



# waytogo

Helping you “get around”



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





# How Much Do **YOU** Know About **Getting Around?**





# Way to Go & Technology

- Aging Adults and ***independent*** transportation options
- **Overview** of the Way to Go program
- How **technology** can help close the **transportation dependency gap**
- Begin a discussion about how we can incorporate this into our planning, and how we can better collaborate to meet needs

# Aging Adults



- Driving is **overwhelmingly the preferred choice** to get around
- Ridesharing 2<sup>nd</sup> most common mode – roughly 20% of those 75+
- Transit, vans, taxis, walking and biking account for only 10% of trips, people 60+
- Number of licensed drivers declines slowly up until 85, then drops steeply



# Transportation Dependence



- Mobile, connected seniors stay happier and healthier longer
- What happens when an aging adult is no longer able to get around independently?
  - May see a doctor only when necessary (if then)
  - Infrequent trips for groceries may result in poor diet
  - Limited social outlets lead to isolation, depression, lack of exercise
  - Premature entry into assisted living
- People are living longer, but still stop driving around the ages of 80-85
- “Transportation Dependency” is 7-10 years



# What if older adults . . .

- Had easy, affordable and convenient access to more ways of getting around? Access to . . .
  - Transit that suits their needs
  - Vanpools or other ridesharing services
  - Age-friendly biking and walking paths
  - Programs and services that fill the gaps in personal mobility
- ***And . . . The knowledge and ability and a level of comfort to utilize more of the available options!***





# How Much Do Our Aging Adults Know About Getting Around?



# Part of the solution



- Big-picture infrastructure, program and design improvements
  - Large, easy-to-read signage
  - Reflective road markings
  - Better walking and biking paths
  - Better connections at transit hubs
  - Housing located nearer services/amenities
  - More and better service providers





# What is Way to Go?

- Federally funded program to reduce traffic congestion and improve air quality
  - Formerly known as Ride Arrangers
  - A partnership
  - We promote
    - Carpooling
    - Vanpooling
    - Transit
    - Biking and Walking
    - Telework or Flex Scheduling
    - Anything OTHER than being an SOV!



# StopBeingAnSOV.com

Your car is around 130 cubic feet.

You only take up 3.



Commuter jetpacks available in 2048.

Until then, we have options.

[StopBeingAnSOV.com](http://StopBeingAnSOV.com)

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Flying car dealership opening Fall 2036.

Until then, we have commuting options.

[StopBeingAnSOV.com](http://StopBeingAnSOV.com)

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# We work with . . .

RTD – Access a Ride or Senior Ride

DRMAC

CarShare and BikeShare orgs

Jurisdictions and Employers

Strategic Partners throughout region



# How do we fit into this?



- Our market research identified “access to quick, easy, comprehensive information” as a key driver to spur trip behavior change
- True across all demographics but more pronounced in the older demographic groups
- We developed a cutting edge trip planning tool **MyWayToGo**, which makes it much easier to find and plan a trip using a variety of modes. It also provides ridesharing matches.
- This is one of many tech options available





# Aging Adults and Technology



We're selling aging adults short!



# Older Adults & Technology

- Baby Boomers fastest growing segment for smartphone adoption
- >80% Boomers Online, >50% Seniors
- Boomers and Seniors spend an average of 19 hours online each week – surpassing television, radio, magazines



