

AGING AND YOUTH SERVICES DEPARTMENT

Mobility Options for Senior Transport

.....Giving you the **MOST!**

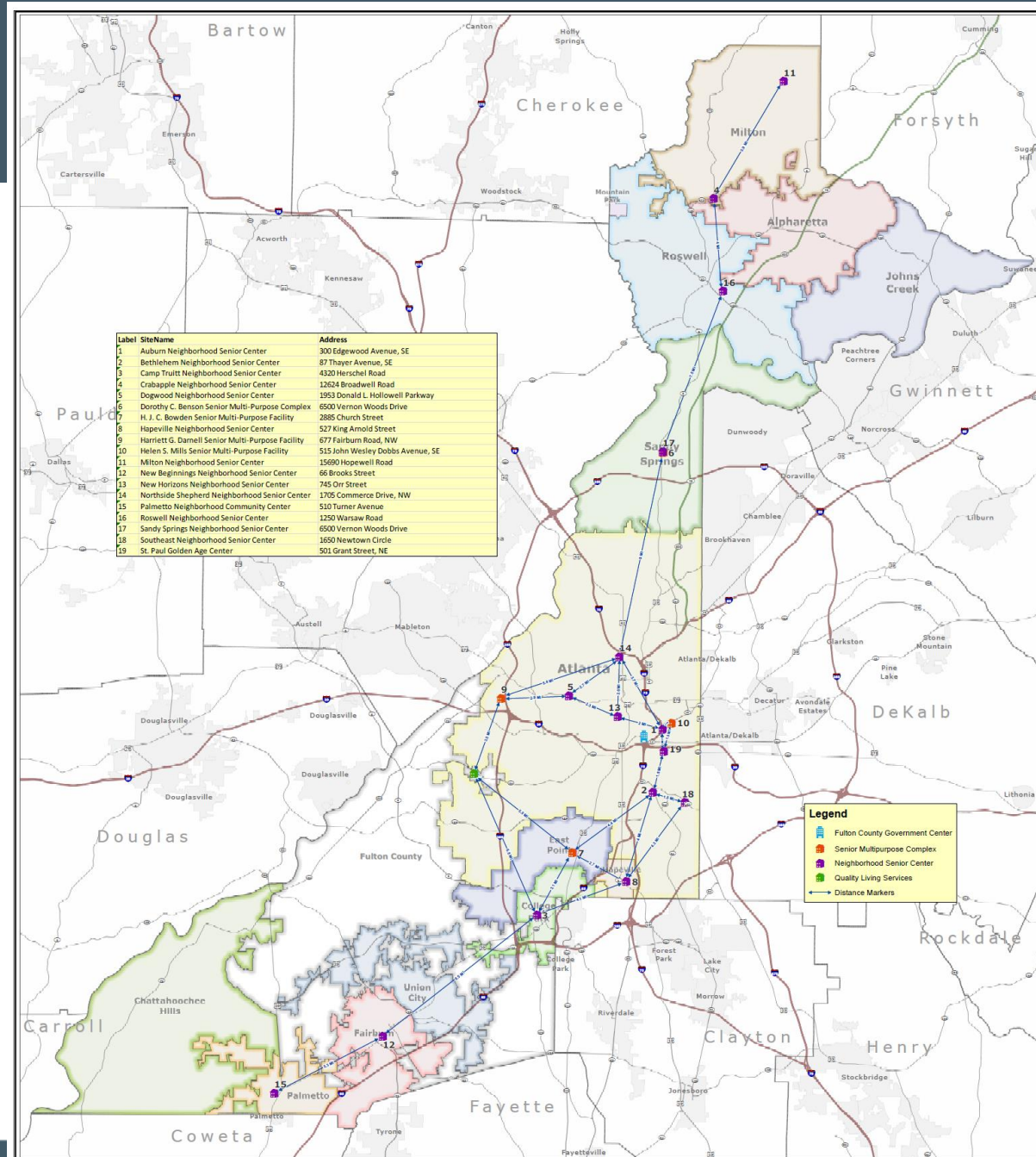
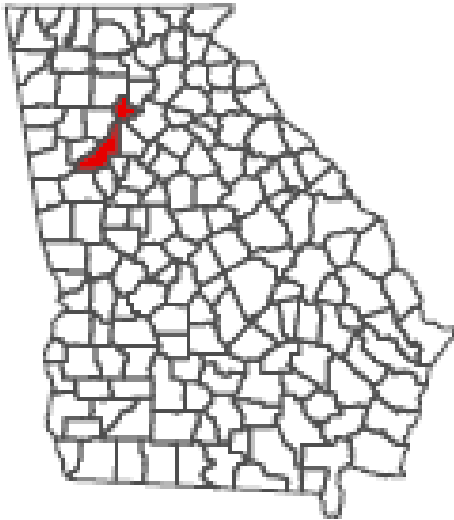


Innovations in Transportation and Technology: County Leadership Peer Exchange



Who Are We?

Fulton County, Georgia



Overview of Transportation Services

- Center Transportation (Fixed Route or Modified Fixed Route)
 - Neighborhood Senior Centers
 - Behavioral Health Training Centers
 - Adult Day Care Centers
- Group Trips
 - Neighborhood Senior Centers
 - Behavioral Health Training Centers
 - Adult Day Care Centers
- Non-Emergency Medical Transportation
 - Routine (Subscription)
 - Demand Response
 - Medical Appointments
 - Grocery Shopping, Social Activities, “Short” Trips within the community

Service Delivery Models

- Direct Service – Owned the vehicles and employed Operators
- Hybrid – County owned Vehicles/County Employees Managed Operations/Staffed by Private Non-profit
- Direct Contract – County issued RFP to select a service provider and manage contract
- Coordinated Transportation with DHS – Intergovernmental Agreement with DHS – DHS selects multiple service providers – DHS manages contracts – County provides funding
- Direct Contract/Coordinated Transportation with DHS – County is the service provider – County selects vendor and manages contract – DHS provides funding

Background of the Uber Pilot Program

- Originated from Senior Participants
- Pilot Program: started with one Senior Multipurpose Center using smartphones
- Beta Program: Introduced Uber Central; online software
- Trial Program: Opened to remaining Senior Multipurpose Centers

Lessons Learned

- Demand Response vs. Appointments
- Establish Ridership Orientation
- Cost Share
- Negotiate Surges
- Carpool
- Progressing Systems Didn't Align
- Huge Administrative Overhead

Uber Pilot Program Statistics

17 Weeks

30 Riders

854 Trips (One-Way)

4.6 Average Miles per Trip

21 minutes per trip on average

Enhanced Benefits of the Uber Service

- ☐ Individualized Service
- ☐ Much shorter wait times for return rides
- ☐ No need for up to 2-week advance trip reservations
- ☐ Intergenerational Interaction
- ☐ Possible Employment for senior, as drivers

Uber Pilot Program Costs

Total Cost: \$7,626.83

Cost per Hour: \$25.48

Contractor Cost per Hour: \$48.02

Savings: 47%

What's Next

- ☐ Identify a partner that is providing this type of service
(GoGoGrandparent.com)
- ☐ Enter into a contract with the partner to manage the scheduling, payment of the TNC, and a 6-month Pilot Cost Share system to gather data and determine its viability
- ☐ Administer the contract, as we do other contracted services
- ☐ Review the data from the Cost Share Pilot to determine its viability

Questions/Reflections