

ITN*Country*: Transportation for Rural and Small Communities

Aging in Vermont: Communities on the Move

September 15, 2017

Killington, Vermont

*Katherine Freund, ITNAmerica
Founder & President*



Transportation for Everyone—glamour



Transportation for Everyone—environment



Transportation for Everyone—commerce



Transportation for Everyone—fun



Transportation for Seniors—ITN style



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

ITNAmerica: The first and only national non-profit transportation network for America's aging and visually impaired 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 people with visual impairments, and their families.

ITNAmerica imagines a day when all seniors and people with visual impairments will have access to transportation when they want it.

<https://www.ridesinsight.org/>

1-855-60-RIDES

National website and
hotline helping seniors
and visually impaired
adults find transportation

HELPING YOU GET A RIDE!

Rides in
Sight™

**For Seniors and
Visually Impaired Adults**

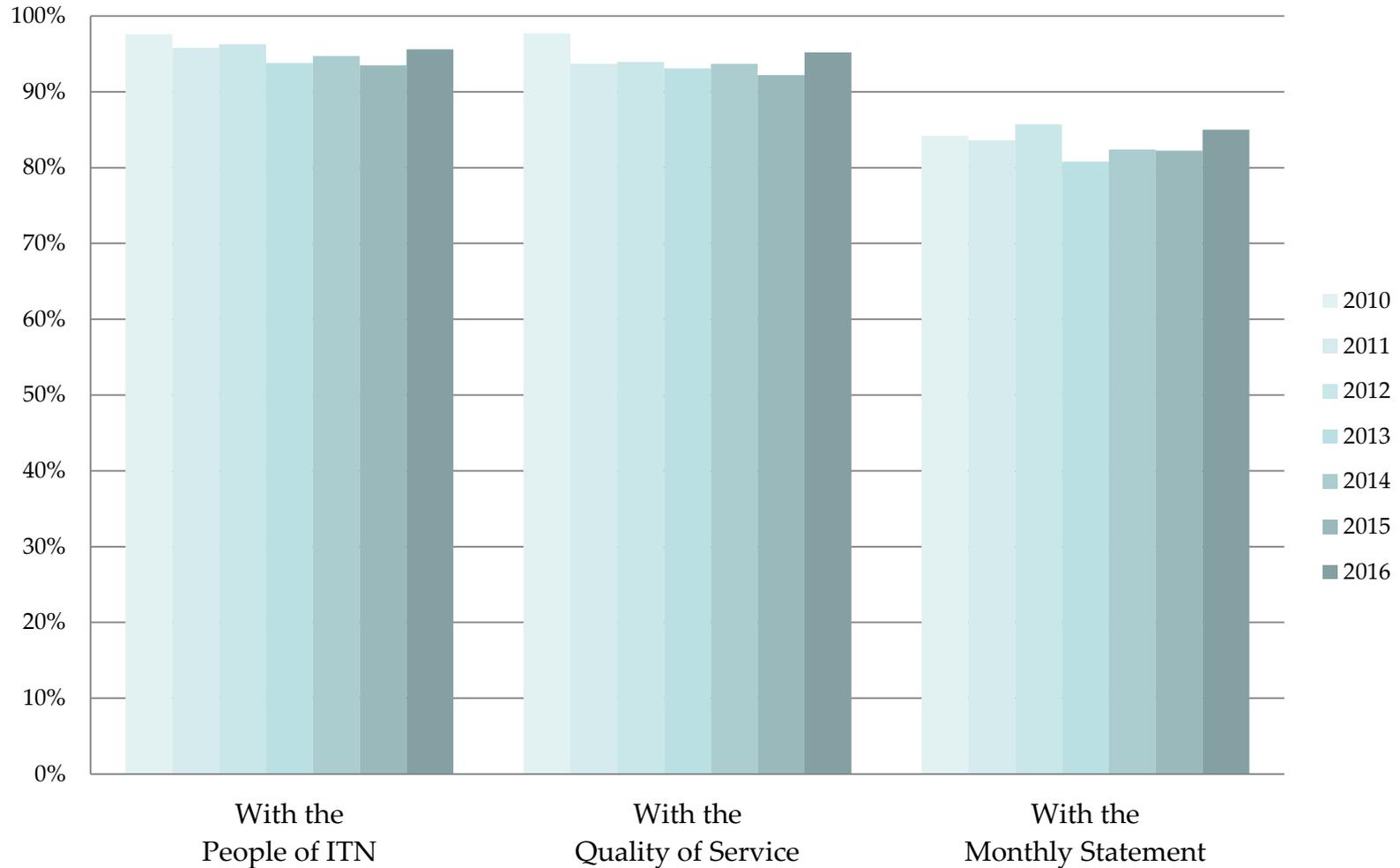
15 Affiliates and 24 Trusted Transportation Partners



