

# Enabling the Mobility of Seniors

Insights from a Provincial Survey and Learnings  
from Two Rural Community-Based Projects

Grey Matters Conference  
Hinton, Alberta  
September 12, 2017



# Session Overview

## 1. Introductions

## 2. Presentations

2017 Provincial Transportation Needs Assessment of Seniors and PWD (MARD)

Implementation of ride-scheduling software in a rural Alberta community (MARD on behalf of the Wetaskiwin Community Transportation Society)

The development and implementation of alternate transportation for seniors in a rural Alberta community through use of the Transportation Toolkit (Pincher Creek Transportation Committee)

## 3. Q & A

# Introduction

## **What is MARD?**

Research and Knowledge Translation Centre at the University of Alberta

Two of MARD's Priority Areas:

1. Transportation needs of seniors and PWD
2. Development of resources to enable transportation mobility

# Introduction

## Why Transportation?

- Ageing population
- Increased age associated with increased transportation dependency (United Nations, 2015)

## What's the Need?

- 3 out of 4 Alberta communities lack ATS services

## What's the Impact of Lack of ATS services?

- Inability to age in place
- Decreases in quality of life, reductions/loss of independence, increased social isolation

# Session Objectives

To share:

1. Results from the 2016 – 2017 Provincial Transportation Needs Assessment of Seniors and PWD (**MARD**)
2. Learnings from the implementation of ride-scheduling software in a rural Alberta community (**MARD/Wetaskiwin Community Transportation Society**)
3. Learnings from the development and implementation of alternate transportation for seniors in a rural Alberta through the use of the *Transportation Toolkit* (**Pincher Creek Transportation Committee**)

# Provincial Transportation Needs Assessment

Insights from the 2016 – 2017 Provincial Survey

Bonnie Dobbs, PhD  
Tara Pidborochynski, MSc  
Emily Hussey, BSc  
University of Alberta



# Provincial Transportation Needs Assessment

In 2016 – 2017, MARD conducted a Provincial Transportation Needs Assessment

## **Overall Goals:**

1. Assess the transportation needs of seniors and PWD in the province of Alberta; and
2. Make the results available to communities throughout the province

# Provincial Transportation Needs Assessment



Banister Research interviewed **1,535** individuals throughout the 5 Alberta Health Services zones of the province

