

Independent Transportation Network[®] : Local Solution, National System

Community Transportation Dialogue

Economic and Social Inclusion Corporation
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ITNAmerica[®]

First national non-profit transportation service for the aging population

- **1990-2002 Independent Transportation Network (ITN)[®]—Portland, ME**
 - **Sustainable model—Social entrepreneurship**
 - **R&D funds—TRB, AARP, FTA**
- **2003-2005 Business Plan & National Summit—Stone House, Maine**
 - **FTA & Atlantic Philanthropies**
- **2005-Present—National Rollout**
 - **23 ITN affiliated communities in 20 US states**
- **2008-Present—R&D**
 - **International development—Canada, Australia**
 - **Public Policy—50 state analysis**
 - **ITNEverywhere—a revolutionary approach to community transport**





"I'M WORRIED ABOUT THEIR DRIVING... I THINK YOU SHOULD TALK TO THEM."

Characteristics of an ITN Affiliate

- Uses automobiles to provide rides 24 hours a day, 7 days a week;
- Door-through-door, arm-through arm;
- Available for any purpose, without restriction to all ITN members;
- Utilizes a Personal Transportation Account;
- Sustainable through reasonable fares from those who use the service and voluntary local community support, without the use of taxpayer dollars;
- Connected to and served by ITNRides[™] information system technology;
- Serves seniors 60 years of age or older and people with visual impairments.

ITNAmerica—a non-profit, market approach to a pressing social need

ITNAmerica is the first and only national non-profit transportation network for America's aging population.

The ITN model marries the power of information technology and the strength of local, grassroots support to create an efficient and financially sustainable solution to the transportation needs of seniors and their families.

ITNAmerica imagines a day when all seniors will have access to transportation when they want it.

Safety and mobility for older people

- Highest fatal crash risk
- 88% of trips in private automobile
- Age related driving compensation
- Fewer than 3% of trips on public transit
- 54% of seniors live in communities without public transit

The Three Sectors: Traditional Economic & Social Responsibilities

- **Private Sector/Business**—utilize markets to exchange goods and services for profit; drive productivity and innovation
- **Public Sector/Government**—respond to market failure by providing public goods and services through redistribution
- **Voluntary Sector/Non-profits**—engage individuals in action to achieve social impact

