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# AGE-FRIENDLY TRANSPORTATION: INTERVIEWS WITH INNOVATORS

*Community Engagement Initiative Report*

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**By 2030, the number of people aged 60 years and over is projected to grow by 56 percent, from 901 million to 1.4 billion globally.**

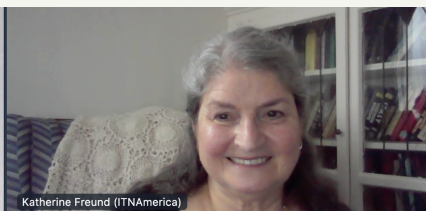
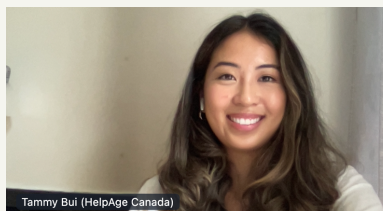
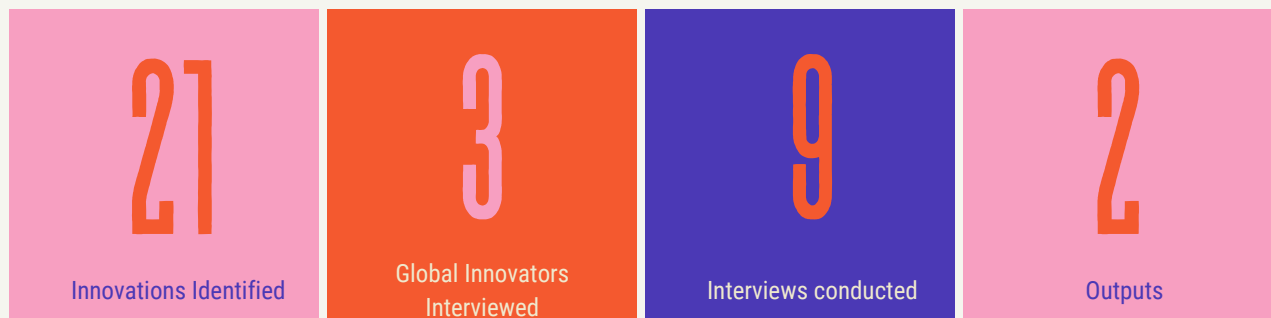
## ISSUE

With this shift in demography comes additional challenges to aging, such as mobility, poor health, and social isolation. Canada's transportation system will not meet the demands of the aging population, hence, we need to seek advice and international guidance from global stakeholders in age-friendly transportation.

## PURPOSE

The purpose of the Community Engagement Initiative was to identify leading examples of international innovative transportation solutions and to understand why these solutions were innovative to ultimately shape and inspire Canada's age-friendly transportation landscape.

## OUR PROCESS



# INTERNATIONAL FINDINGS

Our interviews with international transportation stakeholders revealed several key considerations for age-friendly Canadian transportation.



## iTNAmerica, USA



**“Government, industry and philanthropy need to work together.”**

– Katherine Freund,  
iTNAmerica

## Ride@50+, USA



**“We are community-led transportation solution – we believe that you need to have the community behind you from the beginning.”**

– Kate Schramm, Feonix  
Mobility Rising

## PlusBus, Netherlands



**“Our mission is to get older people out and about, reduce loneliness and isolation across older people, especially frail older people.”**

– Eva Siderakis, PlusBus



# INTERNATIONAL FINDINGS

## The Independent Transportation Network (ITN) of America, USA

ITN is the first national, non-profit transportation model that utilizes a network of volunteer drivers and partnerships, which are affiliated non-profits nationwide. Operating in 10 states, their innovative program features include: 1) Ride Credits where older adult volunteer drivers can bank credits by volunteering as a driver to be used for their own transportation in the future, or donate to a friend or family member 2) a CarTrade Program where older adults can trade their vehicles for ride credits 3) a 50 State Policy Project which provides a database for transportation policy in all 50 states 4) a Rides in Sight database which connects seniors with transportation options in their area. They are presently launching ITNCountry, which is a pilot for rural communities in the US. To this date, ITNAmerica has provided 1,300,00 total trips, gained 3,548 Active members and has 437 active volunteers.

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## Feonix Mobility Rising Ride@50+ Program, Dallas TX, USA

Ride@50+ is a one-stop shop for accessing transportation for older adults. The program encompasses three major partners: Toyota, AARP and Feonix Mobility Rising. Through this three-way partnership, Toyota plays a role in funding through a social innovation grant, AARP supports the service delivery, and Feonix Mobility Rising powers the MaaS (Mobility as a Service) technology operations. The MaaS framework, which is an emerging type of service that enables older adults to review, compare, pay and book local transportation options including public transit, rideshare, volunteer drivers, specialty services and taxis, all in one spot. Ride@50+ also provides Virtual Training for older adults to learn more about local transportation options which means Ride@50+ promotes and supports digital literacy. Notably, Ride@50+ provides free rides for COVID-19 vaccine appointments.

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## PlusBus, Netherlands

PlusBus is a national program established by the National Foundation for the Elderly (NFE) in the Netherlands. The NFE leases accessible buses for local communities which are then operated by volunteer drivers. PlusBuses are now operating in over 90 municipalities in the Netherlands. PlusBus' mission is to get older people out of their home, into the community, and to enable social opportunities - especially for those who have reduced mobility. Therefore, PlusBus will support older adults who need to go to any destination (for example a coffee shop, family visits, or a garden center). In fact, PlusBus tends to pair an essential outing with a social outing (for example, they may schedule a trip to get groceries followed by lunch at a café for all clients joining that morning's trip). As a result, their program has reduced social isolation and loneliness for many older adults across their country. To ensure long-term sustainability within communities, NFE provides communities with funding for the first year of operation, a tool kit for sponsorships, and helps communities not only build a customer base, but also to build multi-year and diversified funding from a variety of sources within the community.



# RECOMMENDATIONS

The findings from this international research highlights several possibilities for Canada to consider adopting in our own transportation networks. To ensure that transportation is age-friendly, there are several key recommendations that would encourage sustainable change for older adults:



## 01 — Older Adult Transportation Policy

Establish a national overarching entity to provide ongoing support and governance to transportation programs, while allowing for implementation to occur at the local level.



## 02 — Multisectoral Partnerships

To ensure long-term success and sustainability, older adults transportation initiatives should involve multiple partnerships including government, non-profit, and local private sector businesses. Multisector partnerships should provide the opportunity for multiple streams of funding from large scale corporate sponsors to government grants and contribution from local businesses.



## 03 — Adapting Technology

Technology solutions must be affordable for all communities, from large, urban metropolises to small rural townships. Both the overarching national governance structures and multisectoral partnerships help to ensure affordable technology solutions.

# ACKNOWLEDGEMENTS

Thank you to Nicole Perry and Aislin O'Hara for their support on this report.

A multi-media video and an interactive map infographic showcasing each capstone innovation were the outputs for this community engagement initiative.

The video will be shown at the 2022 National Conference of Seniors Transportation.

These outputs will serve to inspire the Canadian transportation sector and communicate the importance of Age-Friendly transportation for the wellbeing of older persons.

Interactive Map:

<https://my.visme.co/view/z4pqdq3v-global-age-friendly-transportation>

