Edmonton Seniors Transportation Steering Committee
Recommendations Report

Prepared by:

Edmonton Seniors Coordinating Council

July 2007

Executive Summary of the Recommendations Report of the Seniors Transportation Steering Committee July 2007

The idea for a Roundtable on Seniors Transportation emerged during a 2006 visit by Mayor Stephen Mandel to the Seniors Driving Centre of Edmonton. He listened to the centre's concerns about transportation for its clients and those on its waiting list, noted that Edmonton has a coordinating council for seniors and suggested that the council should organize and host a roundtable. The Seniors Driving Centre's Executive Director, Anna Der, a member of the board of the Edmonton Seniors Coordinating Council (ESCC), brought the suggestion to ESCC and the Roundtable became a reality on November 3, 2006.

The one-day Roundtable generated many ideas regarding transportation for seniors and 11 priority actions were identified by the 86 Roundtable participants. A steering committee was formed to take these ideas forward and put them into action. The committee has met several times since the Roundtable and their recommendations are elaborated in the attached report.

The recommendations are aimed at increasing the health and wellness of Edmonton seniors and improving our environment for aging. Transportation is very closely linked with isolation and both have an influence on whether a senior can age successfully.

The recommendations are as follows:
1. Gather existing research
2. Establish a central clearinghouse for information on seniors transportation
3. Develop a comprehensive social marketing campaign
4. Design a sustainable service model for accompanied senior driving service
5. Encourage public transportation providers to work with stakeholders to make services more responsive to the needs of seniors
6. Encourage City planners, health authorities and housing developers to work with stakeholders to create senior friendly designs
7. Conduct a Seniors Transportation Roundtable November 2, 2007

To accomplish this work the Seniors Transportation Steering Committee is submitting a three-year plan and is requesting the following support from the City of Edmonton: $50,000 one-time and $40,000 ongoing support be included in the 2008 City of Edmonton Budget. In 2009 the committee recommends the City provides $40,000 one-time and an additional $200,000 on-going support to be included in the budget. In 2010 the committee recommends an additional $50,000 one-time support for seniors' transportation initiatives. The total amount requested from the City of Edmonton *over a three year period* is $660,000.

The committee is also requesting $20,000 from Alberta Infrastructure and Transportation; $20,000 from Alberta Seniors and Community Supports and $32,000 from Alberta Motor Association. The ESCC is contributing $7,000 towards the next Roundtable and offering $35,000 worth of in-kind support through staff time each year. A Community Initiatives Program grant is also being submitted to match some of the funding being requested from the City of Edmonton, the Alberta Motor Association, Alberta Seniors and Community Supports and Alberta Infrastructure and Transportation.

I.   INTRODUCTION:

Statement of Need

In a City the size of Edmonton, access to transportation by seniors is essential. For well over two decades, transportation has been identified as a key service for seniors in Edmonton. This issue is considered as significant as seniors' wellness, isolation, fitness, recreation, personal safety and diversity. The Support Network has been tracking un-met needs in Edmonton via their information and referral service, 211. Transportation has ranked as the number one un-met need since they began counting several years ago. It is only recently that housing has started to challenge transportation for the top-ranking need of Edmontonians. The following transportation issues have been identified by seniors in Edmonton.

For aging drivers, the loss of their driver's license can mean the loss of their independence. Driver testing is not consistent—currently there are no set standards for physicians to assess a senior's driving ability. For those who find the transition from driver to non-driver difficult, there are few support groups and there is a lack of funds to provide transportation for participants to the support groups that do exist. At an April 2007 Environments for Aging Conference in Baltimore, U.S.A, it was noted that *people aged 50 and over who don't drive have significantly lower levels of outside interaction than drivers. Non-drivers (especially aged 75 and over) make most of their trips as passengers in automobiles, but miss events much more than drivers, and are greatly limited in their choice of outings. It was cited that this group are not aging as successfully as those who do drive. Mobility options are an essential part of a liveable community.*

Public Transportation is the most practical alternative for seniors who no longer drive. There are also many seniors who have never driven, and seniors who continue to drive, but also use transit services when possible. There are many transit challenges for a senior to overcome such as: understanding the transit system; having to walk varying distances to get to a bus stop; traversing sidewalks that are uneven, have not been shoveled or are icy; and not being able to access the sidewalk with a walker or scooter. On top of these challenges, Edmonton has many immigrant and refugee seniors who do not speak English and they do not understand information on bus, LRT or DATS signs, pamphlets, website etc.