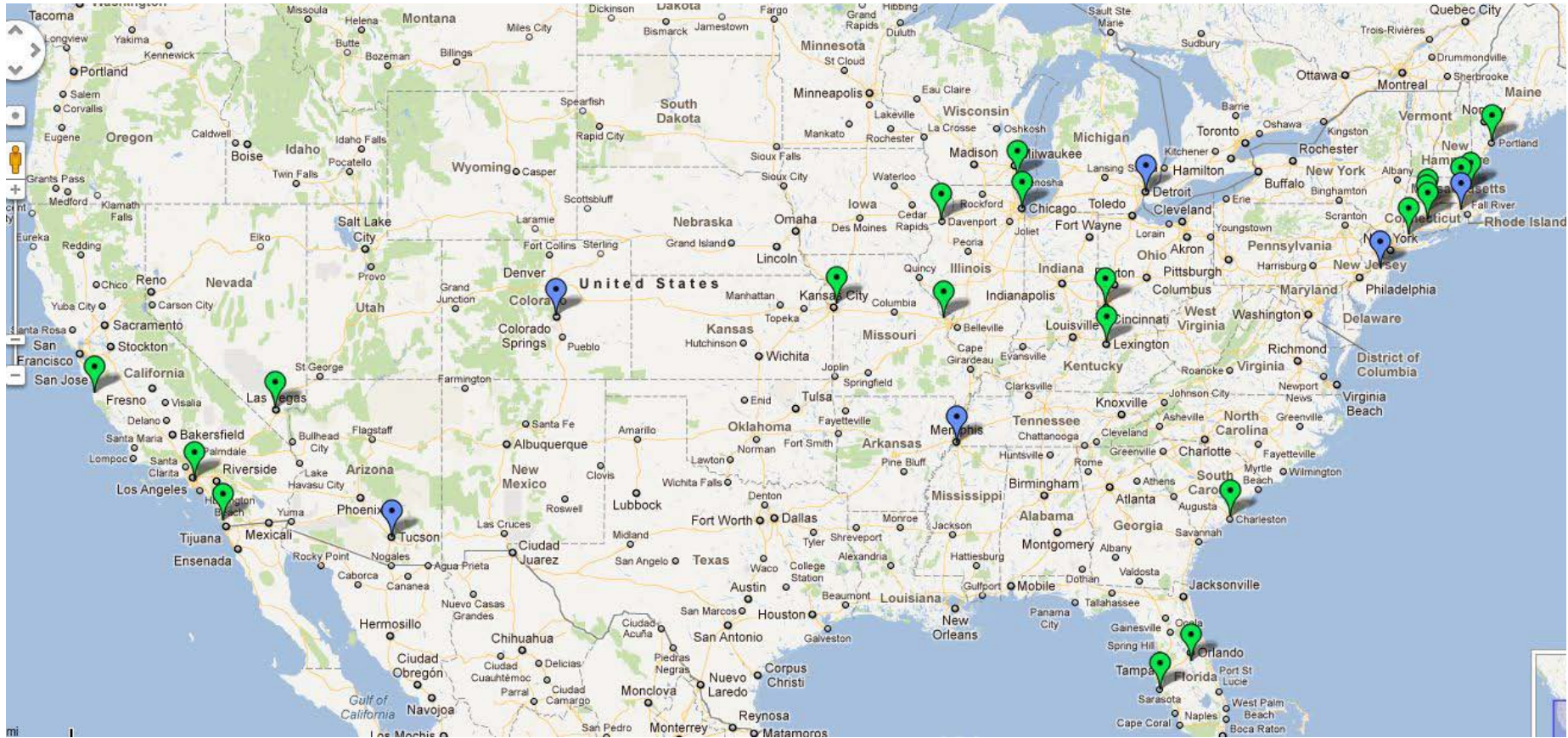
Why Communities Choose ITN

- Economically sustainable; complements public transport and other transit programs without using taxpayer dollars.
- Safer roads
- Local employers see less lost work time from adult family members and caregivers.
- Economic impact: Retail dollars spent in your community increase through the Ride & Shop[™] program.
- Providers help seniors to better manage their health care appointments through the Healthy Miles[™] program.
- Younger seniors enjoy volunteering and earning their own Personal Transportation Credits.
- ITN affiliation reduces start-up risk, allowing communities to directly address gaps in local transportation, public safety, and consumer needs.

ITN In Your Community

- ITN Classic
- ITN Multi-branch
- ITN *Everywhere*

Affiliate Sites



Current 25 Affiliates in 20 States

- 1995 ITNPortlandTM Maine
- 2005 ITNOrlandoTM Florida
- 2005 ITNCharlestonTridentTM S. Carolina
- 2005 ITNGreaterLATM California
- 2006 ITNQuadCitiesTM Iowa/Illinois
- 2007 ITNSanDiegoTM California
- 2007 ITNChicagoTM Illinois
- 2007 ITNBluegrassTM Kentucky
- 2007 ITNNorthCentralCTTM Connecticut
- 2007 ITNCentralCTTM Connecticut
- 2008 ITNSarasotaTM Florida
- 2009 ITNStCharlesTM Missouri
- 2009 ITNGreaterCincinnatiTM Ohio
- 2009 ITNRacineCountyTM Wisconsin
- 2009 ITNLasVegasValleyTM Nevada
- 2009 ITNCoastalCTTM Connecticut
- 2010 ITNGreaterBostonTM Massachusetts (MultiBranch)
- 2011 ITNGreaterKansasCityTM Kansas/Missouri
- 2011 ITNMontereyCountyTM California
- 2010 ITNMemphisTM Tennessee (PreAffiliate)
- 2011 ITNOceanStateTM Rhode Island (PreAffiliate)
- 2011 ITNPikesPeakRegionTM Colorado (PreAffiliate)
- 2012 ITNMetroDetroitTM Michigan (PreAffiliate)
- 2012 ITNNorthJerseyTM New Jersey (PreAffiliate)
- 2012 ITNGreaterTucsonTM Arizona (PreAffiliate)

