

2012 STAR Awards Program
Guidelines for Submitting an Application
(Revised January 14, 2012)

The 2012 STAR Award Application is web-based and administered through the surveymonkey online survey tool. Starting January 15, look for a link to the application on the Beverly Foundation's website (www.beverlyfoundation.org). The application process, which will be open through February 1, includes 30 questions related to the applicant's transportation service and its method of delivering transportation to older adults. It will be important to respond to all 30 questions.

The Application

Service Delivery Questions

The application includes both general and specific questions about transportation service operations and delivery to older adult passengers. For the purpose of this application, we are looking for information that relates especially to the applicant's **senior transportation program or service**. It may be a stand-alone organization or located within a larger transportation or human service organization. Applicants should provide information on their senior transportation program, service, or activities and not on their other activities or those of the larger organization within which they may be located. Also, it should be noted that the terms "your activities", "senior transportation services", and "senior transportation program" are used interchangeably. Please answer accordingly.

Narrative Questions

Program Description The application includes an open-ended question which will enable applicants to describe operations of their senior transportation organization, service, or program and the transportation services provided to older adults. Applicants are asked to provide a brief narrative (500 words maximum) that describes their transportation service; and should be prepared to identify how and why they provide transportation to older adults; a major challenge they face(d) and how they hope it will be resolved (or how it has been resolved); and how they plan to use the funds if selected as a STAR Award winner.

Other Narrative Questions Applicants also are asked to provide brief narrative discussions related to passenger needs for transportation, funding, safety, passenger satisfaction, recent cost reduction and management efforts, and the impact of transportation services on older adult passengers.

Definitions and Resources

Senior Passenger While there are many definitions for senior and older adult, for purposes of this application, seniors and older adults are identified as those passengers aged 65 and older. It should also be noted that applicants are asked not only about the number of their passengers aged 65+ but also about the number of passengers aged 85+.

Ride When calculating the number of rides please refer to the following definition. A one-way ride is defined as passenger transport from one destination to another, and thus a single outing may include a number of one-way rides in the form of trip chaining (making several stops in a single outing). For example, if the driver takes Ms. Jones from her home to the doctor's office and home the total is counted as two one-way rides. However, if they also stop at the pharmacy and the grocery store the total is counted as four one-way rides.

Trip While trip often is used interchangeably with ride it generally refers to transportation when provided by public or community transportation services that offer point to point destinations.

Cost Per Ride The National Center on Senior Transportation's website hosts resource materials to help you calculate your cost per ride. It can be accessed at: <http://seniortransportation.easterseals.com/site/PageServer?pagename=NCST2>
Transportation by the Numbers

Passenger Assistance Senior passengers who no longer drive often have physical or cognitive limitations that require assistance from a driver or a transportation assistant or escort. The most common assistance includes the following:

Door-to-door (when the driver or escort goes to the door of the residence or the destination to help the passenger)

Door-through-door (when the driver or escort goes through the door and into the residence or destination to help or support the passenger)

Stay-at-the-destination (when the driver or escort accompanies the passenger into a destination such as the doctor's office, the grocery store, or the dialysis center) and stays with and perhaps helps or supports the passenger while at a destination)

Volunteer Hours While volunteer driver hours sometimes refer to the hours spent driving passengers, for purposes of senior transportation services that provide senior passengers with levels of assistance (such as door-to-door, door-through-door, and stay-at-the-destination assistance) it is important to count all hours volunteer drivers spend providing transportation services rather than only counting hours spent driving the vehicle.

The Review Process

Beverly Foundation staff and a committee of up to twenty-five senior transportation service providers and researchers will review applications and select STAR Award winners.

Eligibility Criteria

Eligibility for a 2012 STAR Award are as follows:

- Delivery of transportation services to senior passengers.
- Transportation service delivery for at least three years.
- Knowledge of how to report transportation data (such as driven miles, cost per ride, # of senior passengers, etc.).
- Demonstrated ability to identify good practices in delivering transportation services to senior passengers.
- Submission of a complete application.

