica
Founder & President



Overview of this presentation

- *ITNAmerica*—a national solution for a national problem
- Independent Transportation Network (ITN)—a social enterprise model for replication
- Support—research, policy, technology
- Future—scaling the solution

Transportation for Everyone—glamour



Transportation for Everyone—environment



Transportation for Everyone—power



Transportation for Everyone—commerce



Transportation for Everyone—fun



Transportation for Seniors—social service (the hospital gown of transit)



Glamour



Fun



Commerce



Environment



Power

Transportation for Seniors—ITN style



ITNAmerica[®]

First national non-profit transportation service for the aging population

- **1990-2002 Independent Transportation Network (ITN)[®]--Portland, ME**
 - Sustainable model—Social entrepreneurship
 - R&D funds—TRB, AARP, FTA
- **2003-2005 Business Plan & National Summit—Stone House, Maine**
 - FTA & Atlantic Philanthropies
- **2005-Present—National Rollout**
 - 25 Affiliates in 20 states
 - 1 Pre-affiliates in 1 state
- **2008-Present—R&D**
 - International development—Canada, Australia
 - Public Policy—50 state analysis
 - *ITNEverywhere*—a revolutionary approach to community transport

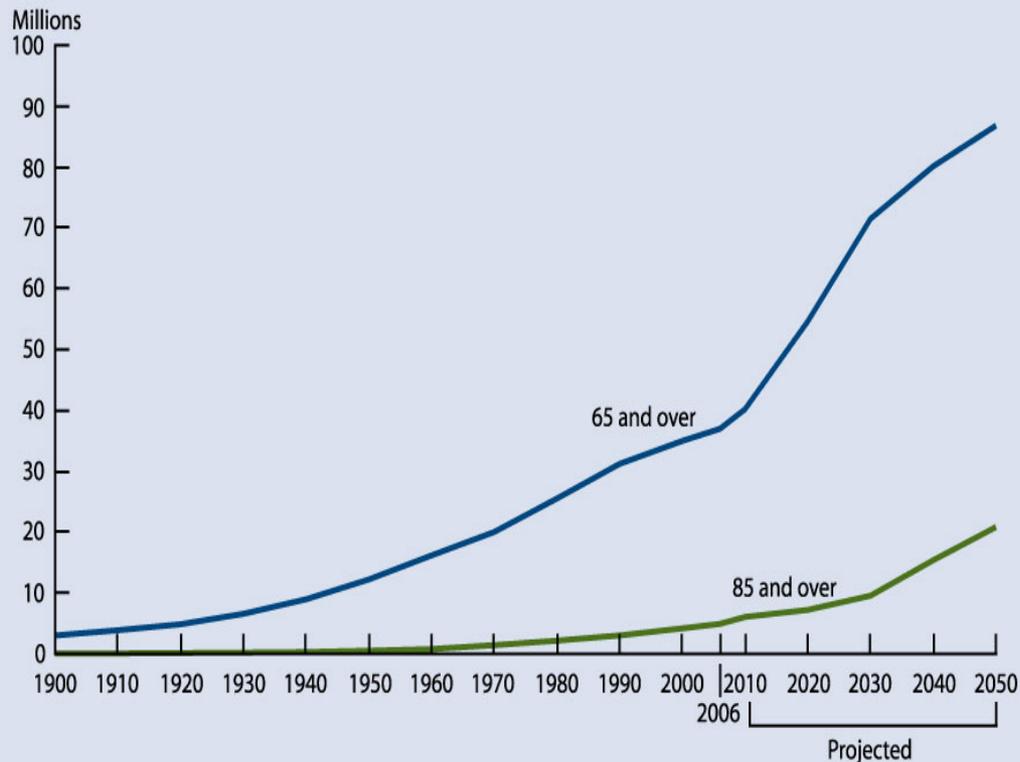


Safety and mobility for older people

- Highest fatal crash risk
- 88% of trips in private automobile
- Age related driving compensation
- Fewer than 3% of trips on public transit
- 54% of seniors live in communities without public transit

Aging of the US Population

Number of people age 65 and over, by age group, selected years 1900–2006 and projected 2010–2050



Note: Data for 2010–2050 are projections of the population.

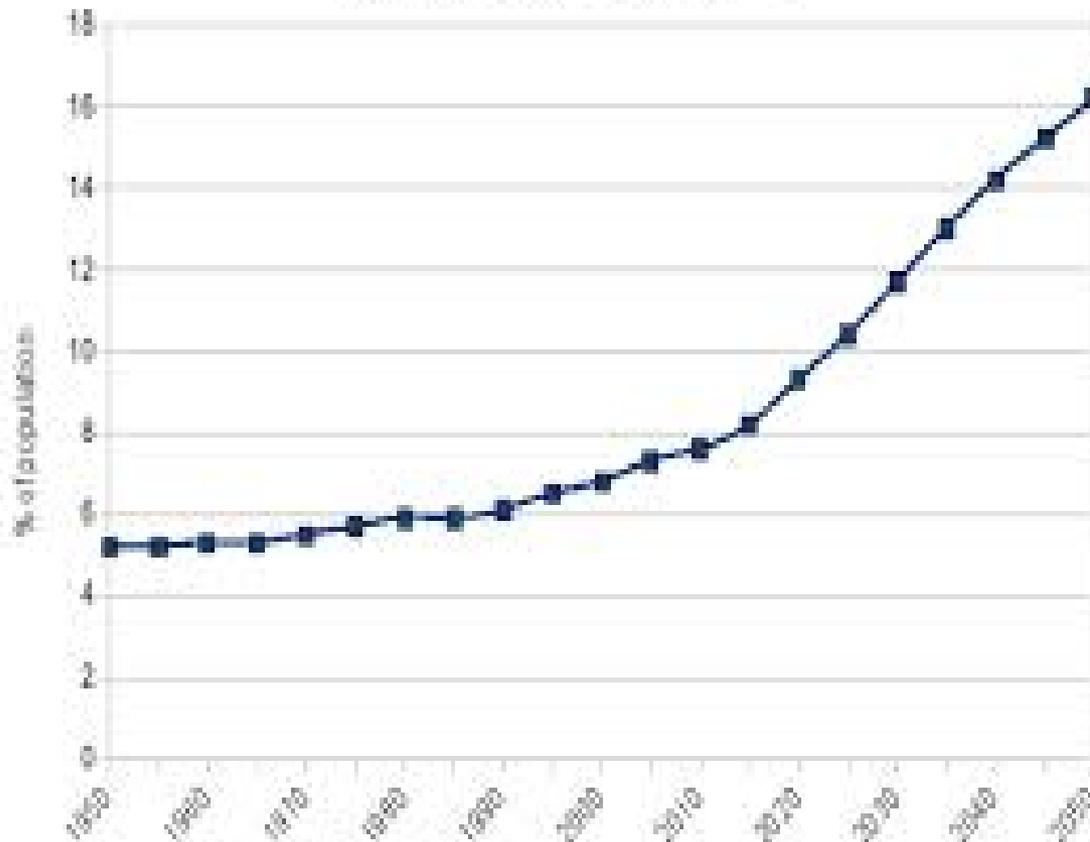
Reference population: These data refer to the resident population.

