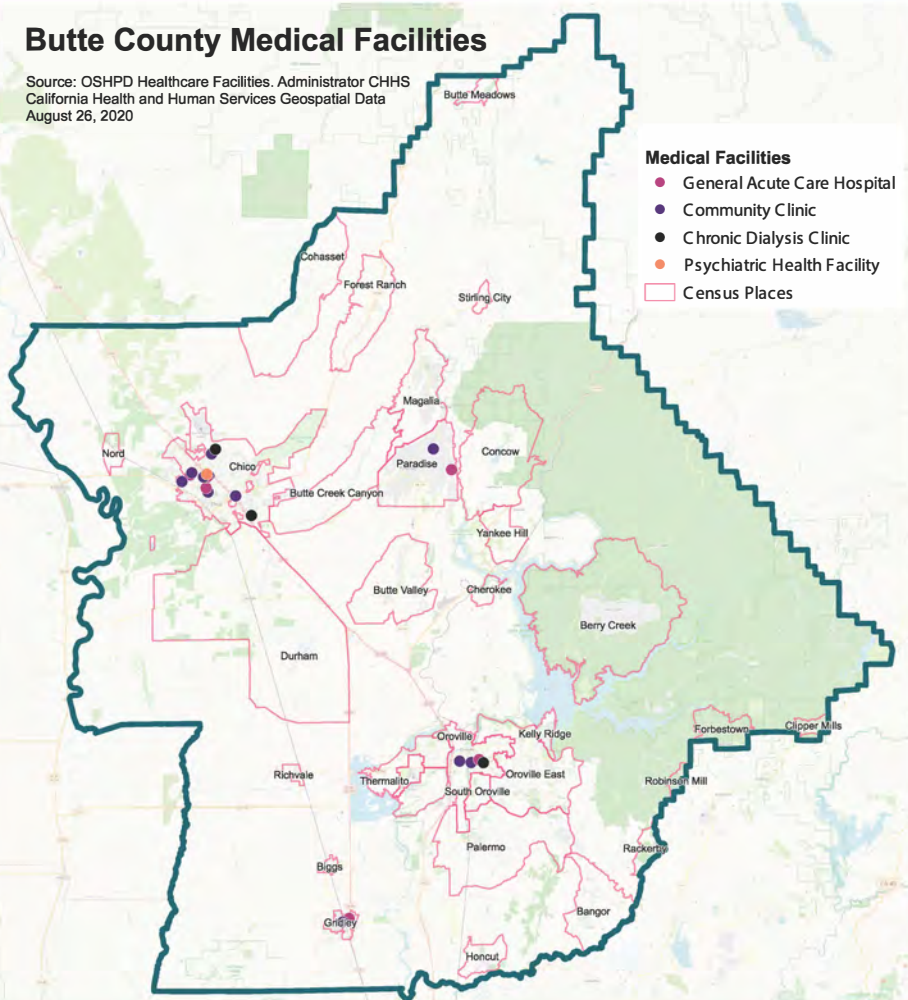


# NON-EMERGENCY MEDICAL TRANSPORTATION STUDY FOR BUTTE COUNTY

## ACTION PLAN

### Butte County Medical Facilities

Source: OSHPD Healthcare Facilities, Administrator CHHS  
California Health and Human Services Geospatial Data  
August 26, 2020



Prepared for



Prepared by



June 2022

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# Non-Emergency Medical Transportation Study for Butte County DRAFT NEMT ACTION PLAN

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# Non-Emergency Medical Transportation Study for Butte County DRAFT NEMT ACTION PLAN

## INTRODUCTION AND OVERVIEW

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The BCAG Board of Directions initiated a NON-EMERGENCY MEDICAL TRANSPORTATION STUDY FOR BUTTE COUNTY in the summer of 2021 in response to growing awareness of non-emergency medical transportation need among the County's residents.

Non-emergency medical transportation includes transportation to medical and healthcare destinations for non-emergent purposes. This can include trips to doctor's appointments, medical labs and testing sites, mental health care, therapy and specialist visits, trips to pharmacies, eye and dental care, among other destinations. It does not include emergency trips to the hospital and generally does not include gurney transport which is most safely done in an ambulance. Non-emergency medical transportation will be identified as NEMT throughout this report.

The purpose of this study is to better understand Butte County residents' needs for non-emergency medical transportation and to identify solutions that are realistic, reasonable and sustainable for BCAG and its partners to provide.

The NEMT Study's first deliverable the NEEDS AND ALTERNATIVES REPORT (MARCH 2021) described the study's process of collecting and analyzing healthcare data to understand NEMT demand and travel patterns; a countywide e-survey effort that brought back 375 responses on NEMT needs and challenges; and findings from over a dozen stakeholder interviews on NEMT issues.

The NEEDS AND ALTERNATIVES REPORT documented that lack of transportation can be a barrier to accessing healthcare for Butte County residents. Notably, over half of survey respondents (52%) reported that they had missed a medical trip due to transportation. Additionally, stakeholder interviews indicated that transportation is a challenge for at least 10% of all patient encounters.

### About This Plan

This NEMT ACTION PLAN is the final deliverable of the NEMT Study for Butte County and will serve as an implementation guide as BCAG develops and further considers NEMT services.

The ACTION PLAN presents four solutions that emerged as best options for Butte County through the NEMT NEEDS AND ALTERNATIVES study process. These were selected as preferred alternatives following input from BCAG's Social Services Transportation Advisory Committee (SSTAC) and healthcare and nonprofit stakeholders.

The four solutions are:

1. NEMT Paratransit Service Within the B-Line Service Area
2. NEMT Lifeline Paratransit for Communities Beyond the B-Line Service Area
3. NEMT Marketing
4. Rider-Centered Volunteer Driver Mileage Reimbursement Program

These solutions respond to the following principles developed during the NEMT Study.

NEMT solutions for Butte County will:

- Address NEMT needs of Butte County residents.
- Not duplicate existing public transit or available Medi-Cal-supported transportation.
- Be sustainable; can be continued through available BCAG resources, such as available federal, state and private grants, and available human capital.
- Develop consumer, stakeholder and partner awareness and knowledge through program design.
- Ensure cost-effectiveness in design and that the appropriate service is matched with individualized trip needs.
- Measurably improve healthcare access within Butte County.

For each solution, this ACTION PLAN presents implementation guidance based on what is known now, prior to field testing and additional marketing research. Each solution is described in relation to key policy decisions, service considerations, operations parameters, implementation topics, estimated costs and potential funding opportunities.

## **A Phased-Approach**

BCAG is interested in implementing NEMT solutions that will be successful and sustainable, and that the organization can continue to staff and sustain over the long term. As such, the ACTION PLAN is divided into two implementation phases.

The first phase of NEMT services can be implemented more readily and are recommended as a group of services responding to identified needs. These services either limit eligibility to seniors and persons with disabilities or are limited to people who live in areas unserved by B-Line. The services require few vehicles or no vehicles at all but may require additional administrative staff support to effectively implement and manage new services. A marketing component is also included as promotion will be integral to NEMT services' success.

Phase I projects could be launched as early as July 1, 2023.

### **Phase I Solutions:**

1. B-Line NEMT Paratransit Service
2. Rider-Centered Volunteer Driver Mileage Reimbursement Program for Persons Living Outside B-Line Service Area
3. NEMT Marketing

Phase II is an expansion of services to be explored as demand presents and additional resources are identified. This offers a greater level of service to a broader population. Additionally, such expansion will require the experience of Phase 1 to best understand the scale and distribution of NEMT demand.

### **Phase II Solutions:**

1. B-Line NEMT Paratransit Lifeline Service
2. Countywide Expansion of Rider-Centered Volunteer Driver Mileage Reimbursement Program

A concluding section to this ACTION PLAN summarizes these solutions' estimates of ridership and program costs and enumerates the "Next Steps" by which to move the ACTION PLAN forward.

## NEMT PROGRAM PHASE I

### B-Line NEMT Paratransit Service

This solution modifies current B-Line Paratransit policy to provide inter-community travel within the current B-Line service area, for purposes of establishing NEMT connections between communities for those using curb-to-curb paratransit services. This will be an additional Paratransit service and will not replace the existing B-Line Paratransit service.

#### Rationale

As documented in the NEEDS AND ALTERNATIVES REPORT, people travel to medical facilities outside their local area due to many reasons including insurance requirements, availability of specialists, comfort or preference. However, B-Line Paratransit *B-Line's ADA Paratransit service currently does not serve intercommunity trips.*

Due to the dispersed and limited nature of the County's healthcare facilities, many individuals must travel between communities to access healthcare and cannot do so on the current Paratransit service structure. This solution would transport eligible seniors and people with disabilities to medical destinations beyond their city of residence.

#### Policy Decisions

##### Target Population/Eligibility

This service would be available to two groups:

- Medicare-eligible older adults (Seniors 65 years and over)
- Persons with disabilities that could qualify for B-Line Paratransit (ADA certified).

The proposed eligibility criteria of 65 years of age is in contrast with the B-Line Paratransit age requirement of 70 years but recognizes the absence of paratransit service between communities and the complexities of navigating the fixed-route service for older adults and persons with disabilities. Offering eligibility to non-disabled seniors relieves this service from being bound to some ADA obligations of complementary paratransit programs, including limits on passenger ride times and prohibitions against trip denials when the service is limited by capacity.

Eligible riders must demonstrate why existing B-Line fixed-route or B-Line paratransit services cannot be used to complete their trip, to be addressed in the application and eligibility determination process.

Eligible destinations include the majority of medical or healthcare facility within the B-Line service area and/or within

#### IVT MedTrans Experience



MedTrans serves:

- Infants/toddlers and children up to age 21 with severe disabilities and/or medical conditions.
- Individuals who utilize wheelchairs or other mobility equipment and who do not have an adaptive personal vehicle.
- Low income persons who do not have access to a personal vehicle.
- Persons with chronic conditions, who are no longer permitted to drive.
- Veterans with disabilities and chronic medical conditions.
- Adults with life threatening chronic and debilitating disease.
- Persons with mental/cognitive impairment that affects their ability to drive a vehicle.

the fixed-route travel corridors of the NEMT Paratransit service.

### **Trip Purposes**

The NEMT Paratransit service is designed to provide Butte County residents living within the B-Line service area with paratransit trips to medical destinations beyond their home community, where gaps or barriers in the existing paratransit service prevent them from accessing medical services.

### **Service Design Considerations**

The following components are recommended to ensure the service is efficient, is not abused and is successful:

- Pre-paid, advanced reservation required at least 48 hours prior to the trip.
- Semi-scheduled, non-ADA Paratransit service deviating for pick-ups and drop-offs to the home.
- Service provided only within  $\frac{3}{4}$  of a mile from the current B-Line fixed-route network.
- Bi-directional service by day from communities in each corridor to medical facilities.
- Defined drop-off locations at medical destinations only.
- Carryon bag policy to limit non-NEMT trips; limited to one bag per person but excluding any medical equipment that can be reasonable and safely accommodated in the vehicle.
- Vehicle storage planning to minimize deadhead hours and miles.
- Service only runs if reservations are received in advance.
- Guaranteed ride home to ensure that no rider is left behind due to medical appointments that run longer than the scheduled service runs.
- Fare structure that recognizes riders may be of limited means but considers the long distances of travel and respects the current B-Line Paratransit fare structure.

Advanced reservations allow the scheduler to create route manifests the day prior to providing service or to cancel service if no reservations are received. Prepaying fare secures the seat on the vehicle and guards against scheduled rides that become no-shows on the day of service and reducing unnecessary denials when the vehicle's capacity is at maximum. Service is only provided to medical locations that are identified and verified at the time of trip scheduling. Limiting the number of carry-on bags is designed to discourage passengers from using the service for the purpose of shopping.

In the event that a passenger's medical appointment runs longer than expected or beyond the parameters of the service routing, a guaranteed-ride-home mechanism should be in place to ensure passengers can return home at the end of the day. In some instances, it may be more efficient to have the vehicle return to pick up the passenger before returning to the yard. In others, a smaller vehicle could be deployed to pick up the passenger to keep the service vehicle on schedule. A guaranteed-ride-home supports riders' confidence in the service and that trust helps to build ridership.

### **Operations Parameters**

#### **Service Area**

Two distinct service corridors are recommended:

1. Between Chico, Paradise, and Magalia
2. Between Oroville, Palermo, Thermalito, Gridley and Biggs.



It is recommended that when dispatch accepts reservations, they confirm the destination is a medical/healthcare-related facility. Riders should be educated on the timing of medical destination schedules in order to appropriately schedule their own appointments when planning to use the NEMT Paratransit service for travel.

### **Service Days**

The NEMT Paratransit service would operate on weekdays, initially between Monday and Thursday to accommodate the busiest days of the week for medical appointments. The initial design would provide service two days per week to allow some flexibility in appointment-scheduling for the two main hubs of medical facilities in Chico and Oroville. Once service begins, an assessment could be made from rider feedback as to whether some alternating of days, for some weeks of the month, might be necessary to accommodate specialty medical services available at some facilities certain days for the week. The currently recommended approach to service days is:

Northern County Corridor (Chico, Paradise, and Magalia):

- Two days per week: Monday and Wednesday or Tuesday and Thursday.
- Possible increase to three service days if demand builds.

Southern County Corridor (Oroville, Palermo, Gridley, Thermalito and Biggs):

- Two days per week: Monday and Wednesday or Tuesday and Thursday, opposite the Northern County Corridor schedule.

### **Service Hours**

The NEMT Paratransit service would generally be available between 7:15 a.m. and 4:30 p.m.

### **Fare Structure**

Fare for NEMT Paratransit should be higher than B-Line's regional fixed-route fare of \$2.40 and the existing B-Line Paratransit base fare of \$3.50. NEMT Paratransit trips will be longer than most in-town paratransit trips and this service to more outlying communities involves even longer trips. Fares must still recognize that likely riders are of limited means.

Currently B-Line Paratransit Supplemental Service Zone fares

- Zone 1 - \$8.75
- Zone 2- \$10.75
- Zone 3 - \$12.75

A round-trip fare at a Zone 3 fare would be \$25.50 which might be too high to attract sustainable ridership levels. An initial one-way fare of \$10.00 or \$15.00 per round trip is higher than the current B-Line Paratransit ADA fare but cheaper than the Zone based fares at the round-trip price. The slight discount in fare for round trips is designed to discourage misuse of NEMT trip purpose and to encourage riders to return home at the end of the day, maximizing vehicle capacity. A lower one-way fare of \$8.00 could be considered if feedback from riders indicates that there is a true medical need for frequent one-way trips that do not return passengers home the same day. Ultimately, the final

#### **BWE Experience**



#### **Fare Payment:**

Fare payment must be made at least 2 days in advance.

Fare payment can be made with cash, check or credit/debit card at our office at 415 N. Main Street, Blythe, CA 92225.

#### **Fares:**

One-way: \$10.00

Round Trip (same-day): \$15.00

fare structure will be influenced by the ratio of fare collected to service operating cost. This topic is discussed subsequently in the cost section for this service.

Table 1 presents the proposed fare for the NEMT Paratransit service.

**Table 1: Proposed NEMT Paratransit fares**

Fare Policy	Cost
One-way fare	\$10.00
Round-trip fare (same-day return)	\$15.00
Personal Care Attendant (optional)	½ Price

Due to vehicle capacity concerns, it is recommended that personal care attendants be limited to one person and be verified for necessity at the time of registration. If the service is heavily utilized, personal care attendants could be required to pay half the base fare. Following current B-Line fixed-route policy, small children under the age of six could ride free, but possibly limited to one child at the free fare if capacity issues present. Partnerships with human service agencies, including potential Medi-Cal vendors, may be a way of further subsidizing fares for lowest income riders.

**Service Routing**

A small, selective group of destinations will be identified on the Rider’s Guide with time points or with timeframes, necessary in order for riders to know when they can make medical appointments and by when they need to be able to leave. A larger group of medical destinations can be served, to the extent time allows, to address the breadth of potential destinations riders may require.

Possible medical destination of the NEMT Paratransit service could include the identified medical locations in Table 2 below. Published time points could list the most commonly visited locations in each community to give riders a general timeframe of when they should schedule their medical appointments.

