LONDONDERRY SENIOR TRANSPORTATION SURVEY

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Town of Londonderry, New Hampshire
BACKGROUND

1. The Town of Londonderry cares about & values their SENIOR population.

2. Londonderry has been part of CART Cooperative Alliance for Regional Transportation for 10+ years.

3. Londonderry participates in an Age-Friendly Community initiative.

4. While focusing on the demographics of the growing population of Seniors/Baby Boomers; Londonderry took steps to get ahead of that curve. Via Londonderry Town Ballot Vote the town passed funding to hire a Part-Time Senior Transportation Coordinator. (June 2019)
THE IDEA FOR THE SURVEY

After many conversations with senior residents, town employees and other stakeholders, it became clear that there were different levels of:

- Miscommunication / Misconceptions
- False Information being circulated
- Negativity
- Difficulty understanding details of several different programs
- Lack of Awareness of Senior Transportation available in Londonderry

In reference to:

- CART (on multiple levels)
- The Town of Londonderry for lack of Transportation (False Claims)
- Public Transportation (Multiple Barriers to using it)
- Other Senior related concerns
PURPOSE OF THIS SURVEY

1. To answer the following questions:
   • Do seniors know about **ALL** types of Public Transportation Options in the town of Londonderry?
   • If so, Do they utilize the services?

2. To provide Education & Awareness of **ALL** Public Transportation Services available in Londonderry.

* When the survey was organized, we considered removing the word **SENIOR** from the title.
MARKETING EFFORTS

August 2019

• Survey was launched at LONDONDERY OLD HOME DAYS
• A story about the survey was placed in the LOCAL NEWSPAPERS (Multiple times)

September 2019

• PAPER SURVEYS were available at:
  o Leach Library
  o Londonderry Town Hall
  o Londonderry Senior Center
• ONLINE VERSION launched on Survey Monkey
  o Survey link posted on the Londonderry Town Website
  o Survey link advertised around Town (Newspapers, At ALL 3 locations, Other around town)
• POSTCARDS were created as short-term marketing for survey LINK and long-term marketing for CART

Survey Closed October 31st
LONDONDERRY SENIOR TRANSPORTATION SURVEY

In an effort to gather and share information with the residents of the Town of Londonderry, we are conducting a survey with regard to the varied transportation programs and services currently available in Londonderry.

-As always, thank you for your support!

To take the survey, type the following link into your internet browser by 10/31/19:

tiny.cc/seniortransit

PAPER SURVEYS are available at:
*Londonoerry Senior Center *Leach Library *Londonderry Town Hall

For more information or to schedule a Trip, Call

(603) 434-3569

*Postcards we not mailed via Postal Service
SURVEY RESULTS

426 SURVEYS WERE TAKEN

*We are very pleased with that #!
**Question: Are you a Londonderry Resident?**
(425 Responses)

<table>
<thead>
<tr>
<th>Town</th>
<th># of Survey Respondents</th>
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<tbody>
<tr>
<td>Derry</td>
<td>17</td>
</tr>
<tr>
<td>Manchester</td>
<td>6</td>
</tr>
<tr>
<td>Litchfield</td>
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<td>Windham</td>
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<td>Bedford</td>
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</tr>
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<td>1</td>
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<tr>
<td>Nashua</td>
<td>1</td>
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<tr>
<td>Sandown</td>
<td>1</td>
</tr>
<tr>
<td>Stratham</td>
<td>1</td>
</tr>
</tbody>
</table>

- **91.53%** Yes
- **8.47%** No
- **0%** Other

If not, where do you live?
Question: What is your Age? (420 Responses)
Question: Do you hold a current, valid NH Driver’s License?
(423 Responses)

96.22% Yes
3.78% No
Have you heard of CART: Cooperative Alliance for Regional Transportation SHARED RIDE Program? (424 Responses)

If Yes, have you ever shared a ride on a CART bus/shuttle? (316 Responses)
Have you heard about Community Caregivers? (421 Responses)

- Yes: 51.54%
- No: 48.46%

If yes, have you ever used any of Community Caregivers' Services? (311 Responses)

- Yes: 90.03%
- No: 9.97%
Question: Have you ever utilized the Londonderry Park & Ride? (422 Responses)

- Exit 4: 41.94%
- Exit 5: 47.63%
- Neither: 37.44%
Question: Have you ever hired Uber or another Private Ride Service? (423 Responses)
Have you ever taken a Concord Coach Bus? (412 Responses)

