



Negotiations to Improve  
Transit &  
Telemedicine  
Partnership

Robert Patrick & Grayson Sallade <sup>1</sup>


# Meet The Team



**Grayson Sallade**  
Bachelor of American Studies  
Master's Candidate of Civil Engineering  
Real Estate Development



**Robert Patrick**  
Bachelor of Urban Planning  
Master's Candidate of Civil Engineering  
Project Engineer



Imagine that your only source of transportation required you to rely on someone else.



# Agenda

- Background
- Key Issues
- Goals and Objectives
- Stakeholders
- Equitable Collaboration Processes
- Evaluation
- Recommendations
- Questions and Discussion



# Background

- COVID19 Pandemic lead to higher rate of missed medical appointments due to lack of transportation and fear of Covid.
- Lack of routes and travel times created a barrier for community members to access health care systems.
- Understaffed transportation services have decreased time availability leading to day long trips.

- 2022 MAPP2Health
- Vision Plan
  - Seeking interchangeable networks (UVA, Jaunt, CAT)
- HEARR - (Health Equity & Access in Rural Region)
  - Presently working with individuals to make telehealth available

- Peggy & Nancy - HEARR/  
Community Background
- Lucinda - Regional Transit Staff
- Jen Fleisher - Health  
Department
- Ted Bieck - Jaunt



# MAPP2HEALTH

A Community driven strategic planning process for improving community health that includes engaging community partners in the collection and review of qualitative and quantitative data from trusted local and national sources.

Participating partners better understand conditions that support, or obstruct wellness and identify resources to address obstacles.  
(MAPP2Health)

2022 FOCUS AREAS

### Built Environment


The built environment includes the physical aspects of where we live and work, such as neighborhoods, streets, sidewalks, and transportation. As the CDC says, "The built environment can influence overall community health and individual behaviors such as physical activity and healthy eating."

These days, "virtual" needs to be expanded to include "virtual" since whether people have computers, smartphones, or broadband internet access has a strong influence on their opportunities to complete for jobs, income, and healthcare. The MAPP2Health process, including the workgroups, focus groups, and resource projects will attempt to be as comprehensive of the built environment that are especially problematic to the district's residents; transportation and digital access.

Transportation  
Physically getting to doctor's offices, health clinics, or hospitals limits access to healthcare for people

2022 MAPP2Health


### BUILT ENVIRONMENT: RECOMMENDATIONS



| Strategy   | Recommendations   | Potential Partners   |
|--|---|--|
| <b>Improve bus stop infrastructure:</b><br>Improve route, range, reliability, and frequency of public transportation system and Jaunt. | <ul style="list-style-type: none"> <li>Connect to local donors and foundations to fund bus stop improvements</li> <li>Work with healthcare systems (UVA Health, Sentara Martha Jefferson Hospital, Sentara Martha Jefferson Outpatient Surgery Center) to improve nearby bus stops and increase route frequency to health system hospitals, and providers; have providers and scheduling departments within the hospital communications departments promote the new routes.</li> <li>Particularly for those providing services of Charlottesville</li> <li>Assess and evaluate current ridership and examine costs for expanding Jaunt routes in localities, as well as improving scheduling reliability through increased staffing</li> <li>Develop GPS apps to track bus routes</li> <li>Support advocacy for local government investment in bus, bike, and pedestrian</li> </ul> | <ul style="list-style-type: none"> <li>Community Climate Collaborative</li> <li>Albemarle County Transportation Services Department</li> <li>Charlottesville Area Transit (CAT)</li> <li>Jaunt</li> <li>Thomas Jefferson Planning District Commission</li> <li>Piedmont Mobility Alliance</li> <li>VisitAble</li> <li>MoonHealth Equity Coalition</li> <li>Charlottesville Area</li> </ul> |

2022 MAPP2Health

### BUILT ENVIRONMENT: RECOMMENDATIONS



| Strategy   | Recommendations  | Potential Partners   |
|--|--|--|
| <b>DIGITAL ACCESS:</b><br>Create library improvement and bridging services for users in multiple languages | <ul style="list-style-type: none"> <li>Assess current digital literacy and training programs for each user and enhance the most effective programs to scale up in multiple languages</li> <li>Explore funding for public internet hotspots; provide support with interpretation, provide to community and alternative to direct internet access</li> </ul> | <ul style="list-style-type: none"> <li>Central Digital Equity Cooperative</li> <li>EDUCAre</li> <li>Representatives from local and state government</li> <li>Albemarle County Broadband Authority</li> <li>Thomas Jefferson Planning District Commission</li> <li>Edgewise (with UVA) (distributed technology organization)</li> <li>Community (CARE)</li> <li>Localist at UVA</li> <li>Home Energy Program (City of Charlottesville)</li> <li>Jefferson-Madison Regional Libraries (JMR)</li> </ul> |

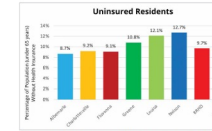
### HEALTHCARE SYSTEM: SUMMARY

The healthcare system emerged as a focus area of concentration that revealed opportunities to improve inequalities in access and clinical care through targeted policies and practices.

