

To: Marketing, Planning, & Legislative Committee

Date: October 30, 2014

From: Laramie Bowron, Manager of Planning

Reviewed by:

SUBJECT: Mobility Manager Contract

Summary of Issues:

Staff is recommending that County Connection enter a contract with Senior Helpline Services to grow mobility management in Contra Costa County by developing projects, programs, and functions described in the Mobility Management Plan. This pilot project will be funded through County Connection's New Freedom Cycle 5 grant and the Contra Costa Transportation Authority's (CCTA's) New Freedom Cycle 3 grant; for a total of \$245,000.

Background:

When the mobility management project was originally developed it had three phases: an inventory of services, a mobility management plan, and a web database making the inventory accessible. The Contra Costa Mobility Management Plan, adopted by County Connection Board of Directors on October 10, 2013, represented the first two phases of the project. CCTA was awarded New Freedom Cycle 3 funds complete the third phase.

After County Connection adopted the plan, it was presented to CCTA's Board who was unwilling to adopt it without consensus from the four Regional Transportation Planning Committees (RTPCs). CCTA and the RTPCs supported mobility management and its functions but conflict arose from West County over where the mobility management center would be located and how their needs would be addressed.

When progress stalled at CCTA, County Connection again took the lead to build on the support for mobility management. In 2014 County Connection applied for and was awarded a \$125,000 New Freedom Cycle 5 grant to retain the services of a mobility manager to develop programs and projects included in the plan.

Current Steps:

Throughout the outreach and stakeholder work involved in developing the mobility management plan, Elaine Welch, the Executive Director of Senior Helpline Services emerged as a passionate, knowledgeable, and enthusiastic champion of mobility management. Senior Helpline Services already operates several programs addressed in the mobility management plan, including volunteer driver and information referral programs in Contra Costa County. She is currently involved in coordinating grant applications for non-profits in the county that work with senior and disabled populations.

After receiving the New Freedom Cycle 5 grant, Elaine submitted a proposal to develop and coordinate the mobility management functions in Contra Costa County. This includes: growing the information referral service, coordinating and standardizing travel training, developing a coordinated maintenance and repair program, and expanding volunteer driver programs. This work will serve as a pilot project to prove the viability of mobility management which is needed to secure a long term funding source.

At their October 2014 meeting, CCTA authorized the transfer of their \$120,000 New Freedom Cycle 3 grant to County Connection to be combined with our Cycle 5 grant. Combining the funds simplifies administration and allows for a greater impact. A requirement of the transfer is that the original scope of their grant to complete web database is completed.

Elaine Welch has support from MTC, CCTA, and County Connection staff and is a natural choice to take on this work.

Recommendation:

Staff proposes that the committee support authorizing the General Manager to enter into an agreement with Senior Helpline Services for an amount not to exceed \$245,000 to complete the remaining mobility management tasks outlined in the New Freedom grants.

Attachments:

- 1) Senior Helpline Services Proposal

Contra Costa County Mobility Management Center

Contract Senior Helpline Services (SHS) to serve as the Mobility Management Center for Contra Costa County.

Timeline: 18 months

Budget: \$245,000 (combined New Freedom Cycle 3 & Cycle 5)

WORKPLAN for 1/1/2015 – 6/30/2016

1. Negotiate and sign contract by 12/15/14.
2. SHS to hire 1FTE Mobility Manager and have all new assignments to present staff in place by 1/1/15.
3. SHS will submit quarterly reports to County Connection showing progress on mobility management activities from the Contra Costa County Mobility Management Plan.
4. First priority projects will include:
 - Form a Mobility Management Advisory Committee; staff/schedule meetings.
 - Complete an inventory of transportation providers; both public and private, resulting in a database, website, and hard copy publication in English and Spanish. These will be kept up to date on a timely and regular basis.
 - Form a CBO Transportation Provider Group; staff/ schedule meetings.
 - Expand current outreach and toll-free call-in helpline at SHS. This service (Transportation Information & Referrals) is available to disabled and senior populations and offers live responses to questions and determines the best transportation mode to meet the individual's needs and then facilitates that connection.
 - Gather Contra Costa providers that currently provide travel training as well as those interested in providing travel training for their participants to develop a travel training curriculum and materials that address the specific needs of varying groups focusing on seniors and disabled adults. This would be followed by the actual design and development of specialized travel training programs for individuals and groups. Train the trainer workshops would be followed by actual trainings.
 - Develop a maintenance/repair program with a discounted rate for vans owned and operated by CBOs that reduce the load on public and paratransit buses.
 - Continue to lead, grow and develop the newly formed group of leaders of the nine Bay Area counties volunteer driver programs called VITAL (Volunteers in Transportation Advocacy Link) in order to provide peer support and collaboration, develop industry standards, and define and share best practices, including volunteer driver training, to improve all providers efficiency and quality of service.

After these projects are up and running, they will be maintained and modified as needed and other projects will follow as outlined in the Mobility Management Plan. Any additional expenses incurred during the first 18 months will be covered with fundraising by SHS. Funding for continued operations will be applied for by SHS under 5310 and Measure J as well as foundations and donors.

