

Innovative Transportation Solutions for Seniors Plus

Healthy Aging CORE Webinar

November 16, 2023

Beverley Pitman, PhD and Kate Hosford, PhD



United Way
British Columbia

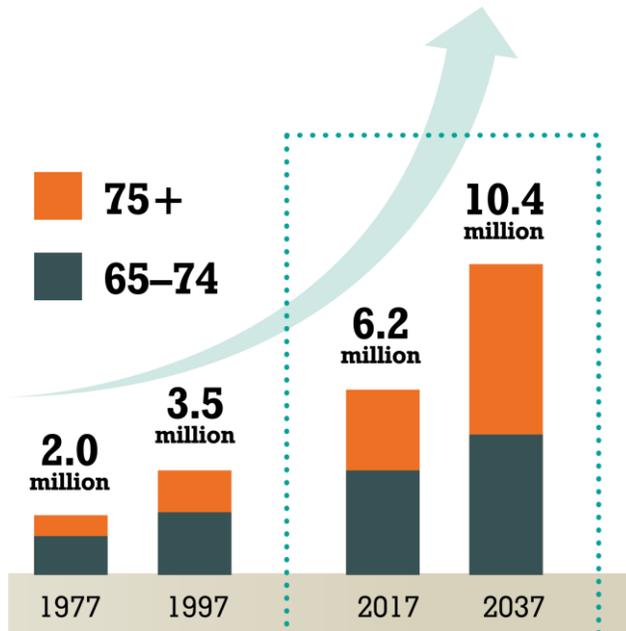
Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

Outline

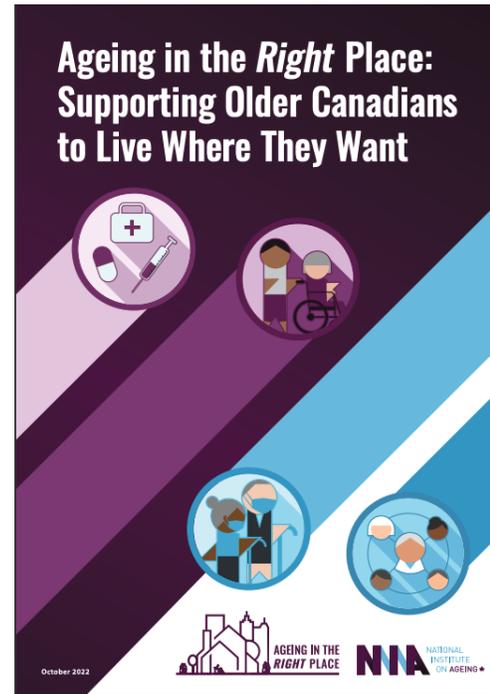
- Why is seniors' transportation so important today?
- Examples of solutions to seniors' transportation
- Suggested action steps for community-based actors
- Q&A and discussion