- 1,042 senior drivers,
- 347 senior non-drivers, and
- 145 PWD



# Provincial Transportation Needs Assessment

## Demographics


Age

**Senior Drivers:**  
74 years


**Senior Non-Drivers:**  
79 years

Gender

**Senior Drivers:**




39%




61%

**Senior Non-Drivers:**



20%



80%

# Provincial Transportation Needs Assessment

## Unmet Transportation Needs

### Medical Appointments



Senior  
Driver

4%

*Sometimes / Often*

Senior  
Non-Driver

17%

### Essential Services



Senior  
Driver

6%

*Sometimes / Often*

Senior  
Non-Driver

27%

### Recreational / Leisure / Religious Activities



Senior  
Driver

7%

*Sometimes / Often*

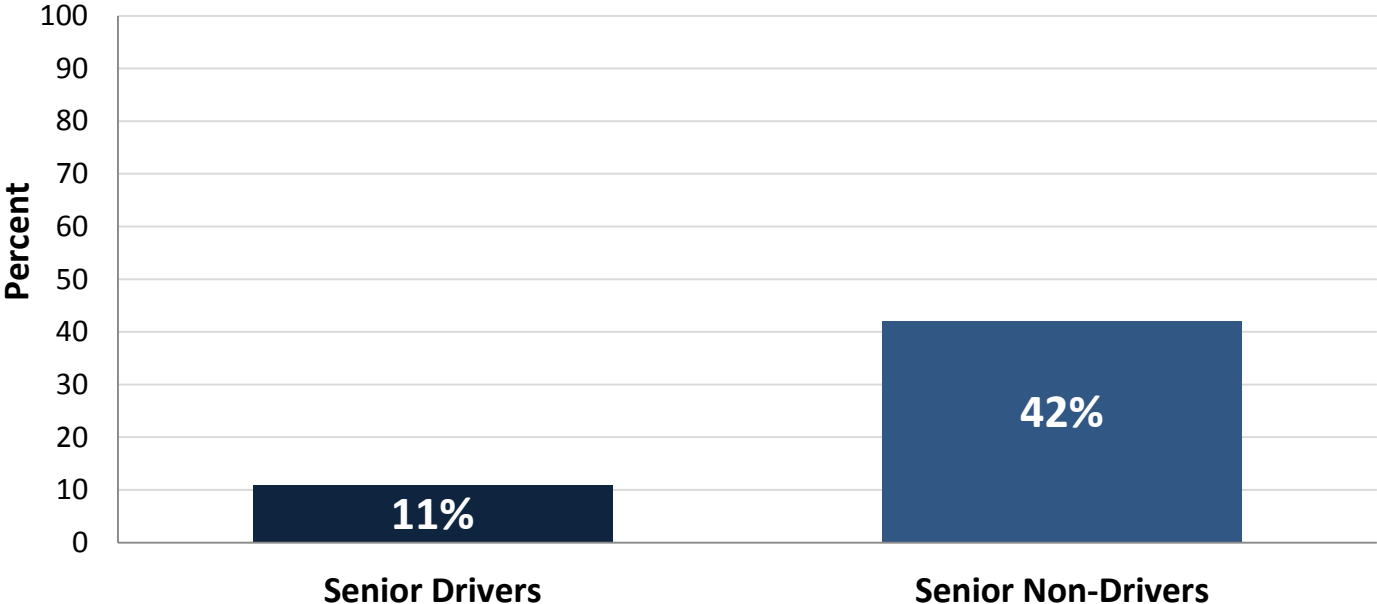
Senior  
Non-Driver

34%

# Provincial Transportation Needs Assessment

## Overall Transportation Deficiency

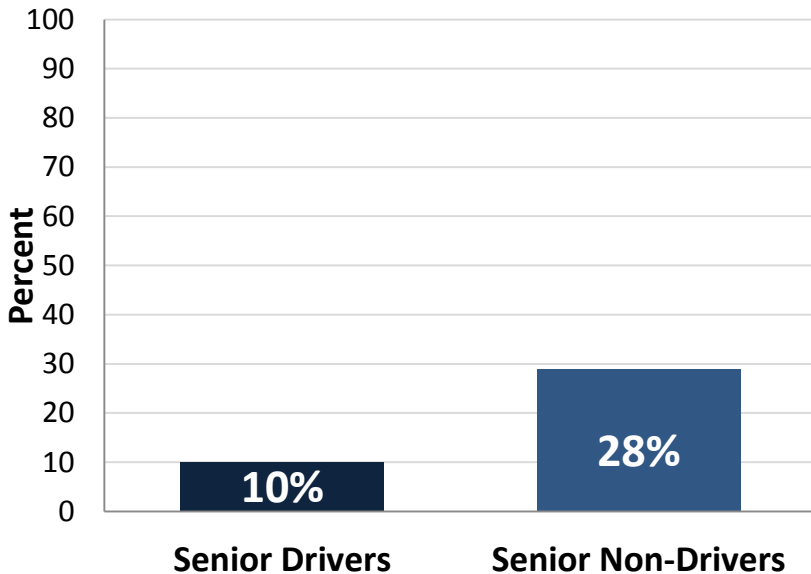
*Percent of Seniors with Unmet Transportation Needs  
for At Least One Trip Type*



