

2024

Year End Report



PATH

Partnership for Accessible Transportation Help





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About **PATH**

PATH, Partnership for Accessible Transportation Help, is a free transportation information and referral service open to the public.

PATH assists anyone with inquiries about local transportation, with a focus on helping older adults and people with disabilities find transportation options when they are unable to drive.

PATH serves Region 10, including the City of Charlottesville and Albemarle, Greene, Fluvanna, Louisa, and Nelson counties.

Letter from the **MOBILITY MANAGER**

Dear Community Member,

Since receiving funding in October 2023 from the Department of Rail and Public Transportation (DRPT), the TJPDC team has been hard at work building partnerships and programs to enhance transportation options for non-drivers. Thanks to support from DRPT, the Charlottesville Area Community Foundation, the University of Virginia, and TJPDC, we successfully launched a one-call/one-click center to assist individuals with transportation needs.

In our first year, we partnered with JABA to staff the one-call center, where dedicated team members helped area residents explore and utilize transportation options. Despite extensive marketing efforts, we received 119 calls—fewer than anticipated. Most callers were in critical need, having exhausted other resources. Of the 34 callers requiring specific trip assistance, we successfully secured transportation for 13.

Our experience revealed a significant gap in transportation services, particularly for rural residents needing access to medical centers. In response, we began building partnerships with potential service providers. Highlights of our progress include:

- Assisting Here to Stay Wintergreen in obtaining a wheelchair-accessible van through PATH.
- Exploring ways to support volunteer driver programs.
- Securing funding to provide limited transportation assistance for those in urgent need.
- Partnering with CAT and the Charlottesville Area Alliance on AARP Livable Communities initiatives, including a bus field trip with InnoVage members.

Looking ahead, we are excited to host more informational workshops and bus trips in collaboration with partners like The Center and the Charlottesville Redevelopment and Housing Authority. These efforts aim to connect more individuals with viable transportation solutions.

We are committed to strengthening partnerships and finding innovative ways to address transportation challenges in our community. Thank you for your continued support and engagement.

Sincerely,



Lucinda Shannon
PATH Mobility Manager

PATH *Accomplishments* 2024

ONE-STOP TRANSPORTATION RESOURCE CENTER

- Hired and trained Transportation Counselor in May 2024
- From October 2023 to August 2024, received 114 calls from seniors looking for transportation help

MARKETING

- Conducted marketing study, developed PATH brand
- Developed and published website, brochure, flyers, and magnets
- Participated in 32 marketing events and activities including tabling at events, hosting focus groups, giving presentations, and running Public Service Announcements on WNRD

OPERATIONS

- Secured funding and partnerships with multiple agencies
- Secured partnership with JABA for call center staffing
- Designed data collection system
- Procured web domain and toll-free number
- Procured firm to conduct marketing study and develop brand identity
- Hired Transportation Counselor (May 2024)

PARTNERS

- Active partners and supporters: JABA, BRHD, CAA, Jaunt, InnoVage, UVA Parking and Transportation, Charlottesville Area Community Foundation
- Assisting CAA's AARP's Livable Community Grant projects
 - Walk Audit
 - Bus field trip
 - Transportation workshops for senior groups



STORIES *From the Road*

An 86-year-old woman in Louisa called asking for help getting around town for general errands and grocery shopping. PATH called a local volunteer group who was able to put her in touch with a volunteer driver there. A few weeks later PATH heard that the woman and the volunteer driver had met to work out details and both were very happy to have the connection.

Our STAFF



LUCINDA SHANNON

Mobility Manager
lshannon@tjpd.org

Lucinda has extensive experience providing technical assistance and planning documents around transportation for underserved communities. In her free time Ms. Shannon enjoys training animals and is a Karen Pryor Academy Certified Training Partner.



SARAH RICHARDSON

Transportation Counselor
info@pathva.org

With extensive experience assisting seniors and people with disabilities, Sarah provides travel training, conducts workshops, and writes grants to help fund emergency rides.



IGOR KALINA

Transportation Counselor
ikalina@tjpd.org

With previous experience in project management in government and non-government organizations, as well as in transportation and interpretation services, Igor works within the PATH program, implementing mobility management policies. He is an avid hiker, cyclist, and electronic music enthusiast.