Contra Costa Mobility Management Center Budget

January 1, 2015 - June 30, 2016

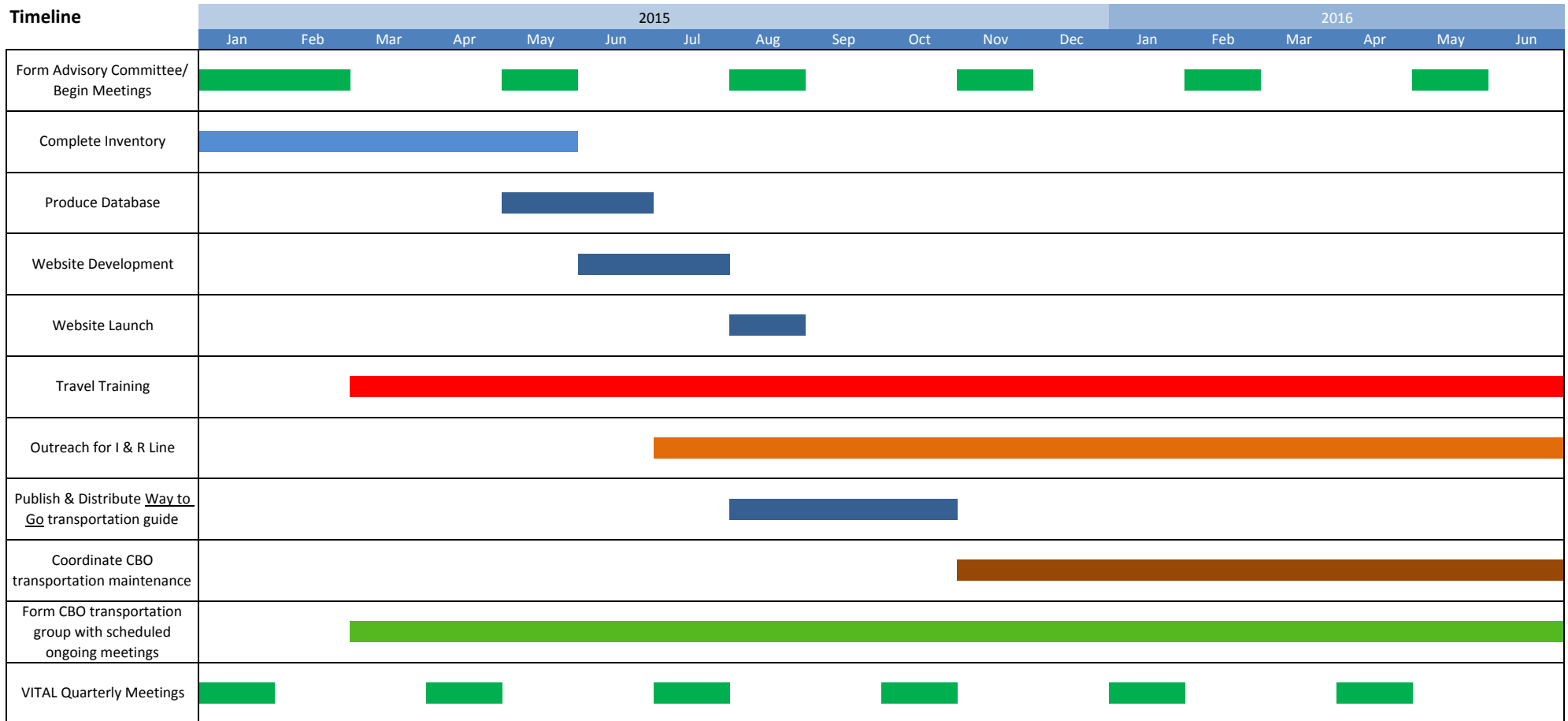
Income		
New Freedom grants (CCCTA)	\$	245,000

Personnel Expenses		
Wages		
Executive Director	.5 FTE	\$ 75,000
Mobility Manager	1.0 FTE	\$ 112,500
Payroll taxes		\$ 16,000
Total Personnel Expenses		\$ 203,500

Other Expenses		
Database & Website		\$ 15,000
Printing		\$ 10,000
Equipment purchase/lease		\$ 4,000
Telephone & Internet		\$ 3,000
Meetings & Workshops		\$ 3,000
Office supplies		\$ 1,000
Postage		\$ 500
Misc		\$ 5,000
Total Other Expenses		\$ 41,500

Total Income	\$	245,000
Total Expenses	\$	245,000

Timeline



Project Cost

	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
ED at .5 FTE	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522	\$ 4,522
Manager at 1.0 FTE	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783	\$ 6,783

Elaine Welch RN, MBA
Executive Director
Senior Helpline Services
2014

Elaine has been an RN since 1971. In 1979, she earned her MBA from St. Mary's College in Moraga, California. Twenty-five years of her career were spent with Kaiser Permanente, primarily in the corporate offices, with responsibility for Medicare compliance in all Kaiser regions throughout the United States. She specialized in Medicare benefits and coverage, utilization, and quality of care and services for the elderly and disabled. After retiring in 1998, she became a long term care ombudsman for Contra Costa County, an adult literacy tutor and board member for Project Second Chance, Medicare consultant, senior advocate, and youth mentor - all on a volunteer basis. A combination of boredom and concern about the plight of seniors trying to age in their own homes, without proper support, brought her out of retirement in January 2002, to become the Reassurance Program Director for Senior Helpline Services (SHS). In August of that same year, she became the Executive Director. In September 2005, she started a free, door-through-door, volunteer driver program at SHS for otherwise homebound, ambulatory senior residents of Contra Costa County, called Rides for Seniors. Just over two years later she added a home safety/falls prevention component to that program. In January 2012, she added a call-in transportation information & referrals helpline to the agency's offerings and is currently working on expansion of the Rides for Seniors program to northern and central Alameda County. She serves as a presenter with the California Highway Patrol's AGE WELL/DRIVE SMART workshops where she addresses options for transportation after ceasing driving. She has recently formed a group of leaders of volunteer driver programs in the nine Bay Area counties called VITAL (Volunteers in Transportation Advocacy Link) who meet on a regular basis to provide support, mentoring, training, information, and work to advocate for the mobility needs of the seniors they serve. Mobility Management has become her specialty, and she is collaborating with organizations in other communities both in and outside of California to share best practices.