Characteristics of an ITN Affiliate

- Recreates private automobile ownership
 - 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;
- Core business innovations
 - Personal Transportation Account[™]
 - Flexible approach to resources
 - *Car Trade*[™]
 - Cash
 - Transportation Social Security[™]
 - Co-payments—Ride & Shop[™], Healthy Miles[™], Ride Services[™]
- Sustainable through fares from those who use the service and voluntary local community support, without the use of taxpayer dollars;
- Connected through common information system, brand, business model, systems

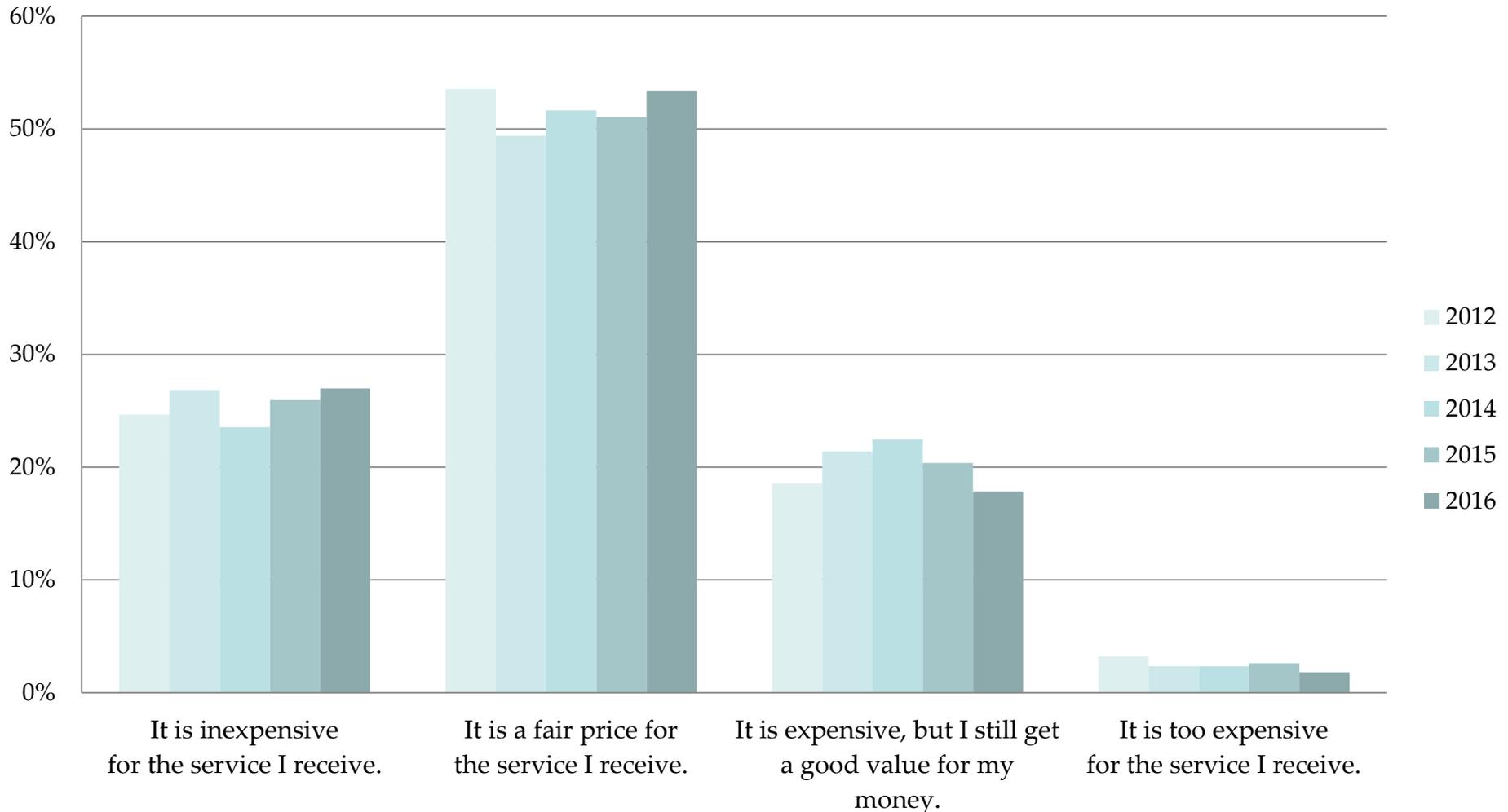