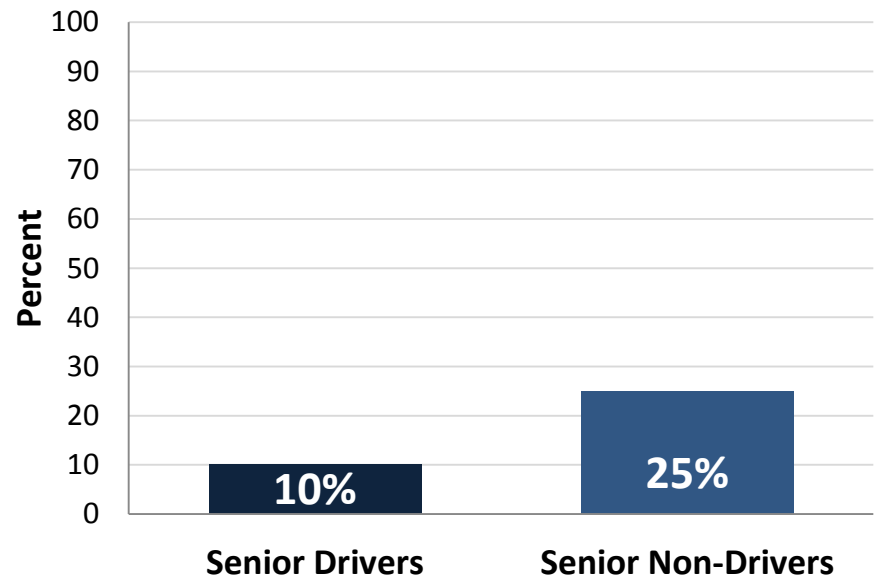
# Provincial Transportation Needs Assessment

## Quality of Life and Well-Being

Percent of Seniors Rating their  
**Quality of Life** as *Poor / Fair*



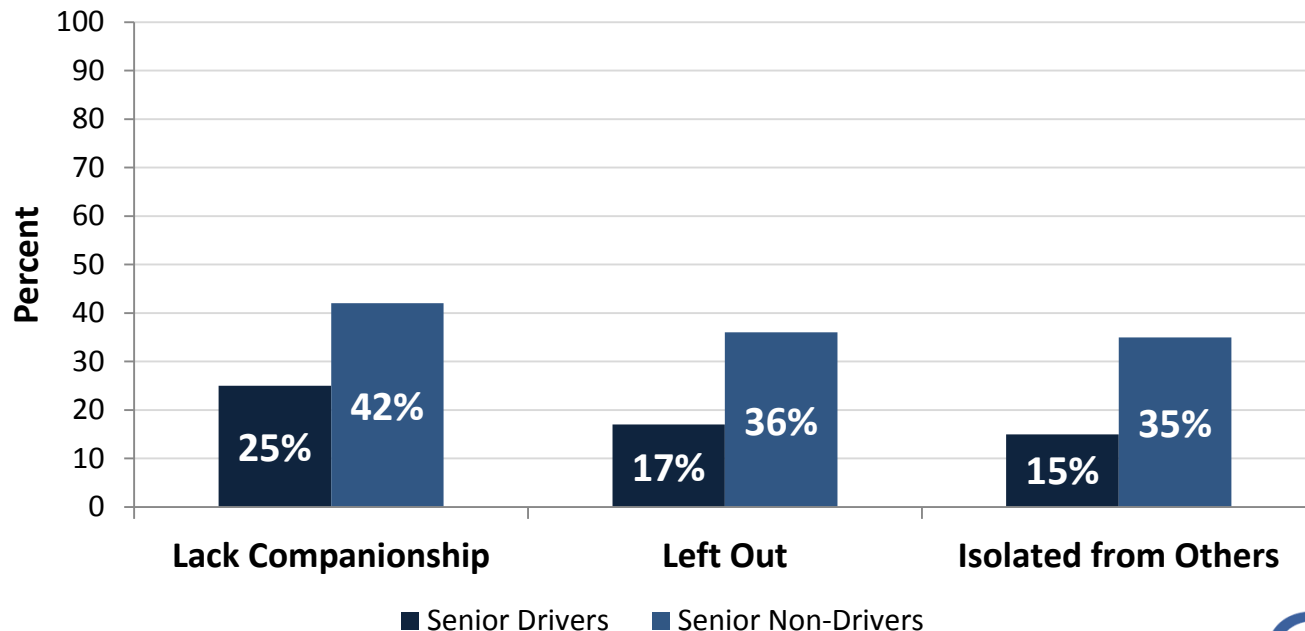
Percent of Seniors Rating their  
**Sense of Well-Being** as *Poor / Fair*



# Provincial Transportation Needs Assessment

## Social Isolation

Percent of Seniors Responding *Some of the Time* / *All the Time* to “How often do you feel \_\_\_\_\_?”