Rides at a Glance

All affiliates providing rides, July 2010-June 2011

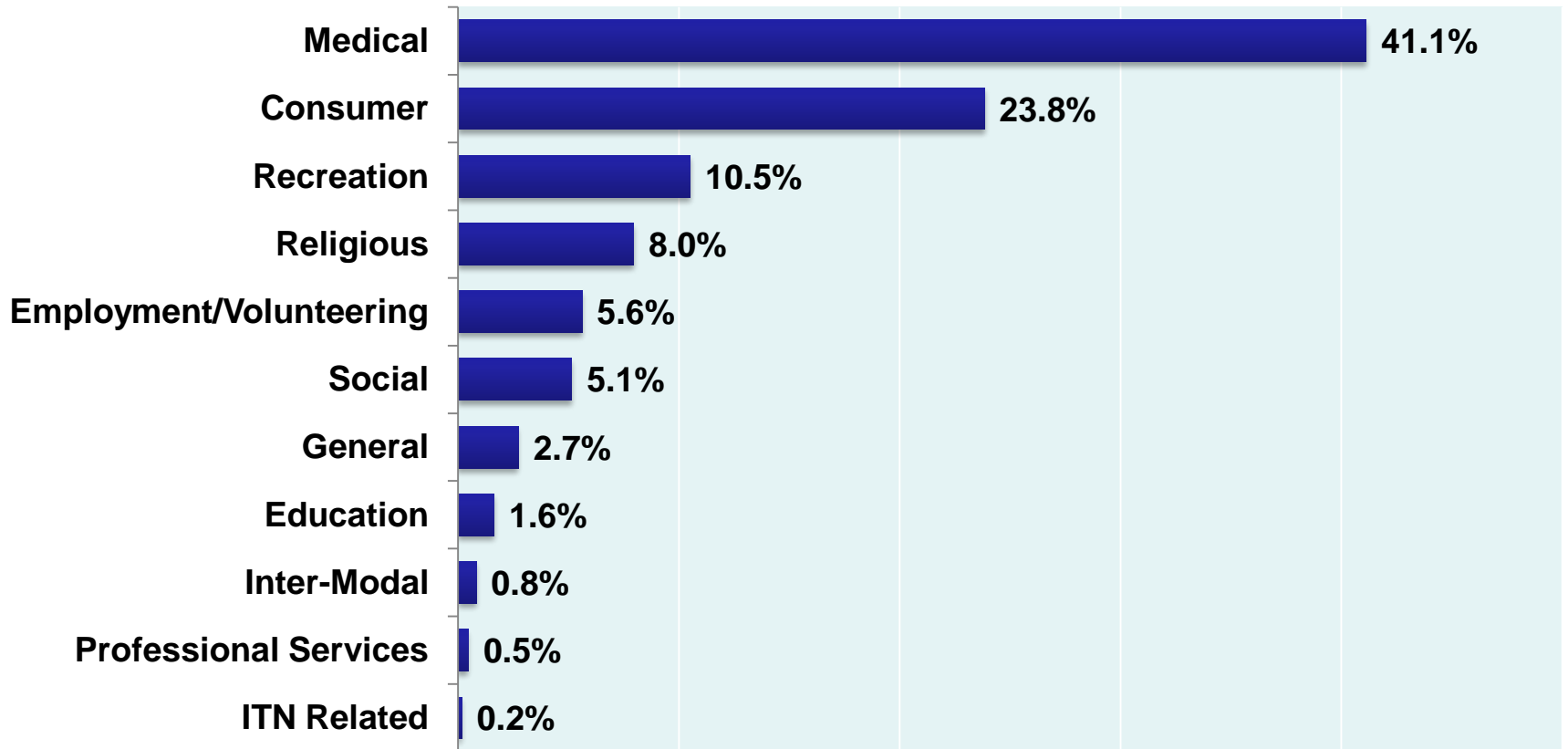
Average age of rider	79.76 years
Average length of ride*	4.97 miles
Average duration of ride*	19 minutes
Average fare*	\$10.89
Ride scheduled on the same day	5.16 %

*Based on ride segments

Rides by Purpose

All affiliates providing rides, July 2010 – June 2011

In % of N=29,606 ride segments (not including 25,160 home/return rides)



Rides by Purpose

All affiliates providing rides July 2010 – June 2011, N=29,606 ride segments
(not including 25,160 home/return rides)