- Yes: 42.72%
- No: 57.28%

Have you ever taken a Boston Express Bus? (416 Responses)

- Yes: 56%
- No: 44%
Have you ever taken an airport shuttle ride to the airport? (413 Responses)

If yes, which airport did you go to? (218 Responses)

- Yes: 49.88% Yes, 50.12% No
- Manchester: 16.97%
- Boston: 76.15%
- Both Manchester and Boston: 4.59%
- Other: 2.29%
Have you utilized the Londonderry Rail Trail system? (416 Responses)

- Yes: 55.05%
- No: 44.95%

If yes, how do you utilize the rail trail? (233 Responses)

- Walk: 90.99%
- Bike: 39.48%
- Other (please specify): 8.15%
Does someone else give you rides to appointments/shopping/other? (413 Responses)

- Yes: 79.18%
- No: 20.82%

If yes, what is the driver's relationship to you? (95 Responses)

- Family: 49.47%
- Friend: 24.21%
- Neighbor: 7.37%
- Spouse: 40.00%
- CART: 2.11%
- Community Caregivers: 4.21%
- I pay someone to drive me: 3.16%
Are you a member of the Londonderry Senior Center?  
(423 Responses)

*We asked this question to help gauge our marketing efforts outside of the Senior Center.*
Would you be interested in attending an Informational Presentation about the different types of public and private transportation services available in Londonderry & surrounding communities? (399 Responses)

*We are working on date/time for this education piece*
The survey was anonymous unless the participant left a question or a comment at the end.

Total Survey Responses - 426

Feedback Comments/Questions (at end of survey)

- Total - 31
- Name & # only - 21
- Comment or Question - 10

*ZERO Negative Comments*
1. To answer the following questions:
   • Do Seniors know about **ALL** public transportation options in the town of Londonderry?
   • If so, Do they utilize the services?

2. To provide education & awareness of **ALL** public transportation services available in Londonderry.
The perception is that Seniors in Londonderry know about CART because it has been around for over 10+ years is **FALSE.**

Community Caregivers is also relatively unknown.

The survey **DID** serve to educate seniors about **ALL** forms of **Public Transportation** available in Londonderry.

The survey **promoted conversation** about transportation among town employees, seniors, and others.
BARRIERS TO USING PUBLIC TRANSPORTATION

- Fear of public transit from past experiences
- Fear of the unknown / new situations
- Perception that “It’s dirty”
- Uncomfortable around strangers/other riders
- Judgement (human nature)
- Pride
- *Negative peer pressure/other’s fear or caregiver’s thoughts

- Don’t know “HOW TO SET UP” a ride and/or with who?
- *Understanding the “TIMING” of Public Transportation
- Overwhelmed by the thought of boarding bus with walker/wheelchair
- Overwhelmed by the thought of boarding bus with walker/wheelchair
- *Lack of ability to go where they want/when they want
- Medical conditions (Mobility and other)

*LET’S BRAINSTORM.......... HELP US ADD TO THIS LIST!
NEXT STEPS

No current plans for future in depth survey
• Survey Burnout!
• We answered the BIG questions we were seeking to answer
• We feel good about our #’s and results

Future Presentation to Seniors/Others
• What CART is and isn’t?
• What is Community Caregivers?
• What other Transportation Resources are available in Londonderry?

Possible Transportation Resource Guide for Seniors/Others
• IN PRINT, STEP BY STEP GUIDE

Idea: Senior TOUCH-A-TRUCK
THANK YOU TO THE

It is with deep gratitude and sincere appreciation we thank Sylvia von Aulock and everyone at the SNHPC for their generous support, guidance and resources to support this survey project.

Special thanks to Maddie Dilonno for her time, energy and expertise to help create the online version of the survey, the outreach postcard and assist us with THIS POWERPOINT!
THANK YOU

Leach Library
Londonderry Town Hall

Cathy Blash, Director of Senior Affairs, Town of Londonderry, NH

Kirby Brown, Executive Assistant to the Town Manager, Town of Londonderry, NH

Lisa Drabik, Assistant Town Manager, Town of Londonderry, NH

John Goglia: Who helped us reach out to the 55+ Communities in Londonderry

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*The Wonderful Volunteers from the Londonderry Senior Center/LSCI