Importance of seniors' transportation

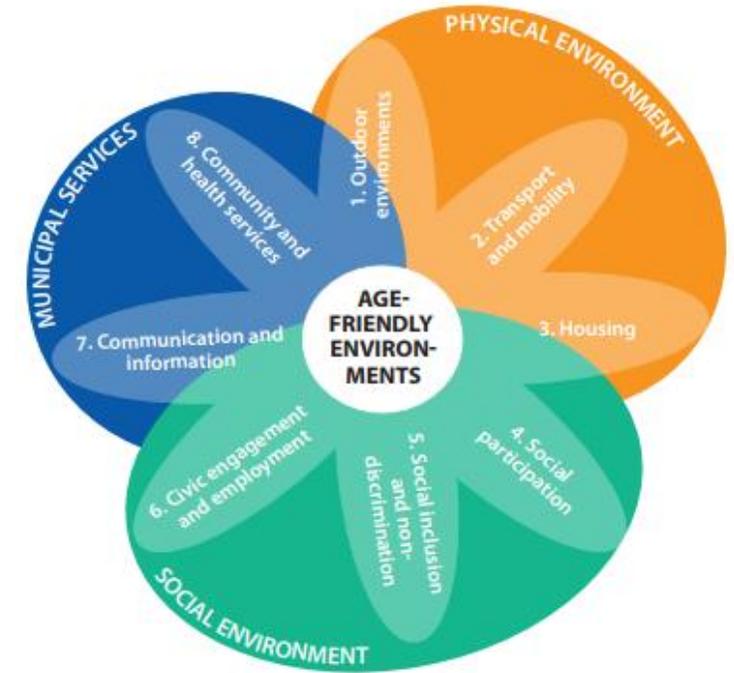
Population aging



Most people want to age-in-place



Transportation solutions are needed



Provincial Working Group on Seniors' Transportation

Transportation
to medical
appointments

Public
transportation

Paratransit

Driving
cessation

Pedestrian
safety & active
transportation



United Way
British Columbia

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Interior, Lower Mainland, Central
& Northern Vancouver Island

OUR MISSION

To activate better transportation options for seniors, through initiatives, collaboration and leadership. **Learn more about us.**

Provincial Consultation on Driving Cessation - 2021



Shifting the focus from challenges to solutions

**International
examples**

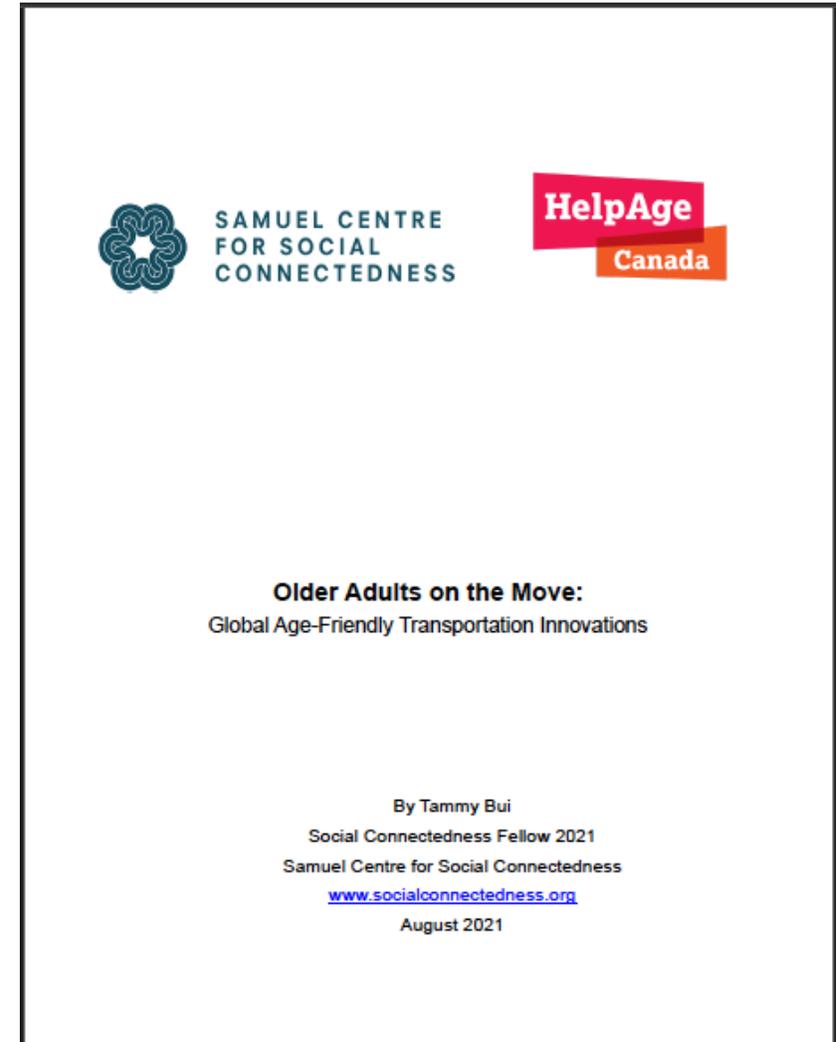
**Provincial
examples**

**Small town
example**

**Seniors'
Advocates**

International scan

- International examples of transportation innovation
- Considered three types of innovation:
 - **Partnership innovations** (i.e., public/private partnerships)
 - **Policy Innovations** (i.e., volunteer driver insurance policies)
 - **Technology innovations** (one stop shop for viewing, scheduling, and paying for transportation services)