During the second leadership round meeting, members identified medical access, workforce development (and its influence on setting priorities for access), diversity, and upstream interventions as domains of the healthcare system that they directly or indirectly influenced. Core presented to the Locality Council, additional themes such as access to specialty providers, including dentists and mental health professionals, transportation and translation services, health navigators, culturally competent providers, and multilingual interpretation needs were discussed and integrated into recommendations for healthcare system improvements.

The three most common obstacles in the healthcare system as reported by the Locality Council were the provider and workforce shortages, lack of access to insurance and payment options, and fragmented referral and communication networks. One figure that they directly or indirectly influenced. Core presented to the Locality Council, additional themes such as access to specialty providers, including dentists and mental health professionals, transportation and translation services, health navigators, culturally competent providers, and multilingual interpretation needs were discussed and integrated into recommendations for healthcare system improvements.

The three most common obstacles in the healthcare system as reported by the Locality Council were the provider and workforce shortages, lack of access to insurance and payment options, and fragmented referral and communication networks. One figure that they directly or indirectly influenced. Core presented to the Locality Council, additional themes such as access to specialty providers, including dentists and mental health professionals, transportation and translation services, health navigators, culturally competent providers, and multilingual interpretation needs were discussed and integrated into recommendations for healthcare system improvements.



| Age Group | Percentage of Uninsured Residents (2019) |
|-----------|--|
| 0-17      | 4.7%                                     |
| 18-24     | 5.7%                                     |
| 25-34     | 9.1%                                     |
| 35-44     | 12.4%                                    |
| 45-54     | 12.1%                                    |
| 55-64     | 10.9%                                    |
| 65+       | 9.5%                                     |


| Strategy  | Recommendations  | Potential Partners   |
|---|--|--|
| <b>Improve bus stop infrastructure; Improve route range, reliability, and frequency of public transportation system and Jaunt</b> | <ul style="list-style-type: none"> <li>Connect to local donors and foundations to fund bus stop improvements</li> <li>Work with healthcare systems (UVA Health, Sentara Martha Jefferson Hospital, Sentara Martha Jefferson Outpatient Surgery Center) to improve nearby bus stops and increase route frequency to health system hospitals and providers; have providers and scheduling departments within the hospital communications departments promote the new routes (particularly for those providers outside of Charlottesville)</li> <li>Assess and evaluate current ridership and examine costs for expanding Jaunt routes in localities, as well as improving scheduling reliability through increased staffing</li> <li>Develop GPS apps to track bus routes</li> <li>Support advocacy for local government investment in bus, bike, and pedestrian infrastructure</li> <li>Work with community partners to assess, evaluate, and report out changes in transportation data to officials</li> </ul> | <ul style="list-style-type: none"> <li>Community Climate Collaborative</li> <li>Albemarle County Transportation Services Department</li> <li>Charlottesville Area Transit (CAT)</li> <li>Jaunt</li> <li>Thomas Jefferson Planning District Commission</li> <li>Piedmont Mobility Alliance</li> <li>VisitAble</li> <li>Move2Health Equity Coalition</li> <li>Charlottesville Area Alliance</li> </ul> |
| <b>Develop a robust rideshare network and voucher system for patients and clients</b>   | <ul style="list-style-type: none"> <li>Seek funding for vouchers for Uber, Lyft, and local cab companies as well as adding those companies to current Carpool and Park-and-Ride programs</li> <li>Encourage employers to sponsor vouchers for rideshares</li> <li>Work with donors to expand Medicaid transportation contracts to nonprofits and organizations with patient rosters under 50 clients</li> </ul>  | <ul style="list-style-type: none"> <li>Rideshare (Thomas Jefferson Planning District Program)</li> <li>Jaunt</li> <li>CAT</li> <li>Local donors and foundations</li> <li>Charlottesville Area Community Foundation</li> </ul>  |



# Covenant

- The group will practice effective communication through verbal and written text.
- All group members will adhere to the stand of the following: to be on time, meet deadlines, respect others, and offer feedback.
- Team members will complete tasks on time; tasks will be determined ahead of time.
- We will allow time to meet each other to work on the project together. Transparency of other commitments will be discussed in an honest setting.
- Members of the group will support, help, and respect each other, recognizing the end goal of the project and only providing constructive criticism in group discussions.
- All tasks will be looked over by the group in entirety, before submission.
- All outside discussion related to the project will be discussed with the group.