Source: U.S. Census Bureau, Decennial Census, Population Estimates and Projections.

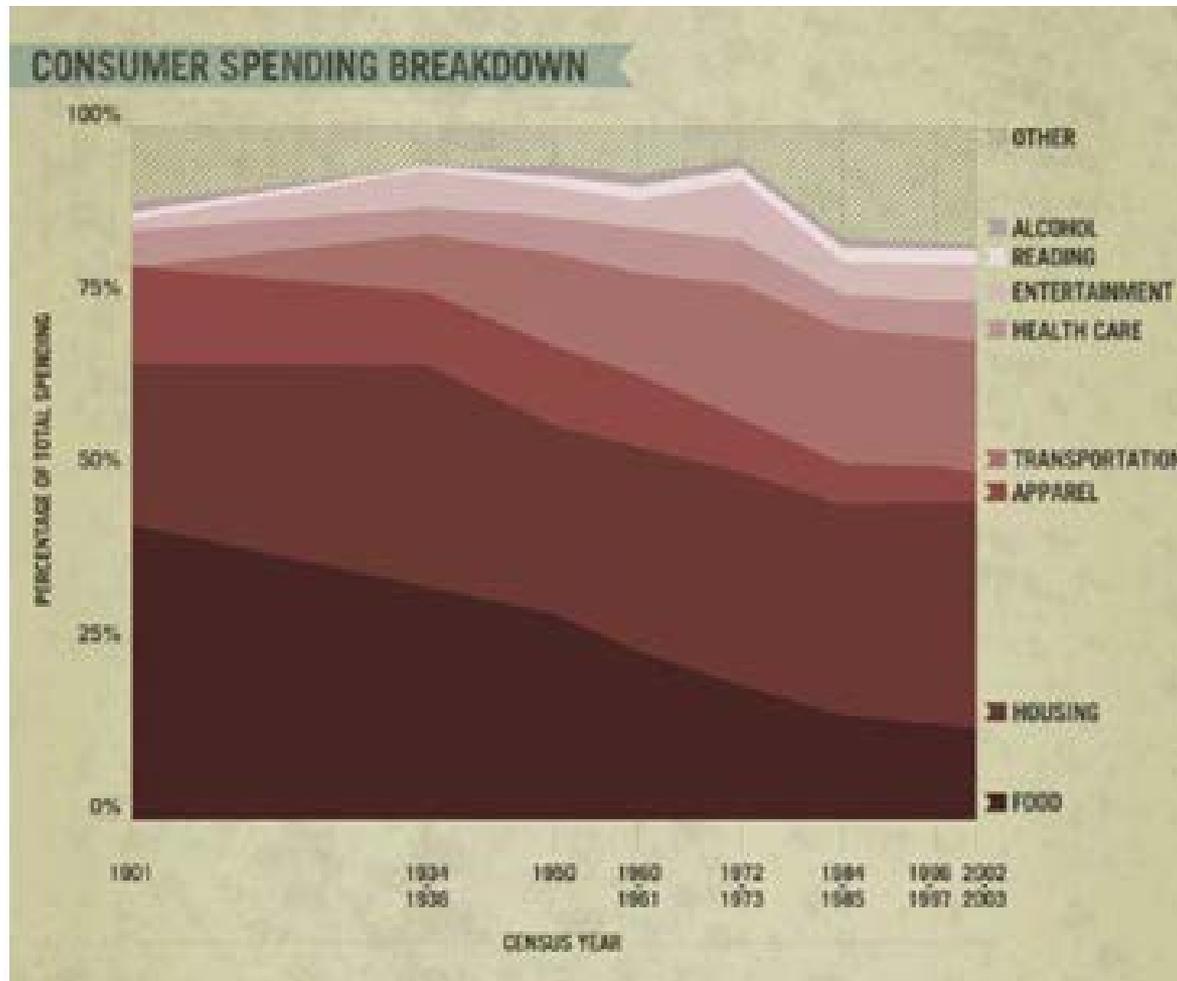
Aging of the World Population

Percentage of the World Population Over 65, 1950-2050

Source: UN World Population Prospect, 2001



One Hundred Years of U.S. Consumer Spending

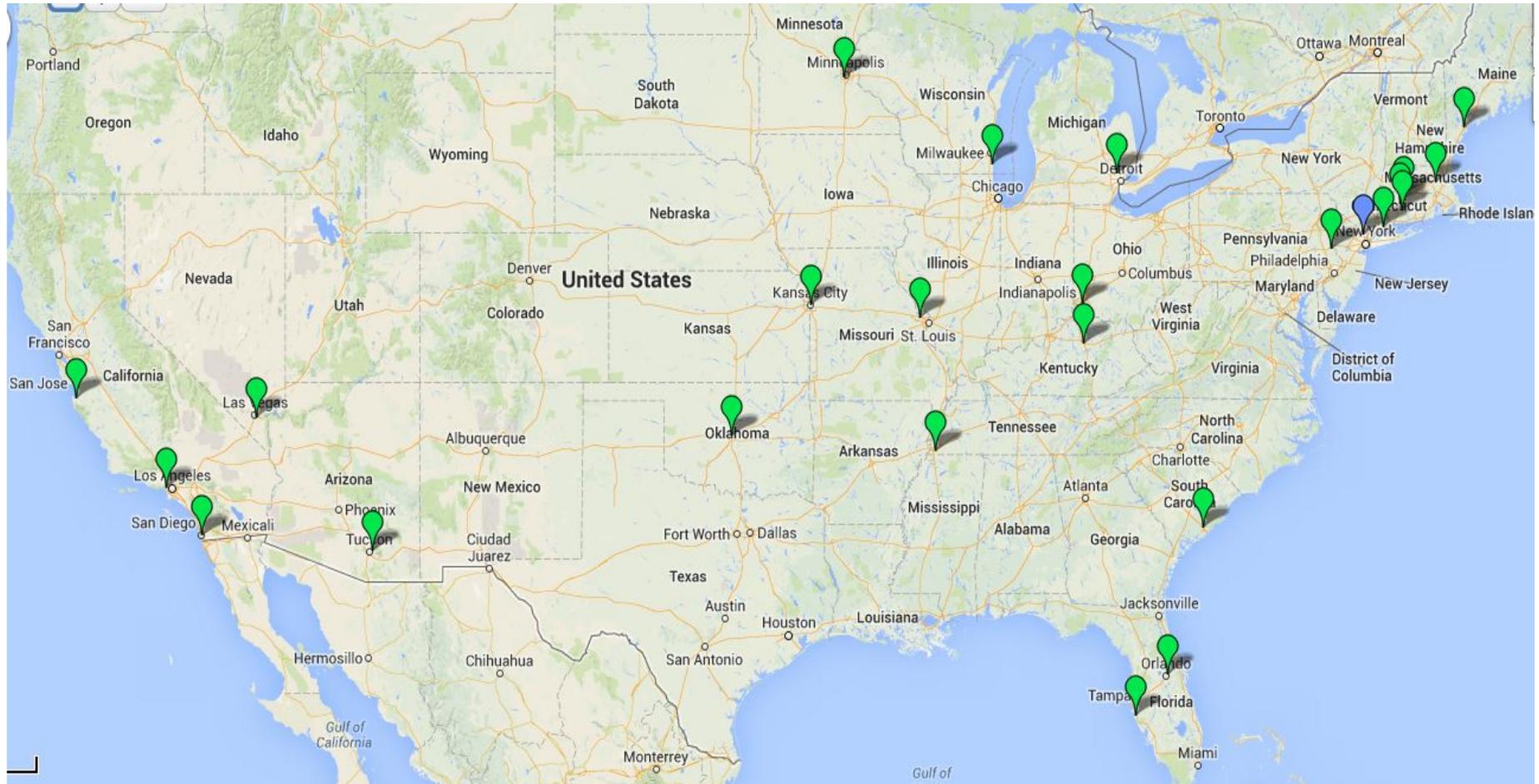


ITNAmerica—a non-profit, market approach to a pressing social need

ITNAmerica is the first and only national non-profit transportation network for America's aging population. The ITN model marries the power of information technology and the strength of local, grassroots support to create an efficient and financially sustainable solution to the transportation needs of seniors and their families. **ITNAmerica** imagines a day when all seniors will have access to transportation when they want it.

Affiliate Sites

26 Affiliated Communities in 21 States



Current 26 Affiliates in 21 States

