



**Londonderry**  
*New Hampshire*

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# LONDONDERRY SENIOR TRANSPORTATION SURVEY

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Department of Senior Affairs  
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.

## August 2019

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

## September 2019

- **PAPER SURVEYS** were available at:
  - **Leach Library**
  - **Londonderry Town Hall**
  - **Londonderry Senior Center**
- **ONLINE VERSION** launched on Survey Monkey
  - Survey link posted on the **Londonderry Town Website**
  - 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**

# POSTCARD MARKETING PIECE

## 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 in to your internet browser by 10/31/19:

[tiny.cc/seniortransit](http://tiny.cc/seniortransit)



**PAPER SURVEYS** are available at:

\*Londonderry Senior Center \*Leach Library \*Londonderry Town Hall

**Londonderry**  
New Hampshire

Please direct questions to:  
Laurie Renke, Senior Transportation Coordinator,  
Department of Senior Affairs, Town of Londonderry  
Email: [Lrenke@londonderrynh.org](mailto:Lrenke@londonderrynh.org)  
Phone: (603) 432-8554 x233

**CARTA**  
Cooperative Alliance for Regional Transportation

For more information or to schedule  
a Trip, Call

**(603) 434-3569**

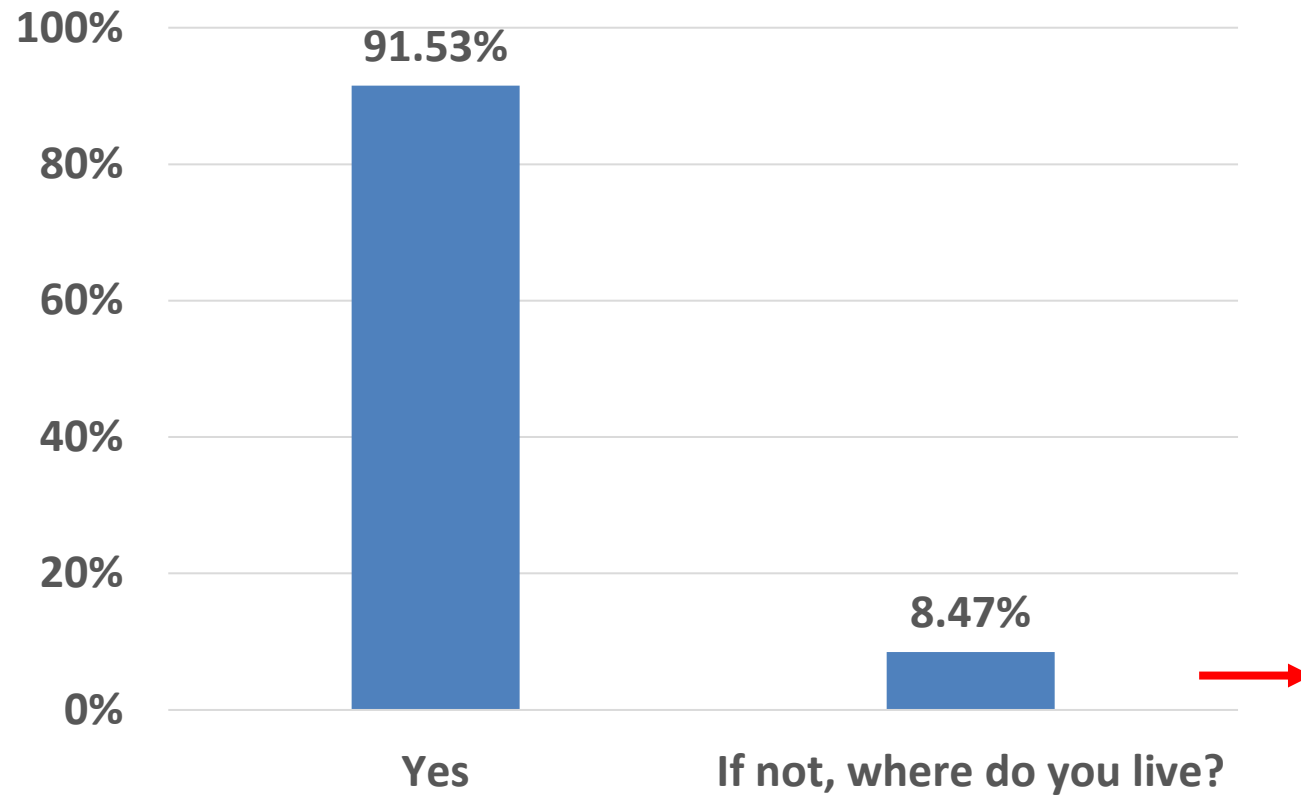
# SURVEY RESULTS



**426** SURVEYS WERE TAKEN

\*We are very pleased with that #!

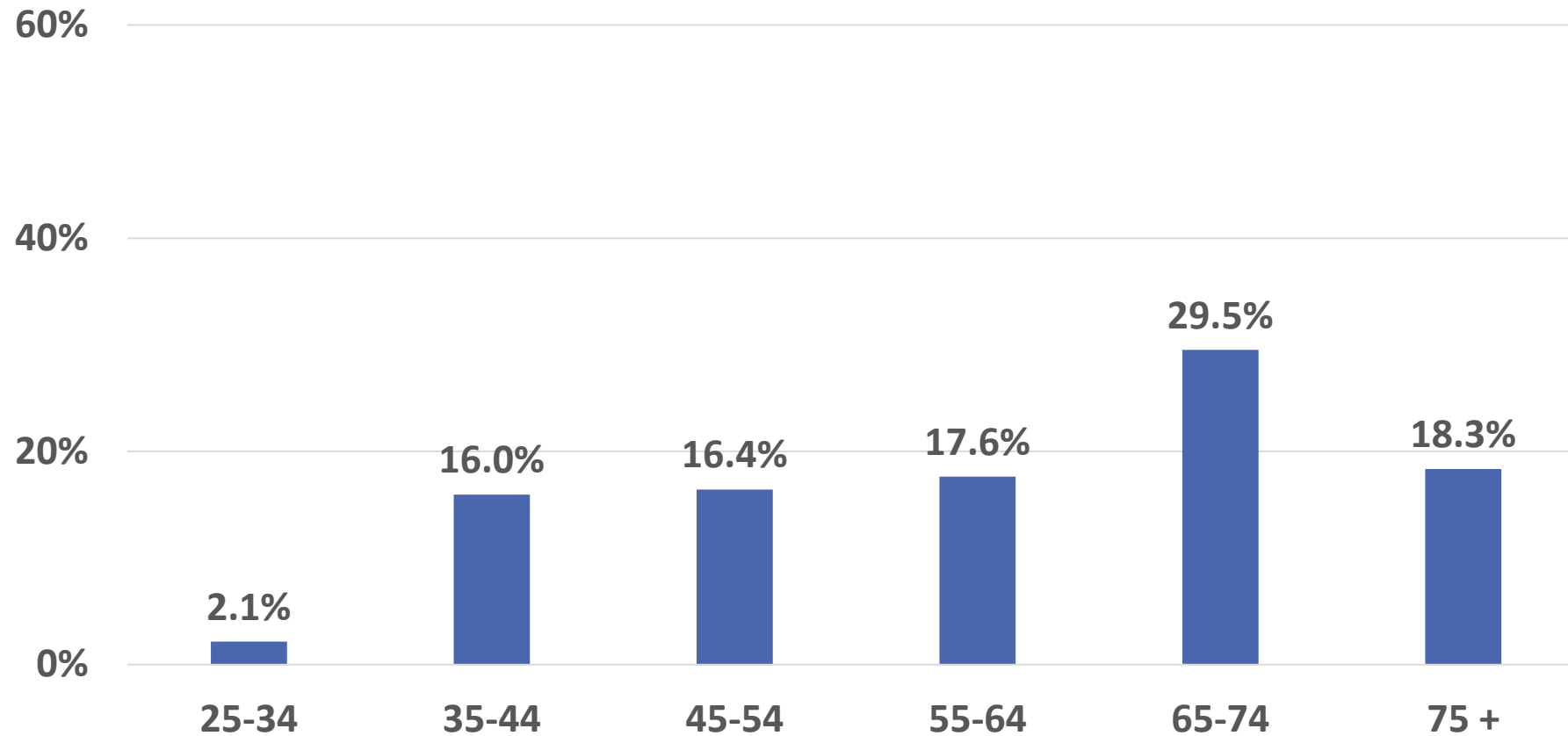
*Question: Are you a Londonderry Resident?*  
*(425 Responses)*