**BWE Experience**

BWE’s schedule with destination timepoints:

**Mondays, Wednesdays and the first and third Fridays of each month.**

Morning: Westbound To Coachella Valley	
<b>Blythe:</b> Main Street Park & Ride	7:30 AM
<b>Mesa Verde</b>	7:40 AM
<b>Desert Center Post Office</b>	8:15 AM
<b>Chiriaco Summit Rest Stop</b>	8:35 AM
<b>Indio:</b> Highway 111 at Flower SunLine Transfer Center	9:05 AM
<b>Indio:</b> JFK Hospital	9:10 AM
<b>Rancho Mirage:</b> Eisenhower Med. Center	9:50 AM
<b>Palm Springs:</b> Desert Regional Med. Center	10:30 AM

Afternoon: Eastbound To Blythe	
<b>Indio:</b> Highway 111 at Flower SunLine Transfer Center	2:00 PM
<b>Indio:</b> JFK Hospital	2:05 PM
<b>Rancho Mirage:</b> Eisenhower Med. Center	2:45 PM
<b>Palm Springs:</b> Desert Regional Med. Center	3:05 PM
<b>Chiriaco Summit Rest Stop</b>	4:00 PM
<b>Desert Center Post Office</b>	4:20 PM
<b>Mesa Verde</b>	4:50 AM
<b>Blythe:</b> Main Street Park & Ride	5:00 PM

*\* Purple indicates stops made by request only*

**Table 2: Identified medical destinations in Butte County**

<b>Chico</b>	<b>Oroville</b>
Adventist Health Chico	Comprehensive Care Walk-In Clinic
Ampla Health Chico	Dove's Landing
Chico Heart Medical Center	Feather River Tribal Health
Chico Orthopedic Associates	Medical Specialty Center
Chico VA Outpatient	Orohealth Medical Plaza
Enloe Medical Center	Oroville Hospital
Enloe Prompt California Park	Oroville Mental Well-Being Clinic
Fountain Medical Plaza	Premiere Health Practice
Immediate Care Medical Center	<b>Paradise</b>
Mangrove Medical	Adventist Health Feather River
Northern Valley Indian Health	Paradise Medical (Paradise)
Paradise Medical (Chico)	<b>Gridley</b>
Physical Medical & Rehabilitation	Ampla Health Gridley
	Orchard Hospital
	Primary Care Adventist Health

Four sets of operating schedules are presented subsequently, reflecting northern and southern county service areas and different quantities of service: six-hour operating days and eight-hour operating days.

- Northern County operating schedules are presented in Table 3 for a six-hour operating day and Table 4 for a longer, eight-hour operating day;
- Southern County operating schedules are presented in Table 5 for a six-hour operating day and Table 6 for a longer, eight-hour operating day.

The longer operating days add additional runs to shorten passenger wait times at certain facilities and support shorter medical appointments.

The routing scenarios below provide examples of possible schedule configurations to serve the residents in the communities within the two corridors with access to identified medical locations. These scenarios are based on estimated travel speeds and anticipated origins and destinations. Adjustments or realignments will need to be made during the operational planning phase and again during the first months of operation, based upon actual operating experience. Input from potential riders, riders and healthcare stakeholders may inform BCAG and B-Line operations staff of more specific travel needs and implications for the new service.

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**Table 3: Northern County NEMT runs: Chico-Paradise-Magalia — 6-Hour revenue day**

<b>East Bound</b>	<b>7:00</b> Leave Chico Yard	<b>7:15 - 7:30</b> Collect Chico pickups; Leave Chico	<b>8:00 - 8:15</b> Paradise Drop-offs: Medical Facilities; Leave Paradise	<b>8:30</b> Arrive Magalia	
<b>West Bound</b>	<b>8:30 - 8:45</b> Collect Magalia pickups; Leave Magalia	<b>9:00 - 9:15</b> Paradise Drop-offs: Medical Facilities	<b>9:15 - 9:30</b> Collect Paradise pickups; Leave Paradise	<b>10:00 - 10:45</b> Drop-offs around Chico: Medical Facilities	<b>10:45 - 1:15</b> Break
<b>East Bound</b>	<b>1:15 - 2:00</b> Collect Chico pickups; Leave Chico	<b>2:30 - 2:45</b> Paradise Drop-offs; Leave Paradise	<b>3:00 - 3:15</b> Magalia Drop-offs; Leave Magalia	<b>3:15 - 4:00</b> Deadhead back to yard	

**Table 4: Northern County NEMT runs: Chico-Paradise-Magalia — 8-Hour revenue day**

<b>Pullout</b>	<b>7:00</b> Leave Chico Yard; Deadhead to Magalia	<b>7:40</b> Arrive Magalia		
<b>West Bound</b>	<b>8:00</b> Collect Magalia pickups; Leave Magalia	<b>8:15 - 8:30</b> Paradise Drop-offs: Medical Facilities	<b>8:30 - 9:00</b> Collect Paradise pick-ups; Leave Paradise	<b>9:25 - 10:00</b> Drop-offs around Chico: Medical Facilities
<b>East Bound</b>	<b>10:00 - 10:30</b> Collect Chico pickups; Leave Chico	<b>11:00 - 11:15</b> Paradise Drop-offs: Medical Facilities; Leave Paradise	<b>11:30 - 11:40</b> Magalia Drop-offs	<b>11:40 - 12:30</b> Break
<b>West Bound</b>	<b>12:30 - 12:45</b> Collect Magalia pickups; Leave Magalia	<b>1:00 - 1:15</b> Paradise Drop-offs: Medical Facilities	<b>1:30 - 2:00</b> Collect Paradise pick-ups; Leave Paradise	<b>2:25 - 3:00</b> Drop-offs around Chico: Medical Facilities
<b>East Bound</b>	<b>3:00 - 3:30</b> Collect Chico pickups; Leave Chico	<b>4:00 - 4:15</b> Paradise Drop-offs: Medical Facilities; Leave Paradise	<b>4:30 - 4:40</b> Magalia Drop-offs	
<b>Pullin</b>	<b>4:40</b> Deadhead back to Chico yard	<b>5:10</b> Arrive Chico yard		

**Table 5: Southern County NEMT runs: Biggs-Gridley-Thermalito-Oroville — 6-Hour revenue day**

Inbound	7:00	7:40 - 8:00	8:15 - 8:45	9:15 - 9:30	9:45 - 10:15	10:15 - 1:00
	Leave Chico Yard	Arrive Biggs; Collect Pick-ups	Gridley Medical Drop-offs; Gridley Pick-ups	Arrive Thermalito; Thermalito Pick-ups	Arrive Oroville; Oroville Drop-offs	Break
Outbound	1:00 - 1:30	1:45 - 2:00	2:30 - 3:00	3:15 - 3:30	3:30 - 4:15	
	Oroville Pick-ups; Leave Oroville	Arrive Thermalito; Thermalito Drop-offs	Arrive Gridley; Gridley Medical Drop-offs; Gridley Medical Pick-ups	Arrive Biggs; Biggs Drop-offs	Deadhead to Chico Yard	

**Table 6: Southern County NEMT runs: Biggs-Gridley-Thermalito-Oroville — 8-Hour revenue day**

Inbound	7:00	7:40 - 8:00	8:15 - 8:45	9:15 - 9:30	9:45 - 10:15
	Leave Chico Yard	Arrive Biggs; Collect Pick-ups	Gridley Medical Drop-offs; Gridley Pick-ups	Arrive Thermalito; Thermalito Pick-ups	Arrive Oroville; Oroville Drop-offs
Inbound	10:45 - 11:00	11:15 - 11:45	12:15 - 12:30	12:45 - 1:15	1:15 - 2:15
	Arrive Biggs; Biggs Drop-offs; Collect Pick-ups	Arrive Gridley; Drop-offs and Pick-ups	Arrive Thermalito; Thermalito Pick-ups	Arrive Oroville; Oroville Drop-offs	Break
Outbound	2:15 - 2:45	3:00 - 3:15	3:45 - 4:00	4:15 - 4:30	4:30 - 5:15
	Collect Oroville pick-ups	Arrive Thermalito; Thermalito Drop-offs	Arrive Gridley; Drop-offs and Pick-ups	Arrive Biggs; Biggs Drop-offs	Deadhead to Chico Yard

## Costs and Funding

### Capital Needs and Cost

The purchase of a large paratransit 16–18 passenger cutaway vehicle is recommended to support sufficient demand for cost effective delivery of service and to reduce the possibility of reservation denials due to insufficient capacity. An additional lift-equipped mini-van or full-sized van could be purchased to facilitate guaranteed-ride-home trips or to support light service days where it is more fuel-efficient to operate the service using a smaller vehicle. The NEMT Paratransit service could utilize the existing B-Line Paratransit back-up vehicles for out-of-service contingencies until sustainable service levels have been established.

The estimated vehicle costs presented in Table 7 are based on current Caltrans procurement schedules and escalated for inflation based on the expected FY 2023/24 implementation timeline.

**Table 7: Estimated vehicle costs for NEMT Paratransit**

Vehicle Type	Total Seating Capacity	Wheelchair Positions	Quantity	Price
Large Cutaway Bus	18	2	1	\$96,000
Mini-Van	6	1	1	\$58,000
Standard Full-Sized Van	8	1	1	\$63,000

The initial capital expenditure for NEMT Paratransit vehicles would range from \$96,000 to \$159,000, depending on the service decision for the smaller supplemental vehicle. The lower range of costs may be sufficient if supplemental vehicles exist in the current B-Line fleet and can be made available for use.

**Operational Needs**

- Deadheading from Chico yard
- Two drivers
- Call taking and dispatching leveraged through existing resources
- Some additional administrative cost and support may be necessary to manage new service

**Estimated Operating Cost**

Operating costs for the NEMT Paratransit service brings forward the service hours from the two routing scenarios depicted in Tables 3, 4, 5, and 6 annualized at the service hour rate for the final year of the current paratransit operations contract. This assumes that service is implemented in FY 2023-24.

Service costs are presented at the proposed four-day weekly service level and the expanded five-day weekly service level if enough demand presents to warrant an additional service day per week (Table 8). Productivity assumes a conservative estimate of 1.75 to 2 passengers per hour for the two routing scenarios, which is less than the National Transit Database reported 3.2 passengers per hour of the existing B-Line Paratransit service in 2020, and more appropriate for the longer NEMT trips. At these productivity levels, a range of 2,500 to 3,000 annual trips could be expected at the four-day service level.

**Table 8: Operating cost estimates for NEMT Paratransit at several funding levels**

Service Days	Service Hours per Day	Annual Service Hours	Contracted Revenue Hour Rate*	Annual Service Cost	Projected Trips per Hour	Projected Trips per Day	Projected Annual Trips	Estimated Cost/Trip
<b>Initial Funding Level</b>								
4	6	1,248	\$89.86	\$112,145.28	2	12	2,496	\$44.93
4	8	1,664	\$89.86	\$149,527.04	1.75	14	2,912	\$51.35
<b>Program Expansion</b>								
5	6	1,560	\$94.35	\$147,190.68	2	12	3,120	\$47.18
5	8	2,080	\$94.35	\$196,254.24	1.75	14	3,640	\$53.92

Notes:

\* Revenue hour rates reflects the Transdev Year 5 rate for FY 23-24, when implementation of this service is projected to commence.

\* Revenue hour rate for Expansion year assumes a 5% increase in service hour cost

Based on estimated service costs, projected ridership and a proposed fare of \$15 per round-trip, an initial farebox recovery ratio of between 14% to 17% could be realized if sufficient demand for the service presents (Table 9). This assumes that most, if not all, trips provided will be round trips.

**Table 9: Operating cost and farebox recovery projections for NEMT Paratransit**

Service Days	Service Hours per Day	Annual Service Cost	Projected Annual Trips	Proposed Fare	Projected Fare Revenue	Projected Fare Recovery
<b>Initial Funding Level</b>						
4	6	\$112,145.28	2,496	\$7.50	\$18,720.00	16.7%
4	8	\$149,527.04	2,912	\$7.50	\$21,840.00	14.6%
<b>Program Expansion</b>						
5	6	\$147,190.68	3,120	\$7.50	\$23,400.00	15.9%
5	8	\$196,254.24	3,640	\$7.50	\$27,300.00	13.9%

### **Funding Opportunity**

This is an eligible project for funding under Federal Transit Administration (FTA) Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities grant program. The target populations of the NEMT paratransit service, persons with disabilities and older adults, directly coincide with the target populations of the 5310 program. Both capital funding for the purchase of vehicles and financial support for vehicle operations are eligible expense categories of the 5310 program. The 5310 program currently does not require a local match, so a successful grant application could fully fund all aspects of the NEMT Paratransit service over a two-year cycle. At the end of the two-year cycle, BCAG could apply for continuation funds if NEMT utilization has been sufficient to warrant further financial support. Current 5310 funding guidelines limit applicants in small urban and rural areas to a maximum of \$400,000 per agency over a two-year period. This funding amount could fund the vehicle purchase and the six-hour service estimate for the initial NEMT Paratransit service.

**5310 PROGRAM FACT SHEET**  
FTA SECTION 5310 ENHANCED MOBILITY OF SENIORS AND INDIVIDUALS WITH DISABILITIES

**Examples of Eligible Operating Assistance (Expanded) Projects**

- Expansion of hours/service of paratransit service beyond the requirement of the American with Disabilities Act (ADA)
- Enhancement of services (same day; etc.)
- Volunteer Driver Programs

Additionally, opportunities afforded by the new federal infrastructure bill or changes in state or federal funding for rural transportation projects should be monitored by BCAG.

### **Implementation Topics**

Implementation of the NEMT Paratransit service will require a series of activities to prepare for service launch. The sequence of actions will include but are not limited to the following:

- Conduct outreach to residents living within the B-Line service area and receive input from healthcare stakeholders to best understand the travel needs for medical appointments.
- Refine service days, hours and published medical destinations served — after outreach activities and road testing for vehicle travel speed and circulation timing have been completed.
- Hire additional driver(s) to accommodate the additional service; make decisions around hiring full-time or part-time positions.

- Explore the feasibility of securing a location to store a vehicle in the southern county area to reduce deadhead drive time and support guaranteed-ride-home trips.
- Assess vehicle run scheduling related to driver shifts: scheduling a second run in the 8-hour scenario may need to accommodate a split shift.
- Develop a payment mechanism to accept rider fare prepayments and establish fare policies for forfeiture of prepaid fare for late cancellations and no-shows.
- Develop marketing materials, Rider's Guide and program application forms.
- Train existing B-Line call takers and reservationists on NEMT Paratransit program guidelines, rider eligibility and reservation policies and procedures.
- Develop processes to assess service effectiveness and rider satisfaction post implementation — through rider surveys and feedback; establish timing and procedures for making service modifications.

## Performance Measurement

Early and continuing assessments of the NEMT Paratransit service will be necessary to measure effectiveness. This will provide BCAG administrators with the context for making informed decisions, evaluating cost-benefit trade-offs and identifying improvement opportunities.

An initial set of reporting metrics might include:

- One-way passenger trips: Goal and Actual
- Vehicle revenue miles: Goal and Actual
- Passenger mile trip lengths, if possible
- Cost per passenger trip
- Cost per vehicle trip
- Unique persons served
- Monitoring number and type of healthcare destinations served
- Identifying and monitoring stakeholder participation; for example, in providing initial and on-going promotion of the service.

Setting realistic service goals will establish thresholds for increasing or adjusting service parameters. These can also point to reductions when the service is underperforming. During the first quarter after implementation, operating experience should be watched carefully. Rider experience and adoption should be monitored carefully, possibly quarterly, during the first two years of operation.

Additionally, service performance and costs will need to be reported to the National Transit Database as demand response purchased transportation, given the service is open to the general public defined by age or disability and is a regular and continuing service.

## **Responsible Parties**

Identifying roles and responsibilities for outreach, service planning and marketing is essential in preparing for successful launch of a new service. A coordinated effort of planning and preparation will provide the NEMT Paratransit service with a solid framework from which to grow. Preliminary identification of key activities and responsibilities includes:

- BCAG staff to conduct community engagement and determination of communities to-be-served.
- B-Line administrators, its contractor and operations supervisor to coordinate service planning.



Non-Emergency Medical Transportation Study for Butte County  
NEMT ACTION PLAN

- B-Line contractor and dispatch supervisor to develop and implement call taking, trip reservations and trip booking procedures.
- SSTAC and healthcare stakeholders to assist with community engagement and subsequent promotion of the new service.
- BCAG staff to undertake performance reporting, tracking and assessment of rider needs and satisfaction.

### Timeframe

Launch on July 1, 2023.

Implementation of the NEMT Paratransit service is envisioned for some time during FY 2023-24 to allow for sufficient outreach and service planning activities during FY 2022-23.

## Rider-Centered Volunteer Driver Mileage Reimbursement Program for Persons Living Outside B-Line Service Area

This solution establishes a low-cost alternative to public transportation services for those living outside of the existing B-Line service area who need to travel to medical services and appointments.

