

FY 2014-15 Hayward Paratransit Program Plan

Executive Summary

Summary of Components of the Hayward Paratransit Program Plan

The City's "Base" Paratransit Program consists of five paratransit service components, each of which are carried out through different service provider contracts. These include:

Base Program Service Component A: Individual and Group Door-to-Door Paratransit Services:

The primary service component of the Hayward Paratransit Program is currently provided under contract with MV Transportation, Inc. (MV Transportation). MV Transportation provides both individual and group door-to-door paratransit services.

- Subsidized accessible transportation for individual passengers includes those who require an attendant to travel; attendants are allowed to ride along at no additional cost to the passenger. Lift-equipped vans are utilized to provide this service. Enrolled program participants are issued vouchers for door-to-door service (at no charge); vouchers are issued when a program participant must rely on the City's program for regular and frequent medical appointments (i.e., to radiation, dialysis, physical therapy, etc.) that cannot be accommodated routinely by East Bay Paratransit (EBP) the county non-ADA mandated service.
- This service is provided from 8:00am to 6:00pm Monday through Saturday. Pre-scheduled trip reservations are required, from one week to twenty-four hours in advance.
- Individual passengers are charged one program voucher plus \$4.00 for each one-way trip up to 12 miles in length. An additional voucher and an additional \$4.00 are charged for each trip of 13 - 20 miles. Passengers are also charged for all bridge tolls and parking fees incurred during a trip. Passenger fares are the same for ambulatory and non-ambulatory passengers, regardless of the time of day that the trip is provided. During FY 2012-13 approximately 7,222 trips were provided.
- Group trips are also offered through the contract with MV Transportation. Lift - equipped vans provide this service. Residents of over 30 Skilled Nursing Facilities, seven affordable senior housing complexes, seven affordable complexes for people who have disabilities, four mobile home parks for seniors, and numerous neighborhood groups benefit from this service. Facilities are offered the opportunity to schedule "standing order" group trips on the same day each week or month for ease in planning and to meet additional transportation needs. Group trips usually take place between 8:00am and 6:00pm, Monday through Saturday; however, during the holiday season evening trips are provided so that passengers can view seasonally decorated homes and businesses. Trips to other special events and destinations may be accommodated outside of regular service hours and established service areas as capacity allows. During FY

2012-13, 231 group trips were provided. It is anticipated that 260 group trips will be provided in FY 2013-14.

The City's Base Paratransit program also provides four additional specialized paratransit services to cover local needs of paratransit program participants not addressed under the contract with MV Transportation. These specialized services are provided through three separate paratransit contracts.

Base Program Service Component B: Central County Same Day Transportation Service

Central County Same Day Transportation Service (taxi) was launched by ACTC as a companion pilot program to the South County Same Day Transportation Service provided by Fremont. The service contract with St. Mini Cab Taxi, a Hayward-based company, is currently administered by ACTC, but will be managed directly by Hayward paratransit in 2014. Taxi is a subsidized, accessible, curb-to-curb service available 24 hours a day, 7 days a week via contracted taxi drivers to the Hayward service area. Taxi allows eligible enrolled riders to use taxi at a reduced fare by providing vouchers which can be used to cover a portion (up to \$14) of the fare. The program is intended for situations when riders cannot make their trip on a pre-scheduled basis through the primary service (MV Transportation). It is meant to be a "premium" safety net service, not a routine service to be used on a daily basis. Upon verification of eligibility and enrollment, riders are issued 24 vouchers at no charge; subsequent vouchers are available for purchase in increments of ten for \$3.50 each.