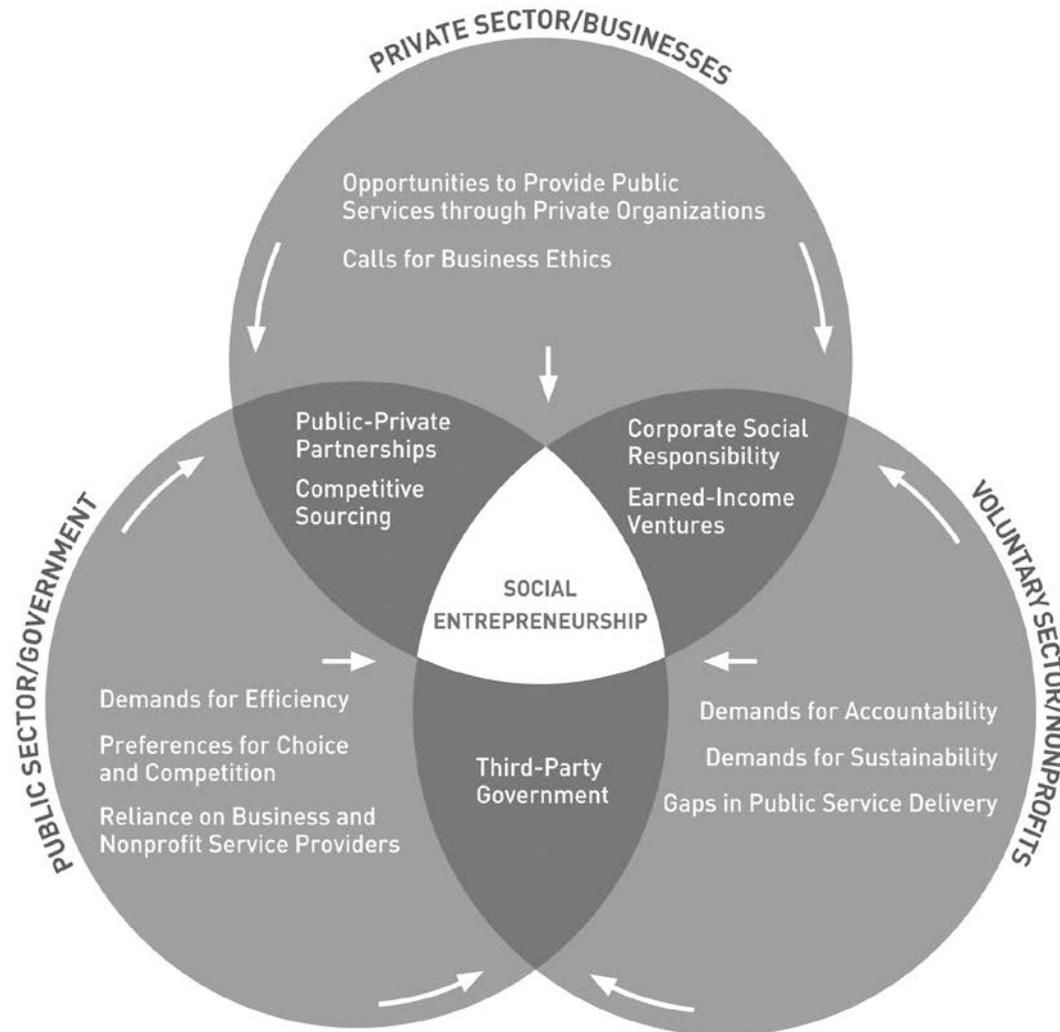
- 1995 ITNPortlandTM Maine
- 2005 ITNOrlandoTM Florida
- 2005 ITNCharlestonTridentTM S. Carolina
- 2005 ITNGreaterLATM California
- 2006 ITNQuadCitiesTM Iowa/Illinois
- 2007 ITNChicagoTM Illinois
- 2007 ITNBluegrassTM Kentucky
- 2007 ITNNorthCentralCTTM Connecticut
- 2007 ITNCentralCTTM Connecticut
- 2008 ITNSarasotaTM Florida
- 2009 ITNStCharlesTM Missouri
- 2009 ITNGreaterCincinnatiTM Ohio
- 2009 ITNRacineCountyTM Wisconsin
- 2009 ITNLasVegasValleyTM Nevada
- 2009 ITNCoastalCTTM Connecticut
- 2010 ITNGreaterBostonTM Massachusetts (MultiBranch)
- 2011 ITNGreaterKansasCityTM Kansas/Missouri
- 2011 ITNMontereyCountyTM California
- 2012 ITNMemphisTM Tennessee
- 2012 ITNMetroDetroitTM Michigan
- 2012 ITNGreaterTucsonTM Arizona
- 2013 ITNCentralOklahomaTM Oklahoma
- 2013 ITNGreaterSanDiegoTM California
- 2013 ITNLehighValleyTM Pennsylvania
- 2013 ITNTwinCitiesTM Minnesota
- 2012 ITNNorthJerseyTM New Jersey (PreAffiliate)