ITN America, USA (2005-present)

- National non-profit transportation network for seniors and people with visual impairments



ITN America, USA (2005-present)

- National non-profit transportation network for seniors and people with visual impairments
- Service details:
 - 7 days a week
 - Volunteer and paid drivers
 - Door-through-door
 - Help with carrying bags and packages
 - Available for any purpose
 - Uses a personal transportation account
 - Ride credit system



Ride@50+, USA (2018-present)

- Centralized booking system → One stop shop for reviewing, comparing, booking, and paying public, private, and non-profit transportation options
- Rides can be booked via an app, website, or calling
- Partnership between AARP (service delivery), Pheonix Mobility Rising (technology), and Toyota (funder)



Where would you like to go?

Source Address	Dropoff Address	Pick up Time	Travel Date	Advanced Options	Search
<input type="text" value="From Address"/>	<input data-bbox="754 1139 794 1176" type="text" value="To Address"/>	<input type="text" value="Depart At"/> <input type="text" value="Time"/>	<input data-bbox="1396 1139 1437 1176" type="text" value="Travel Date"/>		

PlusBus, Netherlands (2008-present)

- Founded by the National Foundation for the Elderly
- 100 buses operating in 90 municipalities
- Provides funding and support in the first year to build customer base and find sustainable funding sources
- Social connectedness is the primary goal



International scan takeaways

- National scale, local implementation
- Multi-sectoral funding
- Secondary benefits
- Technology



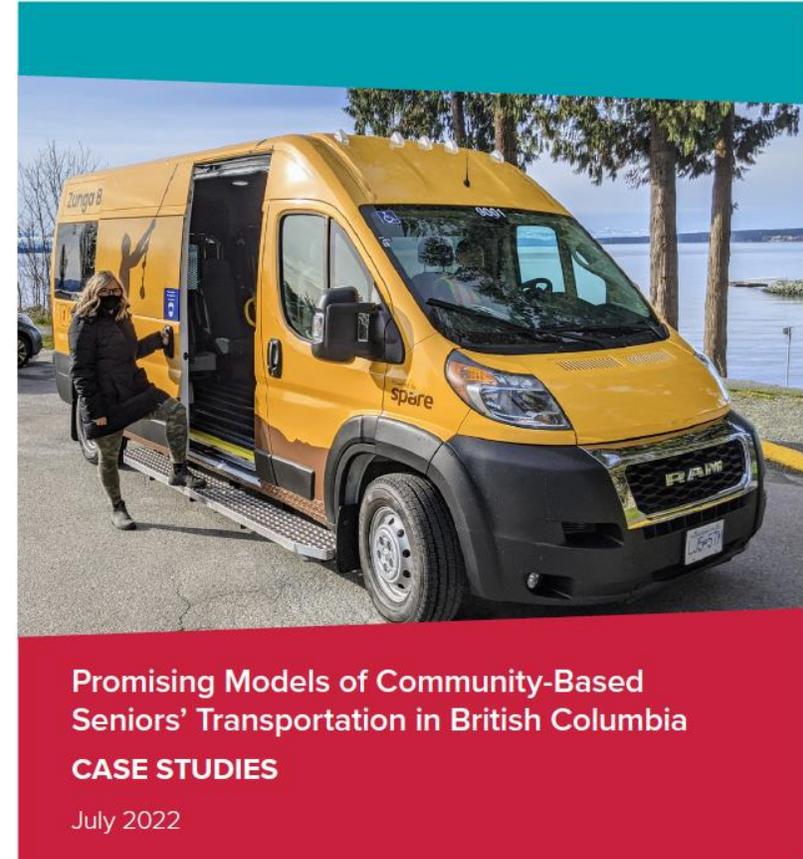
Image credit: O'Hara Consulting

Provincial scan

Initiated by the Provincial Working Group on Seniors' Transportation to identify successful models of community-based seniors' transportation services already in BC

Two specific objectives were:

- 1) To profile successful or promising models of seniors' transportation in the province
- 2) To learn what facilitates or impedes the success of these services