Base Program Service Component C: Alzheimer's Services of the East Bay (ASEB)

The City contracts with Alzheimer's Services of the East Bay (ASEB) to provide transportation services to and from its Hayward adult day care program; a non-residential program that serves adults with dementia. It is necessary for ASEB to operate its own transportation service because ASEB paratransit drivers act as part of the multidisciplinary team of professionals employed by ASEB. Drivers participate in care-plan meetings for the agency's program participants, and are an important liaison between the participant's home and the program environment. Drivers receive special training to work with this population, and are able to provide a consistent routine that is very important for the stabilization of those who are served. This consistency is impossible to provide through other traditional paratransit services. Drivers also work with other ASEB professionals to address behavioral and/or familial issues that they become aware of during the course of providing transportation services. In FY 2012 -13, 6,164 one-way trips were provided, and a total of 34,012 miles were traveled. Program participants do not pay for this service.

Base Program Service Component D: Meals on Wheels

The City contracts with Service Opportunities for Seniors, Inc. (SOS) to provide a "Meals on Wheels" delivery service. Under this contract, the City subsidizes 90% of the contractor's transportation costs of delivering hot, nutritious meals to older adults who are (unable due to a medical or disabling condition) to prepare their own meals or leave their homes to attend congregate meal sites, food pantries, or grocery stores. Those served must meet all the other Hayward Paratransit Program eligibility requirements. While meals are delivered five days per week, two additional meals, one frozen meal to be microwaved, and a sack lunch to be eaten cold are provided

to accommodate weekend needs. In addition to providing nutritious meals, the daily check-in by a familiar driver alleviates loneliness and offers reassurance to participants and their families. In FY 2012-13, 1,461 clients were served a total of 36,315 meals. It is anticipated that service will increase in FY 2013-14.

Base Component Service E: “Hayward on the Go” Travel Trainer

Mobility management workshops and classes through the Community Resources for Independent Living (CRIL) dedicated Travel Trainer is a new component to the Hayward paratransit program. Through “Hayward on the Go”, CRIL’s extremely knowledgeable trainer incorporates para- and public transportation transit travel training skills and practice for seniors and residents with disabilities. She provides information, resources, and hands-on experience in order to increase knowledge, ability and confidence when accessing the many transit options available here in Alameda County, effectively improving levels of independence and community interaction. Specifically, the travel trainer provides monthly on site workshops that teach how to obtain a paratransit user discount card, how to enroll with paratransit, and how to use 511 for route planning, and safety tips. Trainings in Spanish are also available. All services are free of charge to the participants, including requisite AC bus and BART tickets for group and individual excursions. The travel trainer conducts ongoing outreach and presentations to residents, local senior and disabled housing complexes, senior/community centers, mobile home parks and agencies that serve developmentally delayed adults.

Anticipated Paratransit Service Components:

The Alameda County Transportation Commission (ACTC) currently administers the Central County Same Day Transportation Program (taxi) however administrative duties for this program will transition to the Hayward Paratransit Program August 1, 2014. ACTC agreed to administer the program as a pilot project for the initial two years, and transfer all duties to local control with the FY 14-15 program year. The taxi program has proven very successful, exceeding projected goals by 8% each month of operation. Consistent with the Memorandum of Understanding (MOUA11-0092), ACTC provides \$173,256 in Measure B pass through transportation funds to underwrite the program. This request will authorize the City Manager to amend current service contracts and execute purchase orders as necessary to deliver the same day transportation service to Central Alameda County participants.

Kaiser Hospital Hayward is expected to transition the majority of its medical services to the new Kaiser Hospital San Leandro site in July 2014. Paratransit eligible riders currently provided medical services in Hayward will have to modify their travel, potentially adding 30 to 90 minutes of travel time via public transportation and involve numerous transportation mode transfers as they cross jurisdictions. A task force to determine the potential impact of the move on paratransit eligible riders is reviewing travel alternatives, including the addition of shuttle service specifically for Kaiser visits.

The program is in the final development stages of a brand strategy to deliver a cohesive and easily recognizable brand message across all five component models. Branding distribution channels, to include signage on all Hayward paratransit vehicles, play a key role in the 2013-14 brand strategy to communicate visually and materially to eligible and potentially eligible riders. Consistent, strategic branding leads to a strong brand equity, which means added value to Hayward and Hayward paratransit riders.