The Three Sectors: Traditional Economic & Social Responsibilities

- **Private Sector/Business**—utilize markets to exchange goods and services for profit; drive productivity and innovation
- **Public Sector/Government**—respond to market failure by providing public goods and services through redistribution
- **Voluntary Sector/Non-profits**—engage individuals in action to achieve social impact

Social Entrepreneurship Emerges at the Nexus

Andrew Wolk, Small Business Administration Report to the President, December 2007



ASHOKA INNOVATORS FOR THE PUBLIC

<http://www.youtube.com/watch?v=3mBoBKlZrul>



ASHOKA

Characteristics of an ITN Affiliate

- **Consumer Experience**—recreates private automobile ownership
 - Uses automobiles to provide rides 24 hours a day, 7 days a week
 - Door-through-door, arm-through arm
 - Available for any purpose, without restriction to all ITN[®] members
- **Core business innovations**
 - Personal Transportation Account[™]
 - Flexible approach to resources
 - *CarTrade*[™]
 - Cash
 - Transportation Social Security[™]
 - Co-payments—Ride & Shop[™], Healthy Miles[™], Ride Services[™]
- **Sustainable** through fares and voluntary local community support, without taxpayer dollars
- **Connected Mobility** through common information system, brand, business model, systems

The Arithmetic of Sustainability

Fares

+ Diversified Base of Voluntary Local Community Support

Economic Sustainability

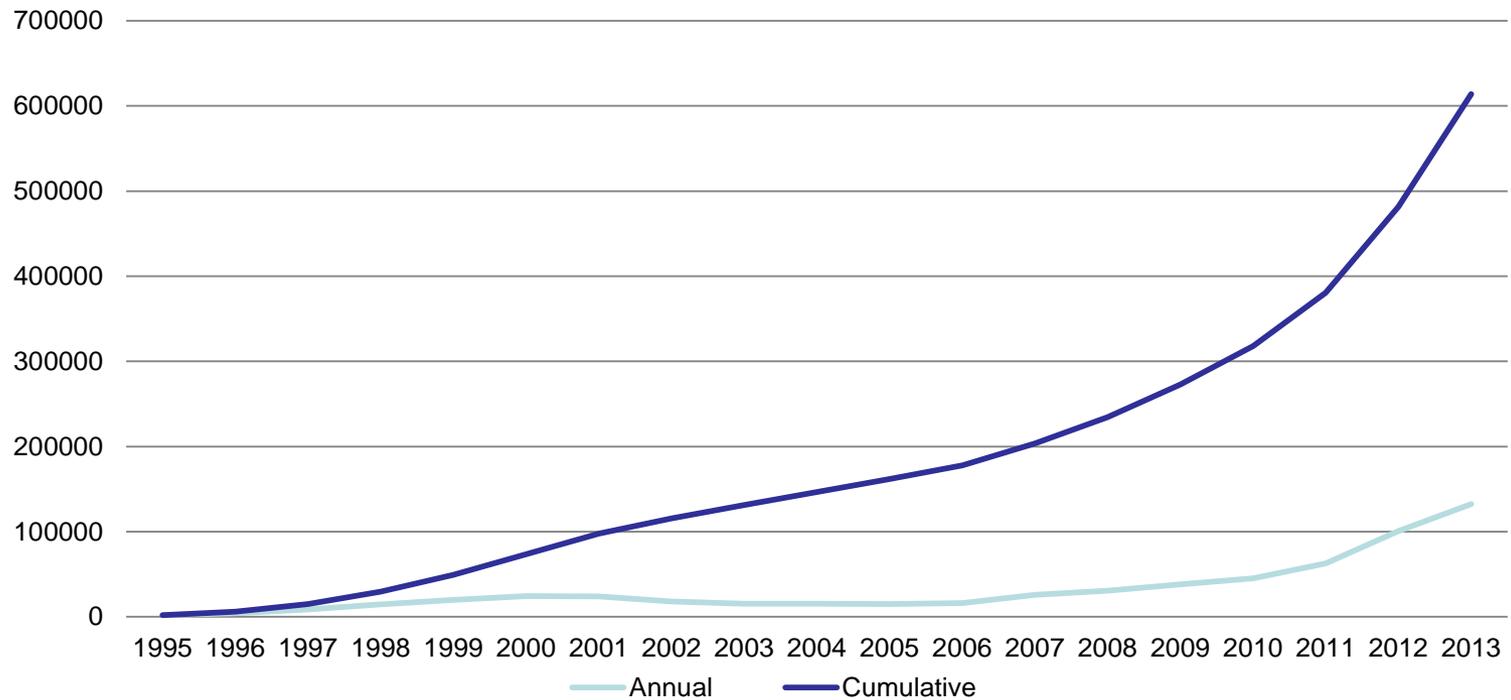
Efficiency through information system technology previously unavailable to local organizations and communities