What do you believe are key issues under  
telehealth and transportation?



## Key Issues

1. Financial availability to Telehealth and Transportation
2. Efficiency of current transportation system
3. Virtual Availability



## 1. Financial availability to Telehealth and Transportation

*“Lack of income can limit opportunity to own cars or access other transportation options, even though it is often the people who cannot afford to live close to medical centers who need transportation the most”*



## 2. Efficiency of current transportation system

- *Bus service is often inconvenient, with inconsistent schedules, lack of shelter at bus stops, and long wait times.*
- *Inconsistency in schedules and connected routes*
- *Lack of transportation facilities and accessibility*



### 3. Virtual Availability

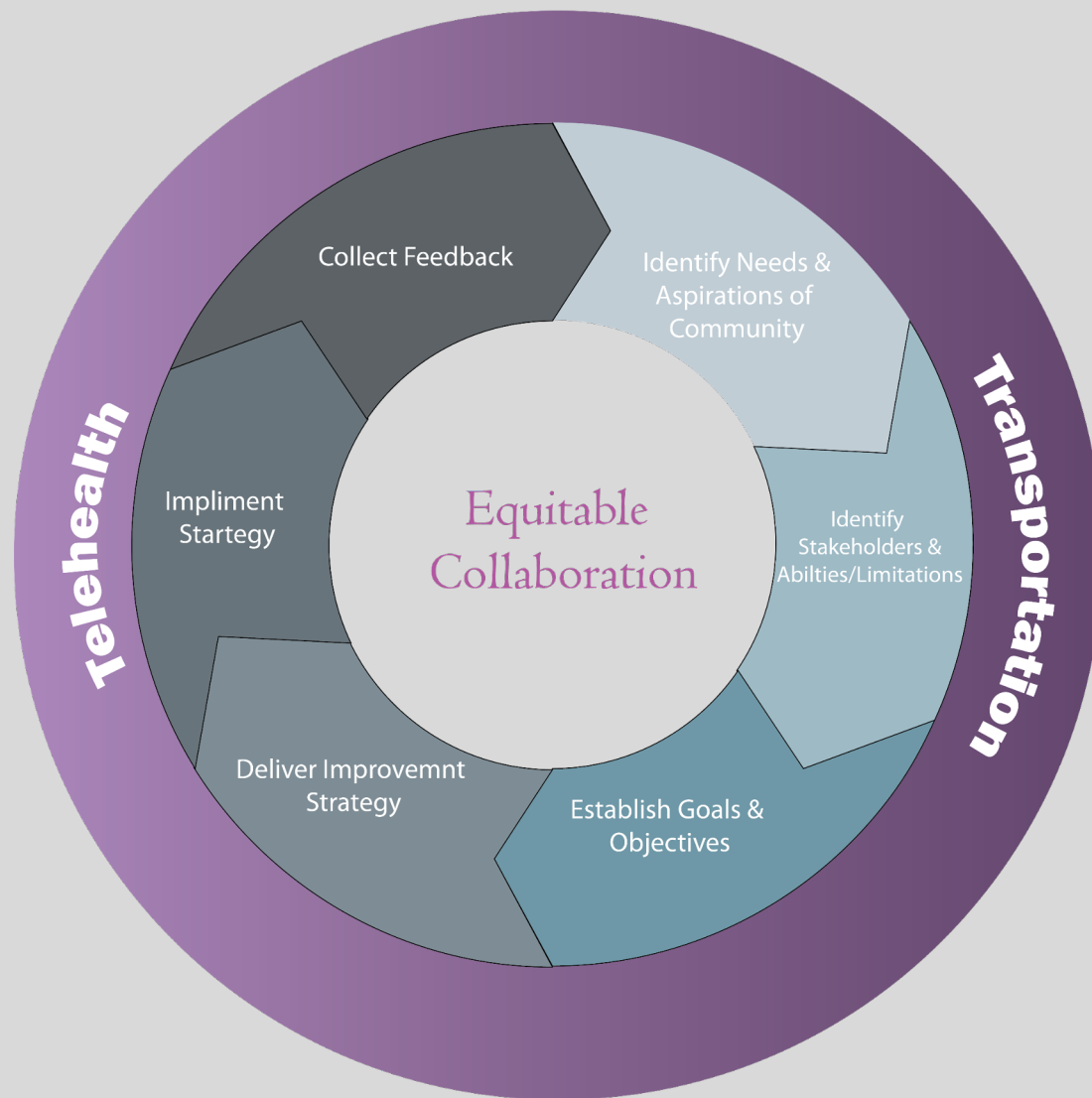
*“Lack of sustainable, liveable income that can determine who has the computers, smartphones, and broadband Internet access necessary to make appointments, for instance, or for telehealth consultations. And it is often those without sufficient finances who need health insurance but lack it”*