DATS is another alternative that seniors use. It provides door-to-door service for people with a physical or cognitive disability. There are limited bookings available and bookings can only be made one-to-three days ahead. Not all same-day requests can be accommodated. On a given day five to ten per cent of rides are same-day requests. Seniors say rides can be very long to accommodate pick-ups and drop-offs of other clients and waiting times can also drag out. Seniors make up 70 per cent of DATS registrants, but only take 20 to 30 per cent of the total DATS trips per year. DATS most heavy users are people with disabilities younger than 65 years of age. Riders cannot bring packages and drivers do not accompany frail seniors beyond the door to door service.

For frail seniors who require accompanied transportation (meaning they need someone to stay with them during their appointment or outing) there are few options. Service providers who

rely on volunteer drivers are unable to keep up with the demand and many seniors cannot afford private for-profit services.

Background

The idea for a Roundtable on Seniors' Transportation emerged during a visit by Mayor Stephen Mandel to the Seniors Driving Centre of Edmonton. He listened to the centre's concerns about transportation for its clients and the long waiting list of frail seniors, noted that Edmonton has a coordinating council for seniors and suggested that the council should host a roundtable. The Seniors Driving Centre's Executive Director, Anna Der, is also a member of the board of the Edmonton Seniors Coordinating Council (ESCC). She brought the suggestion to ESCC and the Roundtable became a reality.

On November 3, 2006 the Edmonton Seniors Coordinating Council co-hosted the Roundtable on Seniors Transportation with the Alberta Motor Association. They brought 86 decision makers from federal, provincial and city government together with private transportation providers as well as funders, seniors, researchers and senior-serving organization representatives. This group put forward 11 priority ideas in the areas of aging drivers, public transportation and alternative transportation options. Road design, driver training, driver testing, volunteer driver's insurance, volunteer recruitment and transit security were all discussed at the Roundtable, but participants did not identify these topics as priorities. A Seniors Transportation Steering Committee was formed in January 2007 to take the priority ideas and strategize how to move the ideas to action.

The steering committee includes representatives from the City of Edmonton departments of Transportation and Community Services, Alberta Infrastructure and Transportation, and Alberta Seniors and Community Supports. The group also includes representatives from Seniors United Now (SUN), Millwoods Seniors Outreach Connection, Capital Health Homecare, the Alberta Motor Association (AMA), Lifestyle Helping Hands, the Geriatrics Department of the Glenrose Rehabilitation Hospital, and the Seniors Driving Centre.

The Edmonton Seniors Coordinating Council (ESCC) staff provided facilitation and coordination to the Steering Committee. The ESCC was established in 2005 following recommendations by the Edmonton Task Force on Community Services for Seniors. The Task Force Final Report of December 2003 noted transportation as one of the six priority issues facing Edmonton's aging population. It recommended taking an issues-driven approach to achieve incremental changes, "As we address transportation needs on an issue-by-issue basis, we will eventually create a transportation system that is more responsive to the needs of the aging population." It further recommended the ESCC advocate for adequate funding for public transportation for older adults.

II.   RECOMMENDATIONS:

The seven priorities and recommendations fall into the three key areas: research/communication; design; and infrastructure/service.

