



Transportation Team Meeting Minutes February 23, 2007

Attendees: Lauren O'Brien, Holly Harper, Bonnie Gore, Candace Roeder

Next Meeting: Friday March 16th at 10am. Holly to set up call.

Team Members:

- Sutter
- Macy's Transportation
- Seniors First
- Kaiser

The Plan:

- The plan is to fund 2 vans for 48 rides per day 5 days per week. That would facilitate the transportation of 5,700 rides over a one-year period.
- The target market will be the underserved populations as well as seniors and disabled, though primarily this service is for those who fall through the cracks.
- Seniors First will be the front-end service that will handle calls and determine which available transportation service is best.
- The database will include information on the clients served as well as those that are referred to other forms of transportation. Other data elements could include: ethnicity, age, type of service requested, etc.
- Initial budget requirements call for \$200,000 to support the van operations and about \$50,000 for communications and operations support.
- Kaiser and Seniors First are going to submit a Clean Air Grant for \$75,000 to get some initial funding.
- Additionally, Kaiser and Sutter are looking to propose \$50,000 each in grant funding to their respective grant teams. Lauren will supply the more detailed concept paper to support this effort.
- The team is also looking to get funds from other players such as UCD.
- Cal Endowment has not responded yet to the level of interest.

Other ideas:

- Play DVD in van on key health awareness issues: hygiene, diet, obesity, etc.
- Partner and market services with St. Vincent de Paul, FRC's, PCN, Placer County HHS, Native American organizations.
- Target UCD for funding

Actions:

- Lauren to work on concept paper to get to Bonnie Gore by Wed. 2/28.
- Lauren and Candace to meet with Maureen (who has indicated she wants to be on the team!)
- Holly to work on strategies to approach UCD.
- Team to work on initial communication plan – press conference, van sponsors, target marketing through PCN.
- Holly to send Lauren the map that outlines the service areas as well as initial budget.