ITN Growth 1995 to April 22, 2014

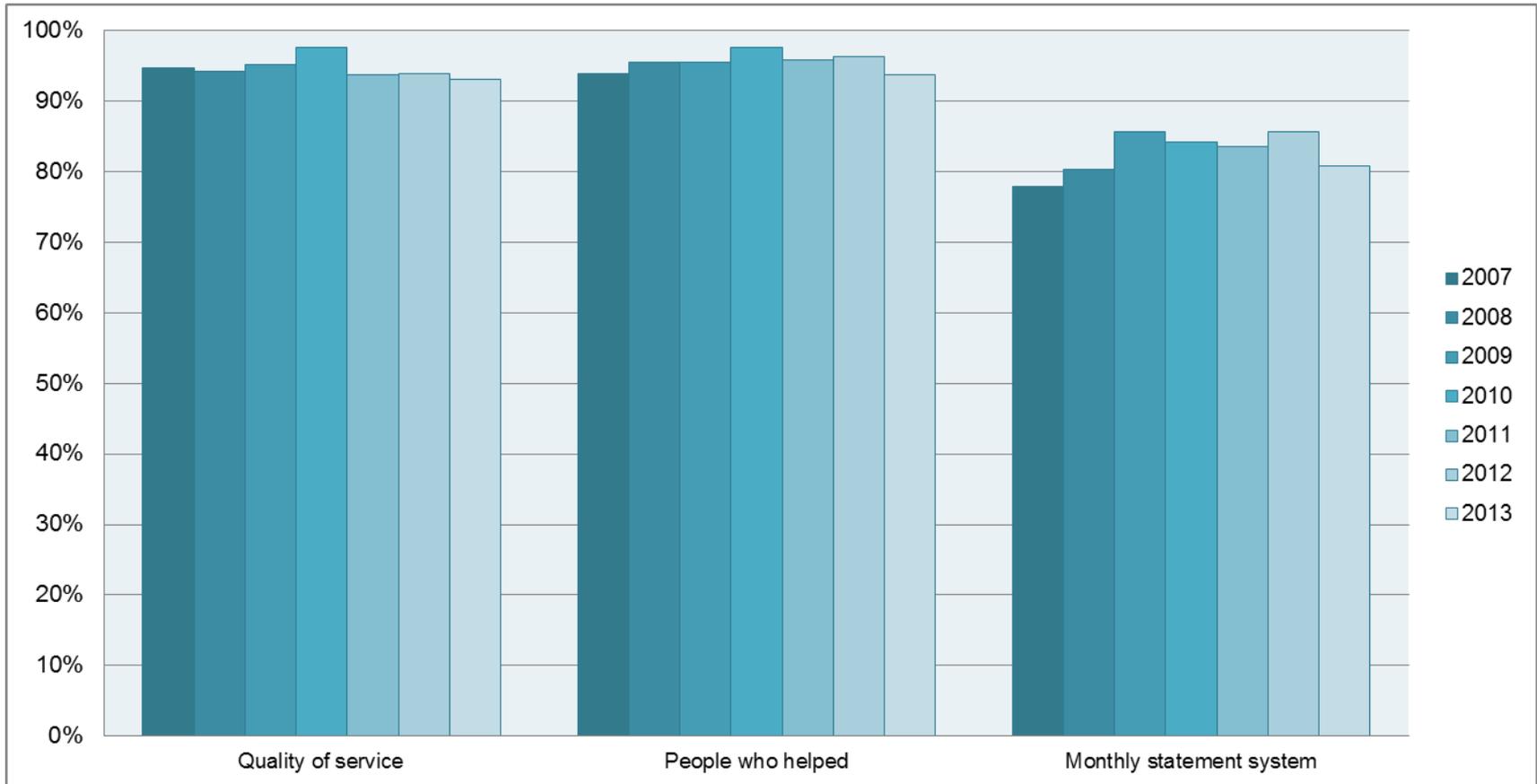
- Rides—647,882
- Members—11,901
- Volunteers—1,649

ITN Affiliate Ride Growth

Ride Counts per Year



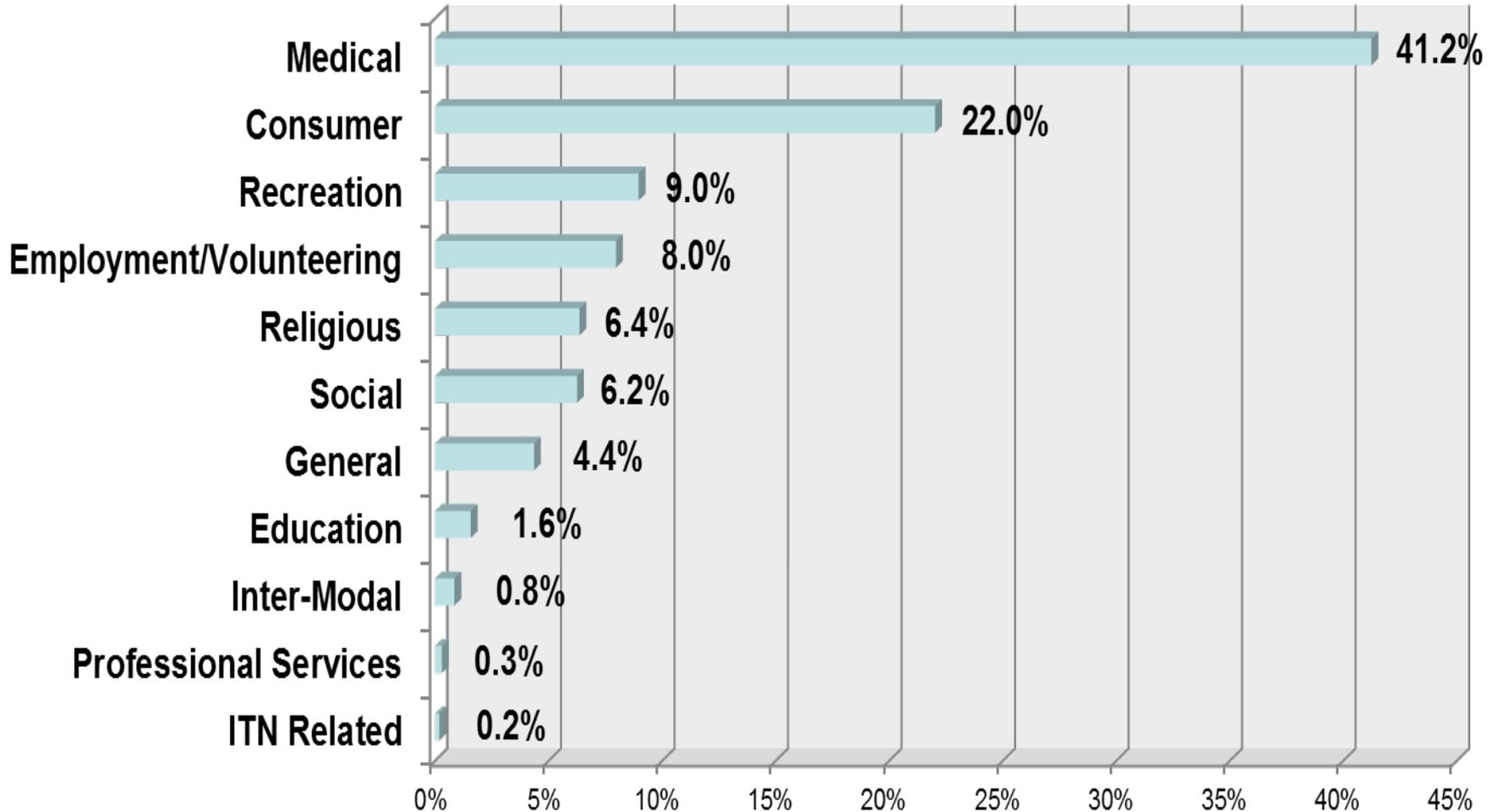
Customer Satisfaction with ITN Service



Rides by Purpose

All affiliates providing rides, through February 2013

In % of N=281,150 ride segments (not including 234,227 home/return rides)