Report prepared for the Provincial Working Group on Seniors' Transportation



Working in partnership with BC's
Elected, Lower Mainland, and
Metropolitan Transportation Boards



Provincial scan

Step up 'N' Ride Society, Dawson Creek



Zunga Bus, Powell River



RCRG Volunteer Driver Program, Richmond



Collingwood Seniors' Shuttle, Vancouver



Delta Seniors' Bus, Delta



Seniors' GO Bus, North Shore



The Delta Seniors Bus (2013-present)

Delta, population: 108,455



Service	Curb side pick-up and drop-off for all trip purposes
Target audience (s)	Seniors aged 65+ living in Delta
Service area	North and South Delta; some exceptions made for medical appointments
Availability	5 days/week, 9am-4pm; plus rentals outside of normal operating hours
Cost	Free
What stands out	Initial funding came from the New Horizons Grant; ongoing funding for maintenance, gas, staff are now built into the city's annual operating budget

The Zunga Bus (2020-present)



Powell River, population: 13,942

Service	On-demand public transportation for all trip purposes
Target audience (s)	Anyone can book a ride, but the target audiences are youth, seniors, and others who cannot access the fixed-route public transit service
Service area	Westview neighbourhood
Availability	7 days/week, 11am-6:30pm
Cost	\$2.25/trip
What stands out	Challenged people's perceptions of what public transit could be like, an example of an initiative that had seniors' but open to everyone, the diversity of people that benefitted from the service

Zunga Bus (2020-present)



Allowed people to make spontaneous trips to “regular things”

“I use it all the time when I’m able. Don’t know how I’d get around without it. So handy and so convenient. I don’t drive and have trouble walking.

I use it to meet friends for coffee, regular things. I’d for sure like the Zunga Bus to stay. I’d be stuck at home otherwise.”

- Powell River Local, 72 years old



Zunga Bus (2020-present)



Benefits extended to other population groups

People with disabilities

“I lost the ability to drive. I have to rely on public transit...With Zunga, I don’t just get out once a week or once a month. I can now do things every day now. I time all my activities to Zunga Bus.” -48 years old

Parents without a car

“I don’t have a car at the moment, use public transit. I use it to go and get my son to and from daycare and to get to work and back. The routes are much more direct on the Zunga Bus, it’s very convenient. It allows me to do more things than before.” -31 years old

Youth travelling to summer jobs

“I used it to get to summer job and back every day. I cannot get my parents to always drive me.” -17 years old

On-demand public transportation services in Canada



Transportation services offered by non-profits

Facilitators:

- Streamlined intake process
- Frequent and regular service
- Drivers
- Core funding, such as Better at Home
- Partnering with other organizations

