

December 29, 2022

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Cheryl Tsuchiura

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

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

Re: Measure X 21-22 Fiscal Year Report from ITN *Monterey County*

Summary of Activities

ITN *Monterey County* provides 24 hour/7 days-a-week transportation to help seniors (age 60 and older) and visually-impaired adults (age 18 and older) to remain independent and active in our affiliate service area of Salinas and the Monterey Peninsula. Launching two rural pilot projects was ITN's main focus this year, and developing steering committees with key stakeholders ensured an understanding of community dynamics and local transit needs; as part of our requirements with ITN America's FTA project focused on improving transportation access in rural communities throughout the nation.

We kept our dignified transportation model for customers providing rides in private autos, insured and inspected, with arm-through-arm, door-through-door service with affordable fares provided by volunteer drivers and on-call paid drivers. Rates charged to riders are less expensive than a cab and one-third of what it costs ITN *Monterey County* to deliver the ride. There is a low-income fee structure for seniors who cannot afford the service fares, and some rides are provided free-of-charge based on scholarship programs offered by sponsoring agencies. Regeneron Pharmaceuticals continued providing 100% scholarships for trips for vision related ride needs.

Rural project pricing was determined by each respective steering committee; agreeing a flat rate structure based upon mileage was ideal for consumers to know exact trip costs. This was based on community survey results conducted by Alliance on Aging, our partner for outreach and volunteer recruitment. Both projects are sponsoring the annual membership fee of \$25, during this pilot project as part of ITN America's funding from FTA which prohibits these types of cost.

Additionally, we expanded our service for members to include Veterans living in the rural project areas of ValleyLine; serving south of Salinas through Soledad, and NorthLine which covers unincorporated areas north of Salinas to the Santa Cruz and San Benito County lines. Both rural projects will focus on life essential transit needs providing rides Monday through Friday from 7am to 7pm for medical, grocery, or pharmacy trips. Our partnership with Aspire HealthPlan continues, allowing us to provide medical transportation for any of their clients throughout the county, assisting rural projects starting regardless of Rides 2.0 software delays.

Our affiliate service model ensures that members have an affordable resource to help them access basic needs of food, shelter, and medical care but also connects them to the local economy, friends and family, social events, and fitness activities. ITN *Monterey County* helps seniors and visually impaired adults age in place. Benefits are best summarized by our riders *"My gratitude to you for providing my ride to and from Vantage Eye Care at Ryan Ranch, what*

an aide they were. My driver was competent and caring; her car luxurious. Please convey to Regeneron Pharmaceuticals how much their sponsorship is helping to keep my eyes functioning! My appreciation to all of you from your efficient call receivers to the drivers and all in between.” Delores G.

Beyond providing dignified rides ITN *Monterey County* finds additional opportunities to improve our community as well as overall public safety through our ‘Age Well Drive Smart’ community presentations provided in partnership with California Highway Patrol. We transitioned back to in person workshops and grew our reach to include a bilingual monthly workshop at The HUB this year. In addition, ITN *Monterey County* attended numerous community outreach events in both rural communities and assisted Meals on Wheels Salinas Valley by attending larger community senior social events called SOCO’s which led to providing a venue for our launch of ValleyLine.

Funding from Measure X continues to allow ITN *Monterey County* operational stability, while continuing to focus on partnership development and sustainable service model expansions.

Work completed in FY 20-21

ITN *Monterey County* relied on 48 volunteer drivers with six on-call drivers providing back-up support when volunteer drivers cannot be matched to certain transportation needs. In the last year, ITN *Monterey County* provided 7,721 rides to an average of 113 unique riders with a substantial increase after the COVID pandemic. We continue to accommodate requests for our drop off service, which saves the rider half the travel costs to have items just brought to them.

We reached a milestone of 10 years of service in January and celebrated throughout 2022!

Other accomplishments for FY 21-22 include:

1. Expanded our Volunteer’s Recruitment campaign to include a new rural TV commercial. Additional marketing efforts for rural project outreach included radio spots on KRKC a local south county station and KRML which covers Monterey and Santa Cruz areas.
2. We added 244 new members, which does not include Aspire sub-member riders. While our medical trips continue being our top travel need, as COVID restrictions lifted we’ve seen a substantial increase in ride requests for recreation, social, and religious traveling.
3. A total of 5 volunteers were recruited, which is less than in years past. However, we did see an increase correlated to Alliance outreach and secured our 1st ValleyLine volunteer.
4. Continued community outreach at events which included direct partnerships with Alliance on Aging staff to seniors particularly those living in rural regions.
5. Revived our annual “Volunteer Appreciation” in person dinner with over 30 attendees.
6. Facilitated four "Age Well Drive Smart" community presentations at various senior centers from Salinas to Pebble Beach, in addition to five monthly workshops at The HUB. Our Executive Director continues to serve on the Mobility Advisory Council for MST and Areas Agency on Aging council and leads the Legislative Action sub-committee.
7. Expanded Ride Service contracts with Kerns Memorial Aquatics to include rural areas within Monterey County, which has improved reliable care for their clients.
8. Assisted MST, Alliance on Aging, Central Coast Senior Services, and Monterey County Fair with the return of our in-person annual “Senior Day at the Fair”, over 800 seniors in attendance, and 40+ community organizations participated.

9. Secured two rural community regions and vital steering committees for ITNAmerica’s national pilot ITNCountry projects, which includes use of new Rides 2.0 software being built on the Salesforce platform.
10. Relocated ITNMontereyCounty’s office to be one of 6 community partners operating in the Alliance on Aging’s HUB office; a vision of a no wrong door model in partnership with Monterey County’s efforts to become an emerging Aging and Disability Resource Connection (ADRC) provider.

Expenses to date

Year – 2021-22	Funding Approved	Funding Received to Date
*detailed expenses in P& L	\$930,000.00	\$642,650.71

Communities Served

Our membership has grown significantly since last year, and below is a breakdown of membership percentage by zip code including our rural riders and Aspire HealthPlan clients.

- | | |
|---|--------------------------------|
| Aromas & Castroville: 1.5% (11) | Moss Landing: .5% (4) |
| Carmel/Carmel by the Sea: 16% (112) | Pacific Grove: 11.5% (80) |
| Carmel Valley: 3% (21) | Pebble Beach: 4% (28) |
| Gonzales: .5% (3) | Prunedale & Royal Oaks: 1% (8) |
| Greenfield & King City (Aspire): 1% (7) | Salinas: 27% (185) |
| Marina: 8% (54) | Seaside: 7% (47) |
| Monterey: 18% (121) | Soledad: 1% (7) |

Numbers Served

ITNMontereyCounty has delivered 76,638 rides to date: with volunteers providing 59% of the 7,721 trips in FY 21-22.

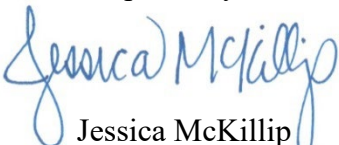
Work remaining in Cycle 2

ITN*MontereyCounty* expects to complete the following accomplishments in FY 2022-23:

1. Total rides provided will surpass 80,000 rides
2. 120 new members will be added with 15% of them being residents in rural pilot project areas
3. Recruit and train 5 new volunteers with 25% willing to serve in our rural pilot project areas
4. Secure additional Ride Service contracts with local municipalities, hospitals, and medical facilities with a focus in building stronger partnerships in our rural project communities.

Pictures – See attached marketing and events documented throughout 2021-22.

Respectfully,



Jessica McKillip
Executive Director