Ride Report 2024

In 2024, many calls we received were from individuals seeking “general information.” These callers weren’t necessarily looking for immediate transportation solutions but wanted to explore their options or find out what services were available in their area. These interactions were often productive, especially for those in Charlottesville or Albemarle. In these cases, we provided detailed information about how to use CAT, MicroCAT, and Jaunt, including the steps needed to access Jaunt and other available options. These were successful encounters; connecting callers with viable transportation options for their future needs.

Many of the callers (46) were **seeking transportation to and from medical appointments or procedures.**

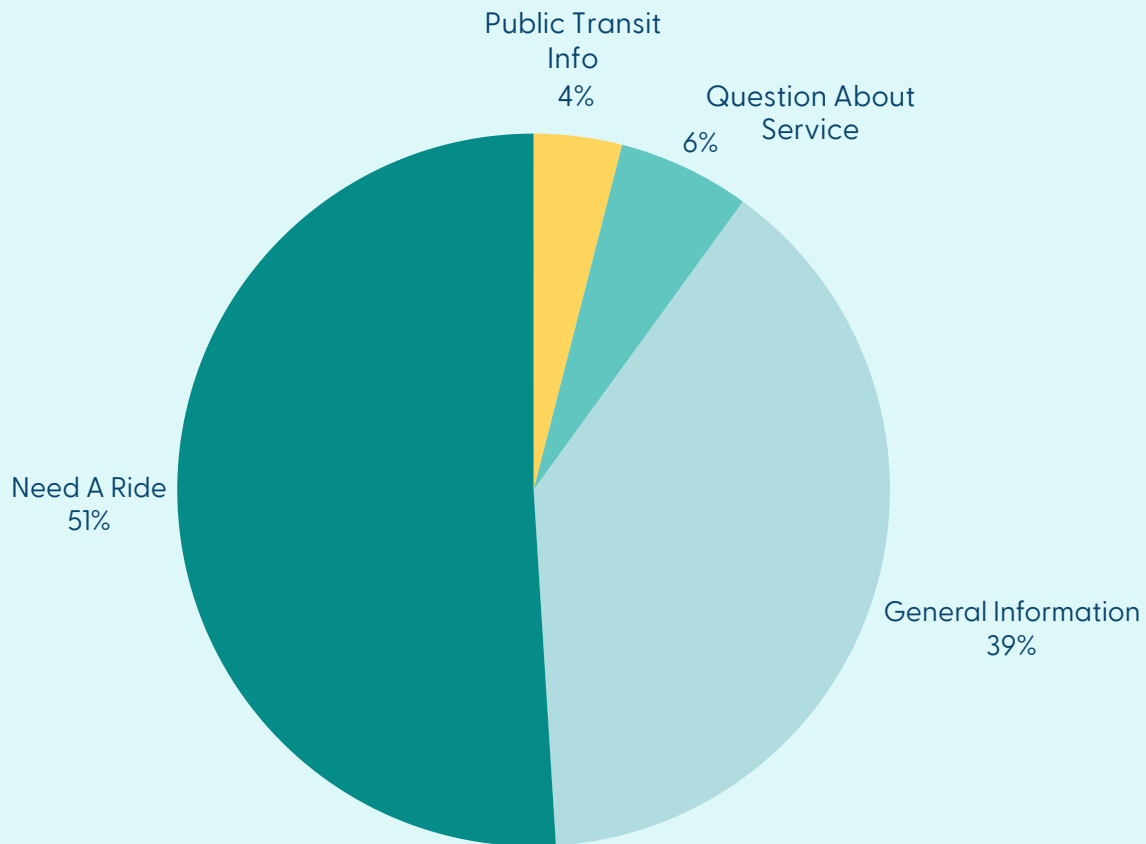
Additionally, many reached out for help with critical errands such as grocery shopping, food banks, hair appointments, or veterinary visits—either in addition to medical needs or as standalone requests.

During this period, we successfully arranged rides for 13 individuals with specific medical appointments. Unfortunately, we were unable to find rides for 21 callers, though some managed to secure transportation independently. The outcome for 12 callers remains unknown.

Jaunt continues to be the primary option for most callers, with **MicroCAT** providing a reliable service for those within its coverage area. We also received inquiries specifically about MicroCAT’s offerings, highlighting its growing recognition as a transportation resource.