# my waytogo

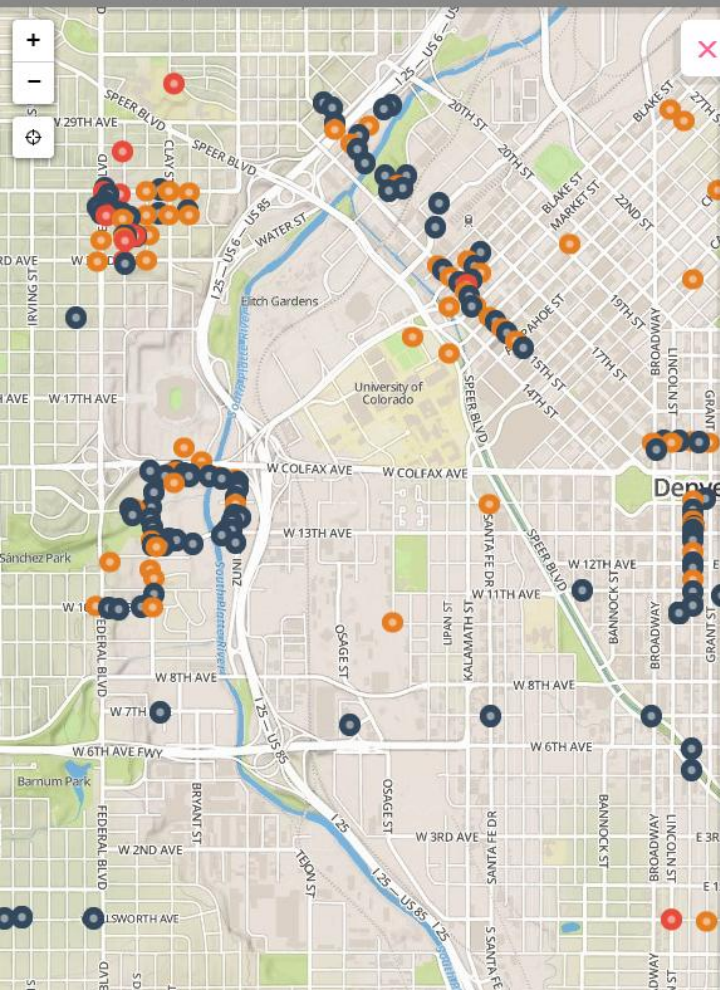
A program of DRCOG

<http://My Way To Go platform>



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





Welcome to WALKscope, a tool for recording the walk-friendliness of Denver! [Learn more](#) about the project.

## Instructions

1. Read the [tips](#) before getting started for help answering questions.
2. Move the map to the area you'd like to tell us about or use the crosshairs to automatically zoom to your current location.
3. Click on "Add a Place".
4. Drag the map until the pin is located where you want it.
5. Choose whether you want to:
  - record the number of pedestrians
  - record the street quality for walking
  - record the intersections quality for walking
6. Answer the questions. All questions are optional, but we hope you'll answer all of them!
7. Once you click submit, you should see your entry on the map. Congratulations!

**GOT IT. LET'S GET STARTED!**

## Legend

- Pedestrian Count
  - Intersection Quality
  - Sidewalk Quality
- 
- Kathy Leszcynski** commented on an Intersection Quality
  - Someone** commented on an Intersection Quality
  - Merlin Maley** added an Intersection Quality report
  - Liz** added an Intersection Quality report
  - Liz** added a Sidewalk Quality report
  - Liz** added a Sidewalk Quality report
  - Liz** added a Sidewalk Quality report
  - Carolyn** added a Sidewalk Quality report
  - Malia Maunakea** added an Intersection Quality report
  - Malia Maunakea** added a Sidewalk Quality report
  - Carolyn** added a Sidewalk Quality report
  - Someone** added an Intersection Quality report
  - Someone** added a Sidewalk

# It might not be easy, but



- With the transportation dependency gap expected to continue to grow, getting people to use other options earlier will help ease the burden on other services (paid and subsidized)
- Research shows that once someone tries ONE optional mode they're more likely to try others
- We need to start thinking more about how we can leverage technology to better support mobility in this segment
- We're always open to improving our tool to meet the needs of additional segments – schoolpool and event ridematching next



# Communication and Collaboration

- Let's not waste this opportunity!
- The technology exists to significantly impact the way our aging population gets around
- The challenge is to build awareness, knowledge and motivation
- We're open to work with a variety of partners to identify how best to improve in these areas



# Discussion, Questions?





# Quick Recap

- Aging Adults and *independent* transportation options
- Overview of the Way to Go program
- How technology can help close the transportation dependency gap
- Collaboration needed to address this important aspect of aging mobility