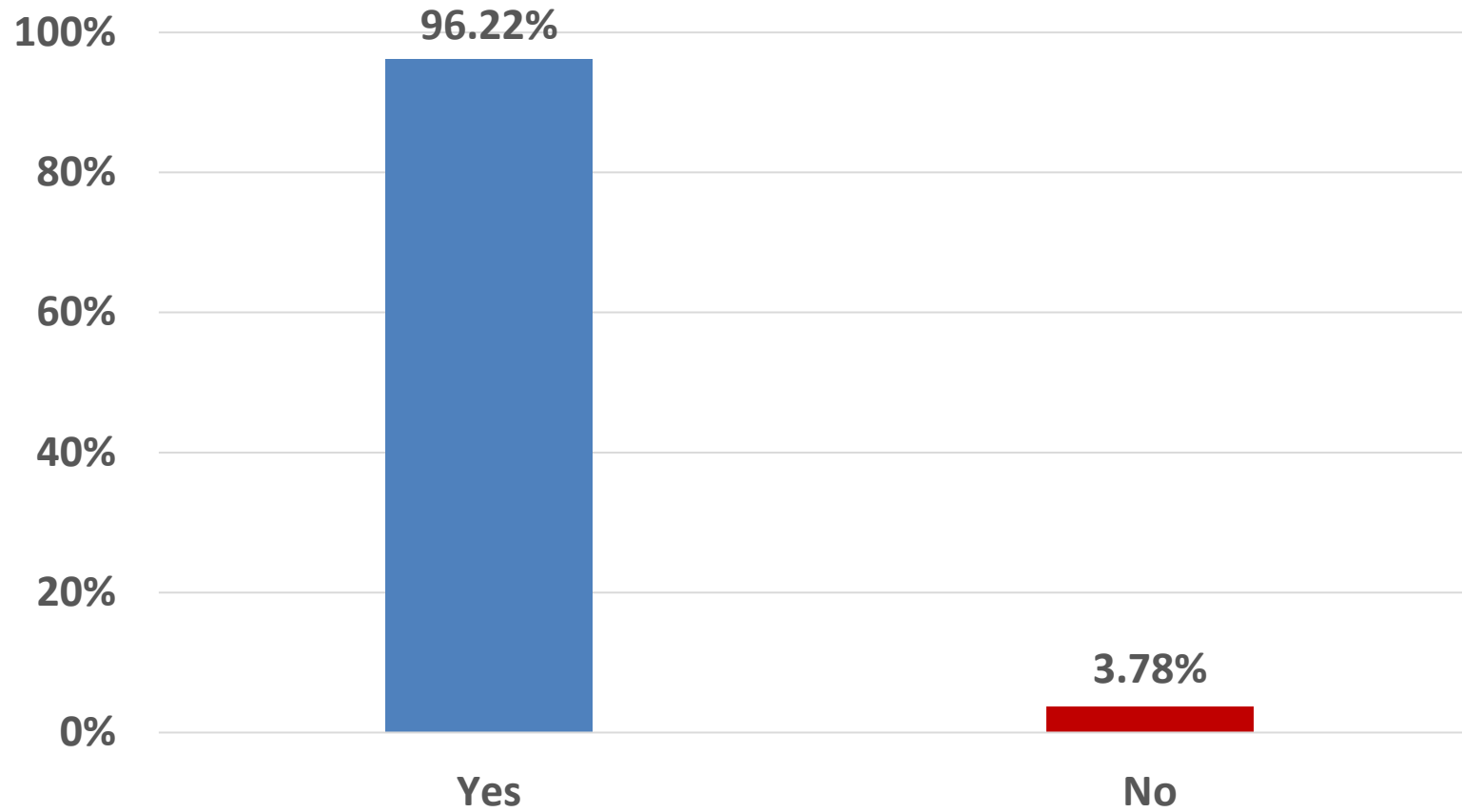
Town	# of Survey Respondents
Derry	17
Manchester	6
Litchfield	5
Windham	2
Bedford	1
Goffstown	1
Hudson	1
Nashua	1
Sandown	1
Stratham	1



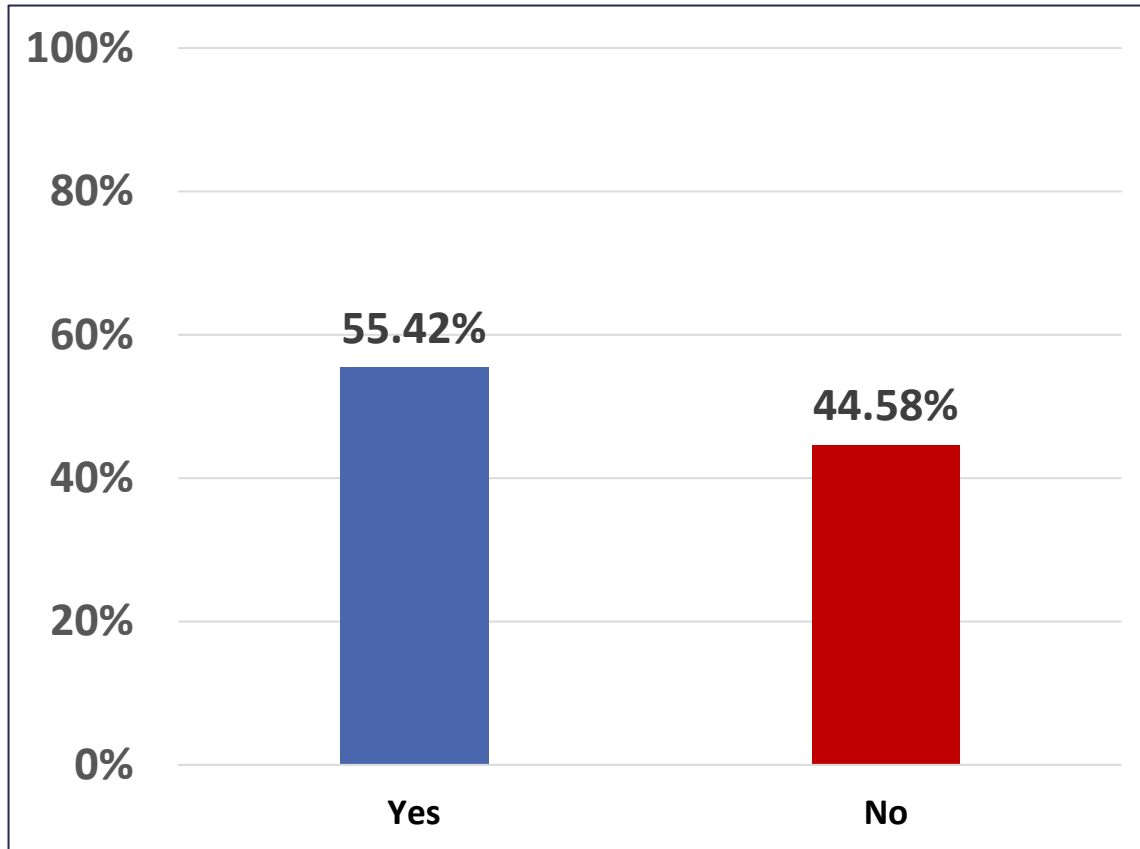
## *Question: What is your Age? (420 Responses)*