Ride Report 2024

REASON FOR CALL



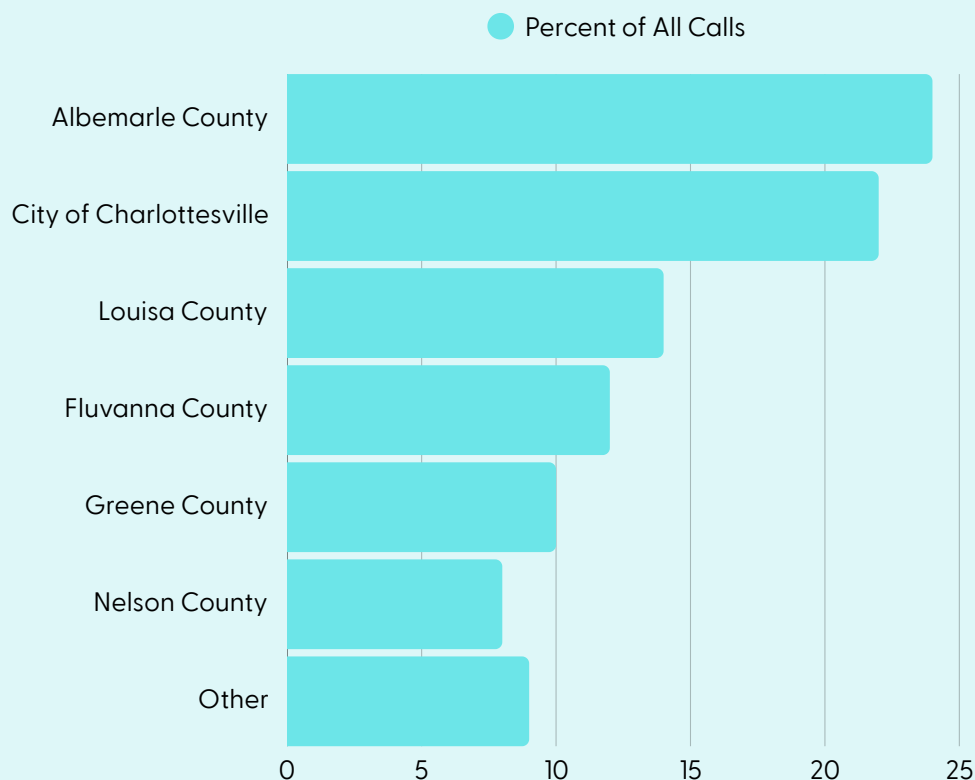
STORIES *From the Road*

A client with a disability needed assistance arranging a ride from the Berkmar neighborhood in the US 29 corridor to a medical appointment at a clinic in Pantops. Accustomed to commuting by car, the client was unaware of the available public transportation options connecting the two areas. A PATH transportation counselor informed the client that the free MicroCAT service operates in both areas and would be a perfect solution. The counselor also guided the client through the process of setting up a MicroCAT account and making a reservation.

