

*THE BEVERLY FOUNDATION'S
2011 STAR AWARDS REPORT*

*PREPARED BY
THE BEVERLY FOUNDATION
ALBUQUERQUE, NEW MEXICO*

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EXECUTIVE SUMMARY

The STAR Awards Program

The Beverly Foundation organized its STAR Awards program in 2000 in conjunction with its STAR Search Survey. STAR Awards were conveyed to celebrate excellence (STAR Awards for Excellence) and to recognize special efforts (STAR Special Recognition Awards) in the field of transportation options for seniors. In 2011 the Beverly Foundation conveyed nineteen STAR Awards in the amount of \$180,000. From 2000 through 2011, the Beverly Foundation conveyed 115 STAR Awards to 102 organizations in 40 states (plus Puerto Rico) that provide transportation to older adults.

In addition to recognition of STPs (Supplemental Transportation for seniors), the Foundation's STAR Award program has become a tool for influencing public policy about the importance of senior transportation, for influencing networks to consider expanding their transportation service delivery, and for encouraging communities, organizations, and professionals to develop and support transportation services for older adults.

2011 STAR AWARDS

The review and selection process included: (1) the identification of reviewers with backgrounds in transportation for older adults; (2) an initial review of STAR Award submissions by the Beverly Foundation's staff; (3) a review and selection of "candidate" surveys by reviewers; (4) a group meeting in San Francisco, CA to make final recommendations of STAR Award winners; and (5) a final selection of award winners by Beverly Foundation's Board of Trustees. Nineteen STAR Awards were conveyed to programs that exhibit excellence in the organization, planning, and service delivery of transportation to older adults.

STAR SEARCH SURVEY

The STAR Awards program is a companion activity of the Beverly Foundation's annual STAR Search Survey. The two programs act in concert: the STAR Search Survey gathers information about STPs; and the STAR Awards program celebrates excellence and promising practices in providing transportation to older adults.

The STAR Search Survey was initiated in 2000 to gather information about Supplemental Transportation Programs for seniors (STPs); has been carried out annually for twelve years; and has collected information on almost 1,400 transportation services that provide rides to older adults.

281 transportation programs that serve older adults responded to the 2011 STAR Search Survey. In addition to considerable data and best practice information presented in the report, a brief summary of the 2011 survey results shows that in 2010 survey respondents as a whole:

- were located in 47 states
- served 300,000 senior passengers
- were in operation for an average of 21 years
- involved 2,905 paid drivers
- mobilized 12,227 volunteer drivers
- provided 5,000,000 rides to seniors.
- included 2,811 vehicles program vehicles
- mobilized 11,287 volunteer vehicles
- employed 1,221 non-driver paid staff
- incurred transportation delivery expenses of \$50,940,533.

Information about the 2011 STAR Search Survey process and results is provided in a separate report.

ACKNOWLEDGMENTS

Special thanks go to national organizations such as the Community Transportation Association of America, the National Center on Senior Transportation, *Faith in Action*, Catholic Charities, Jewish Federation of America and others, for forwarding information about the Beverly Foundation's STAR Search program to their network members through e-mails and web postings. Special thanks also go to the 281 respondents to the 2011 STAR Search Survey. They represent a broad range of organizations that provide transportation to older adults.

Additional thanks go to the twenty-one members of the STAR Awards review committee who donated their time and expertise in identifying and selecting "the best of the best" STAR Search applicants for the STAR Awards. The members of the 2011 STAR Awards review committee are identified in part 1 of this report.

CONTENTS OF THE REPORT

The first section of the report includes a list of the winners of the 2011 STAR Awards, a description of the selection process, a list of STAR Award reviewers, and a profile of the winners. The second section includes a narrative description of each of the winners. The third section includes suggestions for submitting successful STAR Award Applications for future STAR Search respondents. The attachments include a list of STAR Award finalists and an introduction to the Map of STPs in America.

PART 1
2011 STAR AWARDS

The STAR Search Awards program is a major initiative of the Beverly Foundation. The STAR Awards, which are given annually, are the only awards in the United States that select and celebrate excellence, innovations and promising practices in senior transportation services. Prior to 2011, the Foundation conveyed ninety-six STAR Awards to organizations in thirty-seven states (and Puerto Rico) that provide transportation to older adults. An additional 19 awards to organizations in fourteen states were announced in May, 2011. What follows is a discussion of the selection process, the awards review committee, and the award winners.

1A. STAR AWARD WINNERS

The nineteen winners of the Beverly Foundation's 2011 STAR Awards are listed below. The list below includes winners of STAR Awards for Excellence, STAR Special Recognition Awards, and STAR Special Merit Awards. A narrative description of each of the award winners is included in Part 2.