### Rationale

B-Line coverage is a concern for residents of outlying communities or living outside the B-Line service area, affecting more than one-third of the County's population. These individuals report long walks to bus stops or living too far to access stops. Some outlying communities are not served at all by B-Line service. Additionally, some residents require specialty care that is only available outside of Butte County in Yuba City, Sacramento, San Francisco or other destinations. Limited options exist for these long-distance trips. Long-distance trips whether within Butte County or beyond, can be very challenging for people with disabilities or people of low incomes.

This solution provides a free transportation option for individuals who live in outlying areas that are not served by B-Line, including those who must travel outside of Butte County for healthcare.

### Policy Decisions

In adopting a rider-center approach to this NEMT mileage reimbursement program, BCAG is asking riders to find their own driver. While this can be difficult for some isolated individuals, there are strategies to assist them with this. And in fact, when the rider can offer a neighbor or friend some reimbursement for gasoline, it becomes easier to make the request for assistance. Experience in other, similar programs finds that the volunteer driver and rider often become good friends.

BCAG should establish specific program policies related to:

- Target Population
- Rider Eligibility
- Eligibility Appeals Process
- Trip Purpose/Trip Eligibility
- Trip Distance
- Volunteer Driver Eligibility
- Duration of Eligibility
- Review Process
- Reimbursement Process

### Target Population

Target populations include general public persons who live in areas outside of the B-Line fixed route service area and are not eligible for Medi-Cal mileage reimbursement benefits.

### Rider Eligibility

The program will serve individuals over 18 years old whose residential address is in an area not served by B-Line fixed route, either because B-Line does not go there or because it is more than  $\frac{3}{4}$

Volunteer driver mileage reimbursement programs are increasingly in-place across California and the Nation. The Transportation Reimbursement and Information Program (TRIP) model in Riverside County has operated since 1993 and is nationally acclaimed. TRIP is administered by the Independent Living Partnership (ILP). Best practices and guidance provided by ILP will be denoted throughout this section by this blue box.

mile to the nearest B-Line route. Addresses of rider applicants will be verified by BCAG staff to ensure applicant doesn't live within B-Line service area.

Once a rider's application is completed and verified as eligible by B-Line staff, it will be sent to the Eligibility Committee for final determination of eligibility. Additional details about eligibility parameters and the committee are provided below.

### **Eligibility Appeals Process**

An appeals policy and process should be developed for individuals who want to contest a finding that they are not eligible for the program. This can be straightforward and might include: how and where to appeal, additional required information and timing limitations on making the appeal.

### **Trip Purpose/Trip Eligibility**

This program will reimburse trips that are not served by B-Line fixed route for medical and healthcare trips, including long-distance healthcare trips. Additionally, eligible trips are those that are not eligible for reimbursement under the Medi-Cal transportation benefit.

### **Trip Distance**

Allotted miles-per-month to be reimbursed for each rider will be established by the Eligibility Committee.

During the application process, the rider will detail what healthcare destinations they anticipate traveling to and with what frequency. The estimated mileage for these trips can be used to determine the rider's mileage cap. For example, a rider who must travel frequently for an acute need, such as chemotherapy appointments will require a higher level of miles than a rider who travels to a doctor in Butte County for routine appointments once every three months.

Additionally, a policy decision should be made if the program will reimburse out of county trips.

If out-of-county trips are reimbursed, this decision should be made based on riders' specific needs. For example, if a rider must travel monthly to a specialist in Sacramento, their mileage should enable a round trip to that destination — or as close as the overall project budget can accommodate.

### **Volunteer Driver Eligibility**

Volunteer Drivers are selected entirely by the rider. This minimizes liability for program administrators and places the rider in control of their transportation.

#### [Family members, caretakers, roommates](#)

To minimize fraud, volunteer drivers should not be family members, privately paid caretakers or live in the same residence as the rider. This program operates on the assumption that family members should help without compensation. However, exceptions can be made on a case-by-case basis.

#### ILP's TRIP Experience



TRIP in Riverside County is administered by the Independent Living Partnership (ILP). ILP staff review applications and develop a mileage recommendation of miles-per-month based on the applicant's need. Staff send this recommendation with the completed application for review to the Eligibility Committee.

Examples of exceptions include:

- A roommate can be a volunteer driver if the rider lives with them for financial reasons, such as to save on rent. This is often the case with other adults living on fixed incomes.
- Family members may be volunteers when a financial burden presents. For example, a rider's adult daughter may not be able to afford the gas to drive her mother to her long-distance medical trips. This program might enable the daughter to drive for those trips.

#### Liability Waiver

Volunteer drivers will be asked to provide contact information and sign a waiver that removes BCAG and partners from any liability, and attests that they understand the reimbursement process, they understand they are volunteering, they agree to transport their passenger safely, and they understand they must follow California's vehicle code, including maintaining current vehicle insurance.

Once a rider's application has been approved, they will be sent a welcome packet with all materials, including the Volunteer Driver Waiver form. This form must be completed and sent to BCAG before a rider is reimbursed.

ILP's Volunteer Driver Waiver is provided in Appendix A.

#### **Duration of Eligibility**

Riders can remain eligible for the life of the program (as long as funding is available) with periodic reviews. Some riders may receive a temporary eligibility while they undergo a specific treatment for which they have a transportation need. The riders' welcome packet should provide eligibility length.

#### **Review Process**

A review policy should be established and provided to the rider in the welcome packet. Reviews may be undertaken annually, randomly, or only as indicated. A review may be required if a rider continually requests reimbursement for mileage that is inconsistent with their reported destinations.

In these cases, a review should seek to *get information from the rider* — receipts, visits summaries, etc.— as requests from doctors may delay the review process and burden the healthcare system.

#### **Reimbursement Process**

At the end of each month, riders will request reimbursement by mailing in a Reimbursement Form. This simple form might ask for information about each trip such as date, destination name and address and mileage per trip. Reimbursement forms should be included in the welcome packet.

BCAG staff will have a data entry process to enter Reimbursement Forms and then issue checks to the riders. Riders are responsible for paying drivers.

#### ILP's TRIP Experience

ILP offers two program support models, detailed in the Cost and Funding and Implementation sections that follow. Additional information is provided in Appendix A.

##### Software Lease:

ILP has developed a proprietary software called TripTrak to manage riders, track mileage and create checks. In this model TRIP provides a VPN database and BCAG would operate in-house and independently.

##### Partnership:

BCAG contracts Independent Living Partnership (ILP) for ongoing remote service administration. BCAG provides a rider list and service parameters to ILP and they administer the rest. Fees include a start up fee, monthly fee per client reimbursed and the reimbursement amount. Details are provided in Appendix A.

## Service Design Considerations

### Scalable Budget

The budget is highly scalable. Controllable operations cost variables include:

- Size of service area
- Number of riders served
- Purposes of travel allowed
- Number of miles of travel authorized
- Mileage reimbursement rate paid

### Eligibility Process

An Eligibility Committee will be tasked with determining a potential rider's eligibility and mileage allotment. The Eligibility Committee should be composed of staff from human service agencies, possibly including:

- Butte County In-Home Supportive Services
- Butte County Department of Public Health
- United Way
- Hope Center
- Medi-Cal representative
- SSTAC members

Participation by a Medi-Cal representative will help to ensure that there is limited to no duplication between persons eligible under Medi-Cal for its mileage reimbursement.

The Eligibility Committee may be formed with two to three rotating members. The rotation ensures that stakeholders remain interested and informed about the program and are not overworked.

Eligibility determination will include the number of miles reimbursed per month will be based on:

- Lives in area not served by B-Line fixed route
- Not eligible for Medi-Cal transportation benefit
- Trip length and frequency

### Application Form and Process

The application form should require a potential rider's address, detailed NEMT need and the signed liability waiver.

BCAG should determine how to receive completed applications, whether paper applications delivered to the office or by mail or applications completed over the phone. While a phone process may take immediate staff time, it will ensure information is complete and legible and provide assistance to older individuals who may otherwise struggle. This may ultimately prove to be more efficient.

#### ILP's TRIP Experience

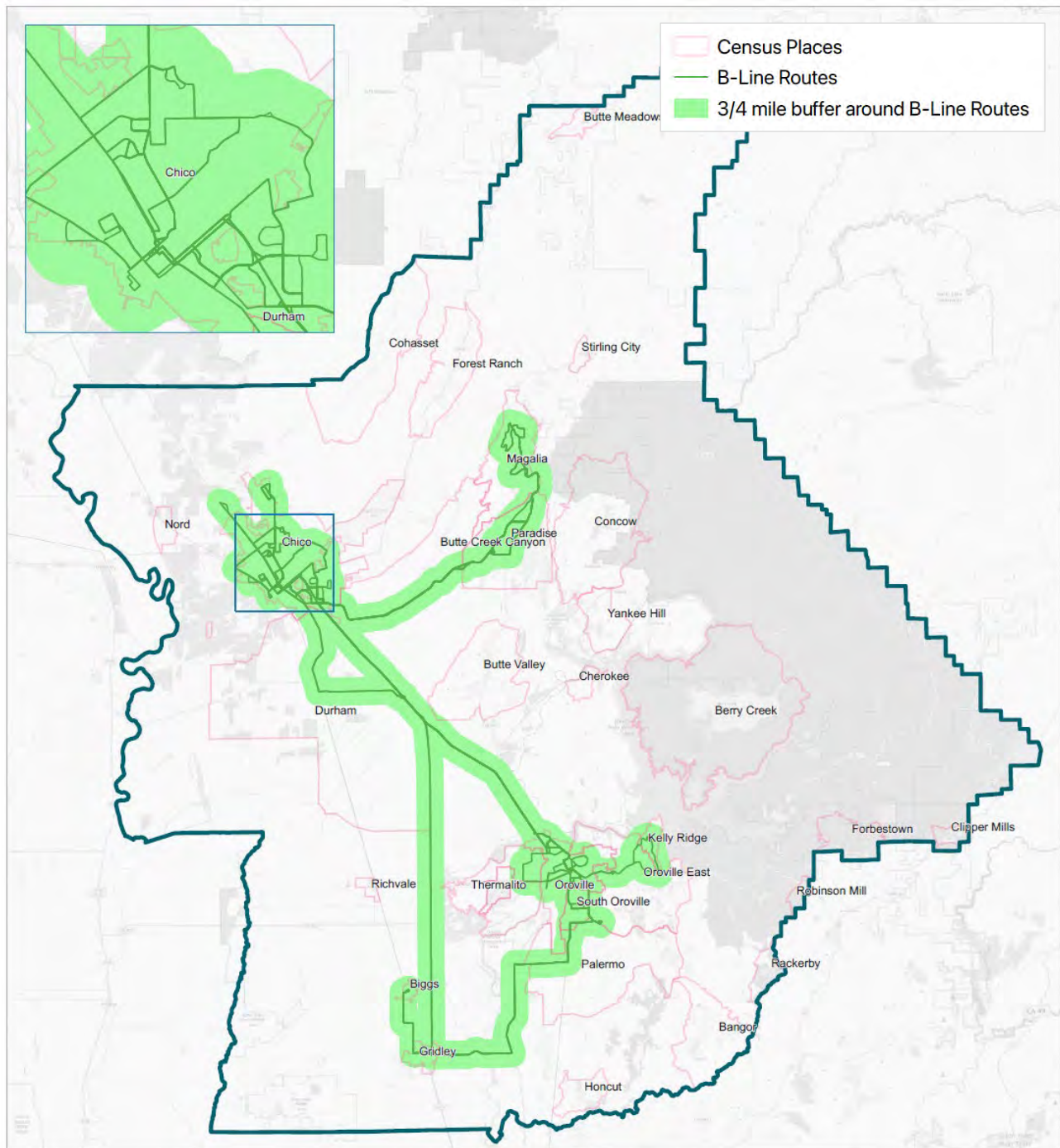
ILP staff helps applicants complete the applications over the phone, send the completed application to the applicant to review and sign (including a waiver releasing TRIP from liability). They then develop a mileage recommendation based on the applicant's need. Staff send this recommendation with the completed application to the Eligibility Committee. This process time may take up to two weeks, depending on the applicant's response time and the meeting date of the Eligibility Committee.

## Operations Parameters

### Service Area

Riders must have an address that is outside of the B-Line fixed route service area. Figure 1 demonstrates the B-Line service area with the green buffer  $\frac{3}{4}$  miles around fixed routes.

**Figure 1: B-Line's service area is depicted by the green buffer zone of  $\frac{3}{4}$  miles around transit routes. Residents living outside of the buffer zone may be eligible for the volunteer driver program.**



### Service Days and Hours

Riders and volunteers negotiate all trip details.

### Fare Structure

This program requires no cost to the rider. Volunteer drivers will be reimbursed at a rate lower than the IRS standard mileage rate to ensure their role remains classified as “volunteer.”

A reimbursement rate of less than the IRS Standard Mileage Rate should be enough to cover the associated cost of fuel and maintenance of the vehicle for the NEMT trips provided — around \$0.40–\$0.47 per mile.

### **Costs and Funding**

The estimated capital and operational needs costs for two administration scenarios are detailed here. In the first scenario, BCAG administers the program in-house, while leasing ILP’s TripTrak software. In the second scenario, BCAG contracts with ILP to administer Butte County’s mileage reimbursement program.

#### Capital Needs

BCAG administers program in-house:

- Lease of ILP’s TripTrak software.
- Workspace with desk and printer (laser recommended), internet connection and phone.

Partnership with ILP:

No capital costs are anticipated for this scenario.

#### Estimated Capital Cost

BCAG administers program in-house:

Table 10 presents capital costs for leasing the TripTrak software. Estimated costs for the initial year are \$1,530. Costs for subsequent years are \$1,195 (annual renewal fee and ongoing maintenance fee).

**Table 10: Estimated capital costs for ILP’s TripTrak Software**

<b>TripTrak* Lease Initial Year (2 authorized users)</b>	<b>Cost</b>
Start-up <sup>1</sup> (encryption/virtual private network license):	\$275
Ongoing cloud maintenance fee	\$920 per year
TeamViewer start-up and use training <sup>2</sup>	\$250
	<i>\$85/each additional hour</i>
<b>Total</b>	<b>\$1,530</b>

Notes:

\*TripTrak is a proprietary software developed by ILP. This administration model incorporates BCAG leasing TripTrak for use for data entry, invoicing, and reporting.

<sup>1</sup> The annual renewal fee is \$195.

<sup>2</sup> The Total cost includes 2 hours of training (one at first hour cost and the second at additional hour cost).

**Operational Needs**

BCAG administers program in-house:

Existing staff. For the scale of this program, no additional staff is anticipated. Staff time would include the program development, application process, data entry and reimbursements and conducting reviews.

Partnership with ILP:

Minimal existing staff time. No additional staff are required. BCAG staff responsibilities would be limited to the application process and overseeing contract payments to ILP.

**ILP's TRIP Experience**

ILP estimates that 1 to 1.5 full-time equivalent staff members will be sufficient to administer a service for up to 250 clients.

ILP currently has one part time employee (30 hours per week) manage data entry and reimbursement payment for 600 riders.

**Estimated Operating Cost**

BCAG administers program in-house:

Table 11 provides example cost scenarios for a BCAG administered program. These scenarios anticipate 50 to 100 riders at various mileage allotments. At an initial funding level, the total budget is scalable between \$50,000 and \$115,000.

A second funding level for potential program expansion is also presented. The program expansion would open the program to residents across the County. The estimated total budget ranges from \$193,000 to \$354,000. This scenario is explored in more detail in Phase II.

**Table 11: Operating cost estimates for BCAG-administered volunteer driver program with several funding levels.**

Riders	Miles/Month/ Rider	Total Annual Miles Reimbursed <sup>1</sup>	Total Annual One- Way Trips <sup>2</sup>	Total Budget <sup>3</sup>	Estimated Cost/Trip
<b>Initial Funding Level</b>					
50	170	102,000	3,400	\$49,470	\$14.55
50	250	150,000	5,000	\$72,030	\$14.41
100	200	240,000	8,000	\$114,330	\$14.29
<b>Program Expansion</b>					
200	170	408,000	13,600	\$192,875	\$14.18
250	250	750,000	25,000	\$353,615	\$14.14

Notes:

<sup>1</sup> Reimbursement rate is \$0.47 per mile. This figure is used to calculate Total Budget.

<sup>2</sup> Estimated median trip length is 30 miles. A 30-mile trip is used to calculate Total Annual One-Way Trips.