Research/Communication

1. **Gather existing research/best practices**

   a) ESCC to review material on seniors transportation including information collected by Advisory Board on Services for Persons with Disabilities. Gather, analyze, synthesize and communicate research to stakeholders—Staff time ESCC

2. **Develop a central clearinghouse for information on seniors' transportation**

   a) Foster collaboration of SAGE, Support Network, ESCC and City of Edmonton for information provision in their resource directories and encourage translation where possible. ESCC will support this initiative by coordinating sharing of information, joint planning and design—Staff time ESCC
   b) Establish a searchable on-line database through ESCC for information on seniors transportation, including translation of information to other languages—one-time $20,000 requested from City of Edmonton
   c) Create new tools (brochures, posters, other printed material) to communicate the information (including translation of information to other languages) to seniors, their families and other stakeholders—one-time $20,000 requested from the City of Edmonton for tool development. AMA will assist with design and printing costs $5,000

3. **Develop a comprehensive social marketing campaign**

   a) Create a campaign to target various stakeholders (i.e. seniors-including seniors who do not speak English as their first language, the public at large, families of seniors, medical professionals, engineers/planners, governments/funders and service providers) and provide information (in several languages when necessary) about the transportation needs of seniors and the various transportation options $80,000: City of Edmonton one-time $20,000; matching support from Alberta Seniors and Community Supports ($20,000); Alberta Infrastructure and Transportation ($20,000); and AMA Aging Driver Initiative ($20,000)

Design

4. **Study other models/best practices in the area of assisted transportation for seniors and design a sustainable service model for accompanied senior driving service.**

    a) ESCC hire a consultant *($50,000)* to map assets, analyze gaps, research alternative models and write a report and business plan for a sustainable Edmonton model for accompanied seniors driving services. Pilot the model in 2010 *($30,000)*—City of Edmonton one-time $80,000

Infrastructure/Service

5. **Encourage public transportation providers to work with stakeholders to make services more responsive to the needs of seniors**

    a) Increased capital funding for curb ramps and walkways to connect to transit stops—City of Edmonton on-going $200,000
    b) Reformat/redesign ETS printed materials as required to enhance senior access and readability (with consideration to seniors who do not speak English)-use available budgeted resources
    c) Create new part time ETS staff position to assist with Mobility Choices Travel Training Program—City of Edmonton on-going $40,000
    d) Coordinate a panel discussion regarding regional barriers to seniors transportation-- Staff time ESCC

6. **Encourage City planners, health authorities, housing developers and provincial transportation planners to work with stakeholders to create senior friendly designs**
    a) Strike a committee of municipal and provincial planners, service providers, healthcare providers and seniors to examine current planning, development procedures and make recommendations for changes to conform to the needs of seniors with consideration to: equitability, accessibility, sustainability and responsiveness to diversity—ESCC staff time
    b) Award city employees for outstanding accomplishments in area of accessibility for seniors—City of Edmonton Mayor's Awards in conjunction with Advisory Board on Services for Persons with Disabilities

7. **Seniors Transportation Roundtable November 2, 2007** to report on progress, create more networking opportunities, work on gaps that still exist and develop other ideas for improving transportation for seniors—ESCC $7,000 and AMA $7,000

ESCC staff time for the above noted projects is estimated to be one-third of Executive Director's time and 20 per cent of member services time, which totals about $35,000 per year (in-kind support).

III. SENIORS TRANSPORTATION OVERRIDING PRINCIPLES:

1. Encourage seniors to explore the range of transportation options (including walking)
2. Encourage family members to be supportive
3. Encourage community to also play a support role
4. Ensure that there are a range of options regardless of income, including subsidized options for those unable to pay
5. Value transportation as a necessity for seniors to keep them connected and healthy
6. Value partnerships.

The work of this committee is also guided by the five key principles developed by the Edmonton Task Force of Community Services for Seniors: diversity, accessibility, equity, sustainability and community involvement.

IV. RECOMMENDED ACTION PLAN AND INTEGRATION WITH OTHER PLANS:

The Seniors Transportation Steering Committee recognizes the need for short term actions as well as long term plans.

The committee recommends that in 2009 the City of Edmonton undertake infrastructure and service improvements by building more curb ramps and walkways. This will necessitate increasing the Transportation budget for these accessible transit spots. This will link with the Sidewalk Strategy that the City began in 2007. There was recognition that crosswalk countdown lights are helpful to senior drivers and pedestrians, and the committee favors the use of these devices at major intersections. It also recommends the creation of a new part-time position in ETS to assist with the Mobility Choices Travel Training Program.

