

Independent Transportation Network[®]: Sustainable Mobility for an Aging Population

Senior Mobility Awareness Symposium:
Integrating Science, Policy and Practice

December 6, 2012

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
- **Policy**—removing barriers; creating incentives
- **Research**—national data center & laboratory for change
- **Development**—information technology and innovation

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



Commerce



Fun



Environment



Power

Transportation for Seniors—ITN style



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.

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

**22 Affiliates in 17 states
5 Pre-affiliates in 5 states**

2008-Present—R&D

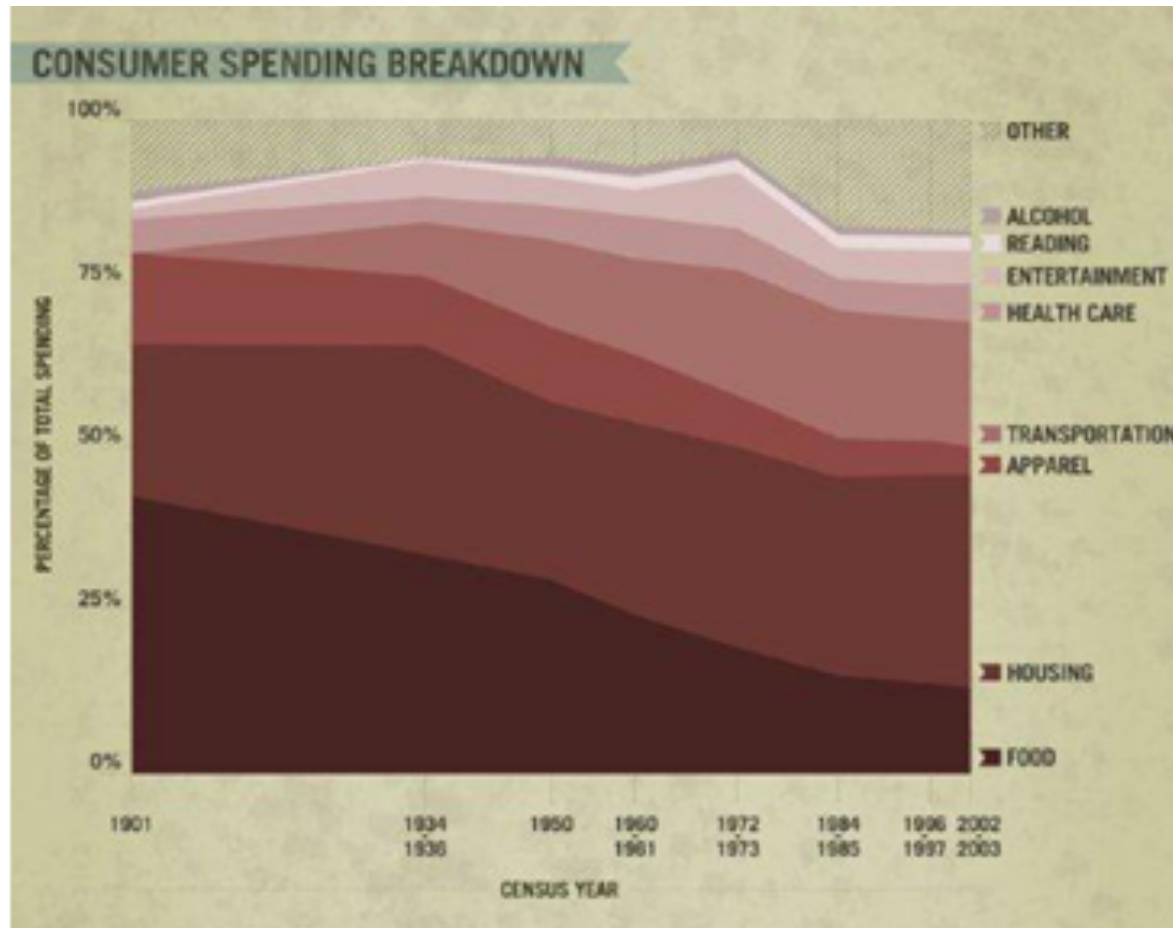
**International development—Canada, Australia
Public Policy—50 state analysis
ITNEverywhere—a revolutionary approach to
community transport**



