



PLACER COLLABORATIVE
NETWORK

Transportation Team Meeting Minutes April 5, 2007

Attendees: Lauren O'Brien, Holly Harper, Candace Roeder, Tink Miller, Vic Macy, Bonnie Gore (from 12-1)

Next Meeting: Wed. April 27th 1-3,

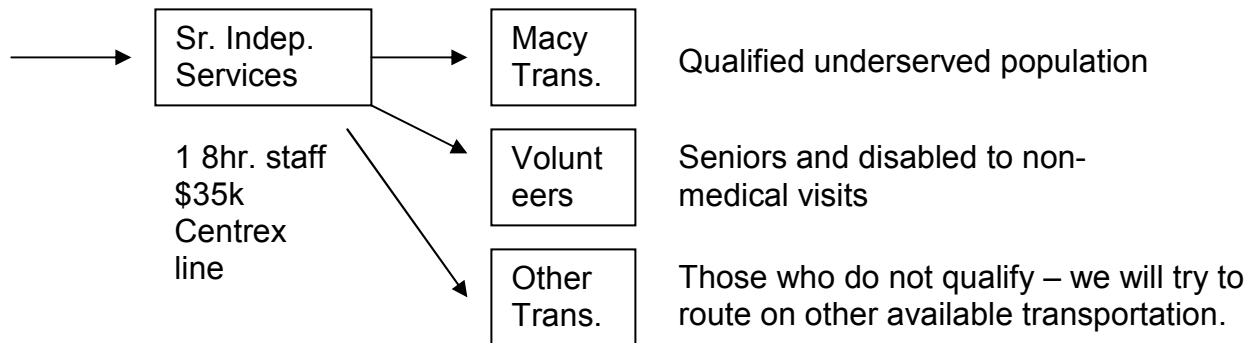
Location: Placer Community Foundation Office, 219 Maple Street, Ste. 200, Auburn (in front of Court house)

Discussion:

- **Overview:**

- 48 rides per day (22 days per month) = 12,672 rides per year
- Call Center Operations Monday through Friday 8-5pm
- Macy Transportation takes calls during off hours for inquiries. . no scheduling except during call center hours

Phone #



- **Budget:** There are 2 elements of the budget – start-up costs and sustainable operations. Below is a breakdown of both areas:

Sustainable

\$200k – van
35k – call center staff
12.5k - Marketing
5k – IT
\$252.5k

Start-up

\$15k database
5k Technology (PC, router, etc.)
40k Communications (3 years)
20k PCN fee (for 3 years)
\$80 k (yr. 1, 60k yrs. 2 & 3)

Note: At 12,672 rides per year the sustainable run rate is **\$19.92 per ride.**

This rate will actually decrease as volume increases. After the first van which costs \$125k, each additional van which runs 24 rides per day is \$75k, thus bringing the cost per ride down as volume goes up.



- **Budget Assumptions:**
 - We are assuming a DVD capability in first phase for awareness and advocacy purposes;
 - We will need to do significant marketing/outreach for the first three years to generate awareness of this service;
 - PCN will receive \$20k per year for 3 years for its roll as convener, planner, facilitator, and project oversight.
 - IT costs will cover database and call center software maintenance as well as DVD installation and maintenance on the van.

- **Quantifying Need:** Currently 2 providers (Macy and Seniors First serve the senior and disabled populations)
 - Health Express provides 180 rides per month on average to Auburn, seniors and those with disabilities.
 - Seniors First provides 175 rides per month on average in the County for seniors to medical appointments.
 - The combined number of rides from these 2 groups is 355 rides per month.
 - This amount comprises 30% of the capacity of the proposed Transportation project.
 - Only 60% capacity is remaining to serve Rocklin, Roseville, Lincoln and the unincorporated areas of Southern Placer County for the under-represented, underserved populations.
 - Based on this, we believe that the proposed 2 vans will reach capacity some time in year 3 as the core audience learns of the service.
 - We would expect to expand this service in the future based on these initial figures.
 - A community clinic would somewhat relieve transportation pressures in the future. We expect to build this case with appropriate data overtime.

Decisions

- Team will work on operational details and further fundraising (County, Cal Endowment & Healthnet) over next 2 months. At that point the team will decide the extent of the rollout for phase 1 and finalize budget.
- We are shooting for a late August launch with press conference, etc. Limited service to begin September 1, 2007.
- Founding partners will get prominent visibility on the 2 vans. Other sponsors will get visibility potentially in the interior of the van or on the license plate.



Customer Criteria

- Limit to 2 times per week, case by case for chemo and dialysis patients
- Primary care physicians
- Retreat and respite
- Chiropractors, optometrist, dental, physical therapy, mental health
- Adult day care (verify what for)
- Adults school for the blind

Actions

- PCN/Lauren to write 2 draft MOU's for agreements between:
 - Macy and Seniors First
 - PCN and Seniors First
- Cal Endowment needs:
 - Holly to work on narrative
 - Lauren to work on budget elements and sustainability
 - Candace to work on fiscal sponsor requirements of grant
 - Team: to supply statistics that support transportation needs. Send to Lauren and Holly.
- Schedule/Operations: Vic to supply schedule and initial budget for August to August based on this schedule.
- Lauren to talk to Maureen Bauman to convey value of the Transportation project based on information gleaned from this meeting.
- Candace to work on centrex and call center plan.
- Holly to work out (with help from Lauren and Vic) database requirements
- Holly to meet with Health Net prior to next meeting
- Lauren to work on initial logo for Transportation project
- Bonnie and Holly to send funds to seniors first once letterhead and relevant information is received from Candace