It is also recommended that the City provide ESCC with some assistance to develop a searchable database and other new tools for providing information to seniors and service providers with consideration of translation for seniors who do not speak English. As part of this it was recommended that there be a social marketing campaign, which would involve one-time funding from the City of Edmonton, Alberta Seniors and Community Supports, the AMA and Alberta Infrastructure. The committee also recommends that the social marketing campaign be continued for four to five years in order to have significant impact.

To address the huge gap in accompanied transportation for seniors it was recommended that the ESCC hire a consultant to study best practices and design a sustainable model and business plan that would augment and potentially expand current volunteer driver services.

The Committee recommends that a review of planning procedures be undertaken in the areas of healthcare planning, transportation planning, seniors housing (the Planning and Development Department) and aging drivers (Alberta Infrastructure and Transportation). This

is to ensure interdepartmental cooperation and consultation with planning by health care authorities, provincial and municipal planners. ESCC would coordinate this working committee. To address the needs of aging drivers the steering committee is recommending that an audit be conducted of the provincial procedures for license suspension of senior drivers. This, together with additional countdown crosswalk lights, will support strategy 17 of the City's Traffic Safety Strategy, which says "Identify and support traffic safety improvements and initiatives involving aging and medically-at-risk drivers."

V.   OTHER CURRENT TRANSPORTATION INITIATIVES:

- Advisory Board for Persons With Disabilities conducted a research campaign in 2006 related to transportation in Canadian and American municipalities
- Steering Committee members met with SAGE and Support Network and have a commitment for further planning and collaboration
- Voluntary Drivers Network group (coordinated by ESCC) meets regularly to cooperate on joint volunteer recruitment advertising, statistics collection and public awareness work
- AMA Mobility Programs Overview and Alberta Mobility Model-Key Components
- AMA funded a Traffic Safety for Aging Driver's Guide which is a reference on best practices (i.e. Senior Friendly standards) for roadway design with countermeasures for aging drivers.
- City Transportation is refitting 11 priority intersections per year with countdown crosswalk signals and retrofitting 250 curbs with ramps each year. All new sidewalk construction will have ramped curbs at intersections. Audible signals are being added each year at identified intersections for visually impaired people and there is an ongoing program to convert traffic signals to brighter "LED" technology. More reflective materials are being used to manufacture signs for added visibility at intersections.
- Representation from Seniors Transportation Steering Committee on planning and working groups for City's Sidewalk Strategy and Transportation Master Plan
- City's website redesign underway
- ETS Fare Strategy: DATS Monthly Pass is honoured on ETS and if DATS users require a companion, the companion does not pay a fare
- ETS has a Mobility Choices Travel Training Program
- Advisory Board on Services for Persons with Disabilities has an award program to recognize accessibility and outstanding accomplishments of city employees
- Replacement of older City buses with low-floor buses--completion by spring 2008
- Senior Friendly Training of all ETS drivers--as of the end of 2006, 82 per cent or 1168 Operators (including DATS) were trained. Training new recruits is an ongoing program and has been integrated into ETS training syllabus.
- ETS is adding two new community bus routes (mini-buses) in September 2007 to serve predominantly senior citizen population groupings. These two routes will encompass several senior centres and seniors housing complexes as well as area malls.

VI. PARTNERSHIPS AND CONSULTATIONS:

The following groups were represented on the Steering Committee:

- City of Edmonton Transportation Department (Transportation Planning and Edmonton Transit)
- City of Edmonton Community Services
- Alberta Infrastructure and Transportation
- Alberta Seniors and Community Supports
- Seniors United Now (SUN)
- Mill Woods Seniors Outreach Connection
- Capital Health Homecare
- The Alberta Motor Association (AMA)
- Lifestyle Helping Hands
- The Geriatrics Department of the Glenrose Rehabilitation Hospital
- The Seniors Driving Centre
- The Edmonton Seniors Coordinating Council

Other groups consulted with:

- Advisory Board of Persons with Disabilities
- Seniors Association of Greater Edmonton (SAGE)
- Support Network
- ElderNet-Calgary