*“Without navigators or translated content, telemedicine services, social services, and medical assistance are out of reach for many of the localities’ most vulnerable community members”(1)*



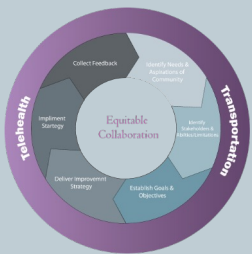
## Goals and Objectives

- Strengthen community engagement between:
  - Healthcare Systems
  - Transportation Services
  - City Officials
- Identify participants in need of services
- Provide recommendations for negotiations basis
- Address the needs of the community
- Understand limitations of stakeholders
- Learn and develop skills of communication, mediation, and collaboration through this Equitable Collaboration Project.



# Identify Needs and Aspirations of Community

- Community outreach
- Public meetings
  - Having representatives of focus groups
- Forums
- Perceived needs vs actual needs







# Meetings

## *Getting People There*

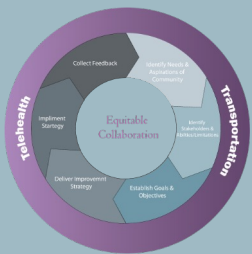
- **Public Engagement**
  - Facebook post
  - Newspaper Ads
  - Flyers in Public Locations
- **Provided Transportation to public meetings for those need it**
  - RSVPs for local pick-ups
  - Carpool System
  - Virtual

## *Conducting Meetings*

- **Public Engagement**
  - Share meeting objectives and agenda
  - Understand needs of Community
  - Seek recommendations of community
  - Understanding trauma's of community
- **Stakeholders**
  - Understand opportunities available
  - Understand Limitations
- Receive feedback on meeting through evaluations
- Deliver report of meetings, topics discussed, and other information to the public prior to next meeting

# Identify Stakeholders & Abilities/Limitations

- Transportation Stakeholders
- Telehealth Stakeholders
- Meeting with all stakeholders



What *community members* are most in need of telehealth and transportation to healthcare systems?



# TRANSPORTATION STAKEHOLDERS

## *Stakeholders*

- Planning District Commission
- Local and State Representation
- Donors and Supporting Foundations
- Charlottesville Area Transit
- Jaunt
- Albemarle County Transportation Services
- Community Members

## *Potential Funding Stakeholders*

- Community Transportation Association of America
- National Rural Transit Assistance Program
- National Center of Mobility Management
- National Aging and Disability Transit Center
- Elderly
- People with Disabilities
- Low-Income Individuals
- Veterans
- People with special healthcare needs