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

One Hundred Years of U.S. Consumer Spending

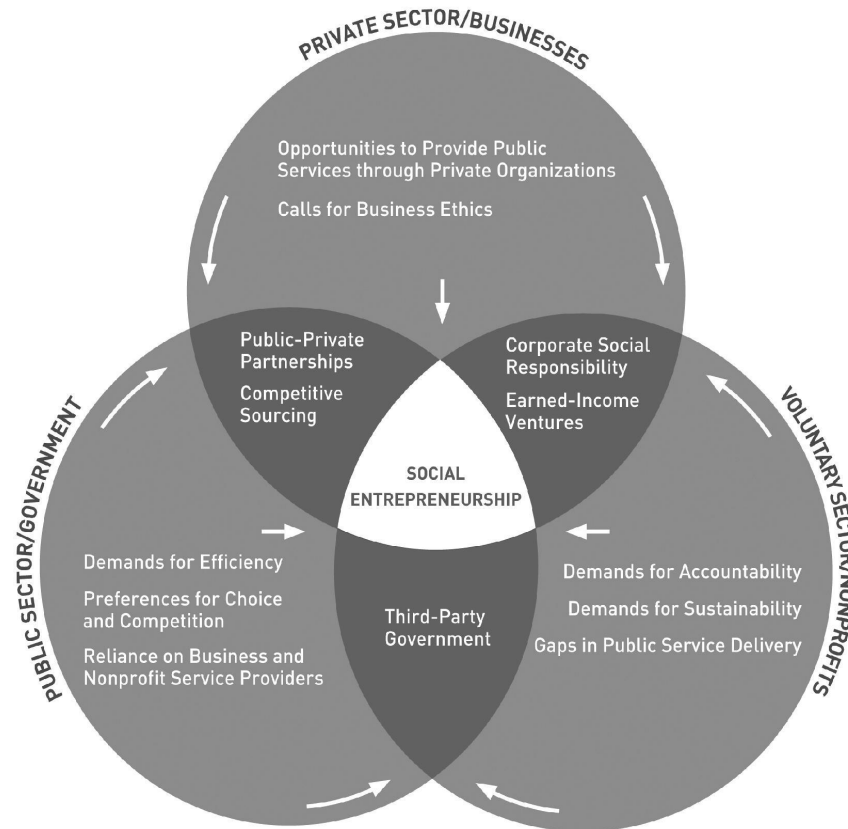


The Three Sectors: Traditional Economic & Social Responsibilities

- **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>



Characteristics of an ITN Affiliate

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 from those who use the service and voluntary local community support, without the use of taxpayer dollars;