Step up 'N' Ride Society, Dawson Creek



RCRG Volunteer Driver Program, Richmond



Collingwood Seniors' Shuttle, Vancouver



Seniors' GO Bus, North Shore



Small town example – Fraser Lake



Small Town example – Fraser Lake

- Five transportation options in the region

Fraser Lake Community Transportation Program

Autumn Services Get up and Go Program

BC Bus North

Bulkley Nechako Regional Transit System

Northern Health Bus





Route 2 - Friday



Route 2 – Friday

Parker Subdivision (Birch Bay) 8:21am depart

Serle Rd. – 8:32am

Glennanan Park – 8:40am

Stellako Lodge – 8:51am

Fraser Lake – 8:50am arrive

Return Trip - Friday

Fraser Lake – 1:45pm depart

Stellaquo Lodge – 1:58pm

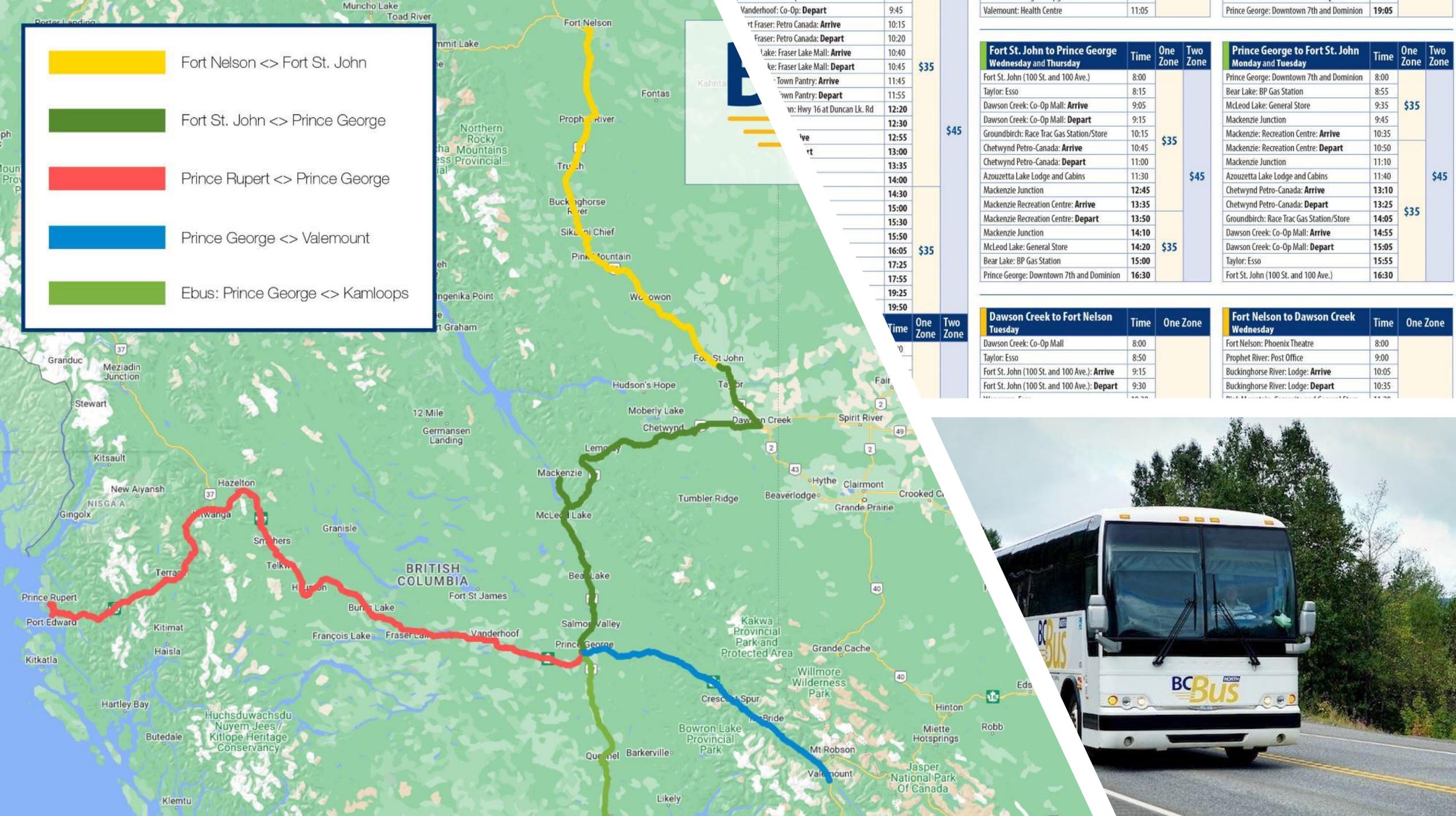
Glennanan Park – 2:08pm

Serle Rd. – 2:15pm

Parker Subdivision – 2:27 arrive



- Fort Nelson <> Fort St. John
- Fort St. John <> Prince George
- Prince Rupert <> Prince George
- Prince George <> Valemount
- Ebus: Prince George <> Kamloops