# TELEHEALTH STAKEHOLDERS

## *Stakeholders*

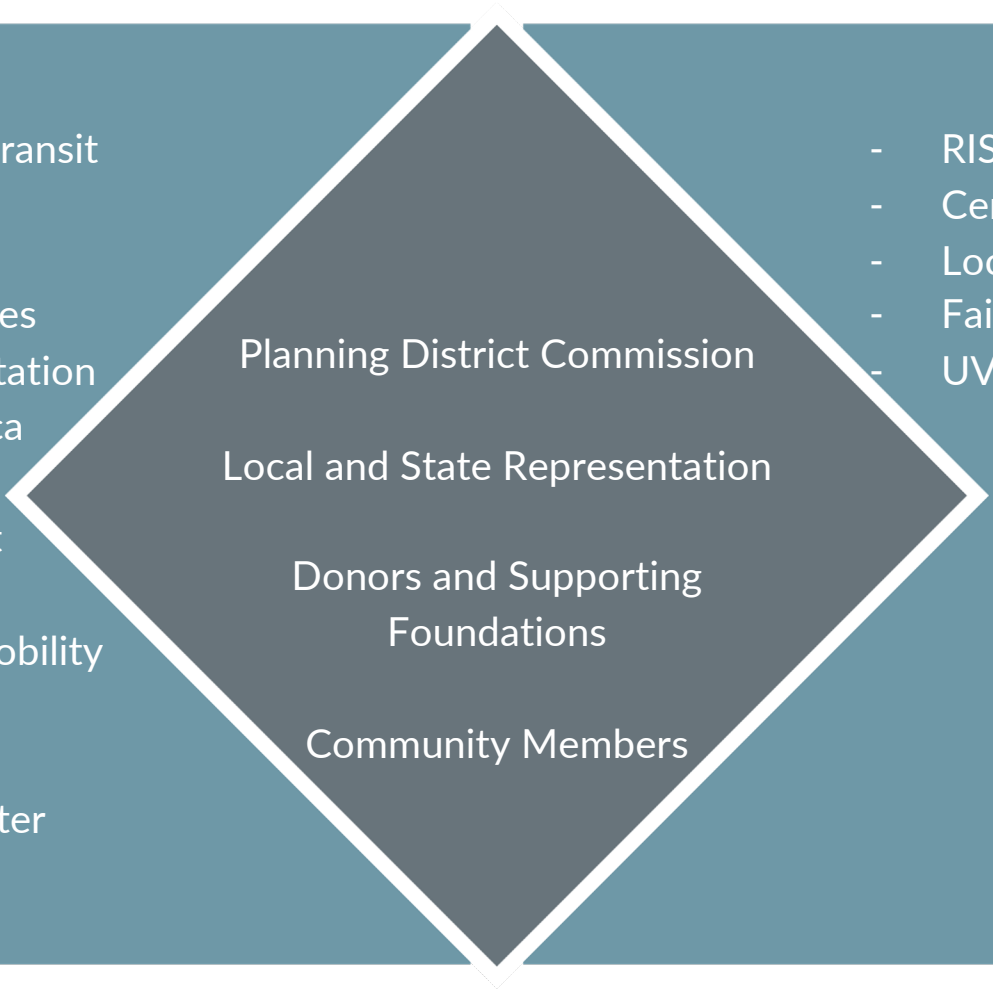
- Planning District Commission
- Local and State Representation
- Donors and Supporting Foundations
- RISE providers
- Central Virginia Electric
- Local Technology Companies
- Community Members
- Faith-Based Organizations

Transportation

- Charlottesville Area Transit
- Jaunt
- Albemarle County Transportation Services
- Community Transportation Association of America
  
- National Rural Transit Assistance Program
- National Center of Mobility Management
- National Aging and Disability Transit Center

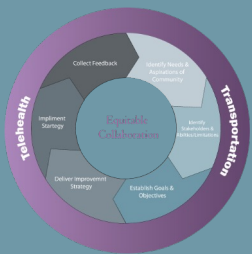
Telehealth

- RISE providers
- Central Virginia Electric
- Local Technology Companies
- Faith-Based Organizations
- UVA Darden School



# Establish Goals & Objectives

- Establish collective goal statement
  - Get stakeholders to the table
- Evaluate the steps towards meeting the goal statement.
- Create goals and evaluate them under a SMART approach.





## Goal Statement

*Our region is committed to assisting the communities needs of improved transportation and telehealth options. Commitment to achieve goals outlined in the MAPP2Health requires equitable collaboration of all stakeholders. Our goal is to implement MAPP2Health recommendations to improve telehealth and transportation; and the overlay of both.*



What are important aspects  
when setting a goal(s)?