<sup>3</sup> TripTrak is a proprietary software developed by ILP. This administration model incorporates BCAG leasing TripTrak for use for data entry, invoicing, and reporting. The Initial fee is \$1,530 and is included in the Total Budget calculation. Annual renewal fee is \$1,115 and is included in Total Budget for the Program Expansion.

Partnership with ILP:

ILP can administer the program for a one-time startup cost and a fee of \$21 per rider reimbursed each month. Sample budgets for this scenario are presented in Table 12. At the initial funding level, the total budget can range from \$50,000 to \$71,000. This includes between \$12,600 and \$25,200 in



fees to ILP for administering the program. Estimated budgets for an expansion scenario are also presented here, with further detail provided in Phase II.

**Table 12: Operating cost estimates for ILP administration of a volunteer driver program at several funding levels.**

Riders	Miles/Month/ Rider	Total Annual Miles Reimbursed	Total Annual One- Way Trips <sup>1</sup>	Total Annual Admin fee <sup>2</sup>	Total Annual Reimbursement Amount <sup>3</sup>	Total Budget	Estimated Cost/Trip
<b>Initial Funding Level</b>							
50	170	102,000	3,400	\$12,600	\$47,940	\$60,540	\$17.81
50	250	150,000	5,000	\$12,600	\$70,500	\$83,100	\$16.62
100	200	240,000	8,000	\$25,200	\$112,800	\$138,000	\$17.25
<b>Program Expansion</b>							
200	170	408,000	13,600	\$50,400	\$191,760	\$242,160	\$17.81
250	250	750,000	25,000	\$63,000	\$352,500	\$415,500	\$16.62

Notes:

<sup>1</sup> Reimbursement rate is \$.47 per mile. This figure is used to calculate Total Annual Reimbursement Amount.

<sup>2</sup> Estimated median trip length is 30 miles. A 30-mile trip is used to calculate Total Annual One-Way Trips.

<sup>3</sup> ILP Administration includes a one-time start up cost of \$890.00 and a fee a \$21.00 per rider reimbursed per month. These costs are calculated in the Total Admin Fee column.

### **Funding Opportunities**

This is an eligible Federal Transit Administration (FTA) Section 5310, Enhanced Mobility of Seniors and Individuals with Disabilities Program expenditure. However, 5310 grant funds could only be used to subsidize trips for older adults and persons with disabilities, consistent with the program goals. Costs for service to non-senior persons, including persons of limited-means, are only allowable so long as the program predominately serves older adults and persons with disabilities. FTA Section 5310 can fully fund operations and capital expense, without a match, but must meet utilization thresholds of operating hours per week and projected trip levels. The next cycle is anticipated for January 2024 and successful projects are funded for two years.

Additionally, opportunities afforded by the new federal infrastructure bill or changes in state or federal funding for rural transportation projects should be monitored by BCAG.

### **Performance Measurement**

Reporting metrics might include:

- One-way trips: Goal and actual
- Miles reimbursed: Goal and Actual
- Trip lengths:
  - Median trip length
  - Distribution of short and longer trips
- Number of in-county (round) trips
- Number of out-of-county (round) trips
- Cost per trip
- Cost per passenger mile
- Unique persons served: Goal and Actual
  - Can be broken into target markets, such as:
    - Number of unique older adults served
    - Number of unique persons with disabilities served
    - Number of unique military veterans served

- Monitoring healthcare destinations for change in location or referral patterns
- Identifying and monitoring stakeholder participation

Reporting should include rider surveying at regular intervals (after the initial quarter and annually). These simple surveys should evaluate usefulness of service from the rider's point of view, identify strengths and weaknesses of the program, and identify additional areas of unmet need.

### **Responsible Parties**

- BCAG will administer and/or manage the program.
- Stakeholders will have a role in promoting the program to their constituents.

## **Implementation Topics**

### **BCAG's Role and Staff Time**

#### Program Development

Prior to launch, BCAG will need to develop:

- Policies
- Program materials
  - Application form
  - Welcome packet
    - Rider's Guide/Policies
    - Volunteer Driver Waiver and Contact Form
    - Reimbursement Form
- Marketing materials. Marketing is detailed further in the following section.

#### Application process

Staff time will be required to assist applicants with completing applications, conducting an initial screening and developing a mileage recommendation.

#### Data Entry and Payment

If BCAG is administering the program, the majority of staff time will be dedicated to data entry (entry reimbursement forms received from riders) each month and processing checks.

For a small program with 25–50 riders, additional staff is not anticipated.

### **Administration of the Eligibility Committee**

Rotating committee membership is recommended as it encourages fairness as more perspectives are included. It encourages participation from multiple stakeholders which can increase the program's visibility and community support. However, this will require some BCAG staff time to manage an Eligibility Committee roster and schedule and organize the Committee meetings. Committee member appointments and meetings could be pre-scheduled for six months to a year in advance to minimize the administrative burden.

#### **ILP's TRIP Experience**

The Eligibility Committee of 2 rotating members currently meets once per month via video conference. Prior to the COVID-19 pandemic, the Committee met two times per month to review 12 to 20 applications.

**Potential Program Expansion: Countywide**

If additional funding becomes available, the program could expand to include residents across Butte County. Applicants that live within the B-Line service area should demonstrate why they cannot use B-Line services, including other NEMT programs, such as MediCal. To constrain costs, trip purposes should continue to be limited to healthcare destinations. This scenario is described in further detail in Phase II.

**Timeframe**

Launch on July 1, 2023.

This program should launch in conjunction with other NEMT services, as it offers an NEMT option for those that are not eligible for or cannot afford other transportation services.

## **NEMT Marketing**

This solution recommends rider-centric marketing campaigns to provide information and promotion of new and existing non-emergency medical transportation services for purposes of connecting riders — and stakeholders — with NEMT solutions.

The marketing campaign(s) may include rider’s guides, flyers, brochures, way-finding and destination-based tools and outreach to riders, potential riders and stakeholders.

### **Rationale**

The purpose of this strategy is to develop marketing campaigns that communicates NEMT transportation options in a rider-centric approach — providing information in ways that are readily accessible to riders and potential riders. Stakeholder and community outreach conducted during the NEMT Study indicated that not all residents are aware of B-Line or other existing NEMT options. Importantly, a strong marketing program is critical to the success of new services.

### **Policy Decisions**

A marketing plan should be built into each service design and its implementation schedule, as well as be an on-going component of each service and the overall program.

### **Target Population**

Marketing should be geared towards the target population of each service. Marketing should also focus on key stakeholders, particularly staff at healthcare destinations who can help promote the NEMT service to their patients.

Materials should be developed in English, Hmong and Spanish consistent with BCAG’s Title VI Program.

### **Service Design Considerations**

- Marketing materials should be rider-centric:
  - Information must be complete, easy-to-understand and engaging.
  - Displays and online information should be updated as soon as a change is enacted.
  - Information should be available in English, Hmong and Spanish.
  - Information should educate about how the service works and how to use it.
- Marketing materials should be developed for print and digital (websites and social media).
- Stakeholder education should be included as component of marketing plan.

## **Operations Parameters**

### **Marketing Plan**

A Marketing Plan for a new NEMT service might include:

Objectives

Target Markets

Creative Message/Branding

- Program/Project Name
- Campaign Theme
- Key Messages

### Strategies

- Passenger Information
  1. Create and distribute a printed passenger guide & display
  2. Establish dedicated website/webpage
  3. Registration process (if applicable)
  4. Additional passenger information materials
- Communications with Existing Transit Riders
  1. Poster campaign for vehicles
  2. Poster campaign for B-Line transit/transfer centers
- Communications with Stakeholders
  1. Develop, maintain and strengthen stakeholder partnerships
    - a. Contact list
  2. Develop a stakeholders technical advisory group to support implementation planning, service launch and new-service promotion
  3. Outreach and educational presentations
  4. Email blasts
  5. Marketing tool kits
- Communications with General Public
  1. Publicity
    - a. Social media
    - b. News releases
    - c. Bus shelters/Bus stops
    - d. Target ridership promotions and tools
    - e. Outreach events
  2. Promotional Advertising
    - a. Direct mail
    - b. Local newspaper advertisements or local banner ads on newspaper websites
    - c. Targeted advertising on Facebook and Instagram
    - d. Others
- Implement Ongoing Promotional Efforts

#### BWE Experience

Marketing and promotion for the new Blythe Wellness Express, a lifeline NEMT service in Blythe, CA. included:

- Dedicated webpage
- Riders Guide
- Posters campaign at destination hospitals, Blythe Hospital, PVVTA vehicles, etc.
- Paid advertising in local newspaper
- News releases and editorials in local newspaper
- Ongoing outreach to destination hospitals, local Blythe health organizations, other stakeholders
- First ride free promotion
- Materials for the public provided in English and Spanish

### Budget

### Marketing Timeline to Launch and On-going Marketing Schedule

### Tools/Collateral

To implement each marketing campaign, a set of tools will need to be developed using the Creative Message. These might include the following materials:

- Brief oral notes for outreach activities

- Written blurbs
- Longer newsletter notices with images and links
- Images, blurbs and links for social media
- Posters and transit displays at bus stops and high-traffic locations
- Rider’s guides and flyers
- Direct mail and advertisements

Sample marketing tools are provided in Appendix B.

## Costs and Funding

### Needs

BCAG may contract with a marketing consultant to develop and refine creative messages and develop marketing materials This can also be done in house, added to existing B-Line marketing efforts.

### Estimated Costs

Implementation of the marketing campaign may include the following estimated costs (Table 13) Actual costs will range based on specific materials utilized and are estimated between \$9,500 and \$25,250.

**Table 13: Estimated NEMT marketing costs**

<b>Marketing Component</b>	<b>Estimated Costs</b>
Developing marketing plans and creative messages	Staff/contracted support
Webpage maintenance	Staff/existing contract
Rider’s Guide– design & printing (5k)	\$2,500–\$3,000
Posters and flyers– design & printing	\$1,500 – \$2,500
Ongoing graphic support	\$2,500 – \$5,000
Translation	\$500 – \$1,500
Newspaper Advertisements	\$2,500
Social Media	Staff
News releases	Staff
Email blasts:	Staff/Mailchimp or Constant Contact subscription
<b>Additional components, should budget present, might include:</b>	
Bus Shelter Posters Design & Printing (10) <i>*Doesn’t include potential space costs</i>	\$2,500*
Every Door Direct Mail (25K households): <i>*Includes 6.25 x 9 postcard and digital</i>	\$8,250*
<b>Marketing Campaign Expense Range Total:</b>	<b>\$9,500 to \$25,250</b>

### Funding Opportunities

Marketing expense for transit programs is often eligible for Low Carbon Transit Operations Program (LCTOP) funding. LCTOP is one of several programs that are part of the Transit, Affordable Housing, and Sustainable Communities Program established by the California Legislature in 2014 by Senate Bill 862. LCTOP was created to provide operating and capital assistance for transit agencies

to reduce greenhouse gas emission and improve mobility, with a priority on serving disadvantaged communities. Caltrans administers the program and awards grants annually.

Additionally, opportunities afforded by the new federal infrastructure bill or changes in state or federal funding for rural transportation projects should be monitored by BCAG.

### Implementation Topics

BCAG staff will have ongoing responsibility including outreach to riders, developing and maintaining stakeholder relationships, website and social media maintenance and maintaining distribution of marketing materials (posters, guides, and handouts).

#### **Responsible Parties**

- BCAG
- Stakeholders and the SSTAC will have a role in helping promote NEMT services to their clients.

### Performance Measurement

There are multiple ways to measure the outcome of marketing and outreach activities. Marketing success can be linked to increases in ridership or engagement with riders or stakeholders. Public engagement activities can be measured through touches or interactions with individuals. A failsafe way to measure marketing effectiveness is asking the public how they heard about a program or service. This can be done informally when interacting with riders or by adding a question to existing survey.

Table 14 presents several metrics for measuring marketing efforts:

**Table 14: Measuring success for marketing efforts**

<b>Metric</b>	<b>Measure</b>
Outreach activity	Touches; people present; surveys completed
Email blast	Opens; clicks
Social media post	Likes; comments; shares
Poster campaign Free ride promotion Direct mail	Ridership; call volume

### Timeframe

Launch before July 1, 2023.

Marketing plans for each service will should be developed in advance of their launch to introduce the new program and prepare and educate residents. The marketing process might begin five to six months before a program's launch. Earliest activities would include developing the creative message and rider education materials, developing webpage/website and stakeholder outreach.

## NEMT PROGRAM PHASE II

### B-Line NEMT Paratransit Lifeline Service

This solution implements lifeline level service routes to connect communities *not served* by current B-Line transportation to medical destinations within Butte County. Service will provide trips once weekly or one-to-two times a month to residents of areas without any public transportation service.

Service design for routing, frequency and even the selection of communities served depends upon a deeper understanding of demand from small and isolated Butte County communities. Therefore, this second phase solution requires additional market research. It will also be informed by demand information obtained from the mileage reimbursement program to suggest recommended service areas and frequency.

#### Rationale

While B-Line services currently provide a significant amount of service to healthcare destinations, B-Line is not accessible to everyone. Some live too far to walk to bus stops, while others live in communities that are not and cannot be served by B-Line. This solution provides an option to individuals not served by B-Line to travel to healthcare destinations.

Geographic information system (GIS) information mapping of B-Line routes against Census tract information suggests that one-third of the County's 208,000 population live at distances *greater than a half mile* and just over half are living *at distances greater than a quarter mile* from B-Line public transit access. Table 15 demonstrates the populations of the Census Designated Places (CDPs) within Butte County. The community names in black text lie outside the B-Line service area.

**Table 15: Population of Butte County Census Designated Places.**  
Incorporated cities are not included in this list. Communities in blue are within the B-Line service area.

Census Designated Place	Population	Census Designated Place	Population
Northern Butte County		Southern Butte County	
Berry Creek	1,278	Bangor	407
Butte Creek Canyon	677	Biggs	2,648
Butte Meadows	25	Clipper Mills	451
Butte Valley	907	Forbestown	369
Cherokee	100	Honcut	172
Cohasset	497	Kelly Ridge	2,932
Concow	472	Oroville East	8,093
Durham (partially served)	6,255	Palermo (partially served)	5,204
Feather Falls	4,192	Rackerby	193
Forest Ranch	1,551	Richvale	157
Magalia	11,444	Robinson Mill	48
Nord	368	South Oroville	2,606
Stirling City	300	Thermalito (partially served)	6,495
Yankee Hill	256		

Source: American Community Survey 2020 5-year Estimates



## Policy Decisions

### Target Population

General Public

### Eligibility/Trip Purpose

Only medical/health-related destinations will be served. This service will connect residents of communities *outside of the B-Line service area* to access medical facilities in Chico and Oroville.

### Service Design Considerations

To reliably transport residents from remote communities, this service anticipates the following design features:

- At minimum 24-hour advance reservation requirement.
- Limited service levels — possibly one day a week, or even less frequent for the smallest communities.
- Service route design with published, semi-scheduled arrival times at key medical facilities necessary so riders know when they can schedule medical appointments and by when they must be prepared to depart.
- Some additional medical destinations in Chico and in Oroville can be served, to the extent that time allows, to provide sufficient flexibility to riders in meeting their medical needs.
- Ability to deviate from a published service route to pick-up or drop-off an individual at his or her home, within a prescribed distances not greater than, for example, ¾ mile up to 1½ miles from a given community center.
- The service will not operate on its scheduled day if there are no out-bound reservations.

Because this service will be open to general public riders, while serving individuals within identified communities, some minimal form of registration will be useful, and will facilitate scheduling and future trip reservations. Registration could be done at the time when a trip reservation is made but does not need to be the formal eligibility review process used for the NEMT Paratransit or B-Line's ADA Paratransit.

#### Lake County Medi-Links Experience



“Advance reservations are at least 7 days prior to appointment date/time based on availability. Reservations can be made 5 days per week (Monday thru Friday), 8:00 a.m. to 4 p.m.”

“When making your appointments, please ask your doctor or medical facility for an estimate of how long your appointment may take. This will help with scheduling.”

#### BWE Experience



This long-distance non-emergency medical service was initiated as a Rides-to-Wellness service and transitioned into a continuing services of the Palo Verde Valley Transit Authority (PVVTA).

It's 100-mile plus, one-way vehicle trip has a scheduled departure time from Blythe, CA. and four (4) scheduled stops in the Coachella Valley:

- Three (3) hospitals
- SunLine Transit/Indio transfer center

An additional nine (9) medical facility stops are named in the Rider's Guide but served only by passenger request.