Medical

- 3,965 General
- 1,910 Dialysis
- 1,036 Physical Therapy
- 930 Eye care
- 856 Dental
- 664 Adult Day Care
- 588 Lab Tests
- 374 Cardiology
- 236 Psychiatrist
- 217 Cancer Treatment
- 190 Podiatry
- 140 Audiologist
- 136 Orthopedic
- 121 Gastrointestinal
- 120 Dermatology
- 98 Internal Medicine
- 91 Radiology/X-Ray
- 89 Surgery
- 67 Neurology
- 54 Acupuncture
- 50 Chiropractor
- 43 Mammogram
- 36 Endocrinologist
- 36 Nephrology
- 30 Annual Physical
- 29 Occupational Therapy

- 20 Vision Therapy
- 18 Rheumatology
- 12 Immunizations
- 11 Bone Density
- 10 Vascular

Consumer

- 2,640 Hair
- 1,860 Grocery
- 1,126 General
- 524 Pharmacy
- 508 Banking
- 399 Mall

Employment / Volunteering

- 1,422 Paid
- 239 Volunteer

Recreation

- 1,205 Exercise
- 1,061 Dining
- 593 Gaming
- 198 Show
- 57 Museum

Social

- 506 Nursing Home Visit
- 475 Community Affairs
- 448 Visit Friends / Family
- 67 Hospital Visit
- 27 Funeral / Mem. Service

