

# Volunteer Program: Transportation and More

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City Council Meeting

May 7, 2018

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# Background

- 2014 Non-scientific study of Healdsburg's older adults
- Top three areas of concern
  - Transportation
  - Housing
  - Home Maintenance
- The Senior Citizen Advisory Commission created the Transportation Committee to work with staff on researching options
  - Laura Moore, Diane Sullens, L Peter Deutsch

# Transit Models Analyzed

## Sonoma County Transit (SCT)

- *\*Curb-to-Curb Service*
  - Local Shuttle 67
  - Inter-City Route 60
  - SMART Connector
  - Paratransit & Volunteer Wheels



## For Pay / On Demand Services (FPOD)

- *\*Door-to Door-Service*
  - Uber/Lyft
  - Chariot/Contracted Shuttle
  - Healdsburg Taxi
  - Women Driving Women



## Volunteer Program

- *\*Door-Through-Door Service*
  - Petaluma Peoples Services, Catholic Charities (etc.)
  - Neighbors Network of Healdsburg
  - Volunteers Drivers



# Sonoma County Transit (SCT)

- In 2014 the City transitioned transit service to SCT
- Route 67 “Healdsburg Shuttle” was created to serve the community
- Route 67 is a curb-to-curb service
- SCT is very open to changes to better serve the community, but must meet their regulatory funding requirement of fixed route service



**SonomaCountyTransit**

# Action Steps Sonoma County Transit

- Work with SCT to analyze potential route changes, stops, shelters, and other improvements to better serve the community
- Help educate and inform about transit services
- Subsidize ridership on Route 67 for all (fare box ~\$10,000/year)
- Study the costs and benefits associated with subsidizing paratransit



# For Pay on Demand (FPOD)

- **Uber/Lyft:** Uber/Lyft operates in Healdsburg, limited services, technology based
- **Chariot:** Private transit on fixed route system with on demand pick up. (\$60,000/month + start up costs)
- **Blue Moon Taxi:** Service in Healdsburg discontinued by owner/operator due to low demand
- **New FPOD Services:** Options emerging that may assist older adults with transportation needs



# Recommendation For Pay On Demand (FPOD)

- Provide education and information on service options
- Not commit City financial resources
- Continue to monitor FPOD services, and bring back proposed changes as warranted

**UBER**  
Health



# Volunteer Driver Program

- Offers Door-through-Door service
- Commonly found throughout the nation and California
- Operated locally in Sonoma, Petaluma, Santa Rosa, and Sebastopol through non-profits
- National Volunteer Transportation Center provides assistance for creating and ongoing operation of programs
- 75% of volunteer driver programs nationwide offer additional volunteer opportunities





# Recommendation Volunteer Program

- Move forward with City operated volunteer driver program as part of an overall volunteer initiative
- Build off of existing “Neighbors Network of Healdsburg” and other existing City volunteer opportunities (e.g. Foss Creek Clean-Up, Senior Appreciation Dinner, Afterschool program, etc.)
- Creates a focal point for volunteer opportunities



# Recommendation Volunteer Program

- Support Existing Volunteer Opportunities
  - Special Events: Safety Fair, Foss Creek Cleanup, Tuesdays in the Plaza, Dia de los Muertos, etc.
  - Programs: T-ball, Soccer, Jr. Giants, ASES
  - Services: Bistro dining, Meals on Wheels, Senior Center front desk
  - Open Space: Volunteer corps, support LandPaths efforts
- Future Focus Area Examples
  - Home upkeep assistance
    - Yard work, painting, minor maintenance
    - Identified as a priority for older adults in remaining independent (#3 in survey)
  - Adopt a park, intergenerational programs, community service (e.g. High School)
  - Proactive volunteer recruitment (e.g. emergency response/evacuation center, conservation efforts, defensible space vegetation management)
  - And more...

# Recommendation Volunteer Program

- Housed in Active Adult and Senior Services program area
  - Volunteer Coordinator position
  - Focused on Community Services programs and available City-wide
- Captures the generous spirit of our community
- Invest increased TOT revenue for services that benefit the community



# Senior Citizens Advisory Commission Recommendation

- Recommended this proposal to the City Council at their March 28<sup>th</sup> meeting

## Alternatives

- Route 67 and FPOD services will continue to operate
- Seniors who are unable to access these services, and who no longer drive, will need to seek support to get out of their homes for appointments, shopping and leisure
- Volunteer opportunities will continue independently

# Fiscal Impact

- Volunteer program is included in the proposed 2018-2019 and 2019-2020 operating budget request
  - \$88,800 for staffing and related expenses
  - \$41,000 for operational costs
- City would receive \$22,500 in Caltrans volunteer driver program funding for both years; balance of funding would be provided through the increase in TOT
- No impact to the City's General Fund

# Questions?



Thank you