# Provincial Transportation Needs Assessment

## How Can You Use the Results?

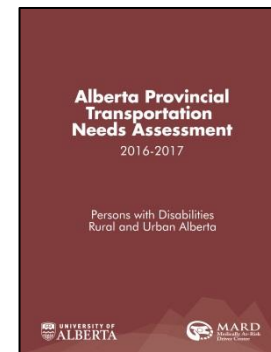
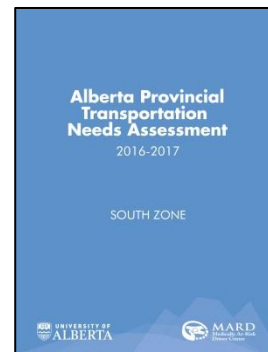
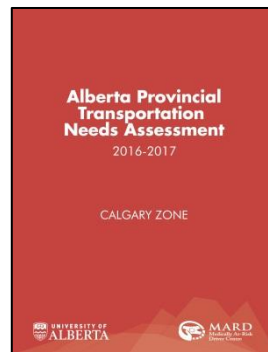
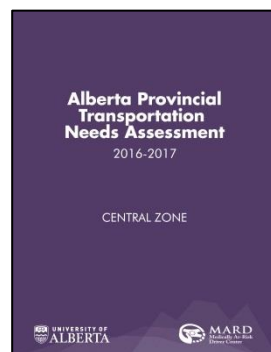
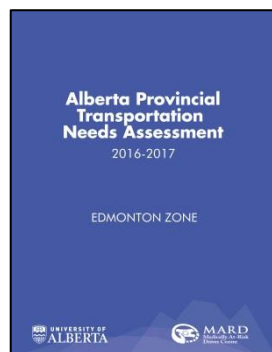
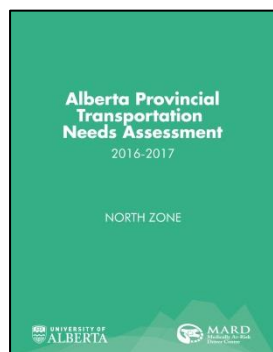
- Results have been analyzed by each of the 5 AHS Zones
- Sections of the Reports
  - Demographics
  - Unmet Transportation Needs
  - Awareness and Use of Transportation Services
  - Importance of 'Senior-Friendly' Transportation Services



# Provincial Transportation Needs Assessment

The reports are available at no cost on our website:

[www.mard.ualberta.ca](http://www.mard.ualberta.ca)



# Implementation of Ride-Scheduling Software

Learnings from a Rural Community-Based Project

Bonnie Dobbs, PhD  
Tara Pidborochynski, MSc  
Emily Hussey, BSc  
University of Alberta





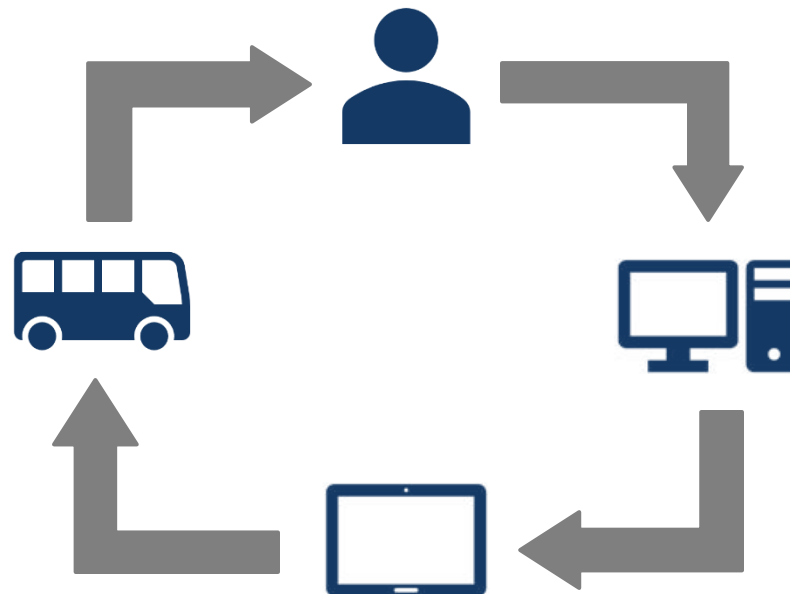
# Implementation of Ride-Scheduling Software