## Operations Parameters

### Service Areas

Distinct service corridors are recommended, certainly the first two and the third if sufficient demand can be documented:

1. Stirling City, Forest Ranch, Concow, Durham, and Yankee Hill *to Chico and Paradise*
2. Berry Creek and Feather Falls *to Oroville*
3. Gridley, Biggs, Richvale, Durham *to Chico*.

### Service Days and Hours

These service routes are envisioned to operate on weekdays only when medical services are generally available. As noted, additional demand information is needed to develop formalized route structures. Important service design questions to answer include: what levels of demand for non-emergency medical transport can be identified from these tiny communities? And importantly, will there be community support to utilize a lifeline level NEMT service if it is put into place?

Modest outreach efforts to reach local stakeholders in these communities will be necessary to address these questions. Such outreach should embrace the following objectives:

- Identify local stakeholders, or trusted messengers familiar to local residents, who can help extend communication efforts regarding potential non-emergency medical transport.
- Through stakeholders and trusted messengers, collect information on NEMT needs among residents of outlying communities to identify key medical service destinations in Paradise, Chico and Oroville and potential trip-making frequency of need.
- Identify community interest and potential buy-in to selected destinations and for lifeline service levels, for example once weekly or twice monthly.

### Fare Structure

The fare for this NEMT Lifeline service should be higher than B-Line's regional fixed-route fare of \$2.40 or the existing B-Line Paratransit base fare of \$3.50. NEMT Lifeline trips will be longer than most in-town paratransit trips and this service to more outlying communities involves particularly long trips. It will, however, be semi-scheduled service so in that regard, fares could reflect some level of productivity. Fares must still recognize that likely riders are of limited means.

As noted in the discussion of the NEMT Paratransit solution, B-Line Paratransit Supplemental Service Zone fares are currently Zone 1 – \$8.75, Zone 2 – \$10.75 and Zone 3 – \$12.75. Following these policies for NEMT services is one option for establishing fares for new services. Another option is to consider the farebox recovery ratio, the proportion of passenger fare against total costs brought back by the proposed fare. Table 16 considers fare ranges both for this Lifeline Service and proposes a discount to encourage round-trip, trip-making. Farebox recovery is discussed in the costs section immediately following.

**Table 16: Proposed NEMT Lifeline fares**

Fare Policy	Cost
One-way fare	\$11.00 to \$13.00
Round-trip fare (same-day)	\$22.00
Personal Care Attendant (Optional)	½ Price

Eligible low-income riders and other human service programs may be a further way in which to subsidize fares for these longer trips.

A personal care attendant or companion fare is not recommended at this time, anticipating that every passenger pays his or her fare. The exception might be around children, adopting B-Line’s fixed-route policy that up to two (2) children ages 6 and under can ride for free.

## Costs and Funding

### Capital Needs

Capital equipment requirements should reflect the levels of trip demand likely to present. With very small communities served by this service, the smallest vehicles may be sufficient; for example, the mini-van or the standard full-size van (Table 17). Experience with Phase I NEMT Paratransit will help to determine this.

**Table 17: Potential vehicle types: capacity and costs**

Vehicle Type	Total Seating Capacity	Wheelchair Positions	Quantity	Price
Large Cutaway Bus	18	2	1	\$96,000
Mini-Van	6	1	1	\$58,000
Standard Full-Sized Van	8	1	1	\$63,000

### Estimated Operating Costs

Table 18 presents estimates for three, four or five service days per week, of 1,248 to 2,080 annual revenue service hours. This assumes a very modest level of productivity, at less than one passenger trip per hour, reflective of long vehicle trips and two to three passengers per pick-up. Traveling only when there are reserved trips and otherwise cancelling the service for that community, for that operating day, will help to protect productivity levels.

While the number of trips provided of 900 to just over 1,500, is small, these are likely trips reported in Transportation Development Act (TDA) unmet needs testimony over the years and surface as the difficult-to-serve anecdotes of need. The estimated cost per trip in excess of \$100 is high but can be supported if overall service costs are kept to prescribed, budgeted levels.

**Table 18: Operating Cost Estimates for Lifeline NEMT Service to Outlying Butte County Communities**

Service Days per Week	Service Hours per Day	Annual Service Hours	Contracted Revenue Hour rate*	Annual Service Cost	Projected Trips per Hour	Projected Pax Trips per Day	Projected Annual Passenger Trips	Estimated Cost/Trip
<b>Optional Funding Levels</b>								
3	8	1,248	\$94.35	\$117,753	0.75	6	936	\$125.80
4	8	1,664	\$94.35	\$157,003	0.75	6	1,248	\$125.80
5	8	2,080	\$94.35	\$196,254	0.75	6	1,560	\$125.80

Notes:

\* Revenue hour rate reflects Transdev Year 5 rate for FY 23-24 plus a 5% increase in service hour cost

The California TDA requires a 10% fare box recovery return for rural paratransit programs. Moving closer to that level of farebox recovery is a way to help keep this new service more affordable for low-income residents living in isolated, rural communities. Table 19 demonstrates the projected farebox recovery at the average fare of \$12.50 per one-way trip.

**Table 19: Potential fare implications for Lifeline NEMT services**

Service Days	Service Hours per Day	Annual Service Cost	Projected Annual Trips	Proposed one-way Fare	Projected Fare Revenue	Projected Fare Recovery
<b>Optional Funding Levels</b>						
3	8	\$117,753	936	\$12.50	\$11,700	9.9%
4	8	\$157,003	1,248	\$12.50	\$15,600	9.9%
5	8	\$196,254	1,560	\$12.50	\$19,500	9.9%

### **Operational Needs**

- One to two additional drivers
- Leveraging existing call-taker and dispatching capacity
- Additional marketing expense, specific to this service

### **Funding Opportunities**

- Transportation Development Act/ LTF and STA
- FTA 5311

Opportunities afforded by the new federal infrastructure bill or changes in state of federal funding for rural transportation projects should be monitored by BCAG. This project will not be eligible for FTA 5310 funding as ridership is targeted from among the general public, rather than exclusively seniors and persons with disabilities.

### **Implementation Topics**

This service will build upon the experiences of implementing the Phase I NEMT Paratransit service, informed by its operational history. Targeted community outreach will be useful to provide critical specifics on need and to build local support for lifeline levels service. A sequence of activities to support this Lifeline service will likely include:

- Outreach activities in isolated communities to identify likely destinations in Paradise, Chico and Oroville and secure encourage/secure community buy-in to this NEMT service.
- Engagement of key stakeholders, including County Public Health and Medi-Cal provider(s), both to make input to service planning efforts and later to promote new service.
- Integrating operational experience of Phase I NEMT Paratransit service into design, in terms of vehicle travel speeds with deviations, both within riders’ origin community and at destination towns and cities.
- Identification of community-level, regular “stops” to serve as collector points for some far-flung riders and to give the service some visibility through posting of signage.
- Service planning to determine communities served and number of days per month of service at vehicle operating speeds informed by Phase I NEMT Paratransit service.
- Establishing call taker/dispatcher procedures for receiving and booking trip reservations.

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- Service testing and correction, including during the first quarter of actual operation.
- Development of a marketing plan/campaign:
  - Development of marketing materials and rider information.
  - Pre-launch marketing effort to communities and to stakeholders to advise of forthcoming service and help people “discover” the Lifeline service and to learn how to use it, in terms of making their medical appointments in relation to days when service operates.
- Service launch and service promotion.
- Service evaluation and adjustments to operating parameters, days of service, communities served (recommended after first quarter, following first year of operation and annually thereafter).

**Responsible Parties**

- BCAG in relation to outreach, community engagement and determination of communities to-be-served.
- B-Line administrators, its contractor and its operations supervisor for service planning.
- B-Line contractor and dispatch supervisor for call taking and trip booking procedures.
- SSTAC and healthcare stakeholders to assist with community engagement and subsequent promotion of the new service.

**Performance Measurement**

Careful monitoring of this service will be important as demand is tested and as ridership levels mature. To understand what mature ridership levels could be, it will be necessary to allow sufficient time for potential riders to discover the service and to come to trust it.

Reporting metrics, as with Phase I NEMT Paratransit service, might include:

- One-way passenger trips: Goal and Actual
- Vehicle revenue miles: Goal and Actual
- Passenger mile trip lengths
- Cost per passenger trip
- Unique persons served
- Monitoring number and type of healthcare destinations served
- Identifying and monitoring stakeholder participation; for example, in providing initial and on-going promotion of the service.

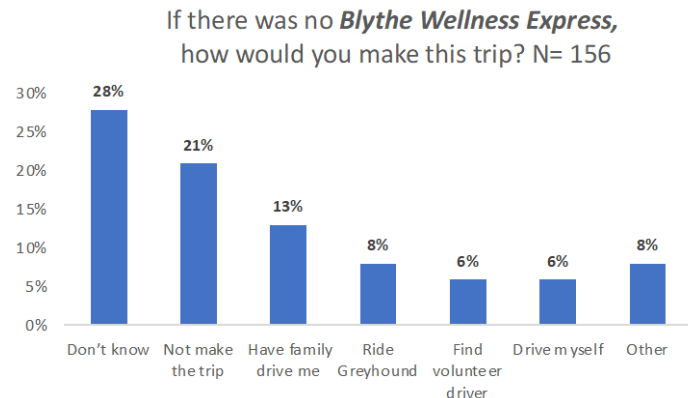
**Figure 2: Example Rider’s Guide cover describing the Blythe Wellness Express NEMT service**



**Surveying Riders**

Reporting should include rider surveying at regular intervals (after the initial quarter and annually thereafter). These simple surveys assess the usefulness of service from the rider’s point of view, identify operational strengths and weaknesses, and additional areas of unmet need (Figure 3). Rider characteristics, at a minimum age and mobility limitations, should be collected and reported.

**Figure 3: Example of rider question on service usefulness (Blythe Wellness Express)**

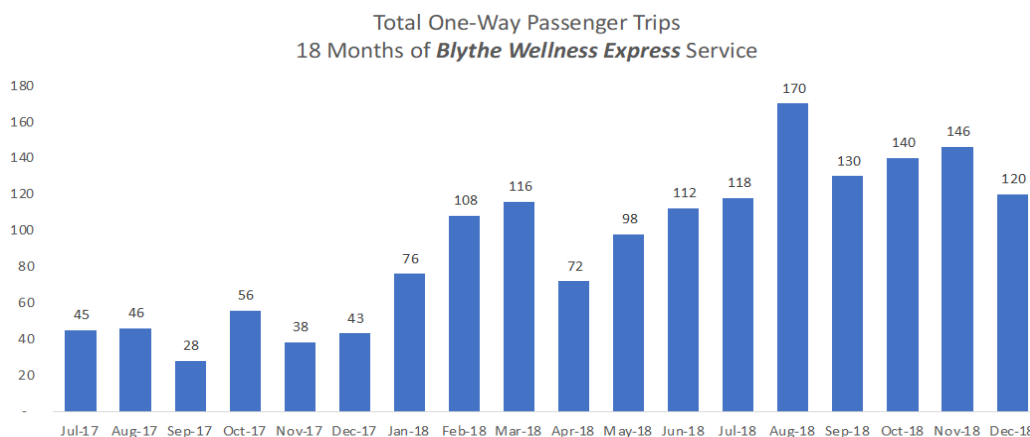


**Establishing Performance Goals**

As noted, ridership is likely to grow slowly for this service, given its lifeline structure of only selected days per week or per month. BCAG and B-Line administrators will want to monitor service utilization carefully, by community and by the overall service, to determine when changes may be indicated or what additional promotion may be needed. Quarterly monitoring of key performance indicators during at least the first year, and possibly second is recommended.

Similarly, it may be useful to establish a baseline of minimum ridership needed to sustain service viability. Figure 4 shows initial 18-month ridership of the Blythe Wellness Express service, which is now at a twice-weekly level, rather than the three-times-a-week provided during its pilot period.

**Figure 4: Example of monthly ridership variability (Blythe Wellness Express)**



Productivity goals can be established but are unlikely to exceed 1+ passenger-per-hour, given the longer trip lengths and necessary travel times of these lifeline-level services.

**Timeframe**

This Phase II NEMT Lifeline service may commence a year after the start-up of Phase I services, potentially during FY 23-24. The experience of both the NEMT Paratransit and of the volunteer mileage reimbursement program will help to inform the final service plan for this NEMT Lifeline service to outlying communities.

## Countywide Expansion of Rider-Centered Volunteer Driver Mileage Reimbursement Program

This solution expands this low-cost alternative to public transportation services to all of Butte County's residents, providing an alternative to higher cost demand response trips within the B-Line service area. It can further expand to trips out-of-county, to the extent that resources allow.

Program design is consistent with the Phase I Volunteer Driver Mileage Reimbursement program. However, in this model, applicants (who live within the B-Line service area) will need to demonstrate why they are unable to use B-Line or B-Line Paratransit.

This section describes how this Countywide model differs from the Phase I model which focuses solely on communities and areas not served by B-Line or B-Line Paratransit.

### Rationale

This solution provides a low-cost transportation option for areas of the county and trips that are not and cannot be served by B-Line. As documented in the NEEDS AND ALTERNATIVES REPORT, many Butte County residents need to travel to cities and counties outside of their home residence based on healthcare availability, their insurance, where specialists are located and comfort or preference.

The first phase of the Rider-Centered Volunteer Driver Mileage Reimbursement Program is limited to individuals who live outside of the B-Line service area. This phase would be launched when additional funding has been secured to open the program to all Butte County residents, regardless of their proximity to B-Line fixed route.

### Policy Decisions

This model will have the same policies as Phase I except for the following:

#### Rider Eligibility

This program will serve Butte County residents over 18 years old. Individuals with an address within the B-Line service area will have to demonstrate why they cannot use B-Line services.

Reasons why B-Line or B-Line Paratransit services may not be accessible to residents within the service area may include:

- Affordability.
- Trip distance:
  - Out of county destination
  - B-Line Paratransit does not serve intercommunity trips
- Schedule: B-Line schedule/frequency may not enable some riders to get to and from an appointment.
- Trip chaining requirements: for example, a traveler needs to go to doctor or therapy appointments, then on to the pharmacy, possibly on to the grocery store on this multi-legged journey
- Door-through-door assistance: additional navigational or support assistance is needed to assist the traveler in navigating to a medical office through a complex campus or over the course of a long treatment or travel day to out-of-county destinations.

## Operating Costs

Decisions will have presumably been taken in Phase I to administer the program through BCAG or to contract with ILP. Modest cost implications were identified in the Phase I solution for either option. However, moving to a countywide program is expected to increase the program’s scale and therefore incur some administrative expense, whether contracted or in-house operated.

Table 20 suggests potential program costs serving an estimated 200 or 250 riders. Note, these estimates of riders are just that, recognizing that some riders will be on the program for longer periods of time while others will leave the program after temporary or short-term travel needs are met, each with their own attendant mileage reimbursement expenses.

**Table 20: Sample budgets for expanded volunteer mileage reimbursement program**

Riders	Median Miles per Month per Rider	Total Annual Miles <sup>1</sup> Reimbursed	Total Annual One-Way Trips <sup>2</sup>	Annual Software/Admin Cost	Total Annual Reimbursement Amount <sup>3</sup>	Total Budget	Estimated Cost/Trip
<b>Program Expansion - BCAG Administered</b>							
200	170	408,000	13,600	\$1,195	\$191,760	\$192,955	\$14.19
250	250	750,000	25,000	\$1,195	\$352,500	\$353,695	\$14.15
<b>Program Expansion - ILP Administered</b>							
200	170	408,000	13,600	\$51,290	\$191,760	\$243,050	\$17.87
250	250	750,000	25,000	\$63,890	\$352,500	\$416,390	\$16.66

Notes:

<sup>1</sup> Estimated median trip length is 30 miles. A 30-mile trip is used to calculate Total Annual One-Way Trips.

<sup>2</sup> Reimbursement rate is \$.47 per mile. This figure is used to calculate Total Annual Reimbursement Amount.

<sup>3</sup> ILP Administration includes a one-time start up cost of \$890.00 and a fee a \$21.00 per rider reimbursed per month. These costs are calculated in the Total Admin Fee column.

A median one-way trip lengths of 30 miles is still used in these budget projections although there may be a changing distribution of trip lengths from the smaller scale Phase I service. For example, there may be additional out-of-county trips required but these may be offset by shorter trip lengths within Chico or within greater Oroville. The number of trips that can supported will be impacted by the distribution of these trip lengths.