Customer Satisfaction with ITN Service



Household Income of ITN Customers

Sample	754	615	657	532	508
	2011	2012	2013	2014	2015
Less than \$25,000	45.9%	38.9%	38.8%	39.8%	40.2%
\$25,000-\$49,999	29.4%	31.5%	31.7%	32.3%	33.3%
\$50,000-\$74,999	11.4%	14.8%	15.4%	12.2%	11.8%
\$75,000-\$99,999	8.6%	7.5%	8.1%	7.5%	6.5%
\$100,000 or more	4.6%	7.3%	6.1%	8.1%	8.3%

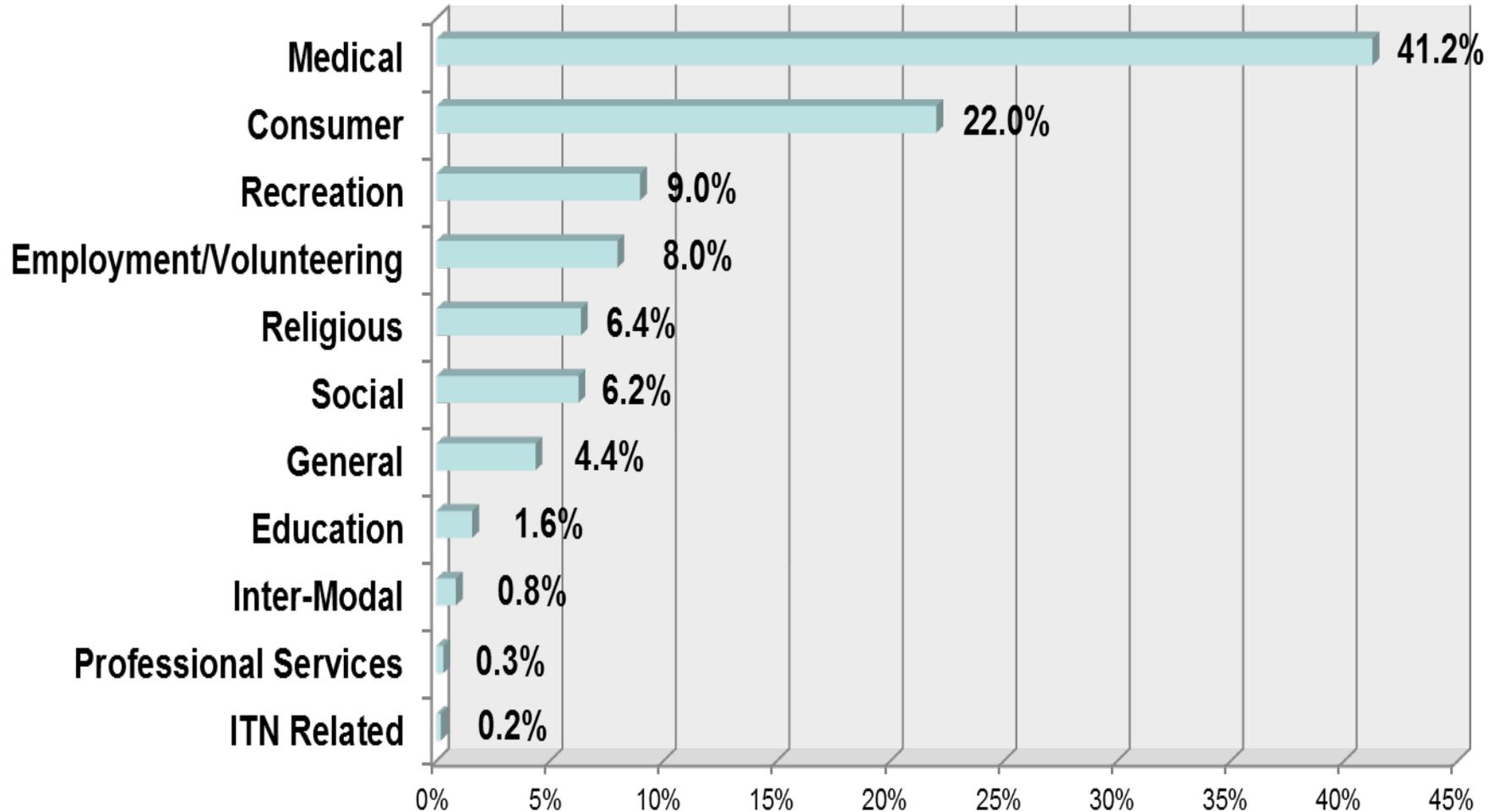
Attitudes about Cost of Service



Rides by Purpose

All affiliates providing rides, through February 2013

In % of N=281,150 ride segments (not including 234,227 home/return rides)



What does information technology do for transportation?