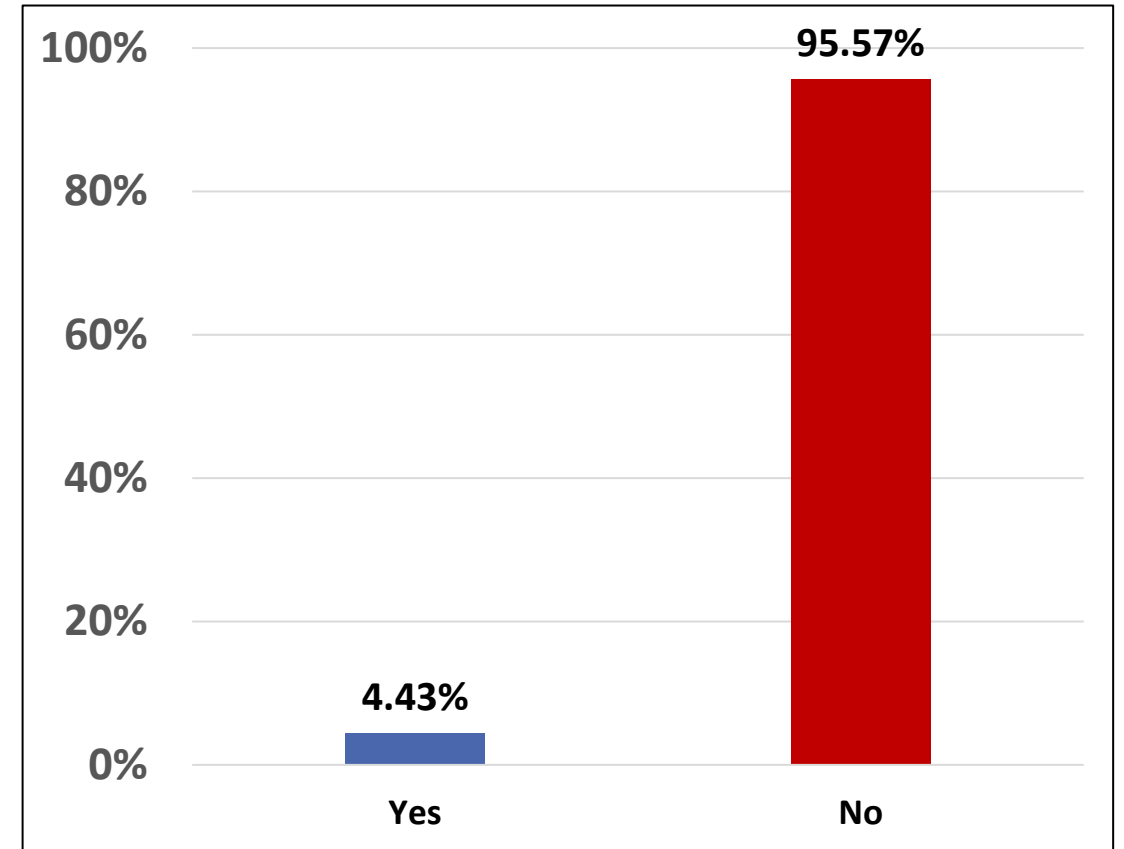
*Question: Do you hold a current, valid NH Driver's License?  
(423 Responses)*



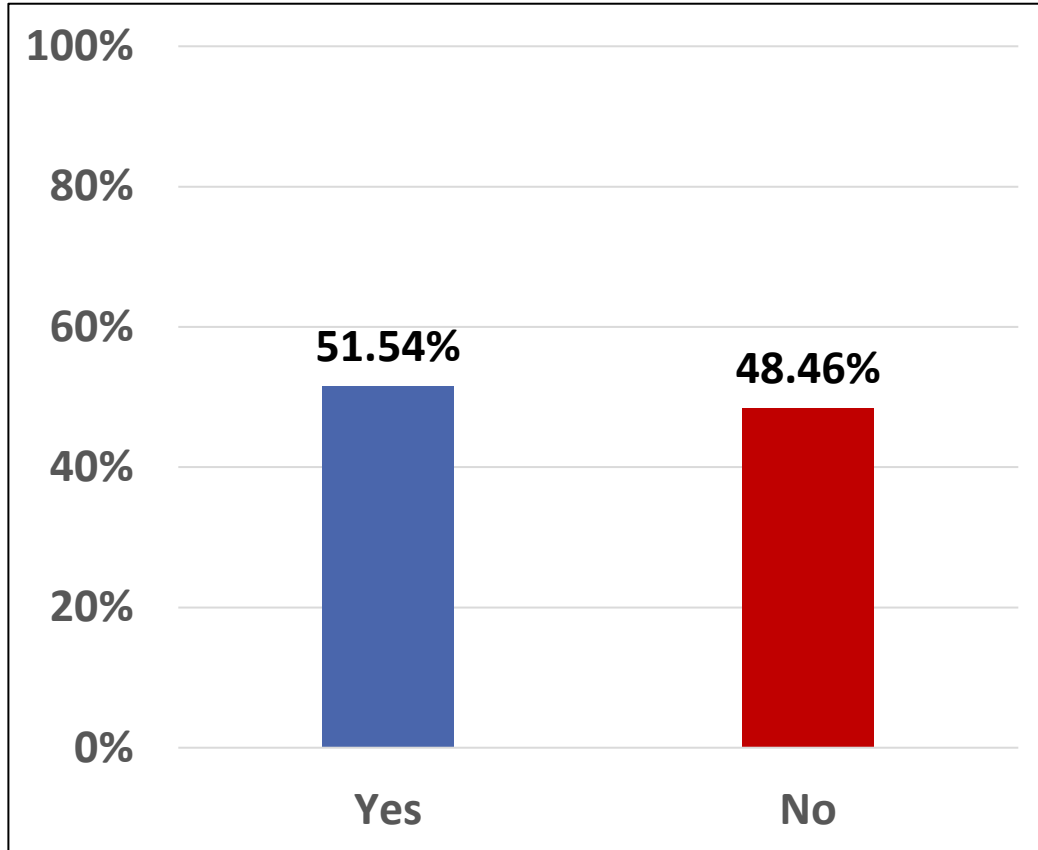
**Have you heard of CART: Cooperative Alliance  
for Regional Transportation SHARED RIDE  
Program? (424 Responses)**



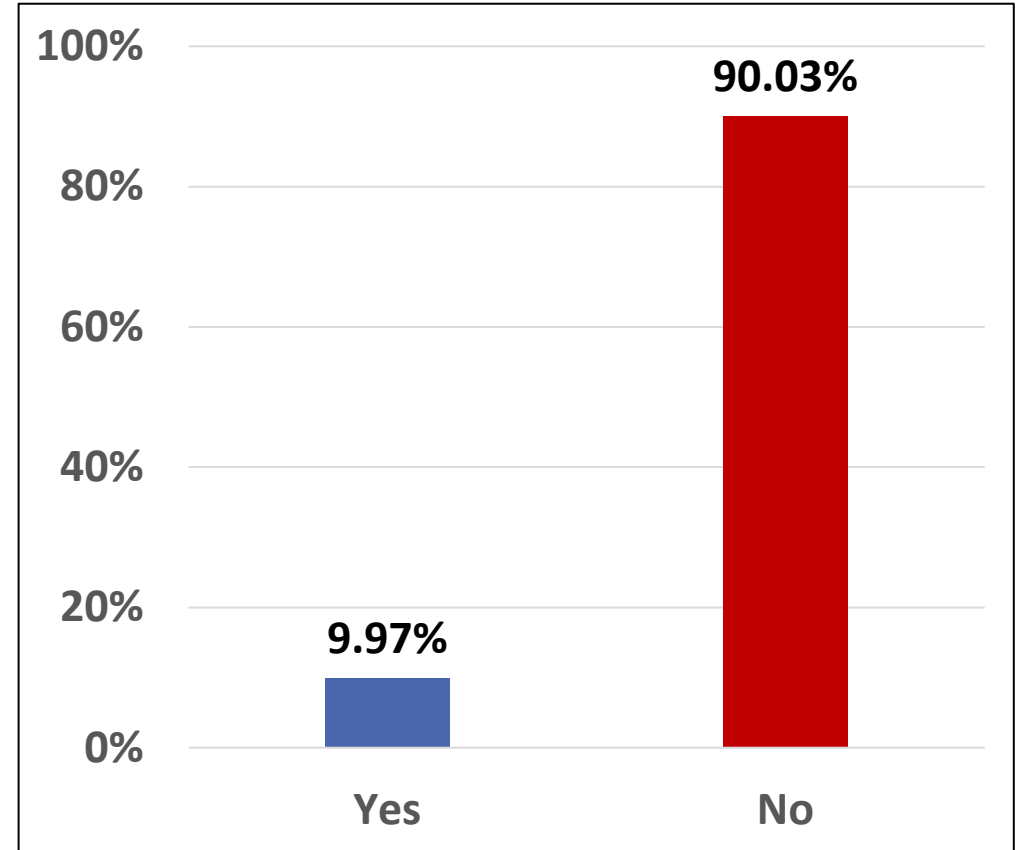
**If Yes, have you ever shared a ride on a  
CART bus/shuttle? (316 Responses)**



