

February 15, 2019

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**Executive Director**  
Jessica C. McKillip

**Transportation and Ops Manager**  
Cheryl Tsuchiura

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Measure X Annual Report  
Independent Transportation Network Monterey County

**Summary of Activities**

ITNMontereyCounty 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 ITNMontereyCounty 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 2018, Regeneron provided 100% scholarships for vision appointments. There are also partial scholarships for low-income members available through the ITN Road Scholarship program.

The desired 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 Monterey County helps seniors and visually impaired adults age in place. Benefits are best summed up by a rider:

*"ITNMontereyCounty has made a great difference in my traveling needs. I'm grateful for the friendliness and assistance I receive. I appreciate, so much, that ITN will transport me and my dog to the Vet and for grooming....it was my main concern when I decided to stop driving. "*  
*Joanne McFann, Member Rider*

Funding from Measure X was significant in allowing ITNMontereyCounty to keep the doors open and continue providing these much needed services.

**Work completed in 2018**

ITNMontereyCounty currently relies on 39 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, ITNMontereyCounty provided 9,316 rides with an increase from providing an average 500 rides last December, to almost 800 rides this December.

We celebrated ITNAmerica's "Millionth Ride" in June 2018; ITNMontereyCounty was a part of that success by contributing in over 40,000 rides locally. Other accomplishments for 2018 include:

# of seniors served 406

# of people with disabilities 207

1. Developed and executed our "Volunteer's needed" social media and print ad campaign.
2. We added 130 new members, with a focus on Salinas ridership growing by 47%
3. A total of 5 volunteers were recruited and trained with 20% of them coming from Salinas.
4. Hiring and training: In February a new Executive Director; in July promoted a seasoned dispatcher Transportation and Operations manager; and three part-time drivers.
5. Efforts to establish partnerships included providing marketing materials to Alliance on Aging providing outreach to seniors particularly those living in rural Monterey County.
6. ITNAmerica has chosen ITNMontereyCounty to become a pilot site for ITNCountry, a rural transportation effort to be supported by newly developed ITNRides 2.0 software.
7. Participated in seven "Age Well Drive Smart" community presentations spanning from Salinas to Pebble Beach. The new ED actively serves 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 their Legislative Action sub-committee.
8. Executed five Rotary club and two Lion's club presentations where information about ITNMontereyCounty services and our volunteer needs were shared.
9. Produced Spanish flyers and tri-fold brochure materials for community outreach efforts.
10. Assisted MST, Alliance on Aging, Central Coast Senior Services, and Monterey County Fair with increasing exposure for attendance of over 1400 to Senior Day & Vet Connect held in August.

### Expenses to date

Year – 2018	Funding Approved	Funding Received
*detailed expenses in P& L	\$372,880.50	\$322,849.05

### Communities Served



**ITNMontereyCounty Transports Members Living in These Zipcodes**

93921 - Carmel-by-the-Sea	93906 - North Salinas
93940 - Monterey	93907 - West Salinas
93950 - Pacific Grove	93908 - *Toro Park
93953 - Pebble Beach	93923 - Carmel Valley
93955 - Seaside	93924 - *Carmel Valley
93901 - South Salinas	93933 - Marina
93905 - East Salinas	95012 - Castroville
	<i>*partial</i>

## Numbers Served

ITNMontereyCounty has delivered over 46,000 rides with volunteers providing 55% of them.

## 2018 Rides per Month (mean=728.83)

- 628—January
- 575—February
- 694—March
- 660—April
- 683—May
- 730—June
- 793—July
- 844—August
- 742—September
- 845—October
- 771—November
- 781—December

## Ride Purpose (as of 1/31/19, by ride segment)

Ride Purpose Group Description of Jan 31, 2019 Ride Posting Date)	Grand Total By Ride Purpose Group For ITNMontereyCounty (as of Jan 31, 2019 Ride Posting Date)	% (Excluding Home/Return Rides) (as of Jan 31, 2019 Ride Posting Date)
Consumer	6725	24.4%
Education	802	2.9%
Employment/Volunteering	1282	4.7%
General	288	1.0%
Home/Return	23997	87.1%
Inter-Modal	175	0.6%
ITN	54	0.2%
Medical	9736	35.3%
Professional Services	231	0.8%
Recreation	3947	14.3%
Religious	1729	6.3%
Social	2578	9.4%

## Special Needs (as of 1/31/19)

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- 4.84% Alzheimer's dementia
- 2.62% anxiety disorder
- 3.33% bladder disorder
- 2.0% blind
- 25.13% cane
- 2.32% deaf
- 18.77% driver assistance required
- 3.53% full size vehicle required
- 15.34% no high vehicle
- 2.22% personal assistance
- .00% service animal
- 3.53% trunk required
- 12.11% visual impairment
- 19.17% walker
- 3.53% wheelchair

Note: Over 51% of our current membership requires some form of mobility assistance.

## Gender & Living Arrangements

(as of 1/31/19; gender N=991; living arrangements N=727)

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- 24.42% male
- 75.58% female
- 58.19% live alone

## **Work remaining in 2019**

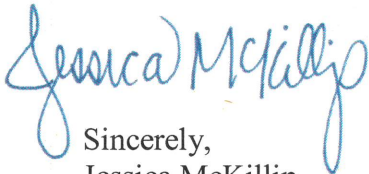
The only goal that was not successfully met was our volunteer recruitment efforts. This is a large scale issue with so many service based organizations needing to rely upon community support. All low and no cost methods of volunteer recruitment are being exhausted with attendance at health and wellness 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. We have just launched a focused marketing effort in recruitment and retaining drivers, the results of which we have not seen yet.

ITN *Monterey County* expects the following accomplishments in 2019:

1. Total rides provided will surpass 50,000 rides
2. 125 new members will be added with 25% of them being residents in the Salinas area
3. 10 new volunteers will be added with 25% coming from Salinas
4. Expand targeted marketing efforts based on data collected from current advertising efforts
5. Pilot an expansion for Aspire Health plan members within Chualar, Soledad, and Gonzales

**Pictures – on following pages**

Respectfully,

A handwritten signature in blue ink that reads "Jessica McKillip". The signature is written in a cursive style with a large, looping initial "J".

Sincerely,  
Jessica McKillip



Left: Jon Brant being recognized from ITNAmerica with a custom engraved 'Tzedakah box' recognizing his nomination, "Volunteer of the Year" award with ITNMontereyCounty delivering over 595 rides in 2018.

Above: 2018 Monterey County Fair - Senior Day Community partners representing Alliance on Aging, Central Coast Senior Services, and MST.

Below: Fall Office Social guests enjoying the spacious new office. Guest varied from Board members, Community supporters, volunteer drivers, ITNMC staff, and member riders. We plan to make this an annual gathering opportunity.