Connected 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

Affiliate Sites

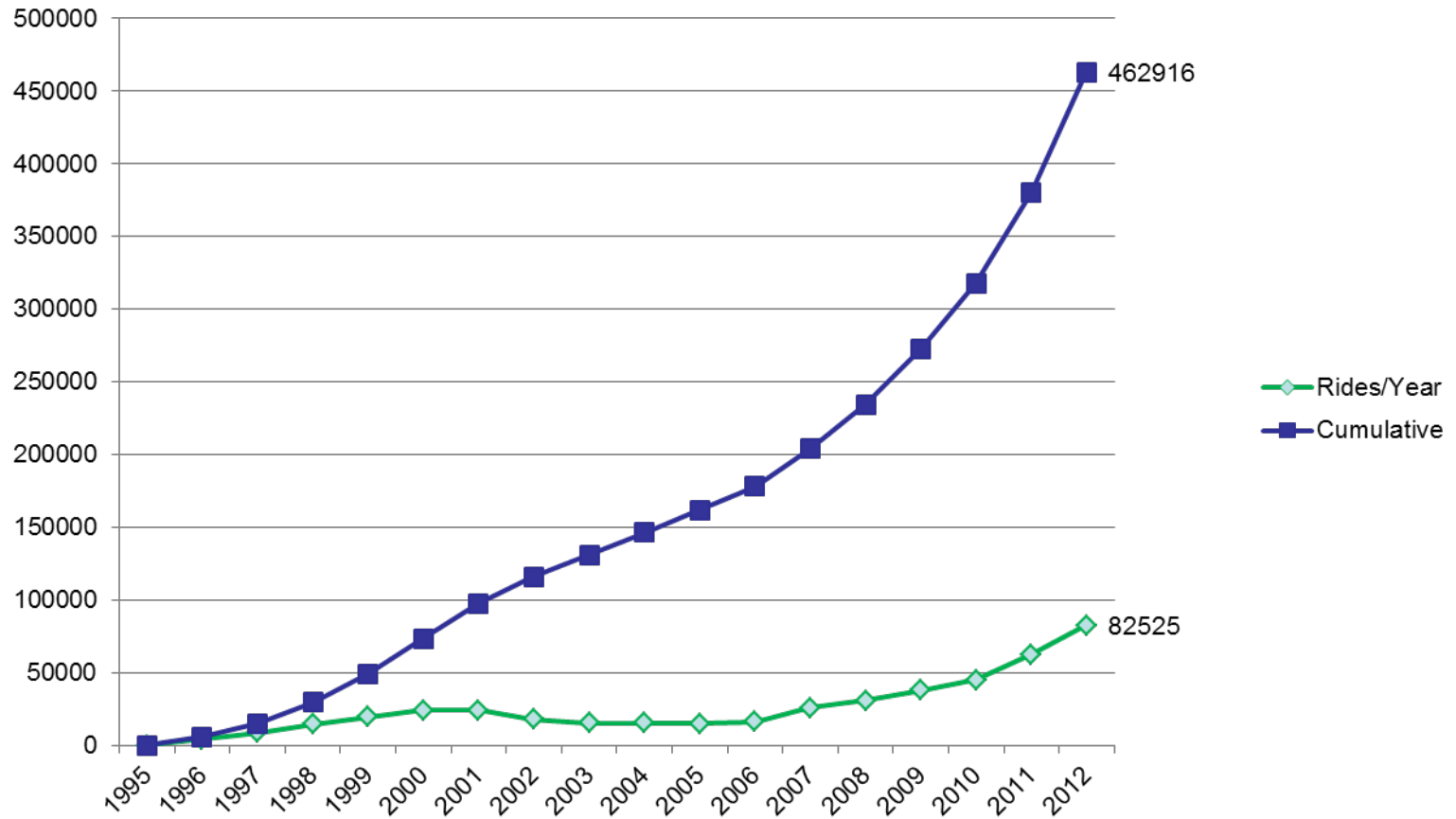
27 Affiliated Communities in 22 States



Current 27 Affiliates in 22 States

- 1995 ITNPortlandTM Maine
- 2005 ITNOrlandoTM Florida
- 2005 ITNCharlestonTridentTM S. Carolina
- 2005 ITNGreaterLATM California
- 2006 ITNQuadCitiesTM Iowa/Illinois
- 2007 ITNSanDiegoTM California
- 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
- 2011 ITNOceanStateTM Rhode Island (PreAffiliate)
- 2012 ITNNorthJerseyTM New Jersey (PreAffiliate)
- 2012 ITNCentralOklahomaTM Oklahoma (PreAffiliate)
- 2012 ITNTwinCitiesTM Minnesota (PreAffiliate)
- 2012 ITNLehighValleyTM Pennsylvania (PreAffiliate)