VII. FINAL BUDGET RECOMMENDATIONS:

*   One Time Funding Request (to ESCC)
**   On-going Funding Request(incorporated within City Departments)

RECOMMENDATIONS	KEY LEAD(S)	TOTAL RESOURCE REQUEST	CITY OF EDMONTON REQUEST
1. Promising Practices Research Gather existing research/best practices	• ESCC	Staff time ESCC	
2. Central Information Clearinghouse Develop a central clearinghouse for seniors transportation information a) Coordinating existing resource directories transportation information-ESCC b) Establish a searchable on-line database at ESCC (including translated information) c) ESCC to create new tools and translate information: City of Edmonton and AMA	• ESCC • AMA • City of Edmonton	Staff time - ESCC $20,000 $25,000	 $20,000* $20,000*
3. Social Marketing Campaign Develop a comprehensive social marketing campaign (ESCC oversee): City of Edmonton; Alberta Seniors and Community Supports; Alberta Infrastructure and Transportation; AMA	• City of Edmonton, • AB Seniors & Community Supports • AB Infrastructure and Transportation • AMA	$80,000	$20,000*
4. Assisted Transportation Study ESCC hire a consultant to study other models/best practices in the area of assisted transportation for seniors and design a sustainable service model for accompanied senior driving service, and pilot.	• ESCC	$80,000	$80,000*
5. Public Transportation Projects Encourage public transportation providers to work with stakeholders to make services more responsive to needs of seniors a) Increased capital for curb ramps and walkways to connect to transit stops-City b) Reformat/redesign ETS printed materials as required to enhance senior access and readability-use available budgeted resources-City c) Create new part time ETS staff position to assist with Mobility Choices Travel Training Program-City d) Coordinate a political panel discussion regarding regional barriers -Staff time ESCC	• City of Edmonton • ESCC	 $200,000 ** Within existing City budget $40,000 ** Staff time -ESCC	 $200,000** Within existing City budget $40,000**

6. Seniors' Resources and Recognition Program Encourage City planners, health authorities, housing developers and provincial transportation planners to work with stakeholders to be more responsive to needs of seniors a) Strike a committee of planners, service providers and users to examine current municipal and provincial planning and development procedures and make recommendations for changes to conform to senior friendly including an audit of provincial procedures for license suspension of senior drivers—ESCC staff time b) Award city employees for outstanding accomplishments in area of accessibility for seniors—City of Edmonton Mayor's Awards in conjunction with Advisory Board on Services for Persons with Disabilities and ESCC	• City of Edmonton • ESCC • Advisory Board on Services to Persons with Disabilities • Alberta Transportation	Staff time - ESCC Within existing City budget	Within existing City budget
7. Seniors' Transportation Roundtable Offer the 2nd Seniors Transportation Roundtable Nov. 2, 2007 - ESCC $7,000 and AMA $7,000	• ESCC • AMA	$14,000	

Note:

- All requests to City total $660,000 over three years
- Total budget $739,000 (does not include the value of in-kind staffing support from ESCC, estimated at $35,000 per year.)
- Total budget (including in-kind three year staffing support from ESCC) is $844,000.

VIII. SUMMARY OF BUDGET REQUEST FROM THE CITY OF EDMONTON:

	One Time Funding	Ongoing Funding	Total
2008 • Clearinghouse Development and Tools • Initiate Assisted Transportation Study • Mobility Choices Training Program	$40,000 $10,000	$40,000	**$90,000**
2009 • Complete Assisted Transportation Business Plan • Capital Improvements • Mobility Choices Training Program	$40,000	$200,000 $40,000	**$280,000**
2010 • Social Marketing • Seed Funding for Assisted Transportation Model Pilot • Capital Improvements • Mobility Choices Training Program	$20,000 $30,000	$200,000 $40,000	**$290,000**

TOTAL COMBINED THREE YEAR CITY REQUEST $660,000

IX. APPENDICES:

1.   July 2007 Outline for Action-Seniors Transportation

X.   RESOURCES:

Alberta Motor Association and Edmonton Seniors Coordinating Council, *Roundtable on Seniors' Transportation Conference Proceedings Report*, November 3, 2006