Three STAR Award for Excellence Winners

Community Partners in Caring – Santa Maria, California
FriendshipWorks – Boston, Massachusetts
Senior Services – Seattle, Washington

Four STAR Special Recognition Award Winners

College of Southern Idaho Office on Aging – Twin Falls, Idaho
Elder Services of the Merrimack Valley – Lawrence, Massachusetts
Grafton County Senior Citizens Council – Lebanon, New Hampshire
Na Hoaloha – Wailuku (Maui), Hawaii

Twelve STAR Special Merit Award Winners

Avoyelles Public Transit – Marksville, Louisiana
Catholic Community Services of King County – Seattle, Washington
Community Concepts, Inc. – Auburn, Maine
Faith in Action Caregivers – Georgetown, Texas
Gateway Services ARC/Access Johnson County – Franklin, Indiana
Jewish Family Service of Los Angeles – Los Angeles, California
Little Brothers, Friends of the Elderly – Hancock, Michigan
Medical Motor Service of Rochester and Monroe County – Rochester, New York
Prairie Hills Transit – Spearfish, South Dakota
Ruth Rales Jewish Family Service of South Palm Beach County – Boca Raton, Florida
Senior Helpline Services – Lafayette, California
Western-Washtenaw Area Value Express (WAVE) – Chelsea, Michigan

1B. STAR AWARD SELECTION PROCESS

The STAR Search Survey opened on February 14 and closed on February 28, 2011. The survey included thirty-five questions. While most questions were closed-ended, five were open-ended and required considerable time and attention on the part of survey respondents.

A point-based rating sheet was used for selecting the 2011 STAR Award winners. Selection criteria included: length of service, type of assistance provided, sources of income, and five narrative questions related to history, best practices, and action plans for the future. The review process included seven activities undertaken in March and April of 2011. These activities (below) were undertaken following the closure survey on surveymonkey.com in late February, 2011.

The seven step-review process were: *Step #1 Initial Staff Review; Step #2 Staff Preparation of Review Matrix for Reviewers; Step #3 Individual Committee Member Reviews; Step #4 Staff Organization and Distribution of Reviews; Step #5 Staff Organization of Meeting; Step #6 Reviewers Meeting in San Francisco, CA; and Step #7 Beverly Foundation Trustee Confirmation of STAR Award Winners for 2011.*

1C. STAR AWARDS REVIEW COMMITTEE

Members of the review committee included two Beverly Foundation staff members, and nineteen reviewers representing both the fields of aging and transportation. The members of the review committee, their technical expertise, and their state of residence are listed below.

Jon Burkhardt (Westat - Research on Transportation Services, MD)
Fran Carlin Rogers (Consultant - Senior Driver Safety/Dementia, FL)
Stan Cooper (AARP New Mexico - Community Building, NM)
Ruth Covell (BF Trustee - Univ. CA LaJolla, M.D. Geriatric Services, CA)
Bonnie Dobbs (University of Alberta - Older Driver Research, Canada)
Connie Garber (York County Community Action Council, Sanford, ME)
Michael Gemme (JFS New Mexico - Community Innovations/Aging, NM)
Jane Hardin (CTAA - Community Transportation, DC)
Jed Johnson (NCST - Transportation for Seniors and People with Disabilities, DC)
Helen Kerschner (Beverly Foundation (BF) - Senior Transportation Options, NM)
Peter Kissinger (AAAFTS - Driver Safety & Transportation Research, DC)
Jana Lynott (AARP - Public Policy Initiative - Washington, DC)
Dennis McCarthy (Florida Int'l University- OT Senior Transit Research, FL)
Don Pearson (BF Trustee - Argue Pearson, UT)
Marie-Hélène Rousseau (BF - Consultant, CA)
Elin Schold-Davis (Occupational Therapy Assn. - Senior Driver Safety, MN)
Nina Silverstein (U Mass Boston - Professor, Gerontology/Dementia, MA)
Rich Smith (TRIP - Transportation Service Delivery, CA)
Cheryl Svensson (Consultant - Education and Gerontology Services, CA)
Elaine Wells (Ride Connection - Transportation Service Delivery, OR)
Julie Wilcke (Ride Connection - Transportation Service Delivery, OR)

1D. PROFILE OF AWARD WINNERS

The profile below provides a glimpse at the nineteen winners of STAR Awards with regard to the states they represent; the average number of years they have operated; the types of organizations they represent; their service areas; their program funding and sources of funds, their passengers, drivers, vehicles, and rides; the types of assistance they provide; the destinations they serve; and their nature of independence.

