

February 19, 2020

**Board of Directors**

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To: Transportation Agency for Monterey County  
Attn: Stefania Castillo, Transportation Planner

Re: Measure X Annual Report from ITN *MontereyCounty*

**Summary of Activities**

ITN *MontereyCounty* provides 24 hour/7 days-a-week transportation to help seniors (age 60 and older) and visually-impaired adults (age 18 and older) to remain independent and active in Monterey County. We continue to offer dignified transportation for customers in private autos, insured and inspected, with arm-through-arm, door-through-door service with affordable fares provided by volunteer drivers and on-call paid drivers.

Rates charged are less expensive than a cab and one-third of what it costs ITN *MontereyCounty* to deliver the ride. There is a low-income fee structure for seniors who cannot afford the regular service and some rides are provided free-of-charge based on scholarship programs offered by sponsoring agencies. In 2019, Regeneron continued providing 100% scholarships for trips to vision appointments. Additionally, we expanded scholarships for low-income members through the ITN Road Scholarship program to include a ride for any reason covering \$7.50, supporting more than just medical and grocery store needs as in previous years.

**Executive Director**

Jessica C. McKillip

**Transportation and Ops Manager**

Cheryl Tsuchiura

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Salinas, CA 93901

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The direct service outcome is that members have an affordable resource that helps them access their basic needs of food, shelter, and medical care but also connects them to the local economy, friends and family, social events, and fitness activities. ITN *MontereyCounty* helps seniors and visually impaired adults age in place. Benefits are best summed up by a rider: *“Thank you for all your help at this time of my needs. Your drivers are the best, and very helpful and so are all of the office staff at ITN”* ~ E. Aremia Member Rider

Beyond providing dignified rides ITN *MontereyCounty* finds additional opportunities to improve public safety not only through our ‘Age Well Drive Smart’ community presentations provided in partnership with CHP and CA DMV ombudsmen program, but assisting our membership as well. *“I am a very satisfied car donor to ITN MontereyCounty. I donated my car in October 2019, and I am very pleased with how the entire transaction was handled.”* ~ C. Guarino, Member Rider We gladly assisted six members in the transactional process to transform their vehicle into an asset they utilize in ride credits with our service, transitioning to the passenger seat with ease. Funding from Measure X was significant; allowing ITN *MontereyCounty* to keep operational stability, continuing exploration of expansions, and providing these vital needed services.

## Work completed in 2019

ITN *Monterey County* currently relies on 43 volunteer drivers with six on-call drivers providing back-up support when volunteer drivers cannot be matched to certain transportation needs. In the last year, ITN *Monterey County* provided 9,370 rides to over 340 members with an increase from providing a quarterly average of 630 rides in 2018, to more than 820 rides throughout 2019.

We celebrated ITN *Monterey County*'s milestone "50,000 Ride" event in August 2019, where a reenactment of the ride delivered in May with volunteer Tomi Nemes and Joan Blackman in a red convertible was held at BMW of Monterey. Other accomplishments for 2019 include:

1. Expanded our "Volunteer's Needed" campaign to include a TV commercial. Additional marketing efforts for the celebration of our "50,000 Ride" event included radio coverage.
2. We added 201 new members, which does not include Aspire sub-member riders.
3. A total of 9 volunteers were recruited, 4 of whom were previous supporters, with 66% of them coming from Salinas or South County (Greenfield).
4. Hiring and training: Attended ITN America Affiliate Retreat in October, hired a project manager/Admin assistant to improve office efficiencies, and two bilingual drivers.
5. Expanded partnerships which included providing resource materials to Alliance on Aging providing outreach to seniors particularly those living in rural Monterey County.
6. Participated in nine "Age Well Drive Smart" community presentations spanning from Salinas to Pebble Beach. The Executive Director continues to serve on the Mobility Advisory Council for MST, and Area's Alliance on Aging council in addition to attending community collaborative group meetings such as MCCVA, Senior Round-table, Areas Agency on Aging council and leads the Legislative Action sub-committee.
7. Executed three Rotary club and two Lion's club presentations where information about ITN *Monterey County* services and our volunteer needs were shared.
8. Expanded Ride Service are for Aspire Health Plan riders to include all rural areas within Monterey County, resulting in over a dozen ride requests for medical appointments.
9. Assisted MST, Alliance on Aging, Central Coast Senior Services, and Monterey County Fair with increasing exposure for attendance of over 1100 to Senior Day & Vet Connect held in August.

## Expenses to date

Year – 2019	Funding Approved	Funding Received
*detailed expenses in P& L	\$684,555.91	\$622,810.82

## Communities Served



## Numbers Served

ITN Monterey County has delivered over 55,260 rides with volunteers providing 37.9% of them.

