

December 30, 2024

To: Transportation Agency for Monterey County
Attn: Aaron Hernandez, Transportation Planner

Board of Directors

Aimee Cuda, **Chairman**
Catherine Mineo, **Vice Chairman**
Heather McColgan, **Secretary**
Edward Lomboy, **Treasurer**
Anne Banta
Jeff Craig
Kenneth Hunter, **Member Rider**
Marissa Rousso

TAMC Measure X Annual Grant Fiscal Year Report for FY23-24

Program Overview and Description of Communities Served

ITNMontereyCounty is an affiliate of ITNAmerica®, founded by Katherine Freund in Portland, Maine. When an 84-year-old driver injured her 3-year-old son, she was determined to change a transportation system that wasn't meeting the needs of an aging population. She formed ITN in 1995; it became a national organization in 2004. ITNMontereyCounty is one of nine affiliates in operation, and in 2020 were selected to participate in a Federal Transit Administration (FTA) funded grant to launch ITNCountry, a rural project model; both ValleyLine and Northline serving rural regions north and south of Salinas for 'life-essential' travel needs Monday through Friday.

Executive Director

Jessica C. McKillip

Operations Manager

Siddique Noonari

236 Monterey Street
Salinas CA 93901
Phone: 831-233-3447

Supported by members and donors, ITNMontereyCounty provides transportation for seniors and visually impaired adults in private autos, insured and inspected, with arm-through-arm, door-through-door service charging affordable fares provided by volunteer drivers and on-call paid drivers. There is a low-income fee structure for riders who cannot afford the regular service. Another way for members to afford our service is by trading the car they no longer drive for credit to their personal transportation account. Volunteers drive at their convenience in their own cars and meet interesting people while helping others, plus they earn credits for themselves or a loved one, or receive mileage reimbursement.

ITNMontereyCounty strives to provide affordable transportation for older adults making it easier to transition from the driver to passenger seat. Now in the final year of ITNAmerica's FTA pilot ITNCountry rural project, we partnered with Alliance on Aging (AoA) and developed two community based regional projects geared towards serving Veterans, seniors, and visually impaired adults. Northline serves residents in Aromas, Bolsa Knolls, Boronda, Castroville, Elkhorn, Las Lomas, Moss Landing, Oak Hills, Pajaro, and Prunedale; while ValleyLine is focused on residents living south of Salinas through Soledad. These rural project areas in North and South Monterey County were chosen after analyzing community needs which identified public transit options to be limited and demand to be higher in these areas. There are additional needs for reliable transportation services in the Big Sur region and beyond Carmel Valley. Our partnership with Aspire Healthplan has allowed us to serve beyond Soledad with the intention of gaining both financial and volunteer driver support to expand ValleyLine through to King City.

Summary of Activities

In the 1st half of the fiscal year we delivered an average of 1018 trips in the affiliate service area and 23 in the rural communities of NorthLine and ValleyLine. This volume surge has never been seen before, even prior to COVID and our Board is very grateful for the ongoing volunteer support, and dedicated staff who've achieved this milestone. Our rural steering committee transitioned to being an ad-hoc group; ITNAmerica held an evaluation and also conducted surveys of drivers, riders and operational staff of the 9 sites throughout the nation that participated in this grant project. Our two pilot sites were among top in terms of performance delivering rides and actively recruiting drivers. We assist in the planning of "Senior Day" at the Monterey County fair held annually on the Thursday before Labor Day. This year, over 800 local senior residents attended with ITN tabling alongside 52 other local service providers and nonprofits.

In the last two quarters ITNMC delivered an average of 992 trips in the affiliate service area and 16 in the rural communities of NorthLine and ValleyLine. There continues to be an increase in ridership and trip volume which is strikingly odd for this time of year, but it is a fantastic reminder of just how vital our service is for older adults throughout Monterey County. Our rural steering committee met once to complete ITNCountry federal evaluation, and participated in an on-site visit in March 2024. Our ED attended National Philanthropy Day which was a great opportunity to network and foster community support. ITN delivered eight "Age Well" and three Disaster Prep workshops; tabled at "Christmas on the Wharf" which led to a podcast with Executive Director and Santa, as part of our community outreach efforts throughout the county. We held our annual Fall Office social in partnership with our HUB organization partners, as well as our Spring Volunteer Appreciation social this past April where we recognized the great accomplishments ITNMC has seen throughout 2024.