Profile of 2011 STAR Award Winners

<p><u>Represented States:</u> 14</p> <p><u>Average # Years in Operation:</u> 22</p> <p><u>Organization Status</u></p> <p>Non-Profit: 100%</p> <p><u>Provider Status</u></p> <p>Public or Community Transit: 21%</p> <p>Senior Service Organization: 21%</p> <p>Volunteer Organization: 21%</p> <p>Human Service Agency: 16%</p> <p>Faith-Based Organization: 10.5%</p> <p>Others: 10.5%</p> <p><u>Service Area</u></p> <p>Rural: 42% Urban: 32% Suburban: 26%</p> <p><u>Funds Received for Senior Transit Program</u></p> <p>Less than \$100,000: 26%</p> <p>\$100,000 - \$1 million: 68%</p> <p>\$1 million + \$5 million: 5%</p> <p><u># of Unduplicated Senior Riders:</u></p> <p>Less than 100: 5%</p> <p>100 - 500 : 32%</p> <p>500 - 1,000: 26%</p> <p>1,000 – 5,000 : 26%</p> <p>5,000 +: 11%</p> <p><u># Annual Rides to Senior Passengers</u></p> <p>Less than 1,000: 16%</p> <p>1,000 - 10,000: 47%</p> <p>10,000 - 100,000: 32%</p> <p>100,000 + : 5%</p> <p><u>Driver Facts</u></p> <p>Paid & Volunteer Drivers: 53%</p> <p>Volunteer Drivers Only: 47%</p>	<p><u>Background Check on Drivers</u></p> <p>Yes on volunteer drivers: 37%</p> <p>Yes on paid & vol. drivers: 58%</p> <p>No background checks: 5%</p> <p><u>Report Rides as:</u></p> <p>One-way trip: 84%</p> <p>Round trip: 5%</p> <p>Others: 11%</p> <p><u>Vehicle Facts</u></p> <p>Program Owned/Leased: 42%</p> <p>Volunteer Driver Owned: 79%</p> <p>Senior Rider Owned: 5%</p> <p><u>Types of Assistance:</u></p> <p>Curb-to-Curb: 84%</p> <p>Door-to-Door: 89%</p> <p>Door-through-Door: 100%</p> <p>Stay at Destination: 89%</p> <p>Escort: 89%</p> <p><u>Top Three Destinations</u></p> <p>Medical services (non-emergency): 100%</p> <p>Shopping: 84%</p> <p>Social activities: 37%</p> <p><u>Top Four Funding Sources</u></p> <p>Government Grants: 79%</p> <p>Foundation Support: 68%</p> <p>Contributions from Individuals: 47%</p> <p>Passenger Donations: 37%</p> <p><u>Part of a Menu of Services</u></p> <p>Yes, in a senior or human serv. org: 79%</p> <p>Yes, in a transit org: 10.5%</p> <p>A stand-alone org: 10.5%</p>
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PART 2
NARRATIVE DESCRIPTION OF STAR AWARD WINNERS

2A. THREE 2011 STAR AWARDS FOR EXCELLENCE

Community Partners in Caring of Santa Maria, California

In 2010, 50 volunteer drivers provided over 3,400 door-through-door, arm-through-arm, transport services and drove over 41,000 miles for 350 riders that were unable to access other senior transportation buses that offer curb-to-curb service only. The service area is 1,000 square miles, however, volunteer drivers also drive as far south as Los Angeles and as far north as San Luis Obispo. Community Partners in Caring's annual budget is \$170,000 with \$150,000 of this spent on senior transportation services. The STAR Award prize will be used to increase the mileage reimbursement to volunteers from the current rate of 25 cents a mile to 44 cents a mile, as gas is currently selling for over \$4.00 a gallon and towards providing transportation services to seniors.



FriendshipWorks of Boston, Massachusetts



For 27 years, FriendshipWorks' Medical Escort program has been coordinating volunteers who accompany elders to and from their medical appointments. Trained volunteers offer physical assistance and emotional support—all the way from the recipient's living room to their doctor's waiting room, and safely home again, at no cost to program recipients. Bilingual escorts offered through the neighborhood chapter help ensure equal access to health care for Spanish-speaking elders. Last year, the program coordinated 26 volunteers who provided a total of 1,346 trips to 247 senior recipients, in a 54 square mile service area, on a transportation budget of \$125,621. The Beverly STAR Award prize money will support FriendshipWorks' provision of senior transportation by: Helping to cover the Medical Escort Program Coordinator's salary; Supporting publication of a new Greater Boston senior transportation/escorting guide; and Seeding a new fund to reimburse travel-related costs incurred by escort volunteers or service recipients.

Senior Services Transportation Program of Seattle, Washington

Senior Services' Transportation Program has enjoyed success in King County, Washington since 1975 and its staff is committed to and passionate about providing quality service to seniors in the community. Senior Services coordinates a network of 630 volunteer drivers and operates twenty-five community vans in an area covering 2,134 square miles. It provides a higher level of assistance than public transportation and is recognized by government agencies, municipalities and other human services providers as a reliable, personalized and cost-effective



alternative. In 2010 it helped 4,557 senior riders, transporting them 881,983 miles and on 109,174 rides, the most miles and rides in the history of the program. While the total transportation budget is \$1,742,035, funding for mileage reimbursement has not kept pace with demand for the specialized service: the STAR Award will be used to help offset increased mileage reimbursement costs, ensuring seniors continued access to life sustaining and life enriching activities.