ITN Affiliate Ride Growth



Rides at a Glance

All affiliates providing rides, July 2010-June 2011

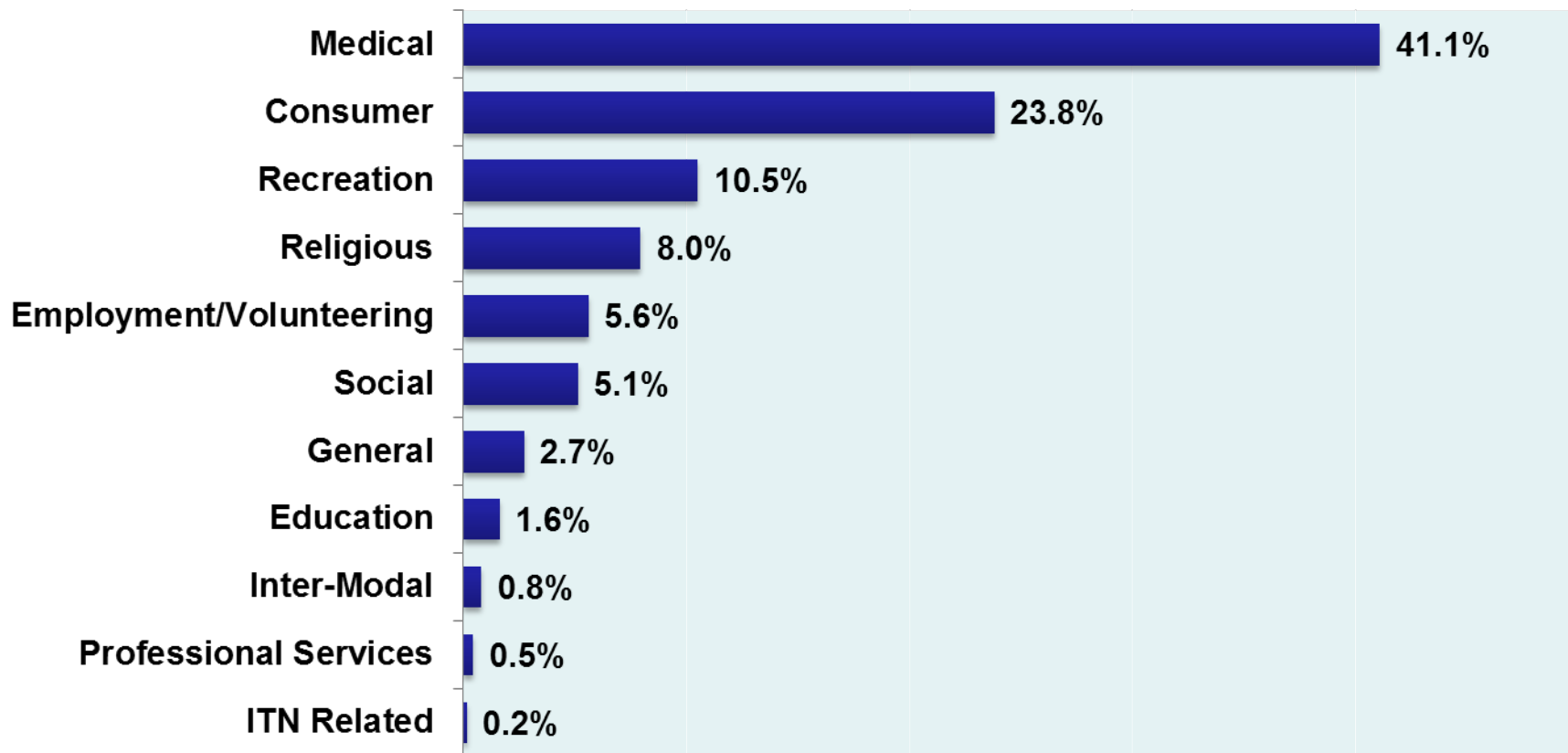
Average age of rider	79.76 years
Average length of ride*	4.97 miles
Average duration of ride*	19 minutes
Average fare*	\$10.89
Ride scheduled on the same day	5.16 %

*Based on ride segments

Rides by Purpose

All affiliates providing rides, July 2010 – June 2011

In % of N=29,606 ride segments (not including 25,160 home/return rides)



Rides by Purpose

All affiliates providing rides July 2010 – June 2011, N=29,606 ride segments
(not including 25,160 home/return rides)

Medical

3,965	General
1,910	Dialysis
1,036	Physical Therapy
930	Eye care
856	Dental
664	Adult Day Care
588	Lab Tests
374	Cardiology
236	Psychiatrist
217	Cancer Treatment
190	Podiatry
140	Audiologist
136	Orthopedic
121	Gastrointestinal
120	Dermatology
98	Internal Medicine
91	Radiology/X-Ray
89	Surgery
67	Neurology
54	Acupuncture
50	Chiropractor
43	Mammogram
36	Endocrinologist
36	Nephrology
30	Annual Physical
29	Occupational Therapy