City of Edmonton-Community Services Department *Seniors at Risk Strategy*, December, 2005

City of Edmonton, *Environmental Scan Seniors-an Edmonton Perspective*, 2000

City of Edmonton-The Interdepartmental/Citizen Committee to Review Municipal Services for Older People, *Edmonton Seniors 2000: Strategies for the Future*, March, 1989

Edmonton Task Force on Community Services for Seniors, *"Let's Make it Happen!" Final Report of the Edmonton Task Force on Community Services for Seniors*, December, 2003

Seniors Advisory Council of Alberta *Consultation with Seniors and Seniors' Service Providers – Red Deer – Central Region*, December 2006

Seniors Advisory Council of Alberta *Consultation with Seniors and Seniors' Service Providers – Hinton – Edmonton and Area Region*, September 2006

Seniors Advisory Council of Alberta *Consultation with Seniors and Seniors' Service Providers - Lethbridge - South Region*, October 2005

Edmonton Seniors' Community Network *Seniors 2000 & Beyond-Moving Research Into Action*, November 24, 2000

Vendrome Group, *Environments for Aging Conference*, Baltimore, April 2007

Outline for Action by the Steering Committee on Seniors Transportation
"Moving Ideas Forward from the Roundtable on Seniors Transportation"

<u>**Overriding Principles:**</u>
1. Encourage seniors to explore range of transportation options (including walking)
2. Family members should be supportive
3. Encourage community to also play a support role
4. Ensure there are a range of options regardless of income, including subsidized options for those unable to pay
5. Value transportation as a necessity for seniors to keep them connected and healthy
6. Value partnerships

The work of the Steering Committee is also guided by the five key principles developed by the Edmonton Task Force of Community Services for Seniors: diversity, accessibility, equity, sustainability and community involvement

Theme I—Research and Communication

Vision	Issue	Action	Resources Needed	Actions Already Underway	Future Plans
1. Service providers and funders (and other stakeholders) have a clear understanding of the transportation needs of seniors	• Research exists	• Gather, analyze, synthesize and communicate research to stakeholders	• Staff time ESCC	• Advisory Board for Persons With Disabilities conducted a research campaign in 2006 related to transportation in Canadian and American municipalities (see action #4)	
2. A central clearinghouse regarding seniors' transportation, to store and disseminate information in an	• Lack of understanding of what already exists • Current communication methods need to be evaluated • Some services are at capacity	• a)Develop/enhance resource directory for seniors transportation options • b) Develop website with links, searchable database with	• a) Staff time ESCC b) Searchable database (one-time $20,000 City) • c) New tools (one-time	• a) Committee members met with SAGE and Support Network and have a commitment for further planning,	• a) Focus Groups-fall of 2007 •b and c) New tools and

effective, targeted way	and not advertising their services, therefore not allowing service to expand to meet demand • Funders do not have an understanding of the true need • Immigrant and refugee seniors who do not speak English cannot access transportation information unless it is translated into their first language	provision for other languages • c) Develop other tools i.e. a document targeted to funders, brochures, including translation to other languages	*$20,000 City)* AMA assist with printing costs and design work- $5,000	collaboration • ESCC provides coordination for voluntary driver network	database development in 2008
3. A comprehensive social marketing strategy for a variety of stakeholders to educate and improve services. Targets: seniors-including seniors who do not speak English, the public at large (incl. families of seniors), medical professionals, engineers/planners, senior-serving orgs, immigrant/refugee serving agencies, gov't/funders, and service providers.	• a) Seniors should be planning for transportation alternatives • b) General public (and especially families of seniors) need to understand and be supportive i.e. shovel snow, offer rides • c) Medical community needs to be aware of resources i.e support groups, transportation alternatives and need for improvements to driver testing • d) Engineers/planners need to increase their knowledge of the needs of seniors (i.e. senior friendly standards and concepts) • e) Senior-serving orgs and immigrant/refugee serving orgs need to have better	• Develop an overarching campaign/communications plan to address continuum of senior needs with various target audiences i.e. aging driver, public transit user, frail senior. • Campaign needs to be ongoing and sustainable to be effective i.e. 5 years. • Campaign has a 'branding' identity which carries over from target to target • Targeted initiative to: • a) Seniors, including seniors who do not speak English, to use public transportation (i.e. workshops, media campaign to encourage seniors to plan ahead. • b) Community and families-to urge them to help plan and to help with snow shoveling and	• a-g: Campaign $80,000 (one-time *$20,000 City*)(launch in 2008), partnerships to be sought from the province Infrastructure and Transportation department $20,000 and Alberta Seniors and Community Supports $20,000 and AMA $20,000 (for 4-5 year campaign)	• g) Voluntary Driver's Network has undertaken some public awareness work through joint advertising to recruit volunteers (ESCC helps coordinate this)	•Campaign should follow development of central clearinghouse of information (#2) and include translation