### Special Needs (as of 12/31/19)

- 2.2% Alzheimer's dementia
- 1.6% anxiety disorder
- 1.3% bladder disorder
- 1.4% blind
- 20.5% cane
- 2.32% deaf
- 13.77% driver assistance required
- 1.5% full size vehicle required
- 9.3% no high vehicle
- 1.2% personal assistance
- 0.0% service animal
- 2.7% trunk required
- 8.3% visual impairment
- 13.7% walker
- 2.8% wheelchair

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Note: Over 52% of our current membership requires some form of mobility assistance.

## **Work remaining in 2020**

The only goal that was just shy of being successfully met was our volunteer recruitment efforts. This is a large scale issue with so many service based organizations needing to rely upon community support. All low and no cost methods of volunteer recruitment are being exhausted with attendance at health and wellness fairs, outreach to churches, attendance at community classes such as Age Well, Drive Smart, connections to volunteer websites, and speaking engagements to area civic groups such as Kiwanis, Rotary, and Lions clubs. Additionally, we plan to partner with numerous senior community partners throughout 2020 distributing materials on preparing for various disasters, leveraging a larger network of potential volunteer supporters.

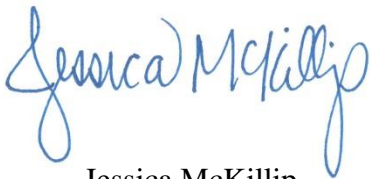
ITN *Monterey County* expects to complete the following accomplishments by June 2020:

1. Total rides provided will surpass 58,500 rides
2. 130 new members will be added with 15% of them being residents in Salinas or rural areas
3. Recruit and train 5 new volunteers with 25% coming from Salinas
4. Expand public safety awareness efforts to include disaster preparedness/readiness workshops\*
5. Pursue additional Ride Service contracts with locally operated hospitals and medical offices.

\*Note: This is in collaboration with local CERV community disaster preparedness grant funds.

**Pictures – See attached marketing and event materials produced throughout 2019.**

Respectfully,



Jessica McKillip  
Executive Director

We just celebrated our 50,000th ride



Make a difference in someone's life and become an ITN driver  
**Help us reach 100,000 rides**

Volunteer opportunities to provide  
community based, community supported  
quality transportation services for seniors  
and visually impaired adults

**ITN**MontereyCounty<sup>®</sup>  
Dignified transportation for seniors

**831.233.3447**

**info@itnmontereycounty.org**  
**www.itnmontereycounty.org**







### Activities Update~ December 2019

	Dec '18	Jan '19	Feb '19	March 19	April '19	May '19	June '19	July '19	August 19	Sept 19	Oct 19	Nov. 19	Dec. 19
Total Rides	781	799	766	924	869	878	772	730	795	733	775	657	672
Unique Riders	110	118	122	133	137	127	128	121	128	120	123	119	122
Volunteer Driver Coverage	35%	36%	35%	36%	40%	38%	40%	39%	35%	43%	35%	35%	42%
Unique Drivers/ Total	22/35	24/36	28/35	27/36	29/40	29/40	27/37	29/39	31/39	34/40	27/40	26/40	29/41
Unoccupied/ Occupied Mileage	1.47	1.34	1.43	1.35	1.36	1.30	1.29	1.24	1.17	1.31	1.47	1.54	3.15
Members	10 New 7 closed 17 Renew	28 NEW 22 closed 9 renew	17 New 6 closed 16 renew	21 NEW 4 closed 3 renew	19 New 10 closed 7 renew	12 New 8 closed 9 renew	12 New 2 closed 16 Renew	18 New 17 Closed 6 Renew	15 New - 10 AHP 9 closed 10Renew	17 New- 7 AHP 20 closed 12 Renew	14 New- 7 AHP 6 closed 11 renew	6 New -2 AHP 12 closed 16 renew	22 New- 10 AHP 16 closed 4 Renew
Total Members	421	427	436	453	464	468	477	485	494	492	500	495	508
Total Rides ~ Jan. 2012	46,148	46,947	47,713	48,637	49,506	50,384	51,156	51,886	52,661	53,153	53,928	54,585	55,262
New Volunteers	1	1	0	1	1	2	0	1	0	1	0	1	0
Rides by Board Members/ Spouses	65/292 22.2%	58/332 17.5%	56/265 21%	73/336 21.7%	62/347 17.8%	65/332 19.5%	52/292 17.8%	50/285 17.5%	92/282 32%	103/317 32.5%	62/273 22.7%	66/232 28.4%	102/281 36%
	57% Jeff C.	55% Jeff C.	53.5% Jeff C.	63% Jeff C.	58% Jeff C.	57% Jeff C.	50% Jeff C.	46% Jeff C.	58.7% Jeff C.	58.25% Jeff C.	59.7% Jeff C.	63.6% Jeff C.	62.7% Jeff C.