Vanderhoof: Co-Op: Depart	9:45	
Fort Fraser: Petro Canada: Arrive	10:15	
Fort Fraser: Petro Canada: Depart	10:20	
McLeod Lake: Fraser Lake Mall: Arrive	10:40	
McLeod Lake: Fraser Lake Mall: Depart	10:45	\$35
Chetwynd: Town Pantry: Arrive	11:45	
Chetwynd: Town Pantry: Depart	11:55	
Chetwynd: Hwy 16 at Duncan Lk. Rd: Arrive	12:20	
Chetwynd: Hwy 16 at Duncan Lk. Rd: Depart	12:30	\$45
Chetwynd: Petro-Canada: Arrive	12:55	
Chetwynd: Petro-Canada: Depart	13:00	
Chetwynd: Petro-Canada: Arrive	13:35	
Chetwynd: Petro-Canada: Depart	14:00	
Chetwynd: Petro-Canada: Arrive	14:30	
Chetwynd: Petro-Canada: Depart	15:00	
Chetwynd: Petro-Canada: Arrive	15:30	
Chetwynd: Petro-Canada: Depart	15:50	
Chetwynd: Petro-Canada: Arrive	16:05	\$35
Chetwynd: Petro-Canada: Depart	17:25	
Chetwynd: Petro-Canada: Arrive	17:55	
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Chetwynd: Petro-Canada: Arrive	19:50	

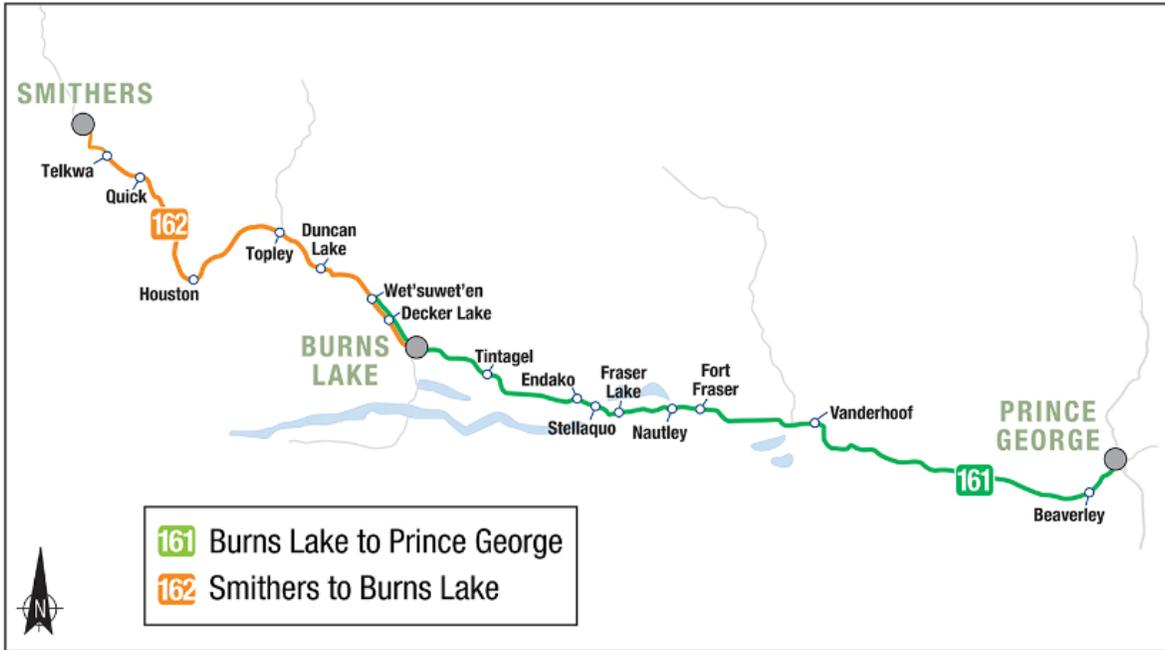
Fort St. John to Prince George Wednesday and Thursday	Time	One Zone	Two Zone
Fort St. John (100 St. and 100 Ave.):	8:00		
Taylor: Esso	8:15		
Dawson Creek: Co-Op Mall: Arrive	9:05		
Dawson Creek: Co-Op Mall: Depart	9:15	\$35	
Groundbirch: Race Trac Gas Station/Store	10:15		
Chetwynd Petro-Canada: Arrive	10:45		
Chetwynd Petro-Canada: Depart	11:00		\$45
Azouzetta Lake Lodge and Cabins	11:30		
Mackenzie Junction	12:45		
Mackenzie Recreation Centre: Arrive	13:35		
Mackenzie Recreation Centre: Depart	13:50		
Mackenzie Junction	14:10	\$35	
McLeod Lake: General Store	14:20		
Bear Lake: BP Gas Station	15:00		
Prince George: Downtown 7th and Dominion	16:30		