	knowledge of what is available so they can inform their seniors • f) All levels of gov't and funders need to understand the scope of the need and fund seniors transportation programs/projects • g) Service providers (i.e taxi, DATS, volunteer drivers and Driving Miss Daisy) need to plan with seniors and senior-service agencies, to collaborate and improve services and address gaps	volunteer driving • c) Medical professionals-to inform them of support groups and transportation alternatives for seniors and to encourage them to advocate for consistent, effective testing for senior drivers • d) Engineers/planners-to use senior friendly concepts when planning • e) Senior-serving agencies and immigrant/refugee serving agenicies-to understand what is available for seniors transportation and how to use it • f) Gov't/funders-to understand the issues related to seniors driving and to support services through resource provision • g) Service providers-to take senior friendly training through workshops, forums			

Theme II —Design

Vision	Issue	Action	Resources Needed	Actions Already Underway	Future Plans
4) A comprehensive continuum of services for seniors who are unable to drive or to access public transportation and who	• Funding is not available for alternative ride options • Gap in services-growing, current service providers are at capacity; • Huge gap in door-to-door	• Undertake a study to map assets, analyze gaps and look at other models/best practices • Investigate central dispatch for volunteer drivers and centralized volunteer recruitment	• Consultant (*$50,000 one timeCity*) to design a model and write a business plan based on existing research. Pilot of	• Voluntary Driving Network currently gathering statistics from all member agencies to illustrate gaps	Share report recommendations with Advisory Board for Persons with Disabilities June 2007 and

require accompaniment	(escorted) services & accompaniment into appointments • Alternative ride options need a coordinated system (currently fragmented) • Seniors on low-income require subsidies • The voluntary driving model is one method, but basing an alternative ride system on volunteers may not be sustainable in long term	• Develop an outline of what services might look like i.e. a business plan or feasibility study • Explore core funding (sustainable) model for accompanied transportation • Establish the pilot model with start-up funding	model to be launched in 2010 with seed money *($30,000 one-time City).*	• Advisory Board for Persons With Disabilities research (2006) related to best practices for transportation in Canadian and American municipalities (see #1)	explore partnership opportunities

Theme III—Infrastructure and Service

Vision	Issue	Action	Resources Needed	Actions Already Underway	Future Plans
5) Public transportation is working with developers, seniors and senior-serving orgs to be more responsive to the needs of seniors so that seniors who are able, use public transportation	• a) Some sidewalks need to be improved, maintained and regularly cleaned • a) Some shelters need to be more accessible with better lighting • b) Scheduling and information needs to be made easier for seniors to understand • c) Some seniors require more encouragement to actually use public transportation • c) Not all seniors or senior-serving orgs know what is	• a) Transportation dept. makes sidewalk improvements to bus stops (accessibility) • b) Seniors user-friendly info. on ETS Website with • b) ETS literature 'Senior Friendly' • b) Sr. serving org's should have links to ETS website c) ETS info/posters available at grocery stores, pharmacies etc. • c) ETS increase outreach to seniors and senior-serving organizations (including	• a) Increased capital accessible connections to transit stops *($200,000 ongoing City)* • b) New ETS marketing materials *(already in 2008 City budget)* i.e. brochures, posters, schedule info. with sr. friendly design, website design • c) *($40,000 ongoing City)* New part-time	• a) City Transportation is refitting 11 priority intersections per year with countdown crosswalk signals and providing additional 250 curb ramps a year. All new sidewalk construction will have ramped curbs at intersections. Audible signals are being added each year at identified intersections for visually	• c) Foundation of new website built by mid 2008, ongoing • d) Roundtable #2 November 2, 2007