2B. FOUR 2011 SPECIAL RECOGNITION AWARDS

College of Southern Idaho Office on Aging of Twin Falls, Idaho



Established in 1982, Senior Assisted Services (SAS) Volunteer Transportation Program is located in the Area IV Office on Aging on the College of Southern Idaho campus in Twin Falls, Idaho. It provides transportation services to senior adults age sixty and over through contractual agreements with outside providers. An estimated 225 riders per month receive 400 two-way rides monthly. A total of 35 RSVP volunteers serve as drivers and use their own personal vehicles to provide transportation for senior adult clients. Volunteer drivers travel an average of 6,000 miles per month. All rides are provided at no cost to the

senior adult rider and the program is funded through Older Americans Act funding, public donations, client donations funding from St. Luke's Community Health Improvement grant, and a small United Way grant.

Elder Services of the Merrimack Valley of Lawrence, Massachusetts

The Medical Advocacy Program consists of a group of volunteers who drive and accompany an elder or disabled adult to a physician appointment, treatment or other medical event, and act as an advocate and/or surrogate family member for that elder. Their role is to assist the person in asking appropriate questions, record and organize information that the physician gives them, report to caregivers, coach, support and empower the elder to be in charge of his/her health care during the visits and treatments. ESMV has 85 volunteer drivers and this award will be used to expand that pool to serve more people. In 2010 ESMV provided transportation to more than 500 elders and 2,480 annual rides. Its service area encompasses 270 square miles and the budget is \$45,000.



Grafton County Senior Citizens Council of Lebanon, New Hampshire



GCSCC provides approximately 45,000 rides annually for close to 1,000 older adults who live in an 1,800 square mile rural, mountainous region of northern New Hampshire. Its demand-response service operates weekdays. A fleet of 11 lift-equipped vehicles operated by professional drivers is augmented by service provided by dedicated volunteers who provide rides for constituents who have medical appointments outside of regular service hours, live in locations that are difficult to access, or require long-distance transportation for specialty medical services. GCSCC works closely with other transit providers through regional and statewide coordinating councils for community transportation. The annual budget for GCSCC's transportation program is approximately \$450,000. GCSCC plans to use the funding from the 2011 STAR Special Recognition Award to help initiate expanded service for underserved communities along the Connecticut River valley and in Newfound Lake communities, areas with a high proportion of older adults without adequate transportation resources.

Na Hoaloha of Wailuku (Maui), Hawaii

Na Hoaloha's Aloha Cruisers program represents a collaboration between several local agencies that provide assisted transportation to older adults on Maui, an island of 730 square miles. Over 150 volunteers provide in-home and transportation services free of charge to close to 300 elders. Transportation volunteers provide door-to-door, curb-to-curb and escort services



to medical appointments, shopping and errands. During the last fiscal year, Na Hoaloaha provided over 23,000 miles transportation services for older adults on Maui. Within the last year, the number of transportation requests more than doubled, while the transportation budget remained under \$40,000 to cover program management, mileage reimbursement, liability insurance, background checks and driver abstracts. In addition, two part-time staff members have been challenged to keep up with

the demand for transportation services. The STAR Award funds will be used to hire a part-time Transportation Coordinator.

2c. TWELVE 2011 SPECIAL MERIT AWARDS

Avoyelles Public Transit of Marksville, Louisiana

Avoyelles Public Transit understands the great need for rural transportation for older adults. Its staff is committed to providing transportation to older adults believing that by providing transportation they are improving the health and independence of older adults in their parish. Avoyelles parish is 866 square miles and often older adults have to travel 85 miles or more to procure health and social services. Some seniors may have to travel out of parish two to three times a week for different types of treatments. If not for their services many of the elderly passengers would have to move to nursing homes or to live with families in other areas. The annual ridership is 23,680 and 11,369 are older adult 60+ who use the transportation services. Avoyelles Public Transit has four part-time volunteer drivers and a annual budget of \$474,690. The award money will be used to purchase a new van so they can expand their services to the senior citizens of Avoyelles Parish.



Catholic Community Services of King County of Seattle, Washington

Volunteer Chore Services (VCS) has offered transportation within a menu of services for older adults since 1981 in King County, an area of 2,134 square miles. As a volunteer transportation program, VCS supplements public transit services and other transit options, especially in areas where services are minimal or non-existent. Volunteers provide rides for shopping/errands, medical appointments, and social activities daytime or evening, seven days a week. Over 250 drivers use their own vehicles to transport 300+ seniors as well as adults with disabilities, many of whom are matched as on-going relationships. Riders receive 1:1 support during the ride and at their destination that fits their needs, maintains their independence and respects their dignity.

The award will be used to reimburse mileage and toll expenses incurred by volunteer drivers as well as to provide training and recognition. The program budget for providing more than 4,484 one-way rides is \$28,336.