Prince George to Fort St. John Monday and Tuesday	Time	One Zone	Two Zone
Prince George: Downtown 7th and Dominion	8:00		
Bear Lake: BP Gas Station	8:55		
McLeod Lake: General Store	9:35	\$35	
Mackenzie Junction	9:45		
Mackenzie: Recreation Centre: Arrive	10:35		
Mackenzie: Recreation Centre: Depart	10:50		
Mackenzie Junction	11:10		\$45
Azouzetta Lake Lodge and Cabins	11:40		
Chetwynd Petro-Canada: Arrive	13:10		
Chetwynd Petro-Canada: Depart	13:25		
Groundbirch: Race Trac Gas Station/Store	14:05	\$35	
Dawson Creek: Co-Op Mall: Arrive	14:55		
Dawson Creek: Co-Op Mall: Depart	15:05		
Taylor: Esso	15:55		
Fort St. John (100 St. and 100 Ave.):	16:30		

Dawson Creek to Fort Nelson Tuesday	Time	One Zone	Two Zone
Dawson Creek: Co-Op Mall	8:00		
Taylor: Esso	8:50		
Fort St. John (100 St. and 100 Ave.): Arrive	9:15		
Fort St. John (100 St. and 100 Ave.): Depart	9:30		

Fort Nelson to Dawson Creek Wednesday	Time	One Zone	Two Zone
Fort Nelson: Phoenix Theatre	8:00		
Prophet River: Post Office	9:00		
Buckingham River: Lodge: Arrive	10:05		
Buckingham River: Lodge: Depart	10:35		



**BC Transit**

@ · May 18

#BC, long weekend #RiderReminder! We're running on holiday hours this Mon (May 22)!

Schedules will vary in #BCTransit communities – plan ahead:

- 1 Visit bctransit.com
- 2 Head to Schedules & Maps

Holiday Service

[Rider's Guide](#)

Seniors on the Move Champions



'MULTI-MODAL MARY' MAKES STRIDES



DAVID VS. GOLIATH TO MAKE ROADS SAFER



MARIO GIVES UP THE KART

SENIORS on the MOVE
A MORE WALKABLE FUTURE

Meet Multimodal Mary, an 84-year-old pedestrian advocate from New Westminster, BC. Renowned for her tireless efforts, she enhances walkability in local neighborhoods. Mary secured a seat at the city's bicycle and pedestrian advisory committee, becoming a leading advocate for walkers. She introduced Jane's Walk, an enlightening neighborhood stroll emphasizing pedestrian-friendly cities. Mary co-founded the New Westminster and Burnaby Walkers Caucus in 2016, dedicated to improving walkability for all. She also co-created the WALK30 Challenge, promoting at least 30 minutes of daily walking. Mary's unwavering commitment inspires us all to take steps towards a more pedestrian-friendly future.

MARY WILSON

SUPPORT SENIORS & LEARN MORE
seniorsonthemove.org



SENIORS on the MOVE

Suggested steps for community-based actors

1. Research the age-friendly community plan where you live
2. Identify underutilized vehicles in your community
3. Partner with Persons with Disabilities organizations and mobility activists
4. Amplify the voices of local senior's transportation advocates
5. Participate in the BC Accessibility Act's public engagement process
6. Inform your local MLA and talk up the solutions
7. Research funding opportunities and apply!

Some funding opportunities in BC

- UWBC's Healthy Aging 'Transportation Innovation' Grants
- New Horizons for Seniors Community Grants
- ICBC's Community Grants
- BC's Age Friendly Community Grants
- BC Active Infrastructure Transportation Grants Programs
- Island Coastal Trust Grants

Thank you! Questions?

Beverley Pitman, PhD

Senior Regional Community Developer,
United Way British Columbia
beverleyp@uwbc.ca

Kate Hosford, PhD

Faculty of Health Sciences
Simon Fraser University
khosford@sfu.ca



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