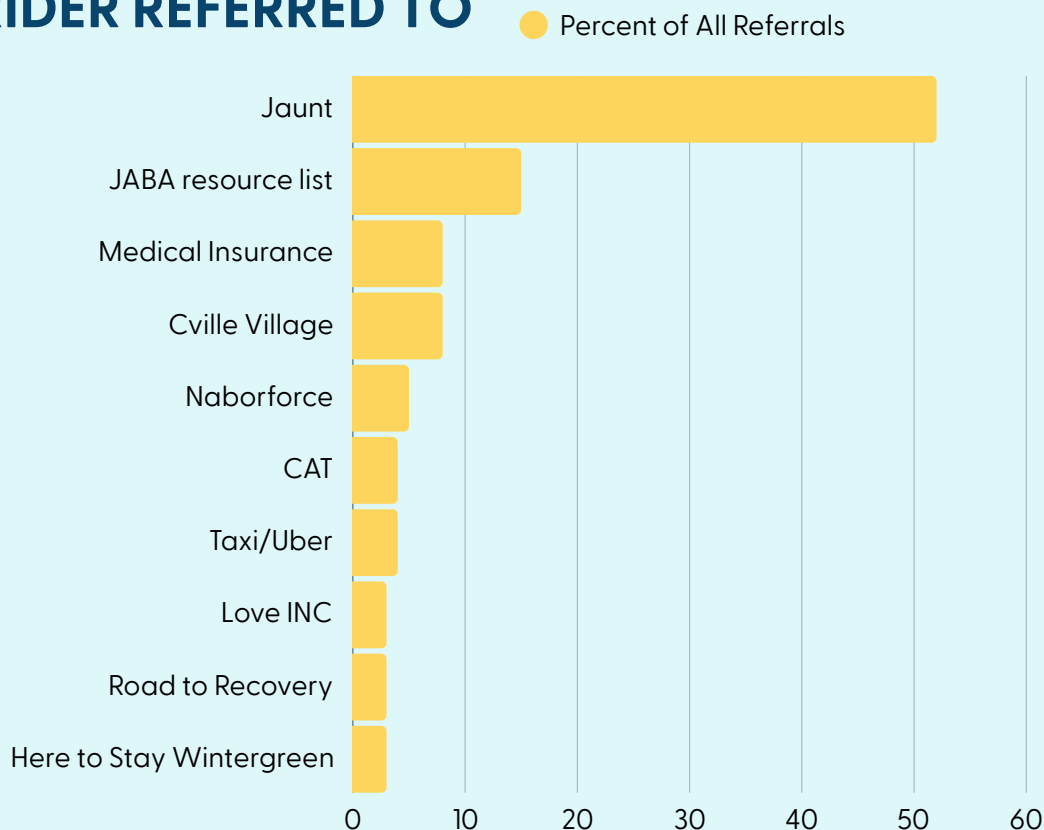


Ride Report 2024

JURISDICTION CALLING FROM



RIDER REFERRED TO



Goals for **PATH 2025**

In this coming year PATH is striving to increase the amount of transportation services available for non-drivers through supportive partnerships.

STORIES

From the Road

A senior in rural Albemarle County called about transportation to his dialysis treatments at Pantops. Jaunt provides service in that area from 10am to 2pm Monday – Friday. PATH contacted a representative from Jaunt and worked together to find a solution to get him to and from dialysis. The caller was now able to get to and from his dialysis and maintain his independence.

A Charlottesville resident who is legally blind did not know the Charlottesville transit system. PATH provided information on his options, including CAT, MicroCAT and Jaunt, and helped him plan a route to some of his preferred destinations.

SUPPORT volunteer driver programs and other partners with additional staffing, marketing, and mileage reimbursement

EDUCATE potential PATH users and partners through transportation workshops, bus field trips, and marketing efforts

INCREASE capacity and call-volume at the One-Stop Transportation Resource Center; increase the number of riders on Jaunt and CAT through networking and travel trainings



Financial FFY 2024–2025



2025 FUNDING

We're facing a funding gap for the 2025 Fiscal Year, and we need your help to fill it. Your support will ensure older adults in Region 10 can maintain their independence and stay connected to essential services and their communities through reliable transportation.

Here's how your gift can make an impact:

- **Mobility Specialist Staffing:** \$20,000
- **Administrative Staffing Costs:** \$10,000
- **Transportation Assistance Fund:** \$10,000
- **Miscellaneous Needs Not Covered by Grants:** \$2,000

Every contribution helps older adults remain active, independent, and engaged. Contact Lucinda Shannon, Mobility Manager, to make your gift today and help make a difference in the lives of Region 10's older adults.

PATH Annual Budgets and Programs

FFY2024

September 2023–October 2024

BUDGET

FY24 Budget: \$110,000
4% Local Match: \$4,400

STAFF

Halftime Manager 12 months
Fulltime Specialist 9 months

FFY2025

September 2024–October 2025

BUDGET

FFY24 Budget: \$223,888
4% Local Match: \$8,956

STAFF

Halftime Manager 12 months
Fulltime Specialist 12 months
Fulltime Specialist 6 months



FIND YOUR RIDE



PATH

Partnership for Accessible Transportation Help

PATH is a free informational hub for all transportation options in the City of Charlottesville and Albemarle, Nelson, Greene, Louisa, and Fluvanna counties. By centralizing assistance through an accessible and user-friendly platform, PATH aims to ensure that every individual can navigate their journey with confidence and ease.

888-879-7379 • www.pathva.org