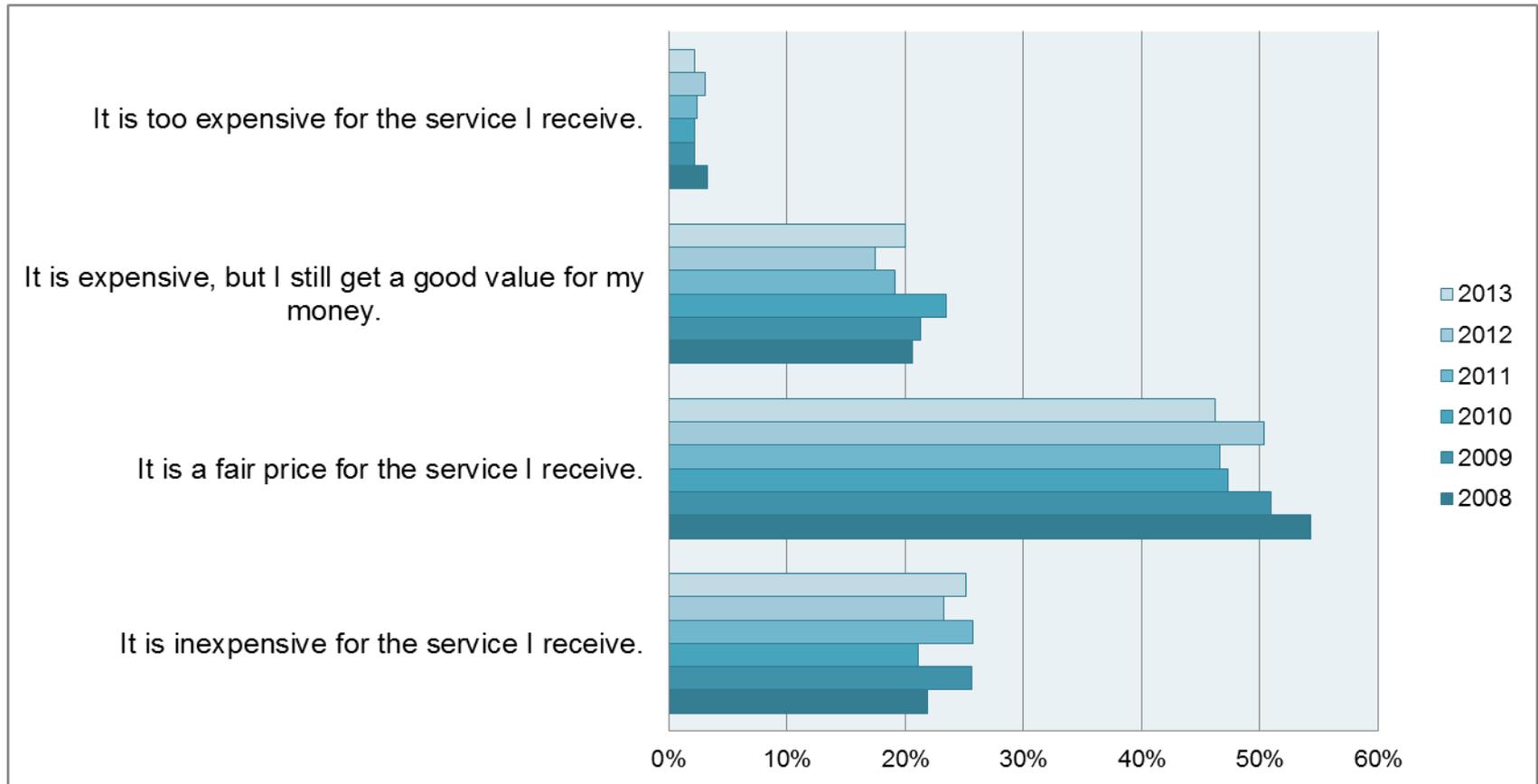
Household Income of ITN Customers

- Nearly half of ITN customers* have income levels under \$25,000
- We found no statistically significant differences by income in level of customer satisfaction, including cost perception of the service.

Less than \$25,000	46%
\$25,000-\$49,999	29%
\$50,000-\$74,999	11%
\$75,000-\$99,999	9%
\$100,000 or more	5%

* Based on a sample of 792 customers who reported household income on the 2011 ITN Customer Satisfaction Survey.

Attitudes about Cost of Service



How Do ITN Customers use the Service?

(5 years of data, 1/04-12/08) (n=1,557 customers; 58,736 rides)