## Objectives

1. Implement ride-scheduling software in an existing ATS service in a rural location in Alberta; and
2. Assess the use of ride-scheduling software to determine if it increases efficiency in service delivery and decreases the cost of service provision

# Implementation of Ride-Scheduling Software

**Ride-Scheduling Software** programs assist ATS providers in the delivery of transportation services



# Implementation of Ride-Scheduling Software

## Main Features:

<ul style="list-style-type: none"><li>• Client Profile</li></ul>	<ul style="list-style-type: none"><li>• Driver Profile</li></ul>
<ul style="list-style-type: none"><li>• Booking and Dispatching</li></ul>	<ul style="list-style-type: none"><li>• Notification to Driver/Client</li></ul>
<ul style="list-style-type: none"><li>• Route Planning</li></ul>	<ul style="list-style-type: none"><li>• Trip Status</li></ul>
<ul style="list-style-type: none"><li>• Client Payment and Invoicing</li></ul>	<ul style="list-style-type: none"><li>• Driver Reimbursement Statements</li></ul>
<ul style="list-style-type: none"><li>• Reporting and Statistics</li></ul>	<ul style="list-style-type: none"><li>• Training and Support</li></ul>
<ul style="list-style-type: none"><li>• Privacy and Security</li></ul>	

Software programs often are easily configurable and customizable to an organization's particular needs

# Implementation of Ride-Scheduling Software

## **Advantages:**

- Efficiencies in administrative tasks
  - Improved client management capabilities
  - Automatic report generation
  - Tracking of driver logs, vehicle maintenance, etc.
- Improvements in service delivery
  - Efficiency in trip management, routing, and scheduling
  - Efficiency in dispatching and communication with drivers
  - Gains in quality of service and passenger satisfaction

# Implementation of Ride-Scheduling Software

Grant Awarded to WCTS  
Software Provider  
Demos

Driver & Dispatcher  
Training

Go Live

Jan. 2017

Apr. 2017

Oct. 2017

Feb. 2017

May 2017

Software Configuration

Software Trial Period  
"Soft Launch"

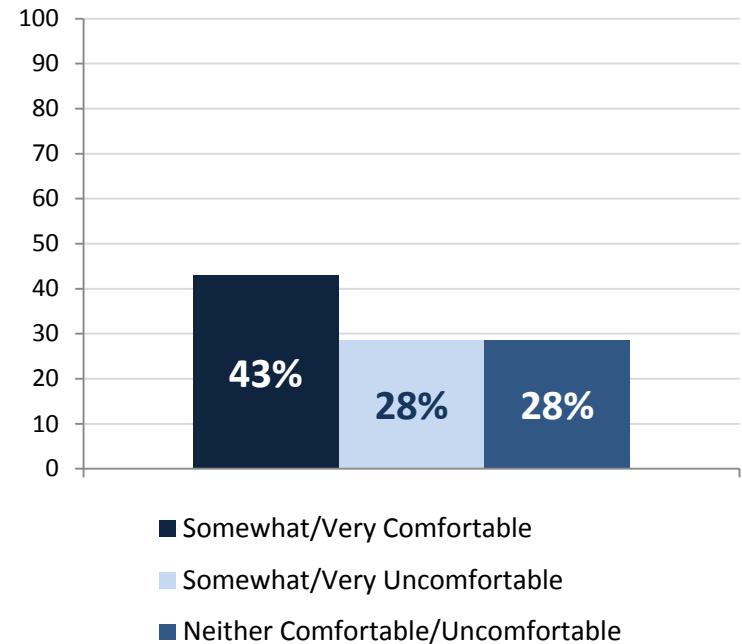
"Full Launch"  
Ongoing Data Capture

# Implementation of Ride-Scheduling Software

## Drivers' Use of Technology

- Almost half of drivers did not have a computer at home
- All drivers had a cell phone
- None of the drivers had a portable device at home (e.g., tablet, iPad)