## Implementation Topics

Expansion of this mileage reimbursement program to countywide applications is likely to entail:

- Establishing or modifying mileage budget levels per applicant, where new applicants may request assistance with longer trips, for example to out-of-county destinations.
- Monitoring trip lengths and the distribution of longer trips versus shorter trips, to understand how the service is being used and the budget implications of such use.
- Reviewing membership on the Eligibility Review Committee to determine whether changes or additions to membership may be indicated. For example, a lead dispatcher from B-Line Paratransit might be appropriate to include on the Committee.



### **Timeframe**

This expanded program could be implemented at any point at which BCAG determined there was sufficient demand to do so and that it had the funds to sustain the program. It may be that BCAG would wish to pursue an expanded FTA Section 5310 grant and go forward with a countywide program only if that were funded.

## NEXT STEPS

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### Board Presentation

Moving this ACTION PLAN forward will involve key actions by BCAG and its Policy Board. First among these will be to take decisions about the Phase I services and the Board's interest and ability to set aside funding to undertake these.

Based upon findings from the first phase of this study process, as reported in the BUTTE COUNTY NON-EMERGENCY MEDICAL TRANSPORTATION STUDY: NEEDS AND ALTERNATIVES REPORT (March 2022), adoption of all of the Phase I service options is strongly recommended. The service components of the B-Line NEMT Paratransit service and the Rider-Centered Volunteer Mileage Reimbursement program are inter-related. NEMT Paratransit service operates within the existing B-Line service footprint while the mileage reimbursement program provides an option to persons living outside of the B-Line service area. The NEMT Marketing effort ensures that people discover these new services, encouraging use.

Adoption of Phase II services will depend, first and foremost upon the availability of funding. But it will also be impacted by the operational experience of Phase I services, and the adoption and support of both riders and stakeholders.

Table 21 presents the services of this NEMT ACTION PLAN, by phase and in terms of operating and capital expense estimates to demonstrate the multiple service-level choices previously discussed.

Following a Board decision to implement a NEMT Program for Butte County, BCAG will require additional planning in the coming fiscal year. This is likely to include determining additional staffing needs, funding avenues, developing policies, and implementing the NEMT Program.

### Implementation Activities

After Board adoption of an approach and related budgets, operational implementation activities can proceed in several parallel areas, with details of these discussed in the preceding pages:

- Developing service policies and adopting these
- Testing service planning and operational assumptions
- Developing related operational procedures
- Developing marketing plans
- Establishing performance measurement goals against which performance can be assessed.

**Table 21: BCAG NEMT program — Summary of trips provided and cost components by service**

	Estimated Number of One-Way Trips	First Year Operating Cost	Capital Cost
<b>Phase I Services</b>			
<b>1 B-Line NEMT Paratransit Service</b>			
6-hour daily service level <u>or</u>	1,248	\$112,145	
8- hour daily service level	1,560	\$149,527	
Two vehicle fleet (1 cutaway plus ful size van) <u>or</u>			\$153,000
Two vehicle fleet (1 cutaway plus mini-van)			\$149,000
<b>2 Rider-Centered, Volunteer Mileage Reimbursement</b>			
Mileage Reimbursements w BCAG as Admin <u>or</u>	8,000	\$114,330	
Mileage Reimbursements w ILP Administration	8,000	\$138,000	
TripTrak Software - Year 1			\$1,530
<b>3 NEMT Program Marketing</b>			
Low-end campaign expense range <u>or</u>	N/A		\$9,500
Higher-end campaign expense range			\$25,250
<b>Subtotal Phase I - Low End</b>	<b>9,248</b>	<b>\$226,475</b>	<b>\$164,030</b>
<b>Subtotal Phase I - High End</b>	<b>9,560</b>	<b>\$287,527</b>	<b>\$175,780</b>
<b>Phase 2 Services</b>			
<b>1 B-Line NEMT Paratransit Lifeline Service</b>			
Three days/week 8-hour service days level <u>or</u>	936	\$117,753	
Four days/week 8-hour daily service level <u>or</u>	1,248	\$157,003	
Five days/week 8-hour daily service level	1,560	\$196,254	
One vehicle fleet, standard size van <u>or</u>			\$63,000
One vehicle fleet, cut-away bus			\$96,000
<b>2 Countywide Expansion of Volunteer Mileage Reimbursement</b>			
Mileage Reimbursements w BCAG as Admin <u>or</u>	13,600	\$192,875	
Mileage Reimbursements w ILP Administration	13,600	\$242,160	
TripTrak Software - Year 2			\$1,195
<b>Subtotal Phase II - Low End</b>	<b>14,536</b>	<b>\$310,628</b>	<b>\$64,195</b>
<b>Subtotal Phase II - High End</b>	<b>15,160</b>	<b>\$438,414</b>	<b>\$96,000</b>

## Butte County Health Care Stakeholder Guidance and Promotion

To ensure that new services become known to Butte County residents who need them and that they are utilized, it is recommended that BCAG convene a short-term advisory group of healthcare stakeholders who can offer advice and comment during implementation, planning and start-up phases. This advisory group can be enlisted to help promote NEMT services as they are launched. Participation could be invited from County Departments of Public Health, Behavioral Health and Children’s Service, Rural Health Clinics, Tribal Health Services and the County’s Medi-Cal service providers, among others. An SSTAC representative or two is advisable to support coordination and communication.

## APPENDICES

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### **Appendix A: Rider-Centric Volunteer Driver Program Supplemental Materials**

### **Appendix B: Marketing Examples**

## **Appendix A: Rider-Centric Volunteer Driver Program Supplemental Materials**

### **Applicant Liability Waiver**

- Must be signed and returned to ILP for application to be complete and reviewed by staff and Eligibility Committee.

### **Volunteer Driver Liability Waiver**

- Must be signed and returned to ILP for rider to be reimbursed.

### **ILP Program Support Options and Pricing**



**APPLICATION** (Part 2 – TO BE COMPLETED BY APPLICANT)

I request eligibility certification and participation in TRIP - the escort and transportation reimbursement program. I have reviewed Part 1 of my TRIP APPLICATION (attached), as provided to TRIP Staff by telephone, and certify that it is accurate and true. I understand that the information I am providing will be treated as confidential, will only be used to determine my initial and continuing eligibility for the program, and will be retained as a permanent part of my service file.

All of the information which I have provided is true and accurate to the best of my knowledge. I authorize representatives of the TRIP Program and the Independent Living Partnership to contact persons whom I have named, or to make other inquiries as necessary, to verify the information which I have provided .

I understand that it is the policy of the Independent Living Partnership to pursue any alleged or suspected instances of fraud. A “fraudulent claim” is committed when a false representation of a present or past fact is made by a TRIP customer, members of their family, or unrelated person such as their caregiver or volunteer driver, which results in the release of funds.

If approved for TRIP service, I agree to abide by all TRIP Policies, as communicated to me in the notification of service that will be sent to me, in the Rider’s Handbook that I will receive, or as communicated to me in any other way, and I acknowledge that failure to abide by TRIP Policies may result in the termination of TRIP services. I acknowledge that I have read and reviewed Independent Living Partnership’s Grievance Policy.

I acknowledge that being driven by others is an inherently dangerous activity and that my participation in this program could involve some danger to my person, to my property, or the person or property of others. In consideration of my participation in the TRIP program however, I hereby forever release from liability and agree to indemnify and hold harmless the Independent Living Partnership, the TRIP Program, and any and all organizations, agencies or individuals who provide funding to or otherwise support the program, from any and all claims, losses, and liabilities arising out of or in any way connected with my participation in the TRIP program.

AUTHORIZATION FOR DOCTOR’S VERIFICATION OF HEALTH STATUS REQUIRED

(If Required) I have signed and attached my authorization for TRIP Staff to discuss my health status with my physicians.

**SIGNATURE OF APPLICANT:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**NAME OF SOMEONE WHO WILL ALWAYS KNOW WHERE I AM:** \_\_\_\_\_

**THEIR RELATIONSHIP TO ME:** \_\_\_\_\_ **THEIR PHONE NUMBER:** \_\_\_\_\_

**Printed Name and Relationship of Preparer, if Other than Applicant:** \_\_\_\_\_

C O N F I D E N T I A L



Independent Living Partnership  
6235 Rivercrest Drive, Suite Q • Riverside, CA 92507  
VOLUNTEER DRIVER INFORMATION

Rider # \_\_\_\_\_

Last Name: \_\_\_\_\_ First: \_\_\_\_\_ M.I. \_\_\_\_\_  
Address: \_\_\_\_\_ Apt/Space #: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Work: \_\_\_\_\_ Cell: \_\_\_\_\_  
E-Mail address: \_\_\_\_\_

What is your relationship with the rider: \_\_\_\_\_

1. **I understand that everyone in California is required to possess current vehicle insurance.**
2. I agree to transport my passenger in a safe, efficient and courteous manner in my private vehicle.
3. **I understand and agree that I have been asked and am freely volunteering to assist my passenger, as mutually convenient for both of us, and that I am not employed by my passenger, the TRIP Program, or the Independent Living Partnership.**
4. I understand that it is the responsibility of the TRIP client to turn in the monthly *Request for Mileage Reimbursement* form at the end of each month of travel, and that my passenger will pay the reimbursement to me when it is received, but that I may assist the TRIP client to submit their request on time. **I understand that it is my responsibility to notify TRIP staff if my passenger fails to pay me the Mileage Reimbursement for the volunteer driving I provided as a volunteer.** I also understand that Requests for Mileage Reimbursement may not be paid if not received in a timely manner or if funds are not available for payment.
5. **I understand that, by my signature below, I agree to forever release from liability and agree to indemnify and hold harmless the TRIP Program, the Independent Living Partnership, Riverside County, the Riverside County Transportation Commission, the Riverside County Office on Aging, SunLine Transit Agency, the Palo Verde Transit Agency, and other charitable organizations or individuals who have made contributions to support this program, their officers, directors, agents, employees and volunteers, from any and all claims, losses, and liabilities (including costs and attorney fees) hereafter for damage to property or injury or death to myself or others arising out of or in any way connected with my participation in the TRIP Program as a volunteer escort and driver.**
6. I understand that the information that I am providing is confidential and will only be used by the TRIP program for the purpose of maintaining records to assist enrolled riders who you serve.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**FOR AUTHORIZED USE ONLY**

**FOR AUTHORIZED USE ONLY**

C O N F I D E N T I A L



33-03464739

6235 River Crest Drive, Suite Q  
Riverside CA 92507-0758

[www.ILPconnect.org](http://www.ILPconnect.org)

1-833-457-8747 (833-ILP-TRIP)

[TRIPforAmerica@ILP-TRIP.org](mailto:TRIPforAmerica@ILP-TRIP.org)

## TRIP Program Support Pricing

2 Ways to start *your* service, *your* program...

### 1. We partner with you (easiest, quickest, very economical)

- **No new hires**
- **No new software**
- ***You refer the clients you want served and we take care of the rest!***

How much does it cost?

- ▶ Start-up: 1-time \$890 fee
  - Initial consultation
  - Information gathering
  - Advice establishing service policies and procedures
  - Set-up of dedicated, secure database
  - Printing of welcome package documents for clients and envelopes
- ▶ Ongoing remote service administration by ILP:
  - \$21.00 per client administration, issuance, and transmittal of mileage reimbursement check for client volunteer (normally one time per month)
  - Reimbursement to ILP of amount of mileage reimbursements paid to approved clients (at rate per mile and travel allowances established by you). Calculate estimate of monthly cost by number of clients to be served, estimated number of miles of service to be provided to each client and the rate of reimbursement you will pay.

What is required to start service?

- ▶ Sign service agreement
- ▶ ILP receipt of Start-up fee

NOTE: ILP uses Wells Fargo Bank for issuance of mileage reimbursement checks. Wells Fargo has branches in the following states: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, DC, Florida, Georgia, Idaho, Illinois, Iowa, Kansas, Maryland, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, Wisconsin, and Wyoming. If your state is not listed, your clients may experience difficulty cashing mileage reimbursement checks. The states served by Wells Fargo may change without notice.



## 2. We provide a VPN database and you operate in-house and independently

How much does it cost to start?

- ▶ Start-up: \$275 for first year encryption/virtual private network license  
\$195 per year renewal
- ▶ Ongoing cloud maintenance fee: \$920 per year (2 authorized users)
- ▶ TeamViewer start-up and use training is available, \$250 for the first hour and \$85 for each additional hour if needed.
- ▶ An estimated one to 1.5 full-time equivalent staff members will be sufficient to administer a service for up to 250 clients.
- ▶ Desk and workspace.
- ▶ A very minimal amount of office equipment and office space is required for a TRIP program. A computer set-up and printer that are reasonably up-to-date with Internet to access the encryption gateway for a dedicated TripTrak™ database that is hosted on ILP cloud servers and basic office software will be required. The TripTrak™ administration, management and reporting application allows access to your dedicated database from any authorized computer.
- ▶ A reliable all-in-one printer is ideal – printer, copier, scanner and fax all-in-one. For printing reimbursement checks a black and white laser printer is recommended.
- ▶ A telephone with a minimum of two lines and an answering machine are needed.

How much does it cost to operate your in-house, branded TRIP Model service?

- ▶ Using subscription VPN TripTrak software, your staff fully administers your service in the same way we have operated TRIP in Riverside County California for more than 25 years.
  - Last year TRIP Riverside provided 101,464 one-way trips and 1.44 million miles of transportation for 809 individual riders at a cost to our organization of \$5.34 per one-way trip.
  - The rides were free to riders and the cost for providing the trips by paratransit would have been up to 6 times more.
  - The Riverside TRIP cost per passenger mile of \$.38 for the transportation provided was about 35% of the 2015 National Data Base average cost for each passenger mile of regular bus travel.
- ▶ Controllable operations cost variables, that include:
  - Size of service area that is established
  - Number of clients served
  - Purposes of travel allowed
  - Number of miles of travel authorized
  - Mileage reimbursement rate paid
  - Business practices.

## **Appendix B: Marketing Examples**

### **Blythe Wellness Express Materials**

- Rider Guide
- Newspaper advertisement

### **Lake County NEMT flyer**

### **Morongo Basin Transit Authority Direct Mail Free Ride Promotion**

### **Trinity County Transit Trip Plan Flyer**

## Destinations in the Coachella Valley

- In addition to the stops shown on the schedule, the Blythe Wellness Express will serve most medical facilities and other destinations within the Coachella Valley. A list of additional “by request” stops is included next to the Coachella Valley map.
- If you do not see your destination on the list, please ask. If it is within ¾ mile of the route, we will take you there.
- Please inform the dispatcher of your exact destination when you make your reservation.

## Catching the Return Bus in the Coachella Valley

- When you get off the bus at your destination, let the driver know exactly where you will catch the bus for the return trip. The driver will tell you what time the bus will be there. If you will not be making the return trip, let the driver know.
- If you are making a reservation for a one-way trip from the Coachella Valley to Blythe, let the dispatcher know exactly where you will be catching the bus.
- Make sure you are at the agreed upon location at least 10 minutes prior to the scheduled time. Once it arrives, the bus will wait no more than 5 minutes.
- If you run into any difficulties feel free to call 760.922.1140 anytime during the trip to get updated information and a live person to help you with your trip.

760.922.1140 • [pvvta.com](http://pvvta.com)

## Connecting to SunLine

SunLine Transit Agency provides bus service throughout the Coachella Valley. You can connect to SunLine bus routes at:

- Indio: Highway 111 at Flower/SunLine Transfer Center
- Rancho Mirage: Eisenhower Medical Center
- Palm Springs: Desert Regional Medical Center



For information about SunLine visit [sunline.org](http://sunline.org) or call 1.800.347.8628.

## Accessibility

- All vehicles are equipped with wheelchair lifts and wheelchair securement area with room for two wheelchairs/mobility devices. When you make your reservation, please let the dispatcher know if you will be boarding with a wheelchair or scooter.
- The driver will secure your wheelchair with a four-point tie down system which may include a lap/shoulder strap for your safety.
- Passengers using a scooter may be asked to transfer to a seat on the bus.
- All mobility devices must have a working brake system.

## Cancellations

If you have a reservation and will not be making the trip, you must call to cancel.

- Morning trips to the Coachella Valley must be cancelled by 4 PM the day before.
- Afternoon trips to Blythe must be cancelled 2 hours in advance of the scheduled pickup.