- **Routing**—it makes more efficient use of existing resources through logistics based on communication
- **TNC's**—it accesses private transportation capacity
- **Personal Transportation Accounts**—it accesses private resources in many forms including social capital

Personal Transportation Account: *A Mobility Portfolio that Expands Available Resources*



ITN*Country*: Scaling ITN's Innovations

- ITN simplified and on-line
 - A program rather than a separate organization
 - Technology—smart phone enabled technology
 - Affordable enough to pay for with bake sales and car washes
 - Local people and local connections
 - Connected—nationally
 - 24/7 service—community decision
 - Volunteers—may use 100% volunteers or paid staff
 - Support systems & programs will be on-line

Who can be a part of ITNCountry?

- Any charitable non-profit organization, such as
 - Agency on Aging
 - AARP volunteer organization
 - Church
 - Service organization
 - Fish program
 - Volunteer driver service
- Any government organization, such as
 - Town, county, village, etc.
 - Public safety department
 - Senior center
 - Council on aging
 - Age friendly community effort
 - Transit service

From Vision to Reality: Scaling ITN by Lowering Costs & Expanding Reach



Phase One: On-line Learning System

- **Goal**—to offer ITN’s innovative programs to small communities across the country
- **Time frame**—on-going, January – September 2017
- **Participants**—4 Tennessee & 5 Maine communities
- **Funding**
 - Community Foundation of Middle Tennessee
 - Maine Community Foundation
 - AARP Maine State Office

Phase Two: Pilot Test & Evaluation

- **Goal**—to test ITNCountry in various communities to learn how best to support local needs while providing consistent systems behind the scenes
- **Time frame**—18 month start-up, rolling admission beginning fall 2017
- **Participants**—5 Maine communities
 - **Bowdoinham**—Age Friendly & Town of Bowdoinham (in approval process)
 - **Boothbay Harbor**—Boothbay Region Community Resources Council (approved, writing grant)
 - **York**—Neighborhood Network/York Housing Authority (approved, writing grant)
 - **Augusta**--Age-Friendly Augusta & City of Augusta (in approval process)
 - **Belfast**—Aging Well in Waldo County & Waldo County General Hospital (proposed)

Phase Three: Technology Upgrade & National Pilot Test

- **Goal**—to upgrade *ITNRides* to a smart phone enabled cloud based system
- **Time frame**—on-going
- **Participants**
 - Ithaca, New York
 - Watertown, New York
 - Somerset, PA
 - Juno, Alaska
 - Rutland, Vermont
 - Warrenton, Virginia
 - Monterey, California

Phase Four: Rollout

- **Goal**—to make *ITNCountry* available across the nation through marketing and communication
- **Time frame**—post pilot test & evaluation
- **Participants**—pilot communities and new communities
- **Funding**
 - Corporate community
 - Philanthropic community
 - Government

How is ITNCountry Different than...

- **Lyft, Uber, Liberty, Assisted Rides & Ride Scheduler**—ITNCountry's Personal Transportation Accounts and innovative marketing programs expand the resources available to support mobility by accessing social capital and by building a network of financial and social support throughout the community
- **Paratransit**—ITNCountry can complement traditional paratransit, accessing private resources and innovative payment programs
- **ITNClassic**—ITNCountry is a program, it can use paid or volunteer staff, it can set hours, it can use public or private resources
- **Taxicabs**—ITNCountry has the same safety and service standards as ITN

Contact Information



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Regeneron sponsors free eye health care rides at all ITN Affiliates

ITNAmerica is proud to recognize Regeneron Pharmaceuticals, Inc. as a corporate sponsor committed to helping raise awareness of the challenges associated with vision impairment, low vision, senior mobility issues and the shortage of locally-available transportation options for seniors. As the National Pharmaceutical Eye-care Services Sponsor for ITNAmerica and our affiliate communities, Regeneron Pharmaceuticals is proud to support ITN's mission to promote safe senior mobility. Visit Regeneron at www.regeneron.com

REGENERON
science to medicine™