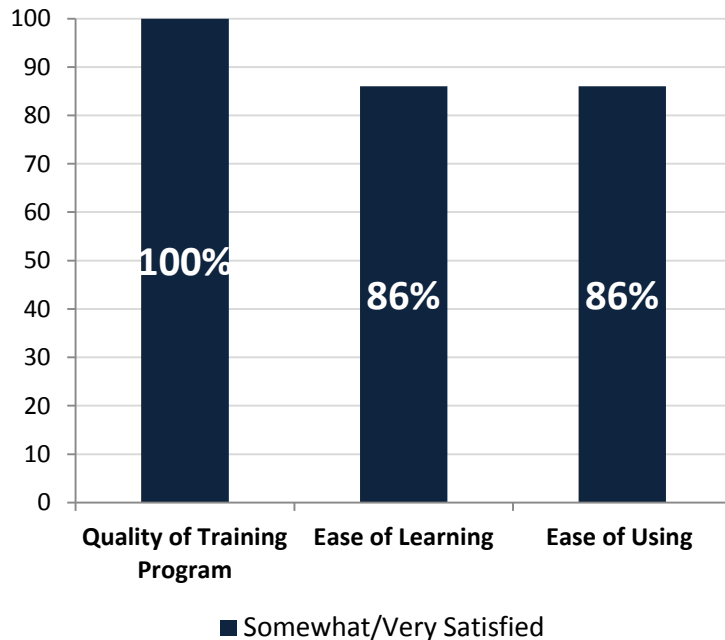
Driver's Comfort Level Using a Portable Device



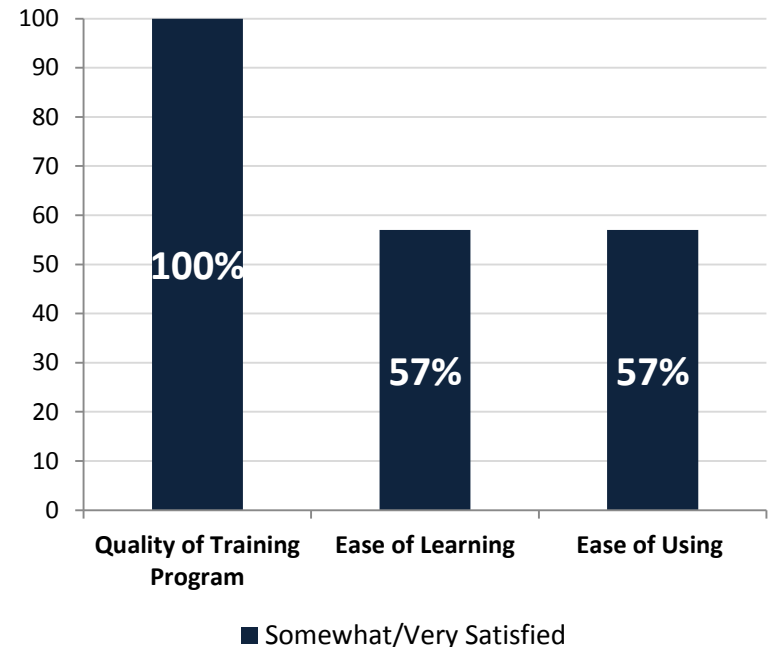
# Implementation of Ride-Scheduling Software

## Driver Training Sessions

Driver Satisfaction with Ride-Scheduling Software Training



Driver Satisfaction with Tablet Training



# Implementation of Ride-Scheduling Software

## Challenges:

- Embracing the Use of Technology
  - Learning curve – takes time to learn all the features
  - Learning new programs can be frustrating
  - Can be hard to see the advantages – particularly immediately
  - Requires patience and willingness to change
  - May seem easier to “stick with old system” despite limitations
  - ....