Passengers who do not show up for their trip or fail to cancel within these time limits will NOT receive a refund of their fare. In addition, repeated no shows or late cancellations will result in suspension from using the service. For our complete Cancellation/No-Show Policy, please visit [pvvta.com](http://pvvta.com)

## Safety and Courtesy Tips

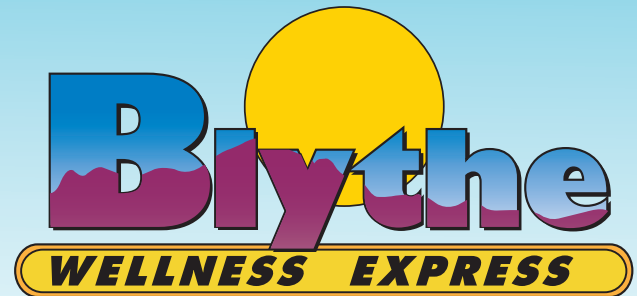
- Be prepared for a trip of 90-180 minutes. The bus will make a 15 minute rest stop at Chriaco Summit.
- Our buses are equipped with seatbelts and all riders are encouraged to use them. Please remain seated until the bus comes to a complete stop.
- The seats nearest the driver are reserved for passengers who need extra assistance. Please be prepared to relinquish these seats, if needed.
- Space on our buses is limited, so, if shopping, please bring no more than 5 bags onto the bus.
- Feel free to bring drinks on board, but only in spill proof containers.

### About the Blythe Wellness Express

This service is to help improve healthcare options for residents of the Palo Verde Valley. To track the effectiveness of the service in reaching its goals, you will be asked to complete a survey form on a monthly basis. While the survey is voluntary, please be assured that it is entirely confidential and will greatly assist us in securing permanent funding for the Blythe Wellness Express.



## Rider's Guide



## Bus Service between Blythe and the Coachella Valley Monday, Wednesday and Friday

Serving destinations throughout Coachella Valley from Indio to Palm Springs.

760.922.1140 • [pvvta.com](http://pvvta.com)

Effective: January 1, 2019

## RESERVATIONS

760.922.1140 • [pvvta.com](http://pvvta.com)

To ride the Blythe Wellness Express, you must have a reservation and pay your fare in advance. Before you use the service the first time, you will be asked to fill out a registration form and will be assigned a Rider ID Number.

- Reservations and payment must be made at least 48 hours in advance of the scheduled trip date.
- There will be a 30 day calendar posted in the front lobby of the PVVTA office (415 N. Main Street) to give riders plenty of time to schedule their appointments. A 30 day calendar will also be posted on our web site [pvvta.com](http://pvvta.com)
- To make a reservation, call 760.922.1140 between 6 AM and 4 PM

## FARES & FARE PAYMENT:

- Fare payment must be made at least 2 days in advance.
- Fare payment can be made with cash, check or credit/debit card at our office at 415 N. Main Street, Blythe, CA 92225.

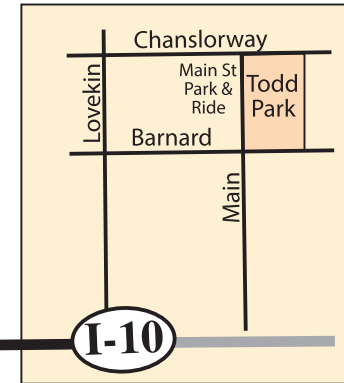
### FARE

- One-Way \$10.00
- Round Trip (same day) \$15.00

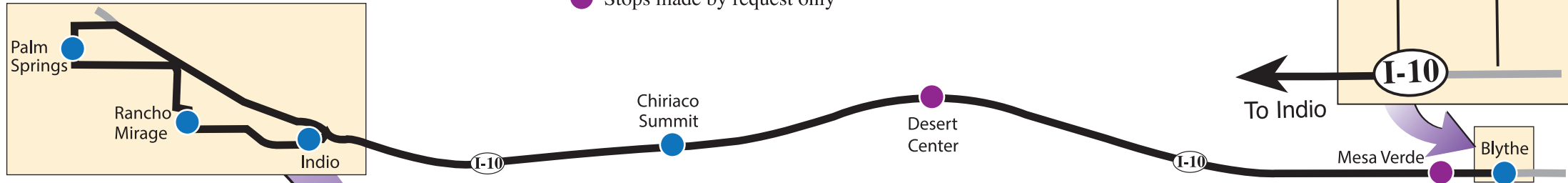
## Catching the Bus in Blythe

The Blythe Wellness Express leaves from the Main Street Park and Ride, on Main Street across from Todd Park in Blythe. Please plan to be at the Park & Ride 10 minutes before the scheduled departure time of 6:30 AM.

If you live within the PVVTA service area (see map) and need a ride to the Park & Ride, please let the dispatcher know when you make your reservation. We will make arrangements for you to be picked up if at all possible.



- Scheduled Stops
- Stops made by request only



If you need to go somewhere we don't serve, you can connect from our bus to the SunLine system at one of three transfer points - Indio, Rancho Mirage and Palm Springs.

**Where Can the Wellness Express Take You?**

**Scheduled Stops in Coachella Valley**

- A** SunLine Indio Transfer Center
- B** JFK Medical Center, Indio
- I** Eisenhower Medical Center, Rancho Mirage
- L** Desert Regional Medical Center, Palm Springs

**Medical Destinations Served by Request**

- D** 21st Century Oncology, Palm Desert and Rancho Mirage
- M** Desert Heart Physicians, Palm Springs
- E** Desert Medical Imaging, Indian Wells
- K** Desert Pathology Medical Group, Palm Springs
- G** Dr. Drisbach Oncology Center, Rancho Mirage
- C** Kaiser Permanente Medical Offices, Indio
- J** Kaiser Permanente Medical Offices, Palm Springs
- H** Lucy Curci Cancer Center, Rancho Mirage
- F** VA Clinic, Palm Desert

**Coachella Valley Destinations**

## SCHEDULE:

**Mondays, Wednesdays and the first and third Fridays of each month.**

Morning: Westbound To Coachella Valley	
<b>Blythe:</b> Main Street Park & Ride	7:30 AM
<b>Mesa Verde</b>	7:40 AM
<b>Desert Center Post Office</b>	8:15 AM
<b>Chiriaco Summit Rest Stop</b>	8:35 AM
<b>Indio:</b> Highway 111 at Flower SunLine Transfer Center	9:05 AM
<b>Indio:</b> JFK Hospital	9:10 AM
<b>Rancho Mirage:</b> Eisenhower Med. Center	9:50 AM
<b>Palm Springs:</b> Desert Regional Med. Center	10:30 AM

Afternoon: Eastbound To Blythe	
<b>Indio:</b> Highway 111 at Flower SunLine Transfer Center	2:00 PM
<b>Indio:</b> JFK Hospital	2:05 PM
<b>Rancho Mirage:</b> Eisenhower Med. Center	2:45 PM
<b>Palm Springs:</b> Desert Regional Med. Center	3:05 PM
<b>Chiriaco Summit Rest Stop</b>	4:00 PM
<b>Desert Center Post Office</b>	4:20 PM
<b>Mesa Verde</b>	4:50 AM
<b>Blythe:</b> Main Street Park & Ride	5:00 PM

\* Purple indicates stops made by request only

*The Blythe Wellness Express serves medical destinations, pharmacies and other locations throughout the Coachella Valley.*

*The map includes only a partial list. Just let us know where you need to go.*

# New Bus Service from Blythe to the Coachella Valley

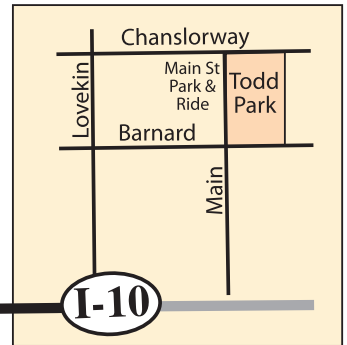


## WELLNESS EXPRESS

Monday, Wednesday and Friday ONLY

● Scheduled Stops ● Stops made by request only

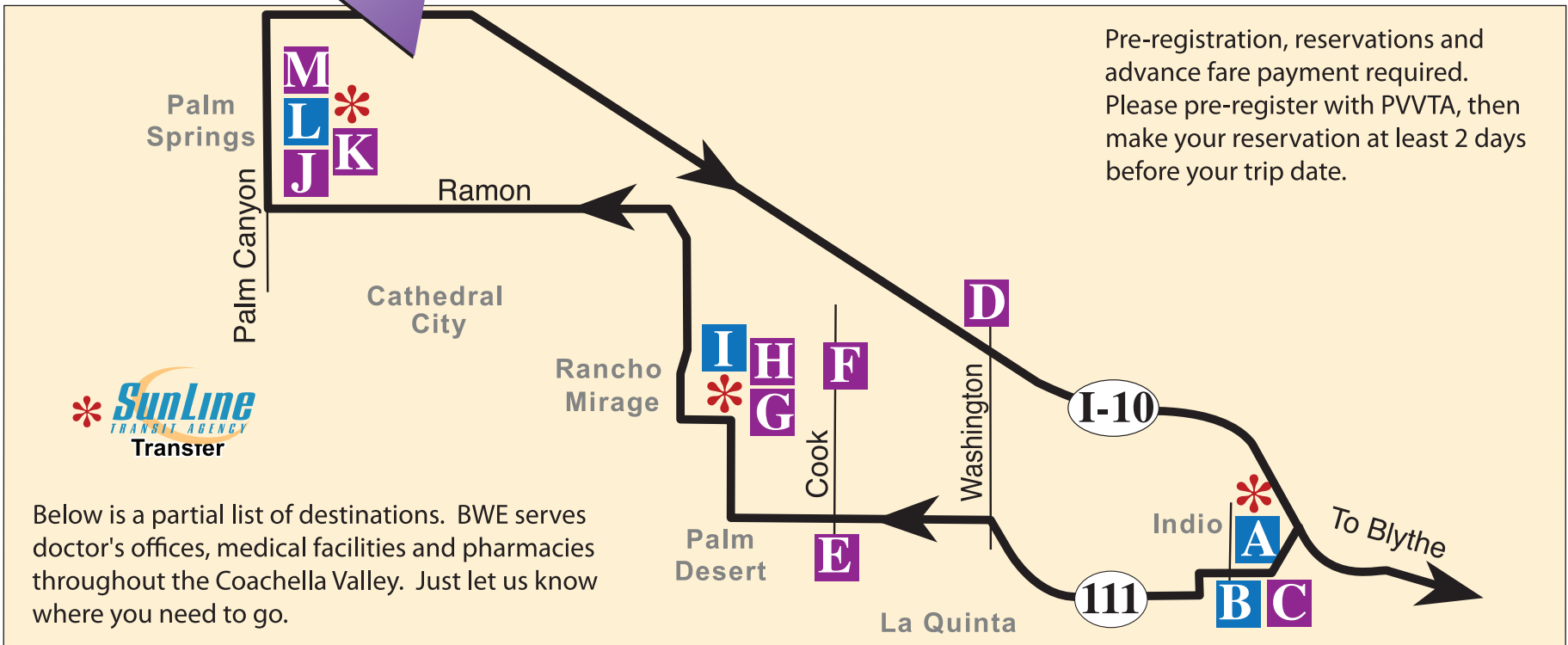
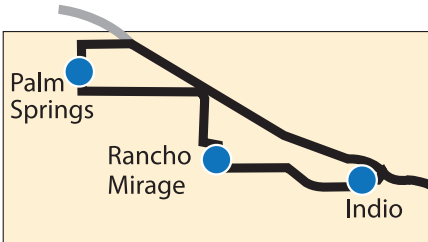
The bus leaves Blythe at 6:30 AM



To Indio

Mesa Verde Blythe

- FARE**
- One-Way \$10.00
  - Round Trip (same day) \$15.00



### Where Can the Wellness Express Take You?

#### Scheduled Stops in Coachella Valley

- A** SunLine Indio Transfer Center
- B** JFK Medical Center, Indio
- I** Eisenhower Medical Center, Rancho Mirage
- L** Desert Regional Medical Center, Palm Springs

#### Medical Destinations Served by Request

- D** 21st Century Oncology, Palm Desert and Rancho Mirage
- M** Desert Heart Physicians, Palm Springs

- E** Desert Medical Imaging, Indian Wells
- K** Desert Pathology Medical Group, Palm Springs
- G** Dr. Drisbach Oncology Center, Rancho Mirage
- C** Kaiser Permanente Medical Offices, Indio
- J** Kaiser Permanente Medical Offices, Palm Springs
- H** Lucy Curci Cancer Center, Rancho Mirage
- F** VA Clinic, Palm Desert



# LAKE COUNTY TRANSPORTATION RESOURCES

**Note: Some services may have changed due to COVID-19,  
Please call to confirm hours and services available**

## PARTNERSHIP'S TRANSPORTATION BENEFIT

---

### Medical Transportation Management (MTM)

Paid for by Partnership HealthPlan of California (PHC). For PHC members who need assistance getting to medical appointments by car, bus, train, or taxi.

**Contact:** (888) 828-1254

Last Verified On: 08/03/2021

### Non-Emergency Medical Transportation (NEMT)

Paid for by Partnership HealthPlan of California. For PHC members who need assistance getting to medical appointments by wheelchair van, gurney, airway management, and/or medical observation during transport.

**Contact:** (800) 809-1350

Last Verified On: 08/03/2021

## LAKE LINKS TRANSPORTATION PROGRAMS

---

### Pay-Your-Pal

"Volunteer Driver Program qualified riders identify someone who is willing and able to provide rides to places they need to go."

**Contact:** (707) 995-3330

**Location:** Lake County

**Website:** <https://lakelinks.org/transportation-programs/>

Last Verified On: 08/03/2021

### Lake Transit Dial-A-Ride

"ADA-Eligible elderly and disabled people in Lake County who live in Clearlake, Lower Lake, and Lakeport may make a reservation for curb-to-curb service."

**Eligibility:** (707) 263-3334

**Reservations:** (707) 994-3334

**Website:** <https://lakelinks.org/transportation-programs/>

Last Verified On: 08/03/2021

### Lake transit Flex Ride

"ADA Eligibility elderly or disabled person who could use regular transit bus services, but find that the distance from you home to a bus stop is a barrier. All vehicles are equipped with wheelchair lifts."

**Contact:** (707) 994-3334

**Website:** <https://lakelinks.org/transportation-programs/>

Last Verified On: 08/03/2021



# LAKE COUNTY TRANSPORTATION RESOURCES

**Note: Some services may have changed due to COVID-19,  
Please call to confirm hours and services available**

## TRIBAL TRANSPORTATION SERVICES

---

### **Lake County Tribal Health Center**

"We provide limited transportation services to eligible patients seeking clinic services for a better opportunity to access care."

**Location:** 925 Bevins Court  
Lakeport, CA 95453

**Contact:** (707) 263-8382 ext. 1100

**Website:**

<https://www.lcthc.com/services/transportation/>

Last Verified On: 08/03/2021

### **Lake Transit**

**LTA is implementing services changes on June 1, 2021. Check website for details.**

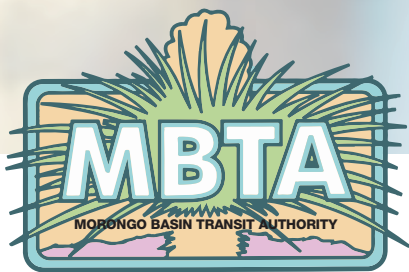
LTA will resume services on Routes 2 (Cobb to Middletown) and 4A (Kit's Corner to Lakeport)  
Please note the Route 12 is still suspended and the current hours of operation are between the hours of 7:00AM-5:00PM.

**Website:** <https://laketransit.org/>

Last Verified On: 08/03/2021

# SET YOURSELF FREE

# TO GO YOUR OWN WAY



[www.mbtabus.com](http://www.mbtabus.com)  
760-366-2395

powered by



San Bernardino County  
Transportation Authority

## Ride FREE for five days!

See other side for details





# FREEDOM IS JUST A SHORT WALK TO THE BUS STOP

PRSTD STD  
U.S. POSTAGE  
**PAID**  
TUCSON, AZ  
PERMIT NO. 3341

\*\*\* ECRWSS  
Postal Customer

MBTA Routes 7A and 7B provide weekday hourly loops to get you around Yucca Valley.