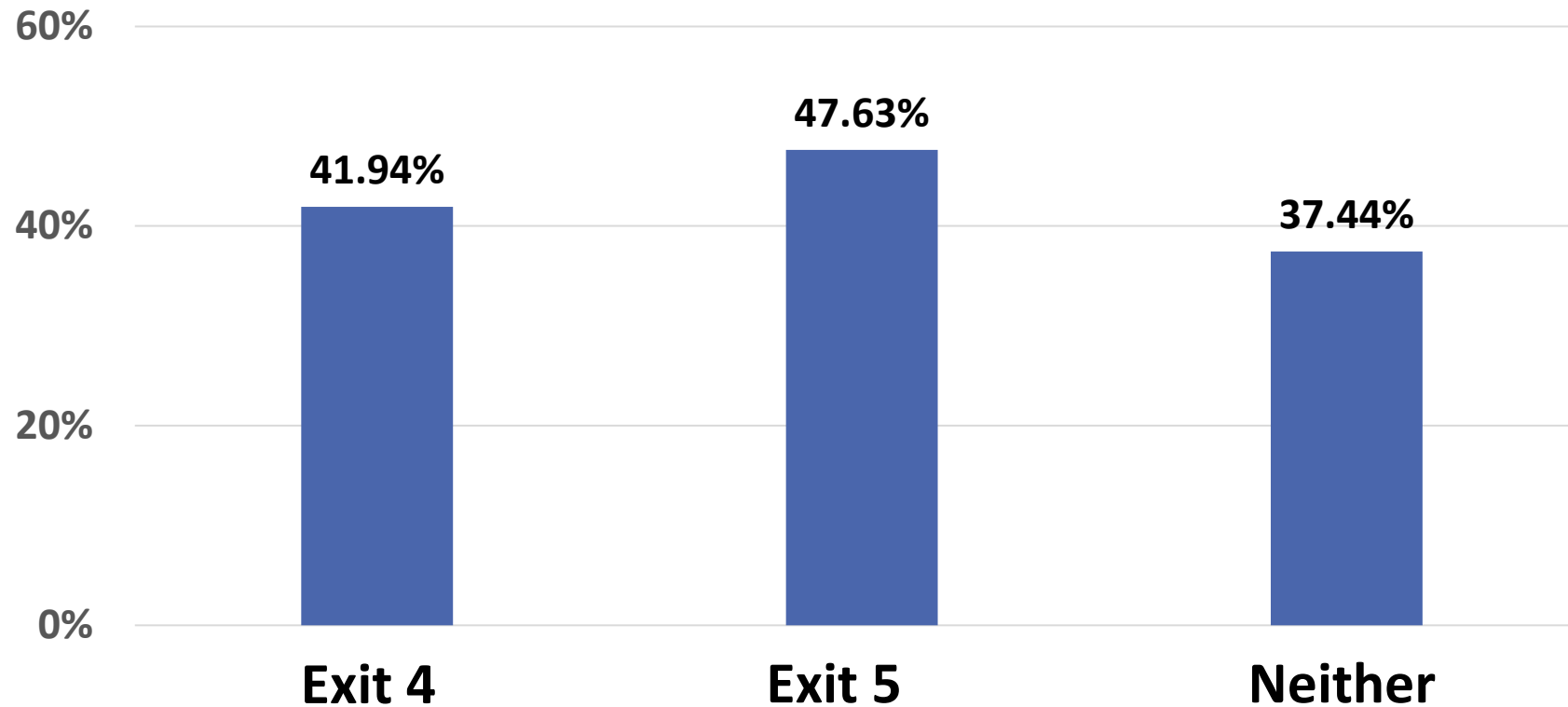
### Have you heard about Community Caregivers? (421 Responses)



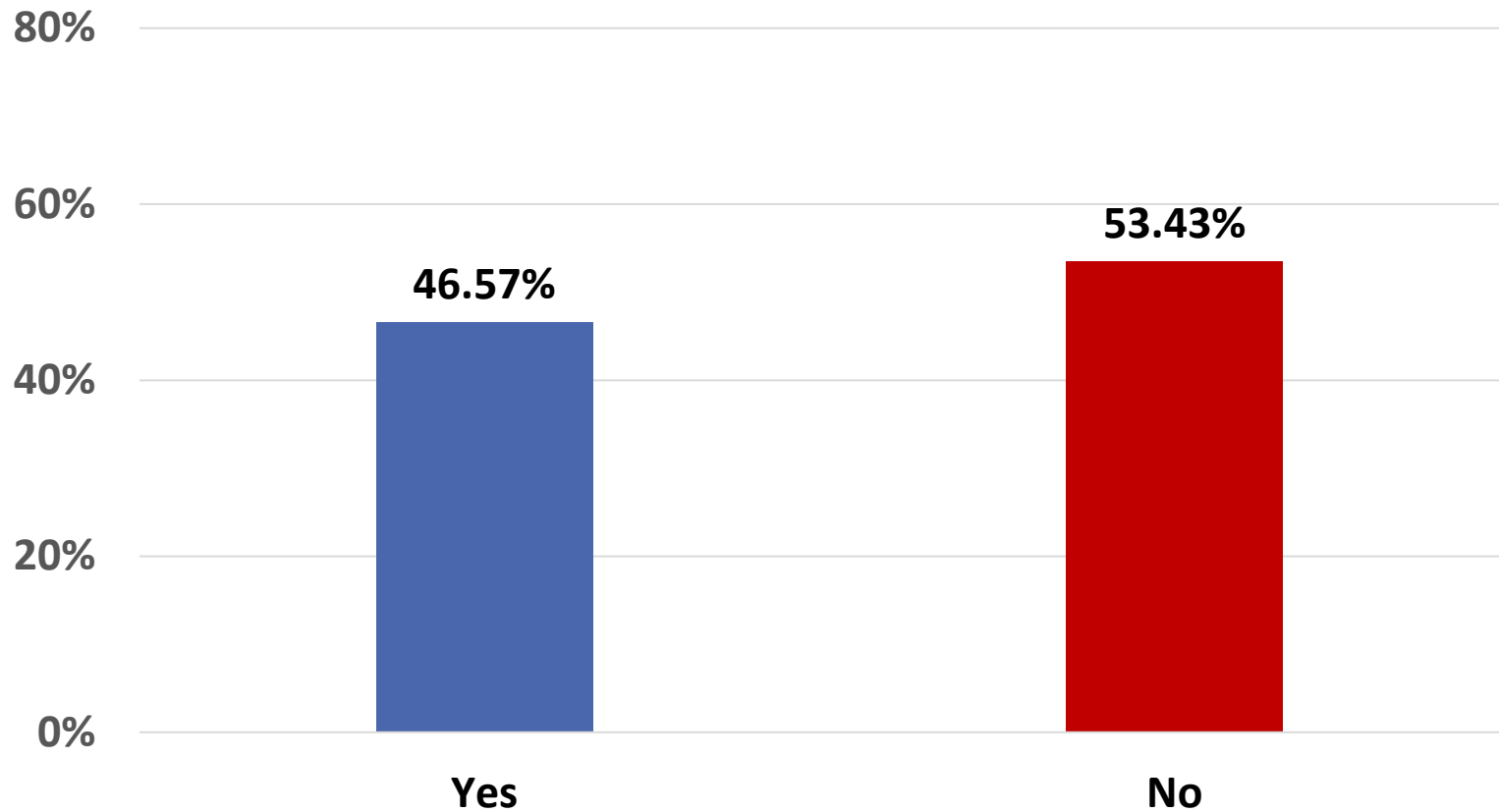
### If yes, have you ever used any of Community Caregivers' Services? (311 Responses)