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Church / Spiritual

- 1,587 Worship
- 476 Social
- 291 Work

Education

- 292 School
- 148 Cultural
- 42 Library

General

- 651 Personal Business
- 103 Unknown
- 53 Hourly Service

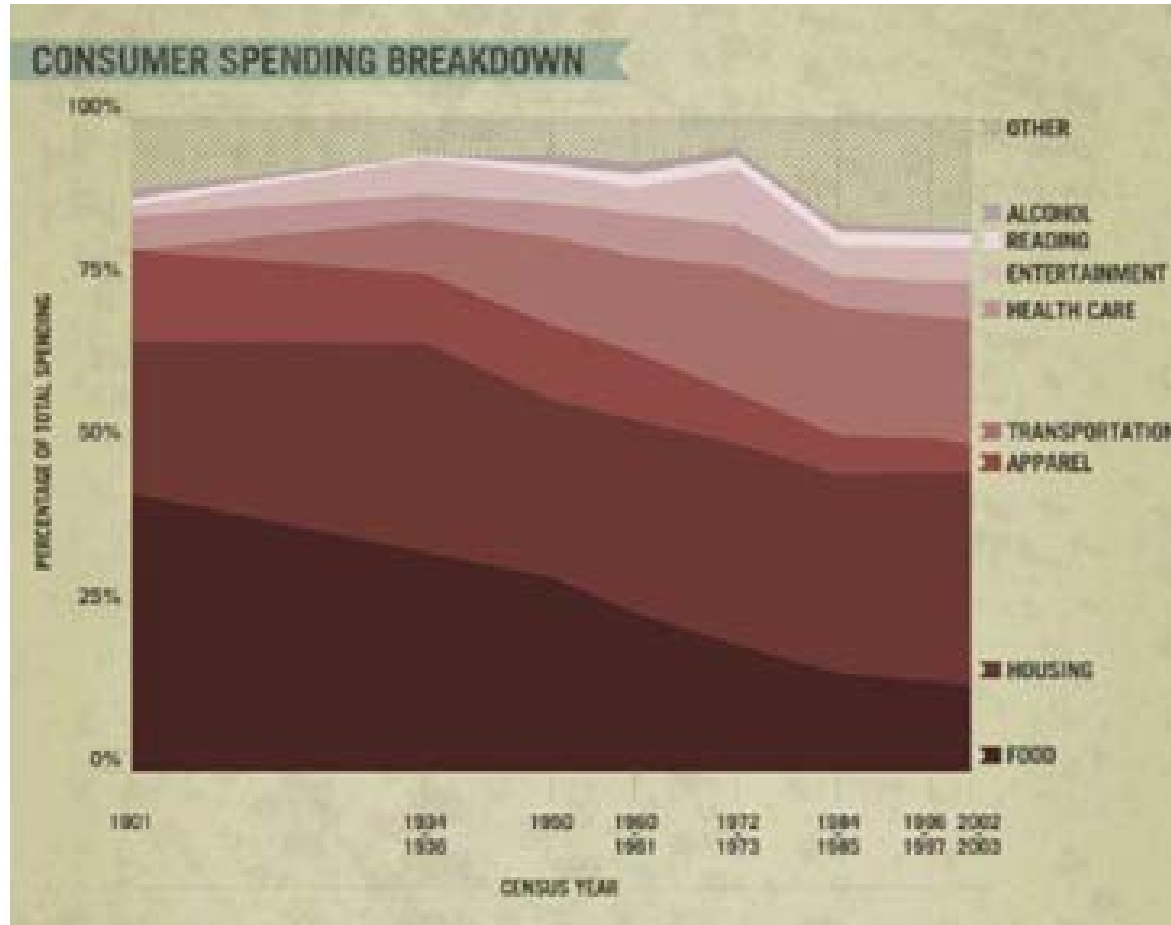
Inter-Modal

- 168 Airport
- 63 Bus
- 8 Train
- 4 Ferry

Professional Services

- 56 Vet
- 41 Finance
- 40 Lawyer

One Hundred Years of U.S. Consumer Spending



2010 ITN Customer Satisfaction Survey

(mailed to all customers nationally)

- 98% said they would recommend ITN to a friend
- 96% said their overall experience was *excellent or very good*
- 98% were *very* satisfied with the staff
- 98% were *very* satisfied the quality of service
- 98% felt that the service was worth the cost
- 2% felt the service was too expensive

Household Income of ITN Customers

- Nearly half of ITN customers* have income levels under \$25,000
- We found no statistically significant differences by income in level of customer satisfaction, including cost perception of the service.

Less than \$25,000	49%
\$25,000-\$49,999	31%
\$50,000-\$74,999	12%
\$75,000-\$99,999	5%
\$100,000 or more	4%

* Based on a sample of 565 customers who reported household income on the 2010 ITN Customer Satisfaction Survey.

Road to Affiliation

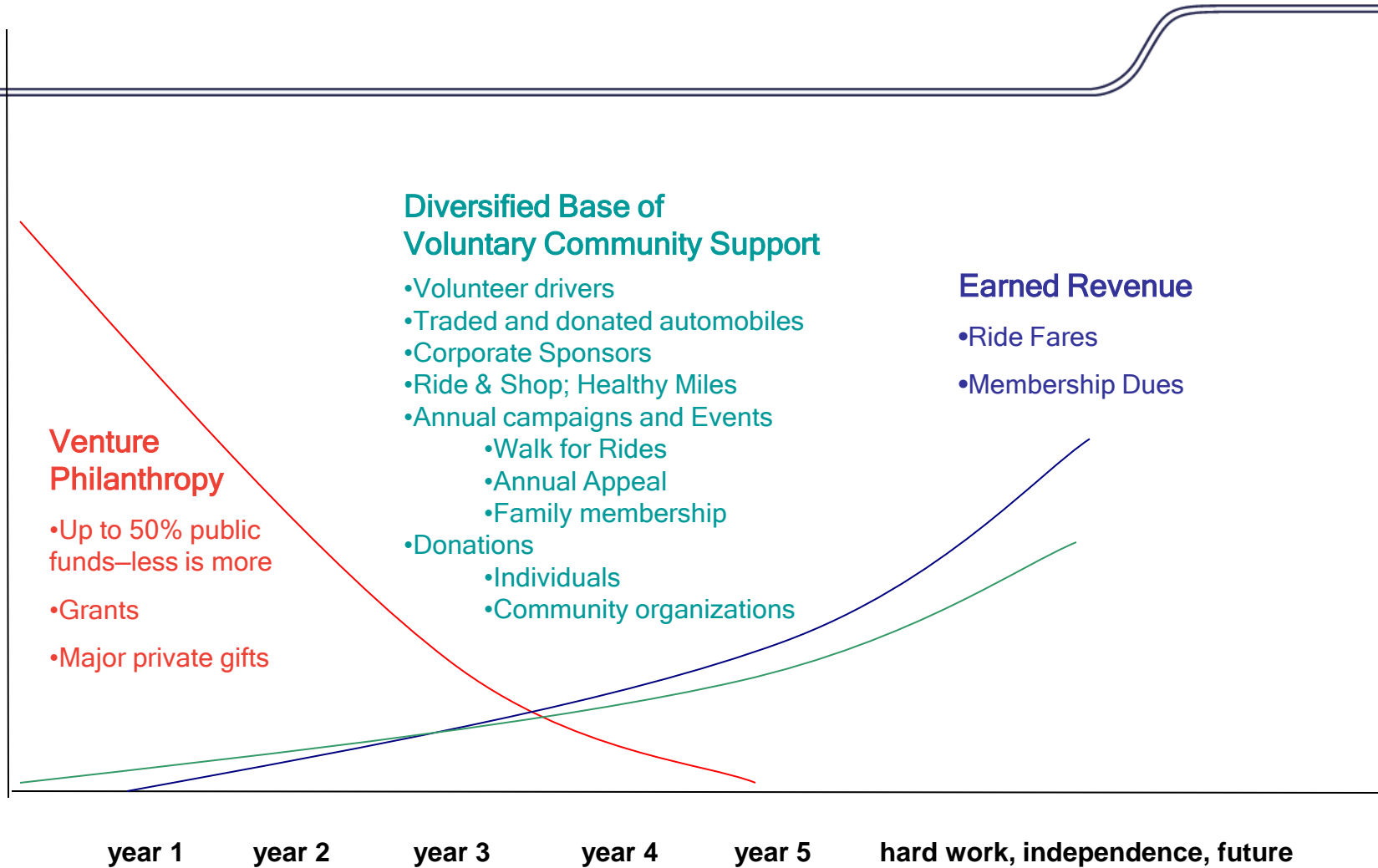
- Application & service area
- Building a steering committee
- Finding a sponsor/fiscal agent
- Raising the start-up funds
 - PreAffiliation vs. direct Affiliation
- Laying the groundwork for independence
- Signing the affiliation agreement