20	Vision Therapy
18	Rheumatology
12	Immunizations
11	Bone Density
10	Vascular

Consumer

2,640	Hair
1,860	Grocery
1,126	General
524	Pharmacy
508	Banking
399	Mall

Employment / Volunteering

1,422	Paid
239	Volunteer

Recreation

1,205	Exercise
1,061	Dining
593	Gaming
198	Show
57	Museum

Social

506	Nursing Home Visit
475	Community Affairs
448	Visit Friends / Family
67	Hospital Visit
27	Funeral / Mem. Service

Social

506	Nursing Home Visit
475	Community Affairs
448	Visit Friends / Family
67	Hospital Visit
27	Funeral / Mem. Service

Church / Spiritual

1,587	Worship
476	Social
291	Work

Education

292	School
148	Cultural
42	Library

General

651	Personal Business
103	Unknown
53	Hourly Service

Inter-Modal

168	Airport
63	Bus
8	Train
4	Ferry

Professional Services

56	Vet
41	Finance
40	Lawyer

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.

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[™]

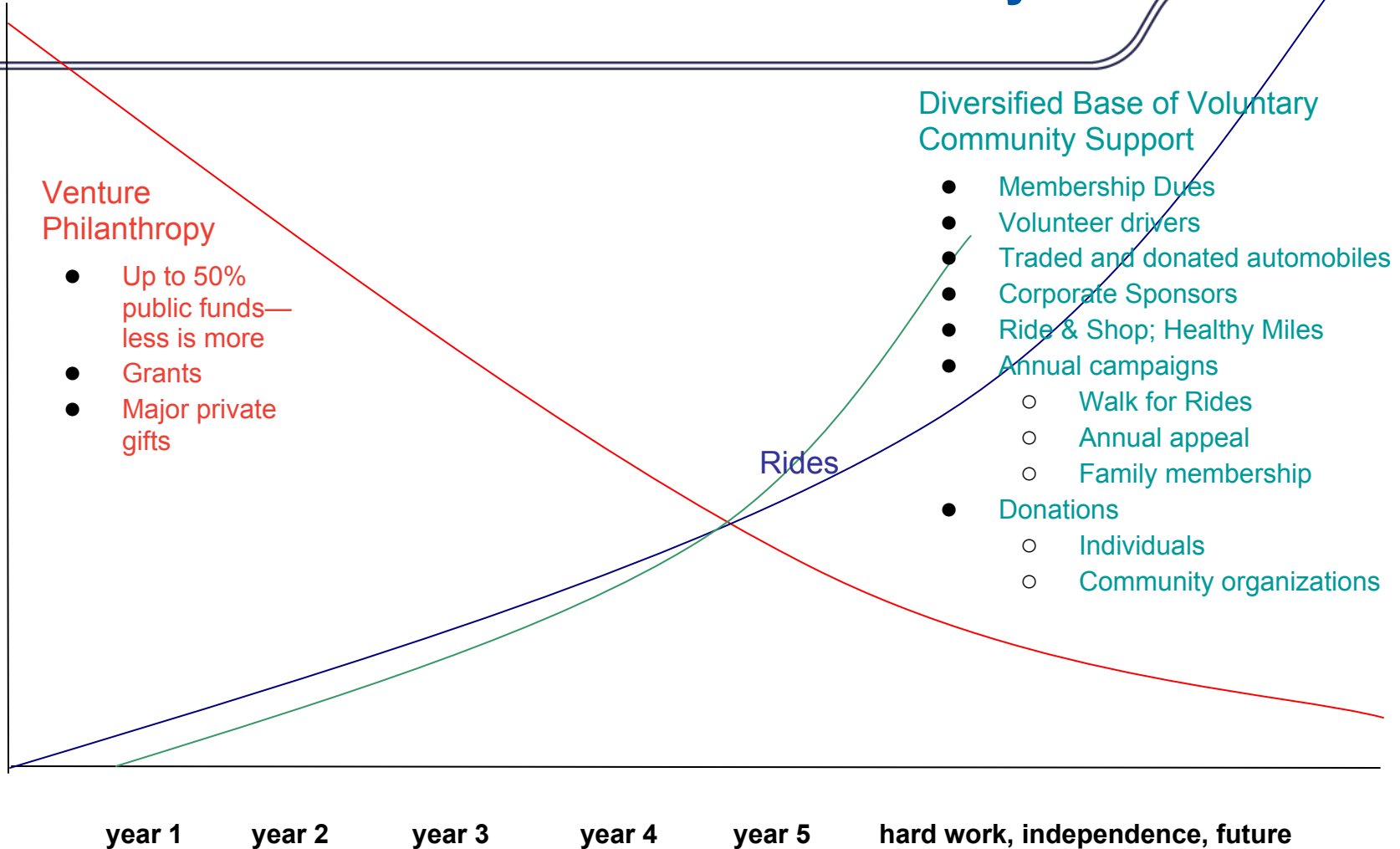
Municipalities & Government Organizations

