



3P to 501(c)3 - The Journey to Not For Profit Status

November 30, 2017

Sherry Welsh, PhD LSW I, Specialized Transportation Project Manager

Central Pennsylvania Transportation Authority

415 Zarfoss Rd. York PA



GOALS

- Inclusive planning process will emerge as a model in our community effecting a fundamental cultural shift attributable to the project.
- Measurable increase in the number of trips taken and in the level of satisfaction as service options become more flexible and responsive.
- FindMyRidePA will expand to include volunteer and non-traditional transportation providers.
- Increased satisfaction stemming from our responsive improvement process as issues are identified.
- Provide direct inclusion of older adults and persons with disabilities in decision making activities of project.
- Expand opportunities for individuals to have full integration into their community



TIMELINE



Spring 2016: Involve Partners

- Partnerships formed
- Key stakeholders engaged from across key service groups
- Engagement with older adults and people with disabilities expanded
- Goals established

Fall 2016: Gather Data to Inform Strategy

- Ten diverse focus groups, phone survey, and resource survey
- Insights used to begin strategic implementation
- Barrier tracking initialized

Winter/Spring 2016-17: Expand Resources

- New transportation partners brought online
- Third party sponsors engaged for expanded service

Spring/Summer 2017: 3P Launch

- Support for expanded mobility services
- Increased focus on social determinants of health
- Sustainable goals

Action Teams Formed

- Data (surveys and focus groups)
 - 10 focus groups, 530 phone surveys
- Marketing (Web site, Facebook, Logo)
- Outcome Development and Tracking
- Resource Identification
- Volunteer Resources



Take me out to the ballgame



Live Fully. Travel Safely.

- Need a Ride within Your Community?
- Want to Learn to Ride Public Transportation?
- Want to Become a Volunteer Travel Trainer?



This project was funded in part by a grant from York County Community Foundation's Hahn Home Fund for Embracing Aging.

www.LiveFullyTravelSafely.com

Sponsorships provide more than 250 free trips per month to regional VA clinic

Working to expand access for medical care through foundation support

Inclusive Planning

Q: Why is this project important to you or to the community?



KEVIN A. ALVARNAZ
DIRECTOR, COMMUNITY HEALTH & WELLNESS, WELLSPAN HEALTH
VISIT WEBSITE »

"The health & well-being of an individual extends beyond their access to physical health services (e.g., doctor appt.). People desire access to family events, social connections & spiritual activities, to name a few. Those with limited mobility and/or transportation challenges cannot engage these other aspects of their well-being. The SP Ride project seeks to eliminate those barriers, & therefore could result in improving the health and well-being of community members."

CATHY BOLLINGER
MANAGING DIRECTOR OF EMBRACING AGING, YORK COUNTY COMMUNITY FOUNDATION
VISIT WEBSITE »

"Embracing Aging is making York County a great place to age by expanding aging-inclusive thinking and reducing barriers to aging well. Easily available/accessible transportation services repeatedly surface as a barrier to aging well. I'm thrilled to be a partner in developing solutions to address these barriers. I especially like that older adults and people with disabilities are also partners; their insights enrich and inform the process and are key to our success."

SHERRY FAIR
DIRECTOR OF VOLUNTEER SERVICES, SPIRITRUST LUTHERAN TOUCH-A-LIFE PROGRAM
VISIT WEBSITE »

"Sharing resources to provide the widest variety of transportation options to those in need will benefit us all."

ANNIE HALL
MEMBER, WHITE ROSE SENIOR CENTER
VISIT WEBSITE »

"I use rabbitbikes to get to & from White Rose Senior Center. They also take me to the doctor, the mall, sightseeing, & even to visit friends. I encourage people to Ride the Rabbit because it is a quick way to reach your destinations without the hassle of driving yourself. It's quick, fast and safe! Overall, I am satisfied with the service."

DANITA HANNA
VOLUNTEER SERVICES COORDINATOR, SPIRITRUST LUTHERAN TOUCH-A-LIFE
VISIT WEBSITE »

"We match volunteers with people who are temporarily in need of assistance."

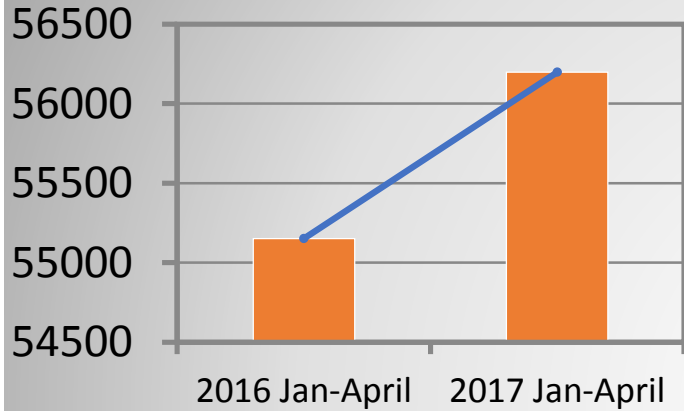
KATE HARMON
CO-OWNER, WORKING PROGRESS
VISIT WEBSITE »

"Needing a short-term transportation option, I rode the fixed route and was humbled to see what many people deal with on a daily basis. Now that I am behind the wheel again, I want to use my marketing background to help drive the conversation forward to make transportation more accessible for all."