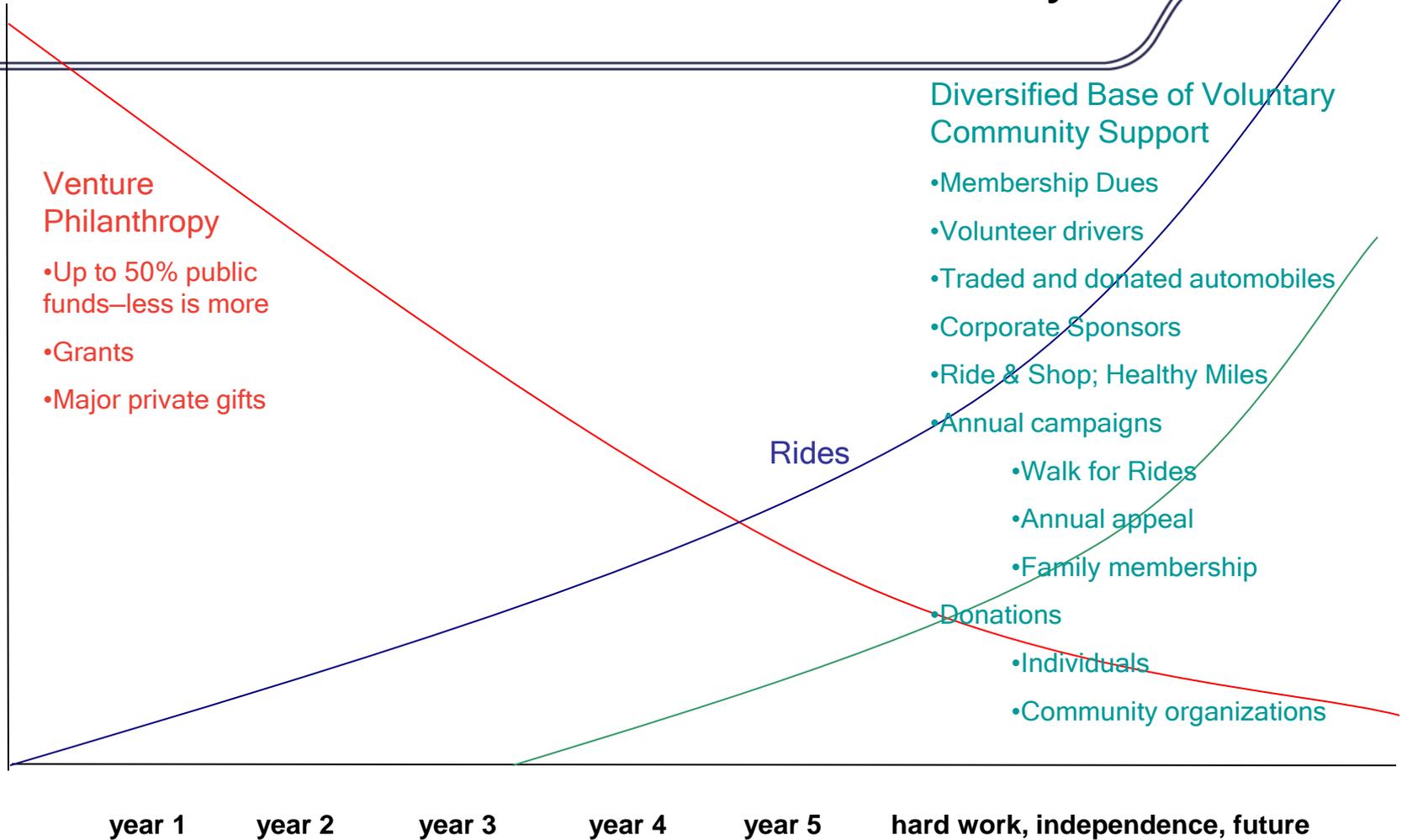
- 83% use ITN for medical needs
- 46% consumer needs (banking, general, grocery, hair, mall, pharmacy)
- 24% social needs (community affairs, funeral, nursing home/hospital visit, family/friends visit)
- 21% general purposes (hourly, personal, unknown)
- 19% recreation (dining, exercise, gaming, museum, show)
- 16% worship
- 8% inter-modal connections (airport, bus, train, ferry)
- 7% education (library, class, cultural)
- 6% employment (paid, volunteer)
- 6% professional services (finance, legal, veterinarian)

ITNAmerica[®] Community Outreach Programs

Turn Caring into Support and Dollars

- **Individuals & Families**
 - Membership
 - Gift Certificates
- **Vehicles & Gifts in Kind**
 - *CarTrade*[™]
 - Car Donation
 - Gifts in Kind
- **Merchants, Health Care Providers & the Business Community**
 - *Ride & Shop*[™]
 - *Healthy Miles*[™]
 - Corporate Sponsorship
- **Community Organizations**
 - Ride Services
 - Ride Sponsorship
- **Volunteers**
 - *Transportation Social Security*[™]
 - Road Scholarship Program
- **Municipalities & Government Organizations**
 - Community Road Scholarship Program
- **Fundraising Events & Programs**
 - *Walk for Rides*[™]
 - Annual Appeal
 - Adult Child Membership Campaign
 - Planned Giving

5 Year Arc to Sustainability



ITNAmerica Circle of Support



Benefits of ITN Affiliation

- **Brand**—national brand recognition and press
- **Technology**
 - ITN*Rides*
 - Glympse
 - Quickbooks
 - eTapestry
 - Portal
 - Website
- **Affiliate Support Department**—Team for each affiliate
 - Marketing & Communications—programs and materials
 - Full time development director supports grants, events, appeals, planned giving
 - Full time Finance Manager supports budgets, accounting, sustainability scorecard, dashboards
 - 24 hour help desk
 - Full time Research & Evaluation Manager
 - Affiliate Representative

Atlantic Philanthropies Evaluation

May 2007 to June 2010

- ⌘ How does ITN impact the quality of life for three distinct groups:
 - ITN customers (n=191 at T-1; 160 at T-2; 144 at T-3)
 - family members of ITN customers (n=82 at T-1; 53 at T-2)
 - ITN volunteer drivers (256 surveys; 141 completed; 56% response rate)
- ⌘ The study included customers and family members from 5 ITN affiliate communities
 - Charleston, SC
 - Lexington, KY
 - Los Angeles, CA
 - Orlando, FL
 - Portland, ME
- ⌘ The sample of volunteers provided rides in those communities as well as in 3 others
 - Middletown, CT
 - East Windsor, CT
 - San Diego, CA

Results—ITN Customers

⌘ Transportation difficulty declined—21% in 1 year

- 64% prior to ITN membership
- 49% 6 months later
- 43% 1 year later

⌘ Confidence in arranging personal transportation increased— 22% in 1 year

- 55% prior to ITN membership
- 68% 6 months later
- 72% 1 year later

⌘ Confidence in arranging personal transportation increased in non-drivers to level of drivers

- 50% vs. 60% prior to ITN membership
- 68% vs. 70% six months later
- 70% vs. 69% one year later

Results—Family Members

- ⌘ Worry about their relatives' transportation adequacy—46% decrease
 - 65% worried whether their relative had adequate transportation prior to ITN
 - 19% six months after their relative joined ITN

- ⌘ Worry about their relatives' safety when they traveled from home—31% decrease
 - 70% worried about their relatives' safety prior to ITN
 - 39% 6 months after their relative joined ITN

- ⌘ Are less likely to miss work because they had to arrange or provide transportation—37% decrease
 - 64% prior to ITN
 - 27% 6 months after their relative joined ITN

Results—Volunteers

⌘ Derive personal and social benefits from this role

- 66% volunteering for ITN has affected their quality of life
- 36% volunteering for ITN has enriched their social lives

⌘ Think about and plan for their future transportation needs for themselves & others

- 39% storing ride credits in an ITN account for their own future transportation needs
- 38% donating their credits to the Road Scholarship Fund for low income riders
- “I have a better understanding of senior life and problems. I can prepare myself and family for things to come.” 72 year old male volunteer

Learn More—ITNAmerica Webinars

- What is the ITN and how does it work?.
- Meet ITN founders from affiliate communities around the country—how did they do it?
- ITNAmerica technology, including the enterprise software that connects ITNAmerica's national network.