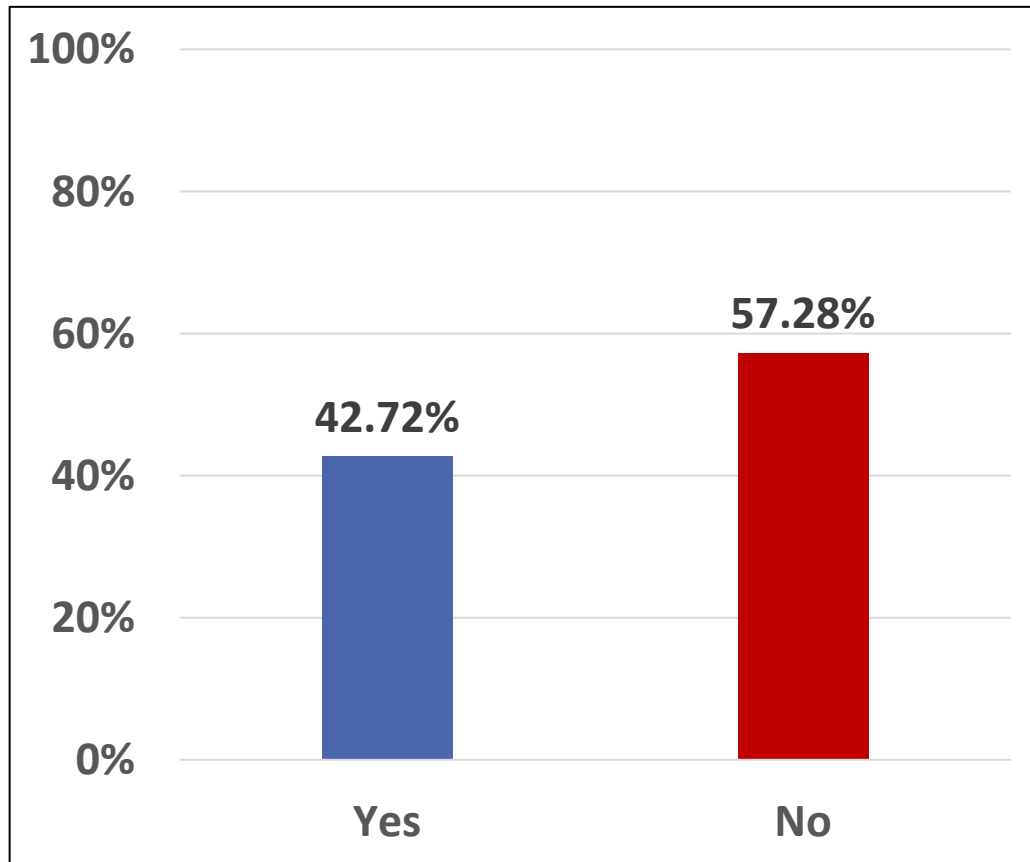
## Question: Have you ever utilized the Londonderry Park & Ride? (422 Responses)



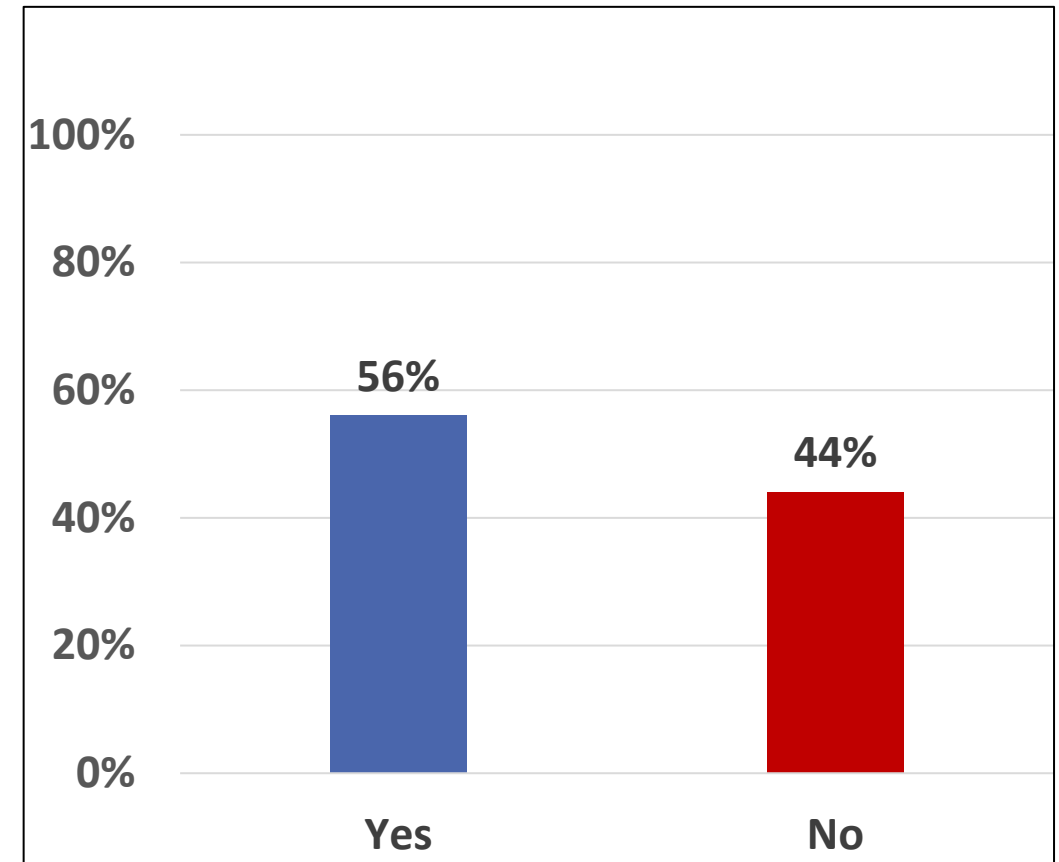
## Question: Have you ever hired Uber or another Private Ride Service? (423 Responses)



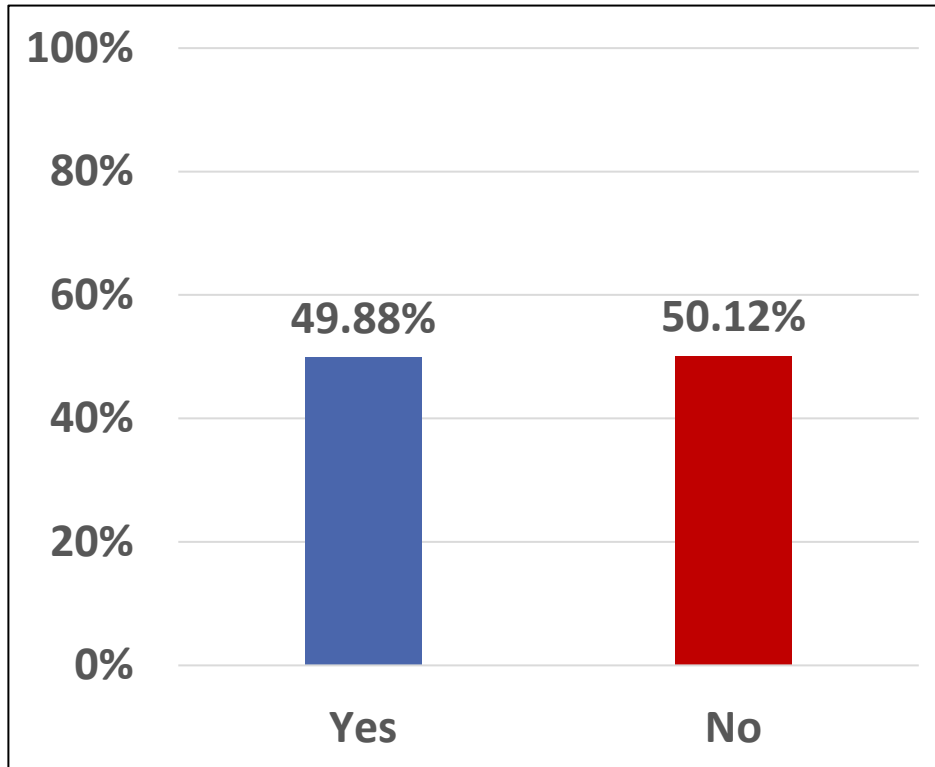
**Have you ever taken a Concord Coach  
Bus? (412 Responses)**