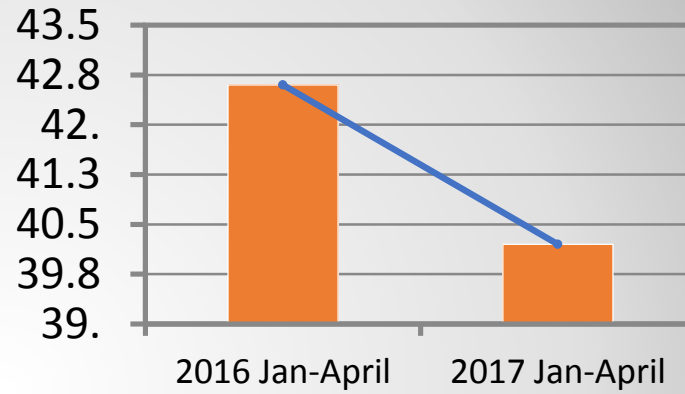
<http://3p-ride.com>

Outcomes Related to Customer Service

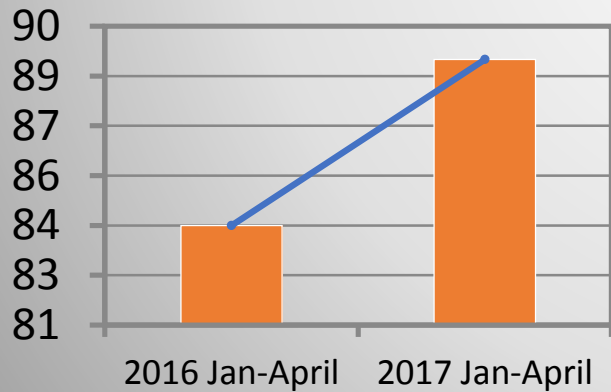
Trips



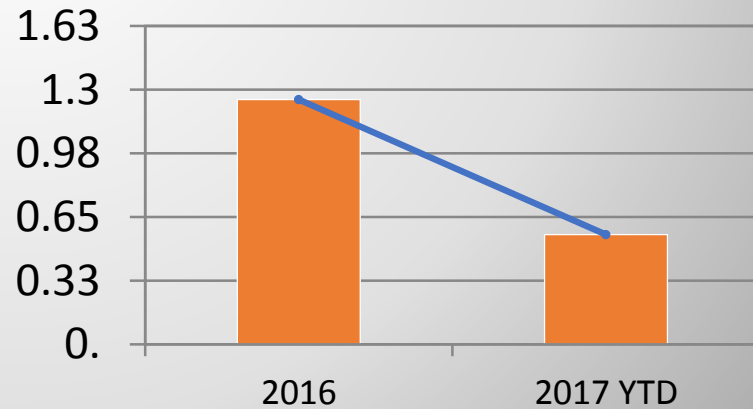
Average Trip Duration-minutes



On Time Performance



On Phone Wait Time Minutes



Obstacles, Issues, Resolutions

- Keeping partnership energized, engaged, and on target
 - Partnership meetings included working lunch
 - Action team meetings kept work on target
- Ongoing self-measurement of inclusion
 - Discussed/filled out brief form after every meeting
- Sharing written materials
 - Visually impaired-new website developed on word press platform
 - Removed logos and other confusing elements
 - limited access to internet materials
 - No access/unable to open word/powerpoint, etc
 - Mailed/delivered hard copy
- Transportation
 - End of meeting pickup too early or too delayed

Lessons Learned

- It takes a productive pause to incorporate inclusiveness into process
- Once empowered, partners take ownership of many action items
- A good partnership name and logo are a valuable investment
- Sustaining partnerships is more time intensive than making them
- Diverse partnerships provide new windows into community opportunities

Status of 3P Ride - Sustainability

- 3P Ride transitioned to a 501(c)3
 - 3 Partners serve on board of directors
- Strategic Planning conducted
- Donation Platform added to 3P website
- Full Partnership continues to meet quarterly with some transition of members
- Committees established related to 3 Priority Goals
 1. Secure and develop necessary financial and human resources
 2. Continue to advocate for enhanced and expanded transportation access and services
 3. Implement an effective and ongoing program of education and awareness