Community Concepts, Inc of Auburn, Maine

The Elder Rides program of Community Concepts provides transportation services to seniors that receive Medicare and do not have access to transportation services, in the rural counties of Androscoggin, Franklin and Oxford in Maine which cover 4,246 square miles. Utilizing a force of nearly 400 volunteer drivers, Community Concepts provides transportation services to seniors who need critical and preventative medical care. The Community Concepts transportation program as a whole provides 445,782 trips and travel over 13 million miles annually. In 2010, Community Concepts provided 1,567 seniors with 69,596 trips and traveled over 1,650,492 miles. The Beverly Foundation STAR Award will allow Community Concepts to continue to offer this service to vulnerable rural seniors.



Faith in Action Caregivers of Austin, Texas



Faith in Action Caregivers is a collaboration whose 10 groups provide a coordinated network of transportation services to seniors in Austin, Texas and the surrounding communities of Cedar Park, Elgin, Georgetown, Leander, Pflugerville and Round Rock. Volunteer drivers, using their personal vehicles, provide door-through-door transportation services for medical appointments, rehabilitation services, grocery shopping and other community destinations for clients. Assistance with grocery shopping is also provided as needed. During 2010, 1,783 volunteer drivers provided 36,536 rides to community services for 2,575 seniors in

our service areas. The STAR Award funds will be used to recognize and encourage retention of volunteer drivers by providing gas cards to alleviate the high cost of gas that has impacted them and their participation in our programs.

Gateway Services ARC/Access Johnson County of Franklin, Indiana

Gateway Services is CARF accredited and has provided services to individuals with disabilities and their families since 1963. Access Johnson County (ACCESS) is a subsidiary of Gateway Services. ACCESS began providing transportation services to seniors in 1995 using one van and a part time driver; currently ACCESS operates 32 wheelchair accessible vehicles; employs

28 paid drivers, has 12 volunteer drivers, and 3 mobility service coordinators provide sophisticated, individualized scheduling. ACCESS provided 33,156 rides to 1,528 seniors in 2010. ACCESS buses and vans cover 368 square miles in Johnson and southern Marion counties. The program receives \$266,564 in funding from New Freedom. The STAR Award will be used to recruit, screen and train driver and travel companion volunteers and to purchase 35 specialized shopping carts that drivers can lock into place on the vans and buses; these carts will enable seniors to better access and make fewer trips to the grocery store.



Jewish Family Service of Los Angeles of Los Angeles, California

CONNECT is a comprehensive program of Jewish Family Service of Los Angeles designed to meet older adults' transportation needs. The program operates in the City of West Hollywood and in Park La Brea Apartments (a Naturally Occurring Retirement Community in metro Los



Angeles). It aims to coordinate existing transit services, reduce barriers to using those options, and offer supplemental door-through-door volunteer driving and escort assistance services. CONNECT volunteers provide trip chaining services, broad geographic coverage, weekend service, last minute rides, and gentle assistance at destinations. Last year, CONNECT provided 860 rides, serving 45 senior riders with 20 volunteers. The program's annual budget is \$77,000. CONNECT volunteers transport people wherever they would like to go throughout Los Angeles County, and in one case, a volunteer escorted a rider on a 300

mile (round-trip) ride. CONNECT plans to use its generous STAR award to recruit and retain volunteer drivers. This will enable the program to continue to expand and serve more older adults.

Little Brothers, Friends of the Elderly of Hancock, Michigan

Little Brothers – Friends of the Elderly provides numerous programs and services in the Copper Country, located in the western Upper Peninsula of Michigan, to relieve isolation and loneliness among elderly people age 60 and older. Friendly Visiting, the signature program, helps to relieve isolation and loneliness among the elderly by offering regular friendly visits. An average



visit may include friendly conversation, helping a person write a letter, or assistance with transportation for shopping, errands and appointments. Little Brothers – Friends of the Elderly also provide transportation to the programs, events, and parties that they host, and their Medical Transportation program provides transportation for any community member over the age of 60 who has no other means of transport to their medical appointments locally and to the nearest regional hospital over 100 miles away. All of their services are free of charge. The STAR Award cash prize will enable Little Brothers to continue to provide transportation in the rural area of

the Copper Country. Little Brothers – Friends of the Elderly provide an average of 1,700 rides annually, serving 350 riders, over 1,500 square miles. Most of the transportation Little Brothers offer are provided by 85 volunteer drivers who use their own vehicles.

Medical Motor Service of Rochester and Monroe County of Rochester, New York

The TRAC Program is a collaborative effort with Medical Motor Service serving as the lead agency among other non-profit agencies (Monroe County Office for the Aging, Catholic Family Center, Lifespan and Eldersource). The goal of the TRAC Program is to provide a centralized, coordinated source for mobility management/transportation services to older adults and their caregivers – all to increase access to health care and community services. Serving residents over age 60 in the 2,000 sq/m Monroe County area, TRAC leverages community resources such as the United Way, Medicaid, Faithlink, private fees and other third party payment sources to arrange transportation services at no cost to the passenger. Hospitals, community agencies and individuals make one call to TRAC mobility specialists who manage the specific request and link the caller to an appropriate travel solution. In 2010, 4,570 trips for Monroe County seniors were arranged through the TRAC Program – 2,504 of which were provided by Medical Motor Service.