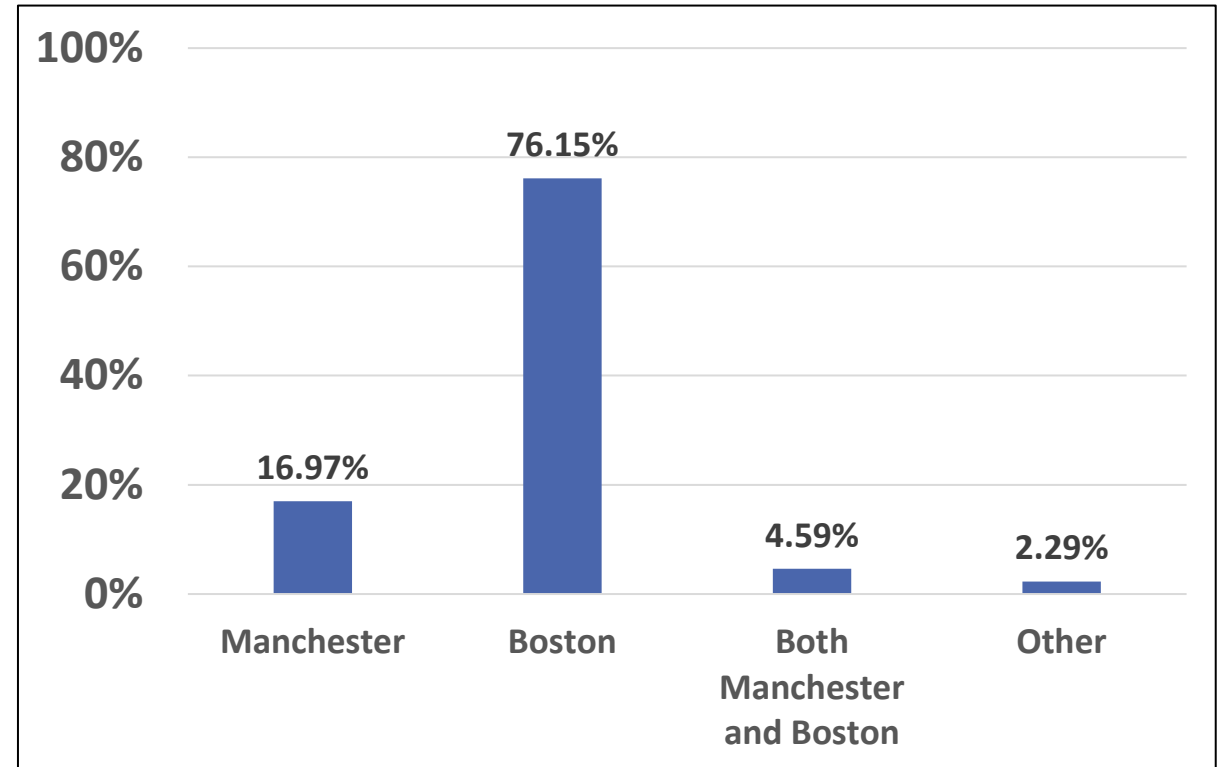
**Have you ever taken a Boston Express Bus?  
(416 Responses)**