## Director's Activity Report for December 2019

December 3 <sup>rd</sup>	AWDS workshop @Merrill Gardens AAA- L&A meeting	December 13 <sup>th</sup>	ITN Staff holiday party
December 5 <sup>th</sup>	Women in Transit presentation- MST & AAA – Executive Meeting	December 17 <sup>th</sup>	KION – Commercial production
December 8 <sup>th</sup>	MCCVA Monthly mtg. @MC Foodbank	December 18 <sup>th</sup>	Investor mtg @ITN office & Call with ITNAmerica re: ITNCountry model
December 9 <sup>th</sup>	M. Pena car donation inspection	December 19 <sup>th</sup>	AAA – Full council meeting & potluck
December 11 <sup>th</sup>	CERV – Contract & grantee meeting	December 22 <sup>nd</sup>	Measure X –committee meeting
December 12 <sup>th</sup>	ITN Board meeting & MeHeen car donor inspection	December 31 <sup>st</sup>	DMV – VW registration & WF deposits

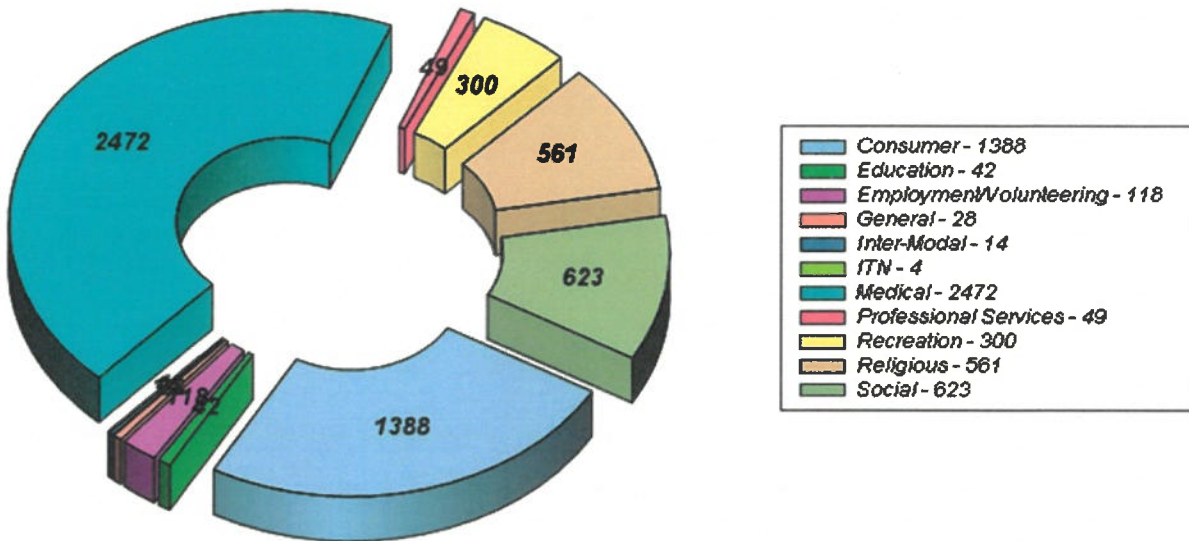
### Grants:

1. Dunspaugh Dalton- Request for \$5000 submitted 1.4.19 ~ RECEIVED 3.30.19
2. Barnet Segal Charitable Trust – RECEIVED \$15,000 April 2019
3. Community Foundation for Monterey County: Submitted \$25,000 ~Confirmed & Received 7.8.19
4. Monterey Peninsula Foundation: \$15k/ Two year APPROVED & 2<sup>nd</sup> received 11.2019
5. Wells Fargo: \$5,000 requesting, Consider reapplying
6. Harden Foundation: \$15,000 --Received Matching \$15,000 11.15.19
7. CHOMP: \$5,000 Received in March 2019
8. Yellow Brick Road – Requested \$4k Submitted 11/8/19 Received \$2500 1/2020
9. UpJohn CA Fund ~ Received \$2k Oct. 2019
10. CERV California Listos Readiness Fund ~ Confirmed \$23,500 (calendar year 2020)

# ITN Monterey County Ride Counts by Ride Purpose Group Report

Rides delivered between 1/1/2019 and 12/31/2019

**An Exploded Doughnut Chart View of Ride Counts by Ride Purpose Group  
(1/1/2019 - 12/31/2019)**



Ride Purpose Group Description	Ride Count	% (Excluding Home/Return rides)
Consumer	1388	24.79%
Education	42	0.75%
Employment/Volunteering	118	2.11%
General	28	0.5%
<b>Home/Return *</b>	<b>4730</b>	<b>45.79%</b>
Inter-Modal	14	0.25%
ITN	4	0.07%
Medical	2472	44.15%
Professional Services	49	0.88%
Recreation	300	5.36%
Religious	561	10.02%
Social	623	11.13%
<b>Ride Count Totals (Including Home/Return Rides)</b>	<b>10329</b>	

**NOTES :**

\* Home/Return percentage is a percentage of all rides given.  
All other rows within the "%" column excludes the Home/Return ride count.