Prairie Hills Transit of Spearfish, South Dakota

Since 1989, Prairie Hills Transit's has focused on senior riders. Its transportation is affordable allowing seniors to maintain their independence. Without its services, many would lose access to health care, both local and in the larger cities, nutrition, and social outlets. Service is

provided in 15 communities in the Black Hills of South Dakota and covers an area of 10,000 square miles. All communities, except two of the smallest, have service Monday through Friday. The two larger communities have service seven days a week. 1,675 seniors are accommodated with special group shopping trips, accessible vehicles and same day service for unexpected medical appointments. Riders from different communities share trips to Rapid City which is where most specialized medical services are available. By being integrated in all the communities as a regional transit provider, Prairie Hills Transit keeps seniors' costs lower by sharing resources. Prairie Hills has a transportation budget of \$1,273,256 and last year it provided more than 111,000 rides. The award will be used to implement a division that would allow riders to select their own drivers who could receive basic training from Prairie Hills Transit. This would allow the Prairie Hills van fleet to be used by volunteers without the out of pocket expense for vehicle fuel and maintenance.



Ruth Rales Jewish Family Service of South Palm Beach County of Boca Raton, FL



More than 274,393 seniors age 65 or older reside in Palm Beach County with the largest concentration in Ruth Rales Jewish Family Service's (JFS) service area. In 1999, JFS established a volunteer driver program (Kibbitz & Ride) to assist seniors whose needs were not being met through the existing transportation systems. Since that time over 6,000 rides have been provided which has directly increased safety and socialization for the elderly. Currently there are 23 volunteers who drive seniors to doctor's appointments, the grocery store, pharmacy, social outings, etc. Last year the volunteer driver program was expanded to cover

mileage, background checks, supplemental insurance, and vouchers for shared transportation services. Kibbitz & Ride's transportation budget is \$56,840 and targets providing 1,000 rides yearly to approximately 150 seniors. With the generosity of the Beverly Foundation, Ruth Rales Jewish Family Service's (JFS) will continue its enhanced Transportation Assistance Program to increase seniors' mobility and access to essential services.

Senior Helpline Services of Lafayette, California

On September 1, 2005, Senior Helpline Services launched a new program called Rides for Seniors. In it, screened, trained volunteer drivers provide free, one-on-one, door-through-door rides to essentially homebound seniors residing anywhere in Contra Costa County, California, primarily for the purpose of obtaining medical and dental care and basic necessities. They



currently have 214 seniors enrolled in this program with 122 trained volunteer drivers. In 2010, this program provided nearly 3,800 rides, and volunteers drove over 44,000 miles and donated over 4,000 hours. Rides for Seniors clients also participate in the Reassurance Phone Friend Program, so that they can receive the benefits of that program, and changes in their condition that might affect their ability to be safely transported by volunteer drivers can be monitored. These two synergistic programs help make this transportation model a unique one with safeguards not provided by

other transportation programs in the area. The STAR Award cash prize will help Senior Helpline Service continue to carry out its mission.

Western-Washtenaw Area Value Express (WAVE) of Chelsea, Michigan

Western-Washtenaw Area Value Express (WAVE) is a non-profit service organization that provides affordable transportation options for seniors in a service area of approximately 360 square miles in western Washtenaw County, Michigan. Fourteen on-staff drivers and five volunteer after-hour drivers comprise the WAVE driving team. WAVE's current budget of \$464,000 makes possible senior programming that includes door-to-door demand response services, a fare-free community circulator bus that travels through the heart of the business district, an inter-urban express bus program that links smaller neighboring communities together with fixed route service and a Life Line van program that provides rides from rural areas to appointments throughout the county. Last year, 17,500 senior rides were provided within the total ridership of 35,000 rides. WAVE will use the 2011 STAR merit award to fund the continuation of the Life Line van program for western Washtenaw county senior travelers.



PART 3
COMMENTS AND RECOMMENDATIONS
FOR FUTURE STAR SEARCH RESPONDENTS

Quite often, organizations planning to apply for a STAR Award ask for suggestions on how to proceed. They are especially interested in the experience of previous STAR Award applicants. This year, staff collected suggestions and recommendations from the twenty-one STAR Award reviewers. What follows are several comments and recommendations which we trust will be helpful to those interested preparing an application for a 2012 STAR Award.