ITNEverywhere—a revolutionary approach to community transport

- **ITNEverywhere** is a suite of transportation software programs linked through a unified data model and shared business services that access private transportation capacity to create consumer-oriented community transport.
- Designed to complement, not replace, public transportation, **ITNEverywhere** builds on the innovative use of private resources and personal transportation planning developed by ITNAmerica for the aging population and applies those concepts to the population as a whole.

Business Innovation Transfer

- **Personal Transportation Account**
 - A mobility portfolio
 - Holds assets in various forms
- **Flexible approach to resources**
 - Accesses resources in various forms, i.e. *CarTrade*, Transportation Social Security

A Suite of Transportation Software Applications— 6 years of R&D in 4 states (ME, MA, FL, NY)

- **ITN*Classic***—current application, built for sustainable senior transportation
- **ITN*Lite***—for small volunteer and rural transportation programs
- **ITN*CommunityTransport***—for communities lacking public transport; turns existing capacity of private vans and small buses into a voluntary community fleet
- **ITN*Rideshare***—accesses shared ride capacity in private vehicles
- **ITN*MyCar***—shared cars, but uses donated or traded vehicles to create low cost mobility for lower income or rural communities

Research

- ITNAmerica Research Group
- CDC—Older Adult Driving Transition Project (Fortinsky, Staplin)
- University of Missouri—ARMT (Meuser)

- Evaluation for Continuous Improvement
 - Customer satisfaction
 - Volunteer satisfaction
 - Affiliate satisfaction
 - Program evaluation—Rides in Sight, ITN programs

Policy Opportunities

- Federal
 - Older Americans Sustainable Mobility Act of 2006
 - Section 416 of the 2006 Reauthorization of the Older Americans Act (42 U.S.C. 3032e.)
 - US Senate Special Committee on Aging Hearing (Nov 6, 2013)
- State
 - 50 State Policy Project—NCSL, AARP
- Local
 - Livery laws—Sarasota, South Portland, Cincinnati, Kansas City, Memphis, Minneapolis

What is Rides In Sight?

- Rides In Sight is a database of senior transportation options accessible through...
 - **Hotline** – 855-60-RIDES (855-607-4337)
 - **Website** www.RidesInSight.org
- Trained hotline operators research a caller's area to provide the best options for his/her situation.

Rides In Sight—Website & Hotline

1-855-607-4337
Your source for senior transportation information

SEARCH | ABOUT | WHAT IS ITN? | WHY REGENERON? | RESOURCES | CONTACT US

Espanol

1-855-60-RIDES

FIND TRANSPORTATION IN YOUR STATE

CA

Enter your State

San Diego County

Now select your region

SUBMIT

Or call us toll free for assistance
1-855-607-4337

Welcome to **Rides in Sight**, a free transportation referral service for seniors and people with visual impairments.

We work to find the best transportation in your local area to meet your needs. We are always adding to our list of transportation options nationwide, so give us a call toll-free and one of our friendly and helpful operators will assist you in finding a transportation solution.

A Story in Every Family

iTNAmerica®
Storybook
Tour

- **What**—60 day road trip
- **When**—August & September 2014
- **Where**—across the US
- **How to Tell Your Story**—call or email
- **See & Hear the American Stories**
 - You Tube
 - Facebook
 - Twitter
 - Website, blog, radio, TV, newspaper

www.storybooktour.org



ITNAmerica
Storybook Tour

Donate  

About

The ITN Storybook Tour follows the 60 day road trip of one of America's best known experts on senior transportation and older drivers as she travels the country listening to the stories of people whose lives have changed because they — or someone they know or love — can no longer drive safely. Through stories that bring to life the safety and mobility issues that 75 million boomers and their parents must face, Katherine shows what these problems do to people, and what people are doing about these problems. The ITN Storybook Tour is no fairy tale. It is a book of inspiring stories and practical answers to complex social and personal issues.

The Growing Need

What happens to people who are too old to drive? What happens to their families? In the 25 years since an 84-year-old driver ran over her 3-year-old son, Katherine Freund has launched ITNAmerica, the first national, non-profit transportation service for America's aging population.



2009 AARP The Magazine Inspire Award

Share Your Story

Share Your Story

Your Name: *

Your Email: *

Your Phone Number:

Your Location:

City and State

Would you like Katherine to visit your community?:
 Yes No

Are you willing to be interviewed?:
 Yes No

Would you like to receive our newsletter?:
 Yes No

Share your story: *

Special Thanks to Our Sponsors



- **Liberty Mutual Insurance** has embraced ITN's mission to support safe, senior mobility and developed resources for seniors and their families to make good, safe transportation decisions found at libertymutual.com/seniordriving.

Our Vision for the Future



Transportation on the Horizon— Our Vision for the Future

- **ITN and ITNEverywhere** will be in every community that wants it in the USA
- **ITN and ITNEverywhere** will be in every country that wants it in the world
- The **National Endowment for Transportation** will be established to help develop sustainable, consumer-oriented, community transportation with private resources
- **Policies that remove barriers and create incentives** for sustainable community transportation will be in place in every state and every country where they are needed
- **People, families, businesses and organizations** across the street and across the nation will be connected through ITN so all seniors and all people will have dignified mobility when they want it
- **With sufficient mobility**, safety, social interaction, the environment and the economy will improve, while poverty, pollution and isolation will diminish

Contact Information



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The Liberty Mutual and ITNAmerica Partnership. ITNAmerica is excited to announce our partnership with Liberty Mutual, one of the nation's leading auto, home and life insurers. As the National Insurance Partner to ITNAmerica and our affiliate communities, Liberty Mutual has embraced ITN's mission to support safe, senior mobility and developed resources for seniors and their families to make good, safe transportation decisions found at www.libertymutual.com/seniordriving.



ITNAmerica is proud to recognize Regeneron Pharmaceuticals, Inc. as a corporate sponsor committed to helping raise awareness of the challenges associated with vision impairment, low vision, senior mobility issues and the shortage of locally-available transportation options for seniors. As the National Pharmaceutical Eye-care Services Sponsor for ITNAmerica and our affiliate communities, Regeneron Pharmaceuticals is proud to support ITN's mission to promote safe senior mobility. Visit Regeneron at www.regeneron.com