The Arithmetic of Sustainability

Fares + Diversified Base of Voluntary Local Community Support
Economic Sustainability

Efficiency through information system technology previously unavailable to local organizations and communities

5 Year Arc to Sustainability



ITNAmerica Community Outreach Programs

Turn Caring into Support and Dollars

- Individuals & Families
 - Membership
 - Gift Certificates
- Vehicles & Gifts in Kind
 - *CarTrade*[™]
 - Car Donation
 - Gifts in Kind
- Merchants, Health Care Providers & the Business Community
 - Ride & Shop[™]
 - Healthy Miles[™]
 - Corporate Sponsorship
- Community Organizations
 - Ride Services
 - Ride Sponsorship
- Volunteers
 - Transportation Social Security[™]
 - Road Scholarship Program[™]
- Municipalities & Government Organizations
 - Community Road Scholarship Program
- Fundraising Events & Programs
 - Walk for Rides[™]
 - Annual Appeal
 - Adult Child Membership Campaign
 - Planned Giving

Raising Capital Start-up Funds

PUBLIC (up to 50% in first 5 years)

- General Municipal
- Other DOT
- Mobility management reserves
- New Freedom Funds, etc.

PRIVATE

Corporate

- Med/large businesses
- Corporate foundations

Medical

- Local hospitals, medical groups, rehab facilities, Dialysis centers, etc.
- Hospital/insurance conversion foundations

Foundation

- Mission-oriented
- Community foundations
- Religious

Other Organizations

- AARP
- Area Agencies on aging
- Other senior organizations
- BVI organizations
- Religious groups
- Service agencies, i.e. Lions, Rotary

Individual donors

And more—use your funder log, brainstorm with stakeholders, network in the community!

ITNAmerica Circle of Support

Circle of Support



The Universal Face



The Universal Face



Learn More—ITNAmerica Webinars

- How to start an ITN in your community.
- Meet ITN founders from affiliate communities around the country—how did they do it?
- ITNAmerica technology, including the enterprise software that connects ITNAmerica's national network.
- www.itnamerica.org/content/Webinars.php

Contact Information



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The Liberty Mutual and ITNAmerica Partnership. ITNAmerica is excited to announce our partnership with Liberty Mutual, one of the nation's leading auto, home and life insurers. As the National Insurance Partner to ITNAmerica and our affiliate communities, Liberty Mutual has embraced ITN's mission to support safe, senior mobility and developed resources for seniors and their families to make good, safe transportation decisions found at www.libertymutual.com/seniordriving.