3A. POSITIVE COMMENTS REGARDING THE APPLICATIONS (THE SURVEY)

- “The applications as a whole were outstanding.”
- “It is amazing the amount of service that is being provided and has been provided for older persons throughout the country.”
- “Someone could write a great piece incorporating all this “home-grown wisdom”.
- “In aggregate many responses were heart-warming. In some respects, you clearly get an impression of the good deeds being done, but also that many of the unmet needs are not getting taken care of.”
- “There are always new pieces of information gleaned from a STAR Search Survey.
- “It reaffirmed my belief in magnitude of problem, the lack of local resources, etc. I’d like to see some publicity on the problem by having reporters talk to some of these folks.”
- “Several of the respondents indicated they had good technology support which helped them be more efficient. I think sharing the successes of programs that advance their efforts through technology would be helpful.”
- “In addition to the majority of surveys which focused on programs that provide rides, I was very interested in the “applications” that emphasized coordination and mobility management.”
- “It seems that this year, perhaps because it was strongly suggested that only organizations with volunteer drivers should apply, there was less emphasis on problems, problems, problems, and more on *who* the organizations were, *what* they did, and *how* they did it.”

3B. CONSTRUCTIVE COMMENTS REGARDING THE APPLICATIONS (THE SURVEY)

- “I thought considerable guidance was provided in how to respond to the open-ended questions, but I was disappointed that many organizations provided less than thoughtful responses.”
- “I found it surprising that many respondents paid so little attention to the open-ended narrative questions. For example, many of the “history” responses were quite disappointing.”
- “While some open ended questions appeared to have been given considerable thought, a number of respondents did not seem to have a clue about how to present history or best practice.”

- “The survey questions must have been hard to answers, especially the ‘best practice’ questions. The respondents seem to want to discuss more *why* they provide a service (the needs) rather than *how* they provide the service (e.g. best practices).”
- “I was disappointed with the best practices answers. Nevertheless, I was still impressed by the programs in general.”
- “It did not seem to me that 99% of the respondents even knew what a "best practice" that focused on serving customer needs MIGHT be.”
- “I was distressed at the idea that the structure of services seems generally precedent over results - that is money is used for the administration of the service at the price of increased rides for seniors which points to inefficiency and ineffectiveness of programs.”
- “It was GREAT to see the increasing sophistication as reflected thru 5317 funding, collaboration, etc. Still, there seemed to be considerable lack the capacity to track basic statistics (trip length, cost per ride, volunteer mileage, etc.)”.
- “It seems to me there is a huge vacuum in education and training that exists in the ranks of transportation providers.”
- “Although many respondents tried to describe their programs in the last section that asked about the impact on the community, they didn’t answer the question with specifics.”
- “There were a few glimmers of funding ideas outside the mundane, but those were very few.”
- “A takeaway from my reading is that most of the applicants might want to consider how to cut administrative expense and shift those funds to providing rides.”

3C. RECOMMENDATIONS FOR 2012 STAR AWARD APPLICANTS

- “Applicants should be very specific about their data (e.g. the number passengers and rides, the distance and the budget) so it is clear just what services they provide and how much they cost.”
- “I would think applicants would address outcomes of their service compared to previously unavailable services and what those beneficial outcomes were? Examples might include: better health; more socialization; quantification of independence benefits; more trips to the doctor; getting out of the apartment more. It would be important to identify just what the outcomes equal: benefit to the passenger, to the community or to commerce.”
- “It seemed that the most of the narratives regarding how the respondents stood out in their community were very general. I would have thought they might provide some data or some examples rather than just to say that they were good.”
- “I think it is important for applicants to say what they would do with an award, and very few seemed to give much thought to any innovative new ideas or best practices that might be encouraged with an award. Also, many applicants said they would not seek out new funding sources in 2012.”
- “I believe it is important for respondents to describe their program. Many of them provided a sketchy description in their response to history. However, they should always have an elevator speech and a 100 word description of their program ready for a presentation, a newsletter, or a survey.”

- “I believe any transportation service or program should have a very good handle on their revenue and their costs. It was difficult to fully appreciate the programs, and compare/contrast similar programs, without knowing specifics about costs, especially costs of purely volunteer driver programs.”
- “Transportation providers should be clear about the number of passengers they serve. Even when asked to respond to a categorical question, respondents should also provide information about exact numbers. I found it surprising that some respondents did not seem to know the number or percentage of senior passengers, especially in light of the fact that the STAR Search Survey targets organizations that provide transportation to older adults.”
- “There is a big difference in reporting rides as round trips vs. one-way. Before responding to a question about how they count rides, applicants should understand just what a one-way ride is. It will be important for their application and for their reports to their public, especially funding sources.”
- “A transportation service needs to be able to operationalize the term “ride” correctly. It appears some respondents think of a ride as a round trip while others considered a round trip to one destination (round trip) as two rides and a ride with multiple stops as multiple rides. The result is that organizations that count round trips (regardless of how many stops are made along the way) tend to undercount the number of rides they actually provide.”
- “There are many instances where the respondent described the umbrella organization versus the transportation program. They should keep in mind that the STAR Awards application is about their transportation services so their narrative (and associated costs) should focus on their transportation services.”

We trust these comments and recommendations were helpful and urge you to consider them carefully, as well as those in Conclusion of the 2010 STAR Search report if you are planning to apply for a 2012 STAR Award. We expect the STAR Award Application will be available in early 2012 with 10 - 20 awards totaling \$150,000 - \$200,000.