	available • c) DATS has long wait times • c) Peak hours are hard to accommodate through DATS • d) ETS does not serve surrounding communities even though Capital Health refers Edmontonians to outlying services i.e. Sturgeon Hospital •	workshops for senior-serving staff so they can relate correct info. about ETS services) • c) Two-way communication system developed between seniors and ETS • c) Work with DATS senior clients to see if some could be trained to use buses and LRT • c) Expand ETS Transit Outreach Travel Training Program "Seniors On The Go," to use volunteers to accompany seniors until they are comfortable (Bus Buddy) • c) Increase awareness of ETS Seniors On the Go Program through marketing d) Have a Panel discussion on regional barriers to seniors transportation involving high level representatives of surrounding communities	staff person to expand ETS Travel Training Program Seniors on the Go and provide more outreach with seniors and senior-serving organizations • d) Political panel discussion -Staff time ESCC	impaired people and there is an ongoing program to convert traffic signals to brighter "LED" technology. More reflective materials are being used to manufacture signs for added visibility at intersections. • a) Sidewalk Strategy and Transportation Master Plan underway • b) ETS website redesign underway • c) Existing Seniors on the Go Program through ETS	
6) City planners, health authorities, housing developers and provincial transportation planners work with seniors and senior-serving orgs to be more responsive to the needs of seniors (explore strategies to improve	• a) Bus stops should be by seniors housing and senior-serving orgs • a) Some seniors housing complexes being built in residential areas blocks away from bus service • a) Health services have been reorganized and in some cases moved, which requires more	• a) Strike a committee of municipal and provincial planners, service providers and seniors to examine current planning, development procedures and make recommendations for changes to conform to senior friendly, including an audit of provincial procedures for license suspension	• a) ESCC staff time to coordinate Committee of municipal and provincial planners, service providers, users and Capital Health representatives • b) Award Program— work with Advisory Board for Persons with	• a) AMA funded a Traffic Safety for Aging Driver's Guide which is a reference on best practices (i.e. Senior Friendly standards) for roadway design with countermeasures for aging drivers. • b) Advisory Board for	

Vision	Issue	Action	Resources Needed	Actions Already Underway	Future Plans
services to seniors)	transportation • a) Buses can't get close to some malls and housing complexes because of weight limit on roads and in parking lots • a) Aging drivers are not tested in a consistent manner and for those receiving license suspensions-there are few support groups and lack of funds to provide transportation to support groups • b) There are city transportation personnel that are going above and beyond with regards to helping seniors**.**	of senior drivers. • b) Create an award for best practice (within City)	Disabilities program (Mayor's Awards) to establish a transportation award with regards to service to seniors	Persons with Disabilities has an award program to recognize accessibility and outstanding accomplishments of city employees	

Theme IV—Other

Vision	Issue	Action	Resources Needed	Actions Already Underway	Future Plans
7. All the work relating to seniors transportation must keep going to be effective. Progress needs to be communicated to stakeholders.	• Good work must be communicated so that it is not duplicated in community (wasting valuable resources) • Work must continue and it must be evaluated for effectiveness	• Track outcomes from the 2006 Roundtable • Roundtable 2007: updates on actions since 2006 and continue to work on gaps that still exist • On-going committee of senior-serving agency representatives and other service providers and stakeholders to monitor progress	• AMA $7,000 and ESCC $7,000	• Planning Committee is working on 2007 Roundtable • ESCC attended Calgary seniors transportation planning table June 14-07	• Roundtable #2 November 2, 2007

		and effectiveness of services and the impact of changes (i.e. decentralization of health services) • Continue to link with Calgary ElderNet for potential provincial effort			