- 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

Circle of Support



ITNAmerica[®] Portal

Dignified transportation for seniors

[Home](#) ▶ [ITNBluegrass 2.0](#)



Rides this Month:

201



Rides Today:

25



Volunteer Coverage
this Month:

71%

Important notes:

Don't forget to check your new member and new customer reports in ITNRides each week!



[ITN Calendar](#)



[Operations Manual](#)



[Executive Dashboard](#)



[Affiliate Statistics](#)



[Operations Dashboard](#)



[Affiliate Comparisons](#)

1 Files

[File Browser](#)

[ACAB](#)

2 Reports

[ITNBluegrass Walk for Rides 2010](#)

3 Forums and Wikis

[ITNAmerica Forum](#)

[ITNBluegrass Wiki](#)

[Press Room](#)

4 External Sites and Links

[ITNBluegrass Website](#)

[ITNAmerica Website](#)

[Liberty Mutual Senior Driving](#)

2011 ITN Customer Satisfaction Survey

(mailed to all customers nationally)

- 98% said they would recommend ITN to a friend
- 96% said their overall experience was *excellent or very good*
- 98% were *very* satisfied with the staff
- 98% were *very* satisfied the quality of service
- 2% felt that the service was too expensive

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

Depression scores of non-drivers decreased after six months of ITN membership and the trend continued one year later (mean scores 5.0 to 4.1 to 4.2, respectively)

“Certainly kept me normal; I am able to keep my appointments. My life with ITN is pretty much the same as it was when I still drove. I’m glad to be a member. It made my transportation problem almost non-existent.”—male customer, age 90

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

Experience less emotional stress

- Mean scores decreased from 2.8 to 2.3

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

“I don't have to worry how she is going to her doctor's appointments. And I never have to give up work time to take her somewhere.” 54 year old niece

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

“I have made friends with a few members and I enjoy our conversations and occasional meals together.” 49 year old female volunteer

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

How is it Financed?

Raising Start-up Funds

PUBLIC (up to 50% in first 5 years)

- General Municipal
- Other DOT
- Mobility management reserves
- New Freedom Funds, etc.

PRIVATE

Individual donors

- Major Donors (Angels)
- Small gifts
- Family Foundations

Corporate

- Med/large businesses
- Corporate foundations

Medical

- Local hospitals, medical groups, rehab facilities, Dialysis centers, etc.
- Hospital/insurance conversion foundations

Foundation

- Mission-oriented
- Community foundations
- Religious

Other Organizations

- AARP
- Area Agencies on Aging
- Other senior organizations
- Religious groups
- Service agencies, i.e. Lions, Rotary

Learn More—ITNAmerica Webinars

- What is the ITN and how does it work?.
- How to start the ITN in your community?
- ITNAmerica technology, including the enterprise software that connects ITNAmerica's national network.

New Programming—Leveraging Technology

- **Variations on the theme**—multi-branch affiliates & pre-affiliates
- **ITNEverywhere**—a revolutionary approach to community transport

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)

- **ITNClassic**—current application, built for sustainable senior transportation
- **ITNLite**—for small volunteer and rural transportation programs
- **ITNCommunityTransport**—for communities lacking public transport; turns existing capacity of private vans and small buses into a voluntary community fleet
- **ITNRideshare**—accesses shared ride capacity in private vehicles
- **ITNMyCar**—works like ZipCar[®], but uses donated or traded vehicles to create low cost mobility for lower income or rural communities

Research Opportunities

- University of Missouri
- CDC
- University Transportation Centers
- Federal Transit Administration

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.)
National Register of Safe Senior Drivers

State

50 State Policy Project

Local

Sarasota, South Portland, Cincinnati

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



Katherine Freund
President & Executive Director, ITNAmerica

207.591.6926

Katherine.Freund@ITNAmerica.org

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.