# Implementation of Ride-Scheduling Software

## Rewards:

- Improved data capture
- Generation of monthly/annual reports
  - # rides (overall, per client, specific destinations, etc.)
  - # rides/driver
  - # rides/timeframe
- Client invoicing
  - Records/logs of client invoice information
  - Automatic generation of client invoices
  - .....

# Validation of the *Transportation Toolkit*

Learnings from a Rural Community-Based Project

Doug Thornton, Councillor  
Al Roth, Director of Operations  
Pincher Creek Transportation Committee



# Validation of the *Transportation Toolkit*

## Objectives

1. Develop and implement an ATS service in a rural Alberta community; and
2. Utilize the learnings from the project to validate the contents of the *Transportation Toolkit*

# Town of Pincher Creek

Grey Matters Conference 2017



**Regional Partnership  
Grant Awarded**

**Transportation  
Committee Formed**

**2013**

**2012**

**2014**

**Regional Service  
Sharing Opportunities  
Study Completed**

**Identifying a Need**

# Alternative Transportation System for Seniors and Persons with Disabilities

**Pincher Creek Handi-Bus Society**

**Independence  
Dignity  
Respect**

**(403) 627 2509**  
[www.PincherCreekHandiBus.ca](http://www.PincherCreekHandiBus.ca)

The Pincher Creek Handi-Bus is a non-profit organization providing accessible door to door transportation for seniors and for those with physical and/or special needs for Pincher Creek & Area.

We are committed to providing our residents with access to the community and promoting independence and promoting as unique individuals with respect, dignity and individuality. We are committed to making a difference in people's lives and strengthening our community.

**Hours of Operation**  
Monday- Friday 8 a.m. - 4:30 p.m.  
**Appointments recommended.**  
**403 627 2509**

- Accessible door to door transport
- Complimentary support person
- Short term mobility challenges

**Pincher Creek Handi-Bus Society**

[www.PincherCreekHandiBus.ca](http://www.PincherCreekHandiBus.ca)  
403 627 2509

**Town of Pincher  
Creek Contracted  
HDR Inc.**

**Pincher Creek  
Accepted to MARD  
Grant Partnership**

**2016**

**2015**

**Dec. 2016**

**Regional Transportation  
Business Plan and Starter  
Transit Plan Completed**

**Getting Started - Alternative  
Transportation System for Seniors and  
Persons with Disabilities**

# Key Steps and Achievements

- ▶ Evaluation of Existing Services Available
- ▶ Evaluation of Transportation Needs
- ▶ Transportation Open House
- ▶ Handi-Bus Partnership



You are invited to a transportation  
open house

**Wednesday, March 15, 2017**

**Town Hall Gym**

6:30p.m. - 8:00p.m.

[www.PincherCreek.ca](http://www.PincherCreek.ca)



Society  
Status

Grant  
Eligibility

Identity

Collaboration Benefits

# Transportation Toolkit

## Getting Started

Identifying Key Contacts

Sharing Your Results

Developing a Project Plan



## Developing & Implementing A Project Plan

Focusing in on Vision and Mission

Developing Specific Objectives and Strategies

Developing an Organizational Structure for your Initiative



# Implementation of Ride-Scheduling Software

## Rewards:

- ▶ Improved data capture
- ▶ Generation of monthly/annual reports
  - ▶ # rides (overall, per client, specific destinations, etc.)
  - ▶ # rides/driver
  - ▶ # rides/timeframe
- ▶ Client invoicing
  - ▶ Records/logs of client invoice information
  - ▶ Automatic generation of client invoices
  - ▶ .....

# Q & A

# Contact Information

## Medically At-Risk Driver Centre

780.492.6273

[mard@ualberta.ca](mailto:mard@ualberta.ca)

[www.mard.ualberta.ca](http://www.mard.ualberta.ca)

## Pincher Creek Transportation Committee

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