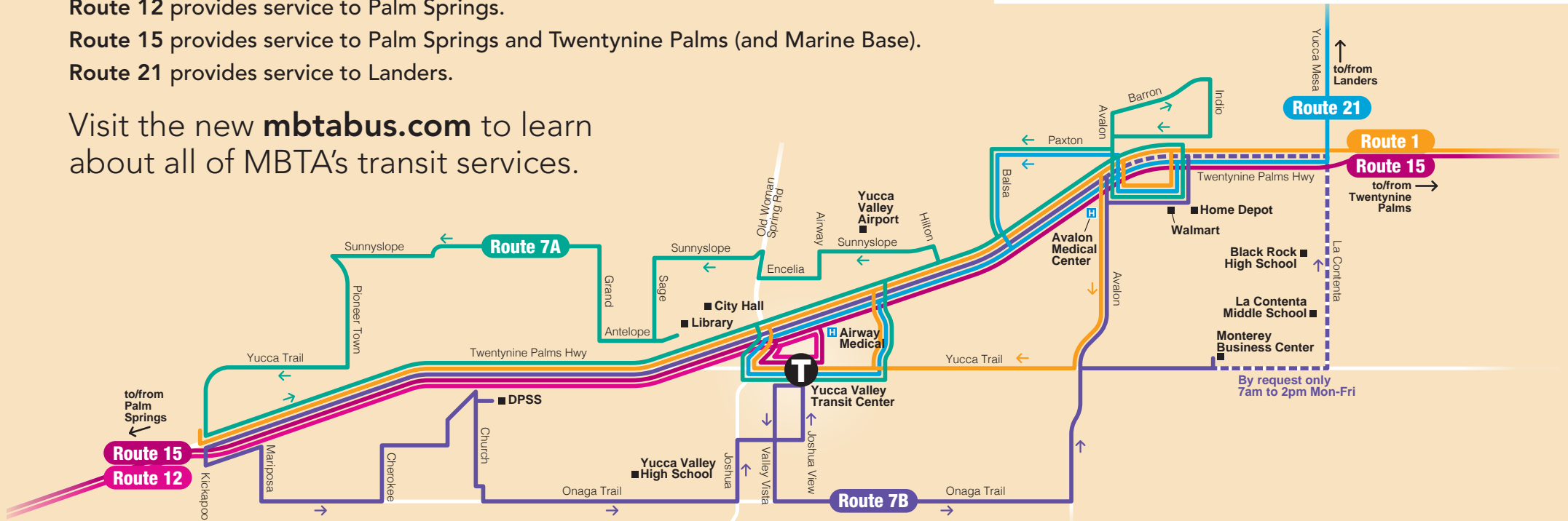
Route 1 provides service to Twentynine Palms seven days a week.

Route 12 provides service to Palm Springs.

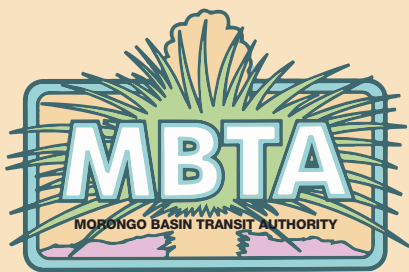
Route 15 provides service to Palm Springs and Twentynine Palms (and Marine Base).

Route 21 provides service to Landers.

Visit the new [mbtabus.com](http://mbtabus.com) to learn about all of MBTA's transit services.

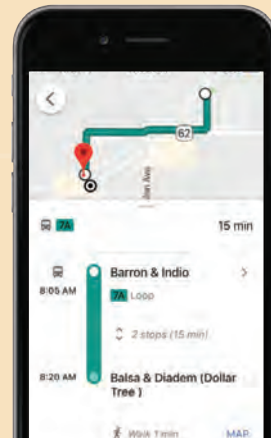


## RIDE THIS WEEK FOR FREE!



[www.mbtabus.com](http://www.mbtabus.com)  
760-366-2395

Plan your trip in seconds with Google Maps  
Click the transit icon instead of the car!



## 5 FREE DAY-PASSES

VALID FOR 5 DAY-PASSES ON MBTA BUSES

VALID THROUGH SEPT 16, 2018.

Present coupon to driver to get your free day-pass each day you wish to ride.



- 1
- 2
- 3
- 4
- 5

# Trinity Transit Trip Plan

## Weaverville > MD Imaging > Mt. Shasta Mall

### Planning Your Trip

- Travel on Monday, Wednesday or Friday
- Schedule a morning appointment at MD Imaging for 9:30 am or later
- Board Trinity Transit's Redding Route in Weaverville or Douglas City about 7:30 AM
- Spend the afternoon in Redding!
- Return trip on Trinity Transit leaves Redding at 4:00 PM
- Total round trip fare: \$23.00 (Please have exact fare for RABA buses. Drivers cannot make change.)

### Amenities at RABA Downtown Transfer Center

- Canopied Waiting Areas with Benches
- Public Restrooms
- Vending Machines
- Bike Racks

### 1 Traveling from Weaverville to Redding

Fare: \$10.00

Approx. time: 1 hr 16 min

Board Trinity Transit Westbound Intercity Bus to Redding:

Weaverville Library	7:35 am
Top's Market	7:40 am
Douglas City Store	7:48 am

Arrive in Redding:

RABA Downtown Transit Center	8:46 am
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### 2 Connecting to RABA to reach MD Imaging in Redding

Fare: \$1.50



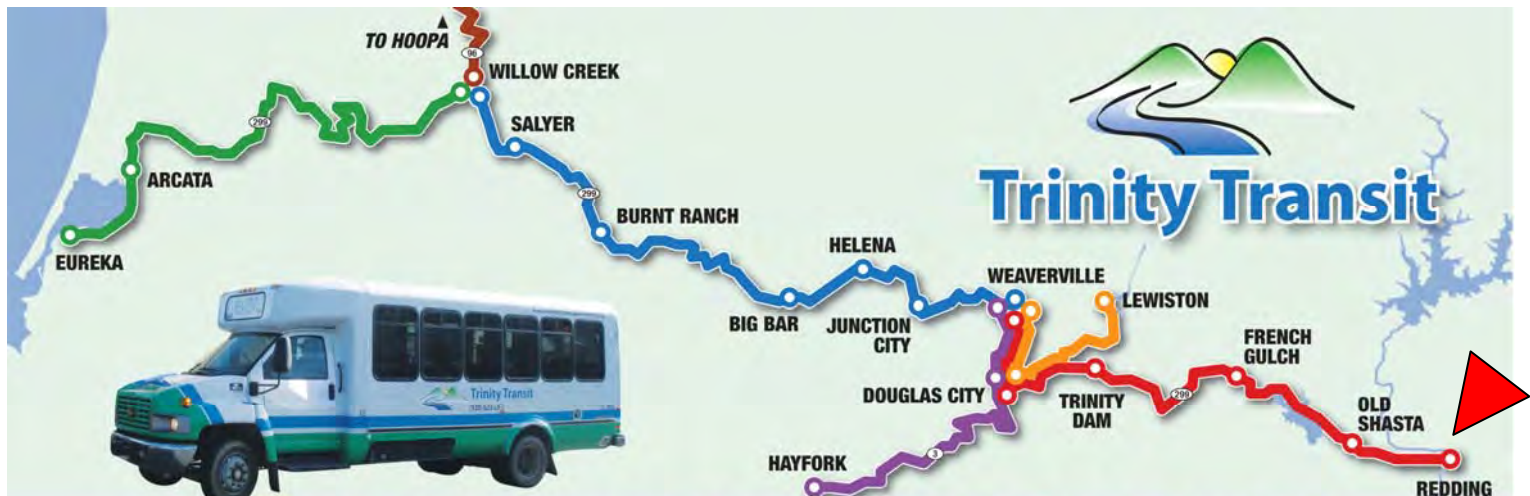
Board RABA Route 2\* 9:00 am

Exit at Court at South [2<sup>nd</sup> stop] approx. 9:02 am

Walk 1 minute toward Gold Street to MD Imaging: 2020 Court Street

\*Route 2 also leaves from the transit center at 9:30. On this run, you will exit Placer St. West St. [2<sup>nd</sup> stop] and

Once your appointment is complete, you'll have the afternoon to enjoy Redding. The back of this flyer provides a trip plan from MD Imaging to the Mt. Shasta Mall. At 3 PM, the Trinity Transit bus will pick you up at the Canby Road Transit Center adjacent to the Mall.



Trinity Transit Connects You to the County, the Coast, Redding and the Region

(530) 623-LIFT (5438)

[www.trinitytransit.org](http://www.trinitytransit.org)



Enjoy an afternoon of shopping, have lunch or take in an early movie. Here is a sampling of what you'll find at Mt. Shasta Mall and along Dana Drive.

- JCPenney
- Macy's
- Bath and Body Works
- Sears
- Old Navy
- Lenscrafters
- Bank of America
- Mastercuts
- Food court
- Outback Steakhouse
- Cinemark Movies 10
- And much more

#### Why ride Trinity Transit?

- Let someone else drive the windy mountain road
- Use your travel time for leisure – read or relax
- Save money – avoid paying for parking and high gas prices

### 3 Enjoying the Day in Redding: Dana Drive and Mt. Shasta Mall Fare: \$1.50

- Walk 1 minute to Northeast corner of Court St. and Gold St
- Board Route 3\* at :27 after the hour OR Board Route 2 at :56 after the hour
- Request a Free Transfer Slip when boarding
- Arrive at Downtown Transit Center in only 3-4 minutes
- Transfer to Route 6 at :30 after the hour
- Exit Dana (Discovery Village) [2<sup>nd</sup> stop] :40 after the hour
- Cross the street to go to Mt. Shasta Mall, or visit stores and restaurants on Dana Drive

\*On Route 3: Tell the bus driver you are heading to the Mall—Route 6 will wait for you at the transit center!

### 4 Returning to Trinity County Fare: \$10.00

Approx. time: 1 hr 28 min

Board Trinity Transit Bus 3:00 pm  
at Canby Road Transfer Center (North East Corner of Mall)

Exit in Trinity County:  
Douglas City Store 4:10 pm  
Top's Market 4:18 pm  
Weaverville Library 4:23 pm



**Trinity Transit**

# Need a ride to Pine Grove or Jackson?



## Introducing new **Direct-Connect** dial-a-ride service for residents of West Point and Wilseyville.

We'll pick you up at your home and Connect you to shopping, medical facilities or wherever you need to go in West Point, Jackson and Pine Grove

### Where can I go with **Direct-Connect**?

We'll pick you up at your home and take you where you need to go, anywhere within the service area shown on the map.

#### Pilot Service Starting October 6th



The West Point Direct-Connect dial-a-ride runs every **Wednesday**, with two trips in each direction, at approximately these times:

#### Westbound trips to Jackson

	AM	PM
Wilseyville	8:40	12:40
West Point	8:55	12:55
Pine Grove	9:20	1:20
Jackson	9:35	1:35

#### Eastbound trips to Wilseyville

	AM	PM
Jackson	11:30	3:35
Pine Grove	11:45	3:50
West Point	12:10	4:15
Wilseyville	12:25	4:30

### How to plan a trip:

1. The service runs every Wednesday. Call us no later than 3 pm on Tuesday, or up to 7 days in advance to reserve your seat.
2. Provide the dispatcher with the address you wish to be picked up at and where you want to go. The dispatcher will let you know what pickup times are available for your trip and your return.
3. The bus will pick you up right at your home (or as close as it safely can).
4. The bus will drop you at your destination in West Point, Jackson or Pine Grove and then return to pick you up as scheduled.

Ride **FREE** during this introductory period.

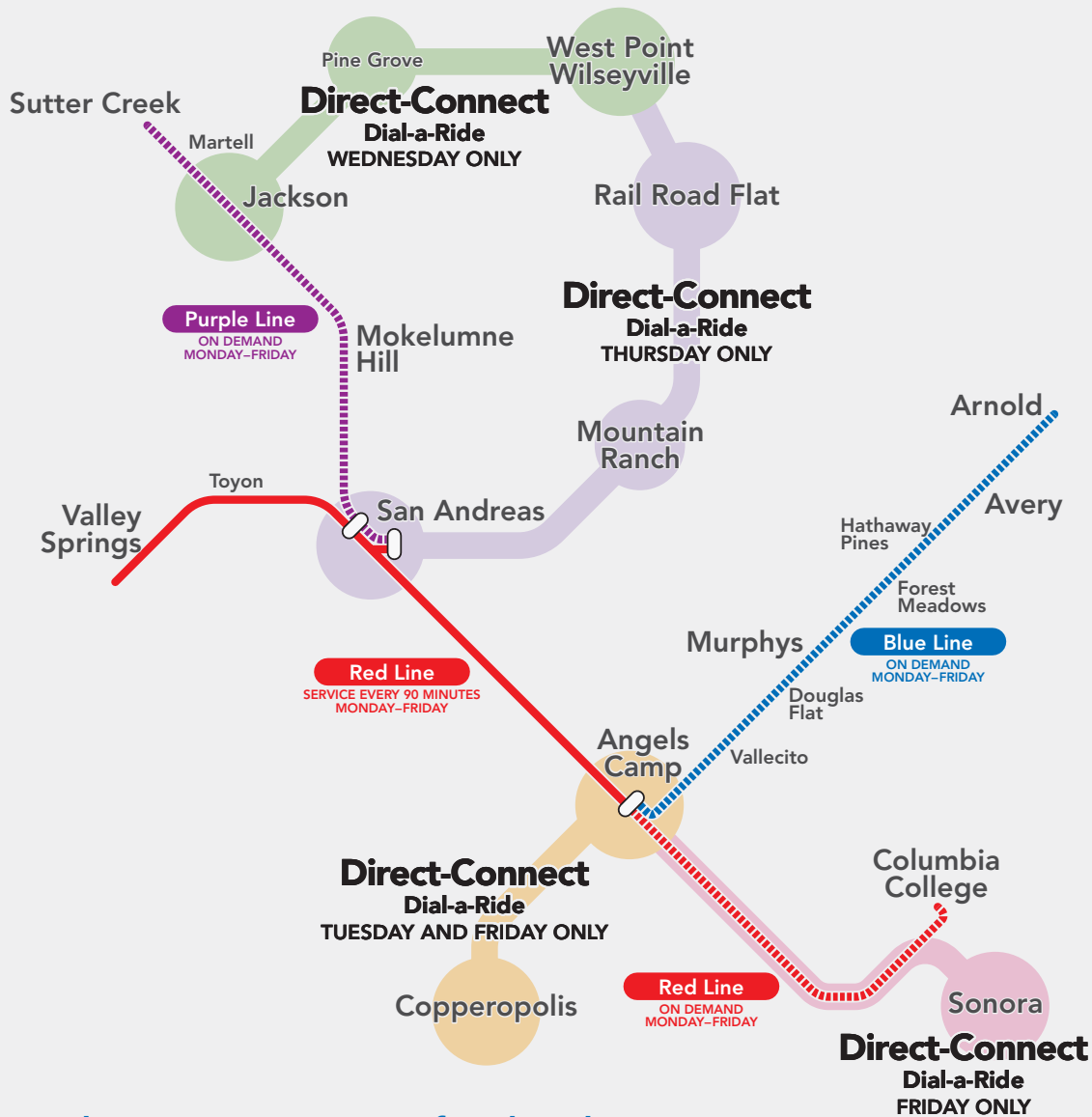


How Calaveras Connect is keeping you safe

- Increased cleaning and sanitation of vehicles.
- Limited number of riders to allow for social distancing.
- Requirement that all passengers wear face coverings.

# Introducing New Direct-Connect Dial-a-Ride Services

We'll pick you up at your home and take you where you need to go, within the Direct-Connect service areas.



Visit [CalaverasConnect.org](http://CalaverasConnect.org) for details.  
Call 209-754-4450 for reservations.



CALAVERAS  
connect

Public Transit Connects You



# What is Direct-Connect dial-a-ride?

Direct-Connect dial-a-ride is a curb-to-curb service for everyone living in the service areas shown on the map. Direct-Connect runs only on specific days in each area.

- **West Point/Wilseyville/Jackson - Wednesdays**
- **West Point/Rail Road Flat/Mountain Ranch/San Andreas - Thursdays**
- **Angels Camp/Copperopolis – Tuesdays and Fridays**
- **Angels Camp/Copperopolis to Sonora - Fridays**

Service is by reservation only. The bus will pick you up and drop you off anywhere within the defined service area.

## How to plan a trip

1. Call us by 3 PM the day before you wish to travel to reserve your seat. Remember, the bus only runs on the days shown above. You can reserve your ride up to 7 days in advance.
2. Provide the dispatcher with the address you wish to be picked up at, where you want to go and when. The dispatcher will let you know what time the bus will pick you up.
3. The bus will pick you up right at your home (or as close as it safely can).
4. The bus will drop you at your destination, anywhere within the defined service area, and return to pick you up as scheduled.

**Everyone rides FREE during this introductory period.**



**209-754-4450**  
**CalaverasConnect.org**