Selection Criteria

The application includes a total of thirty questions. Staff members and review committee members will consider the following point-based rating scale to select prospective STAR Award winners.

- 20 points - Questions 1-20 (service data and information)
- 40 points - Question 21 (narrative describing senior transportation service)
- 20 points - Questions 22-28 (open-ended questions service questions)
- 10 Points - Question 29 (question on impact of transportation on seniors)
- 10 Points - Question 30 (question on seniors' transportation needs)

Of importance in the preparation of an application will be:

- the ability to tell the story with a description of the senior transportation program
- the relationship of organizational status, drivers, vehicles, and senior passengers to assistance provided
- the use of drivers and vehicles to provide transportation service in relation to budget and cost per ride
- knowledge about budget, expenses, and related cost per ride
- thoughtful responses to narrative questions related to providing transportation services to older adults.

Recommendations for Submitting A Successful Application

(Do's and Don'ts for Completing the STAR Award Application)

Respondents to previous STAR Search survey and award applications represented programs of considerable quality. However, some applications were limited in both information and substance. Staff and committee members who reviewed the STAR

Award applications and selected STAR Award winners have made the following suggestions and recommendations.

Suggestions for Preparing for a STAR Award Application

- Review the STAR Search/STAR Awards reports for the past two or three years and pay special attention to the sections on STAR Awards.
- Collect data on the number of senior passengers, the number of one-way rides, and the costs of providing transportation services to senior passengers.
- Think carefully about how to describe your senior transportation service or program. Make sure that you indicate what makes it special and highlight its strengths. Also it will be important to include specific data in your narrative.
- Think about how or why senior passengers receive and/or benefit from the service; what makes your service different than other services; and why it is a good candidate to win a STAR Award.
- Review the 5 A's of Senior Friendly Transportation and consider how they relate to the transportation services you provide. The 5 A's include availability, acceptability, accessibility, adaptability and affordability. You can find a fact sheet on the 5 A's at the following address: <http://beverlyfoundation.org/wp-content/uploads/Fact-Sheet-5-the-5-as.pdf>

Suggestions for Completing the Basic STAR Award Application

- Be sure to answer all questions. Most are starred [*]; and require a response to allow you to progress in the application, however, we encourage you to answer even the non-starred [] questions if you can.
- If you do not answer a starred [*] question, you will NOT be able to complete and submit the application
- Do not submit more than one application.
- We urge you to complete the application even if your organization might not be eligible for a cash award (e.g. you have been in operation for less than three years or your organization is a for-profit entity).
- If you do not complete the application in a single on-line session, you will be able to go back to your application if you use the same computer and the same browser you used in your initial applicant response. (However, to be able to return to your application, cookies must be enabled. If your browser is set to dump cookies each time it is closed, the cookie will be refreshed. A new or blank application will open every time the application is accessed).

Suggestions for Completing the STAR Award Narrative Questions

- Take your time to prepare your answers. Reviewers pay considerable attention to the narrative questions to judge the intrinsic value of the applications. It will be helpful to prepare your narrative in advance and copy and paste it into the application. It also will be helpful to ask

- someone to proofread your narrative to avoid spelling and grammar mistakes, and to ensure that the narrative is clear.
- Make sure that your narrative responds to the question asked. The questions are intended to help you formulate your response and “hit” the evaluation criteria sought by reviewers.
 - In describing your transportation service, be sure to mention seniors and/or senior passengers in your narratives (especially in the program description and all the open-ended questions, as the STAR Awards are for services to seniors) and how or why senior passengers receive and/or benefit from the service.
 - Limit the amount of information about your organization’s philosophy, demographics of your community, and non-transit activities.
 - Try to indicate great practices, especially low-cost methods as they are looked upon favorably by reviewers.

Good luck in Submitting Your 2012 STAR Award Application!
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