PART 4

ATTACHMENTS

ATTACHMENT #1: LIST OF 2011 STAR AWARD FINALISTS

ATTACHMENT #2: DESCRIPTION OF MAP OF STPs IN AMERICA

ATTACHMENT #1
LIST OF 2011 STAR AWARD FINALISTS

Arizona

Civic Service Institute @ Northern Arizona University	Flagstaff	AZ
Ahwatukee Foothills YMCA	Phoenix	AZ

California

Senior Helpline Services	Lafayette	CA
Jewish Family Service of Los Angeles	Los Angeles	CA
Catholic Charities of the Diocese of Stockton	Modesto	CA
ElderHelp	San Diego	CA
Community Partners in Caring	Santa Maria	CA

Colorado

Seniors' Resource Center	Denver	CO
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Florida

Ruth Rales Jewish Family Service of South Palm Beach County	Boca Raton	FL
ITNOrlando	Orlando	FL

Hawaii

Na Hoaloha	Wailuku	HI
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Idaho

College of Southern Idaho Office on Aging	Twin Falls	ID
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Illinois

Escorted Transportation Service Northwest	Arlington Heights	IL
Faith in Action of McHenry County	Crystal Lake	IL

Indiana

Gateway Services ARC/Access Johnson County	Franklin	IN
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Louisiana

Avoyelles Public Transit	Marksville	LA
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Maine

Community Concepts, Inc.	Auburn	ME
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Maryland

Partners In Care Maryland, Inc.	Pasadena	MD
The Senior Connection of Montgomery County, Inc.	Silver Spring	MD

Massachusetts

FriendshipWorks	Boston	MA
Town of Barnstable Senior Services Division	Hyannis	MA
Elder Services of the Merrimack Valley	Lawrence	MA

Michigan

Western-Washtenaw Area Value Express (WAVE)	Chelsea	MI
Little Brothers - Friends of the Elderly	Hancock	MI

Minnesota

Granite Falls Living at Home/Block Nurse Program	Granite Falls	MN
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Mississippi

Natchez Senior Citizens Multipurpose Center	Natchez	MS
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Missouri

Catholic Charities of Kansas City-St. Joseph, Inc.	Kansas City	MO
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Montana

Liberty County Council on Aging	Chester	MT
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Nebraska

Easter Seals Nebraska Omaha NE

New Hampshire

Monadnock RSVP Keene NH

Grafton County Senior Citizens Council, Inc. Lebanon NH

Caleb Interfaith Volunteer Caregivers Whitefield NH

New Jersey

Greater Mercer RideProvide Princeton NJ

New Mexico

Sierra Joint Office on Aging Truth or Cons. NM

New York

Institute for Human Services, Inc. (IHS) Bath NY

Medical Motor Service of Rochester and Monroe County, Inc. Rochester NY

United Hindu Cultural Council Senior Center South Ozone Park NY

North Dakota

Pembina County Meals & Transportation Drayton ND

Ohio

Jewish Federation of Greater Dayton, Inc. Centerville OH

Oregon

Northeast Oregon Public Transit La Grande OR

CAPECO - RSVP of Eastern Oregon Pendleton OR

South Dakota

Prairie Hills Transit Spearfish SD

Tennessee

Jewish Family Service Memphis TN

Texas

Faith in Action Caregivers Georgetown TX

Utah

Salt Lake County Aging Services - Transportation Program Salt Lake City UT

Vermont

Deerfield Valley Transit Association West Dover VT

Virginia

Peninsula Agency on Aging Newport News VA

Washington

Faith in Action Sammamish WA

Catholic Community Services of King County Seattle WA

Senior Services Seattle WA

ATTACHMENT #2



Map of STPs in America

The Map of STPs in America is a recent addition to the Beverly Foundation's website. The map includes 1,036 STPs located in all fifty states plus the District of Columbia and Puerto Rico.

An STP (Supplemental Transportation Program) is a community-based transportation service operated by a public, private, or non-profit organization that provides transportation to older adults by supplementing or complementing existing transportation services.

When you go to the Beverly Foundation's website, all you need to do is click on the map button which will open the map with the number of STPs in each state clearly identified. The three easy steps below will enable you to access STPs in states and cities across America.

- Step 1:** Click on a state and you will open a city or a list of cities in that state which include one or several STPs.
- Step 2:** Click on a city and you will open an STP or a list of STPs in that city.
- Step 3:** Click on an STP you are looking for in each city and the website of the STP will open.

The STPs identified on the map are respondents to the Beverly Foundation's STAR Search surveys in the years 2000 – 2011. While more than 1,400 STPs are included in the Beverly Foundation's database, those on the map are identified and described by their websites. Thus, the information provided about each service is that of the service and not the information documented or owned by the Beverly Foundation.

To View The Map and to Identify STPs Please Visit
www.beverlyfoundation.org