Grant Objectives (entire Cycle 3 timeframe)

1. Attend at least 14 community events to distribute marketing materials.

ITNMontereyCounty knows firsthand how vital in person connections and referrals support the program growth and viability of our services especially within our rural community projects. Our team attended twenty two regional events throughout the fiscal year. Another community Partner; Meals on Wheels Salinas Valley began hosting South County Senior Socials (SoCoS) after the pandemic forced so many vital socializing outlets to come to a halt, ITN attended 13 throughout the year in Castroville, Gonzales, Salinas and Soledad. Other events include Pebble Beach Community Day (7/23), Salinas PAL Car Show and Senior Day at Monterey Fair (8/23), Ecology Action's "Go Electric" EV Car Show, Active Seniors Inc. Community Day (9/23), Hartnell College Community Day and CFMC "Board Connect" social (4/24). ITN hosted its Fall and Spring Volunteer Socials, plus a Berkley site visit evaluating our rural projects (3/24). Our director also supported AoA's development and regional workshops of a "Local Aging and Disabilities Action Plan" project awarded to them from the CDA.

2. Coordinate at least 15 community presentations for adults over 55 who still drive aiming to reach at least 225 seniors. At least 5 presentations will be hosted in rural communities.

In partnership with California Highway Patrol our team facilitated 7 “Age Well Drive Smart” workshops throughout the county from Gonzales, Salinas to Monterey and Pebble Beach with over 137 attendees receiving a “mature driver” certificate. We concluded our CERV Disaster Prep workshops and funding to 47 attendees in Pebble Beach, Soledad, and Salinas HUB office.

3. Participate in bi-monthly meetings of Monterey-Salinas Transit’s Mobility Advisory Committee, Monterey County’s Area Agency on Aging and Legislative & Advocacy panel.

ITNMontereyCounty’s Executive Director attended bimonthly meetings of the Mobility Advisory Council on July 31, 2023; Nov. 29, 2023; January 31, 2024 and May 29, 2024. She also chaired the Legislative and Advocacy committee meetings for the entire year, attending both Executive and AAA Full Council bimonthly meetings in August, October, December 2023; February, April and June of 2024.

4. Provide at least 700 rides per month, including at least 15 rides per month from the Rural Expansion program.

Attached Rides Activity report for the fiscal year reflects these goals were achieved each month.

5. Recruit and train at least 5 new volunteers with at least 2 (bilingual preferred) who are willing to provide transportation in Rural Expansion Program service areas.

ITNMontereyCounty successfully recruited 10 new volunteers, 4 of them willing to support our rural project trip requests, and two returned from being on hold during COVID which allowed us the ability to manage unexpected high volume travel days.

6. Recruit and train at least 2 paid drivers.

ITNMontereyCounty recruited 3 part-time drivers (1 bilingual) which ensured critical life essential travel needs were not denied due to limited driver resources.

7. Purchase 1 mid-size vehicle (fuel- efficient preferred).

While this is the 1st year of Cycle 3 funding, ITNMontereyCounty has been fortunate enough to have two very well maintained car donations from riders be approved for fleet usage. Acquisition of a newer fuel efficient vehicle is anticipated in the next year, especially to accommodate ValleyLine expansion needs.

Other Updates

ITNMontereyCounty was enthusiastic to schedule a Board retreat to implement the evaluation tools provided by the Stanford ACT group to ensure our pilot projects were a sustainable model. Sadly, we lost a well-known Board Member Jeff Lamb who passed unexpectedly in Dec. 2023. We continue to recruit community members who are passionate about the needs of older adults to serve on our board for renewed leadership as we move into our 13th year of operation.