## Have you ever taken an airport shuttle ride to the airport? (413 Responses)

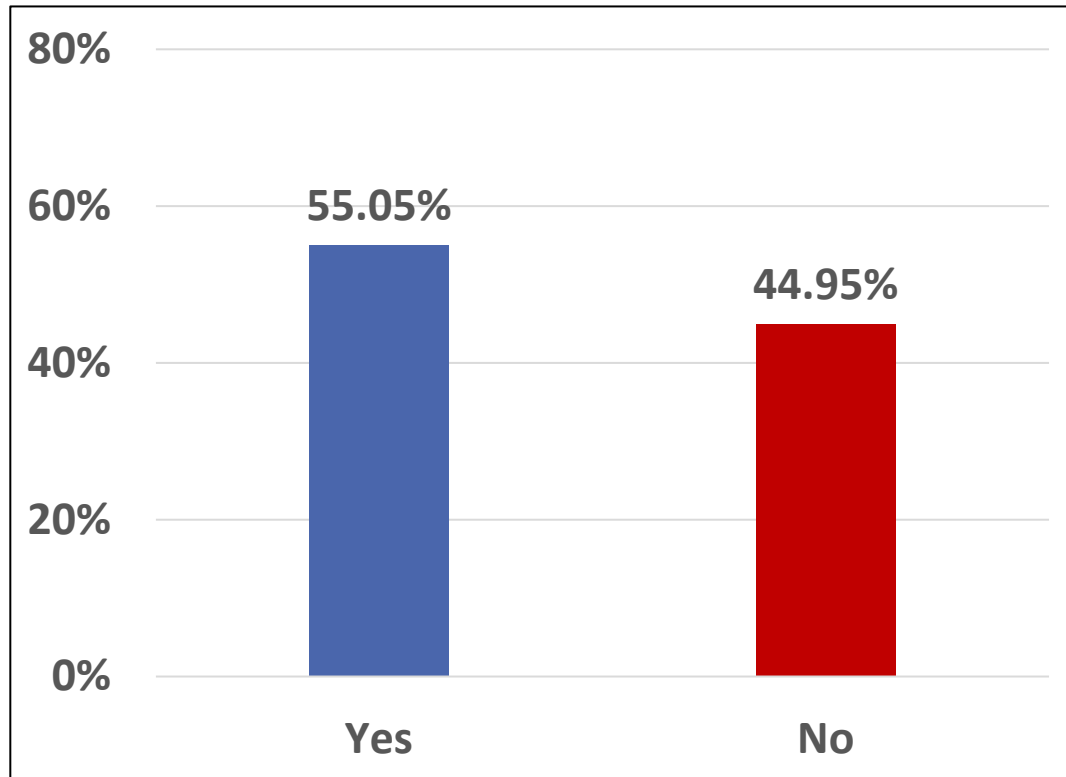


## If yes, which airport did you go to? (218 Responses)

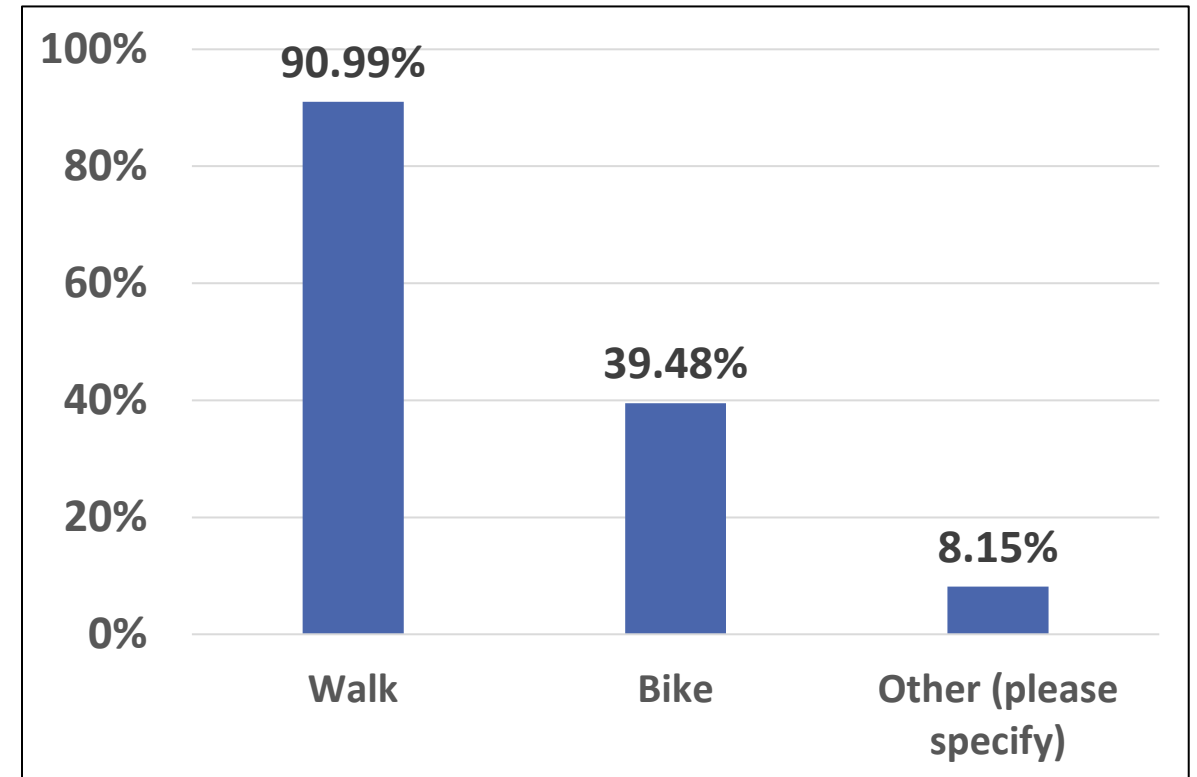




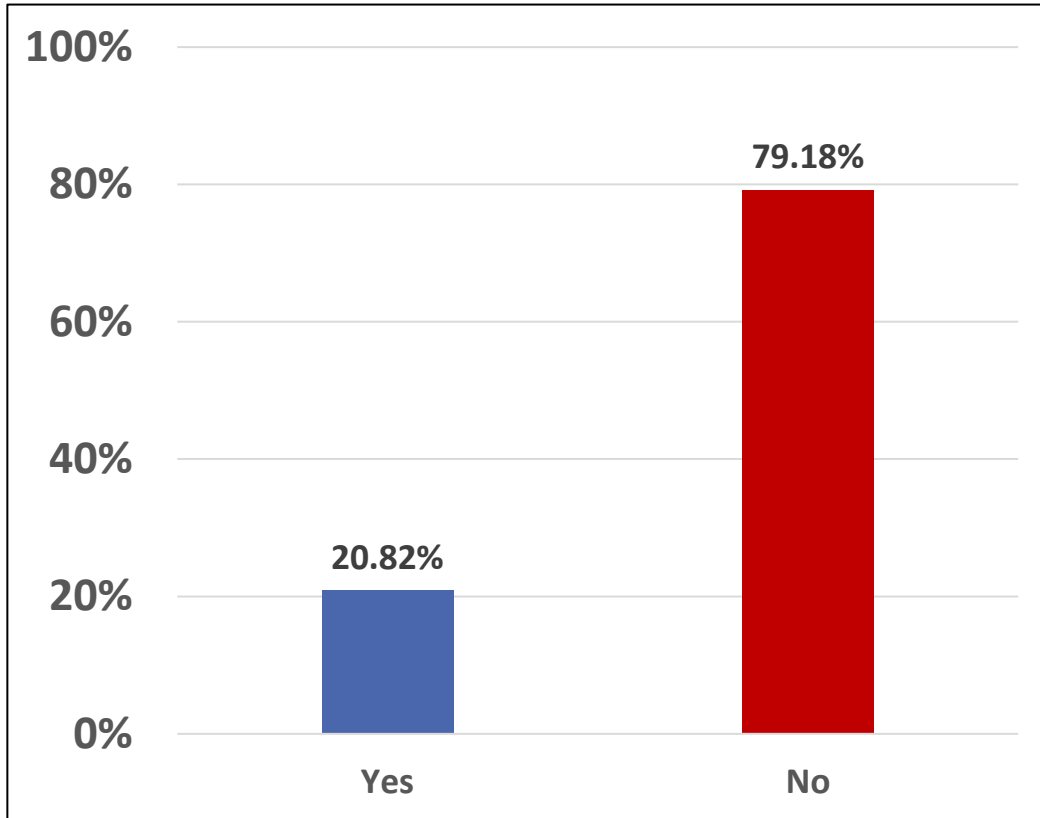
**Have you utilized the Londonderry Rail  
Trail system?  
(416 Responses)**



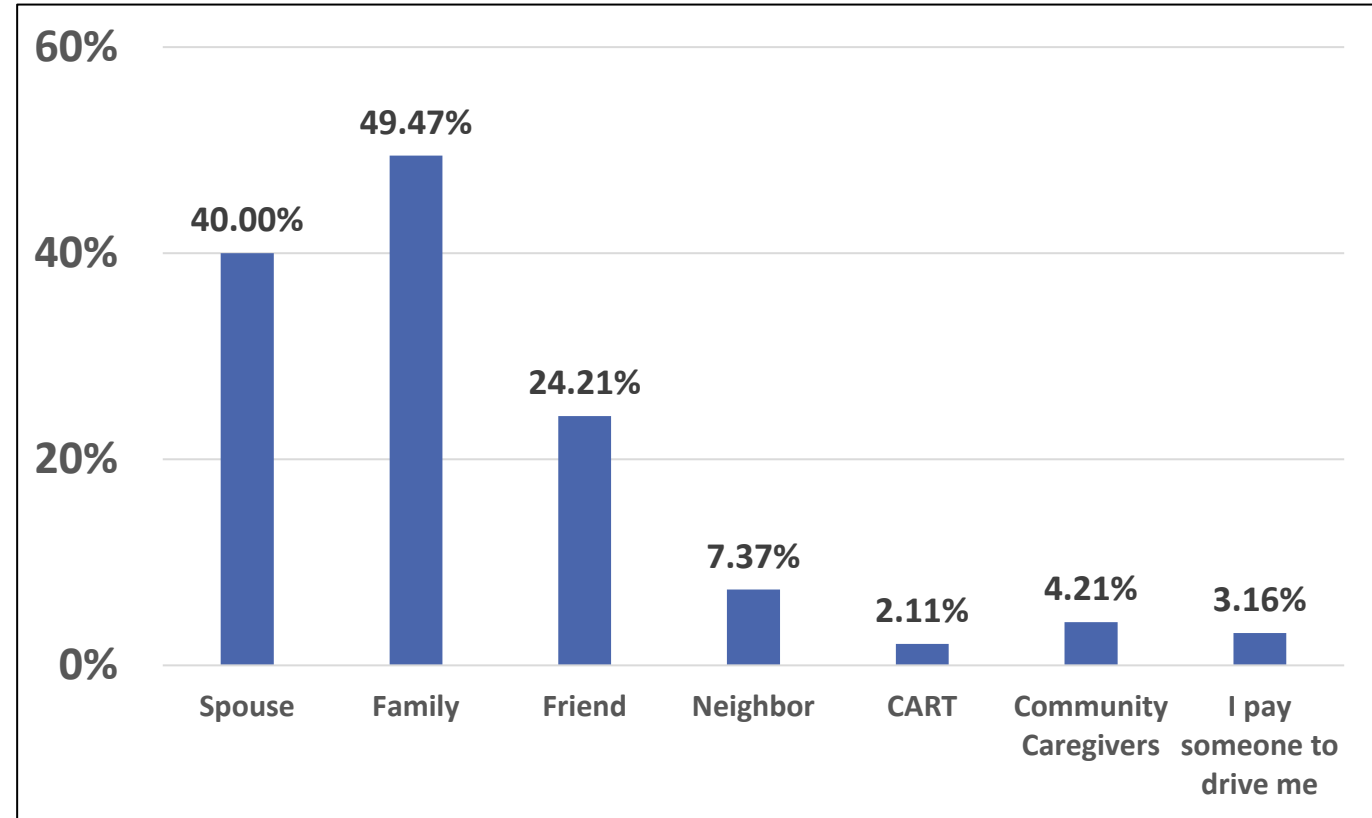
**If yes, how do you utilize the rail trail?  
(233 Responses)**



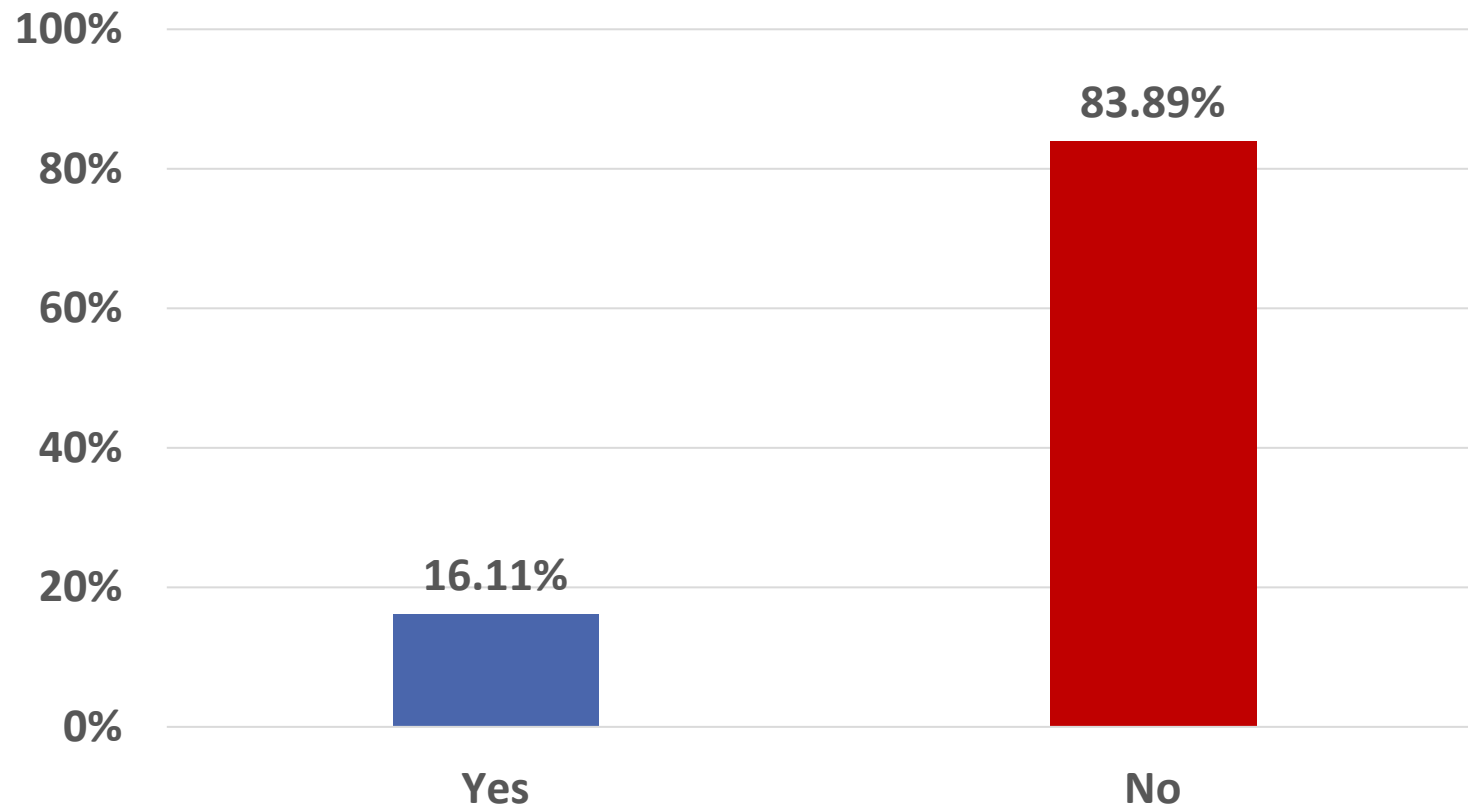
**Does someone else give you rides to appointments/shopping/other? (413 Responses)**



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

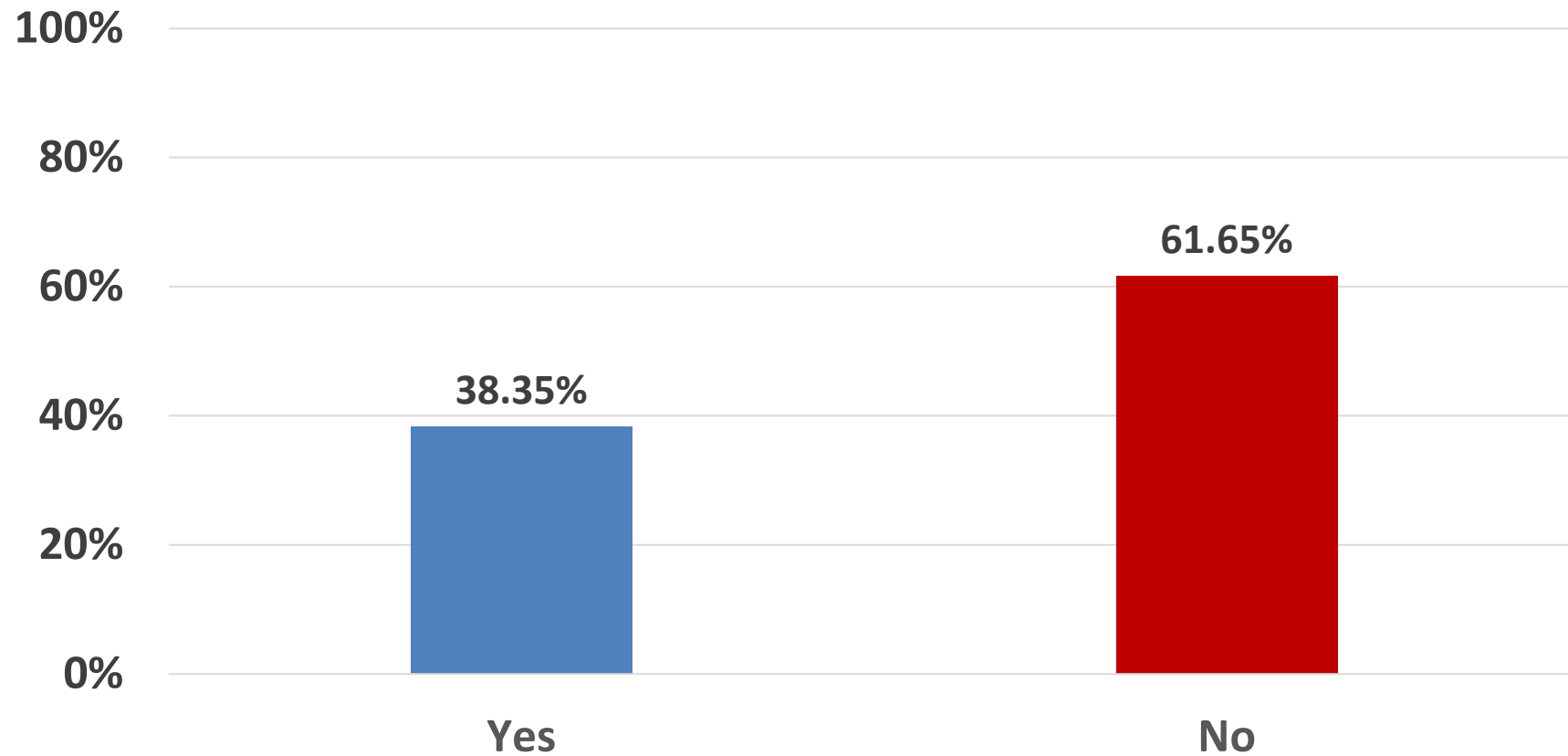


## Are you a member of the Londonderry Senior Center? (423 Responses)



**\*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)**





# **FEEDBACK NUMBERS**

**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**

# DID WE ANSWER THE QUESTIONS WE HAD?



## 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.



# OBSERVATIONS

- 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!



**Londonderry**  
*New Hampshire*

# THANK YOU

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## **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

**&**

**\*The Wonderful Volunteers from the Londonderry Senior Center/LSCI**