# SMART

S

**Specific:** Be transparent with what needs to be accomplished (Who, what, when, where, why).

M

**Measurable:** How will you evaluate the goals and their process

A

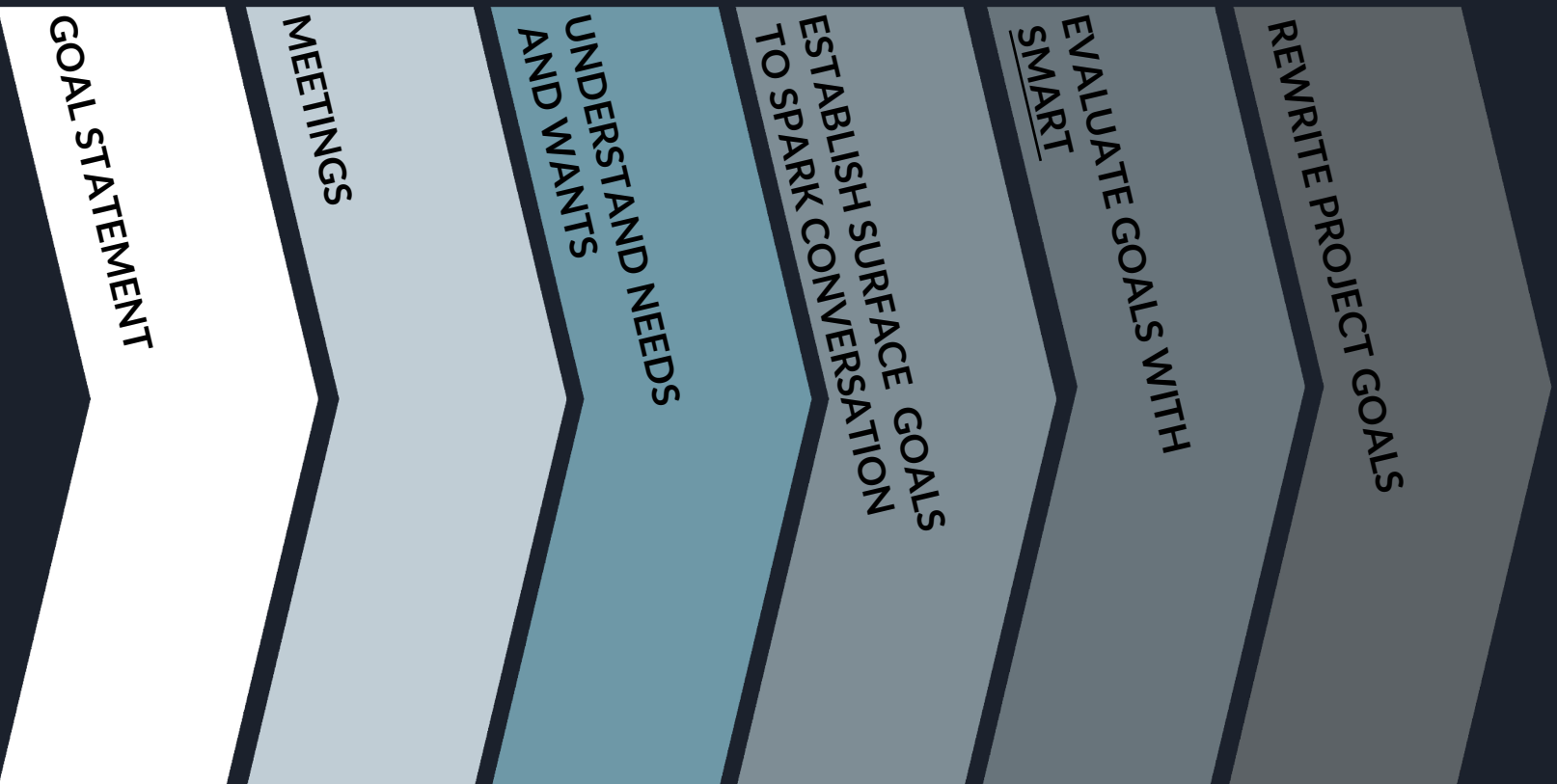
**Achievable:** Challenge goals and stakeholders to achieve outcomes.

R

**Relevant:** How does the goals set address the present issues and future needs? How is it aligned to objectives.

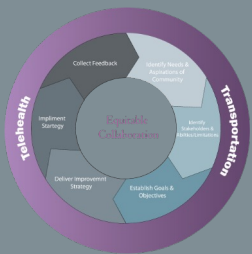
T

**Time-Bound:** Set target dates to track progress towards goals. Include all information necessary (deadlines, dates and frequency)



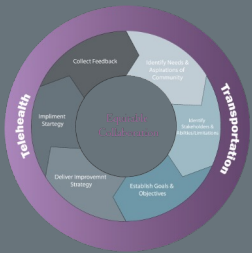
# Deliver Improvement Strategy

- Open meetings to suggestions for improvement plans
- Open discussion facilitated by one individual without bias
  - Thorough Discussion of MAPP2Health
- Address the questions
  - What's our blind spot?
  - What unintended consequence are we putting forward through this plan?
  - What is the real need, and why?
- Delivery Improvement plan to community members



# Implement Strategy

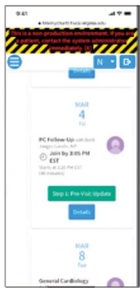
- Informational Flyers
  - What is happening
  - How to utilize changes
- Public Meetings
- Social Media Post
- Instruction and Education communication



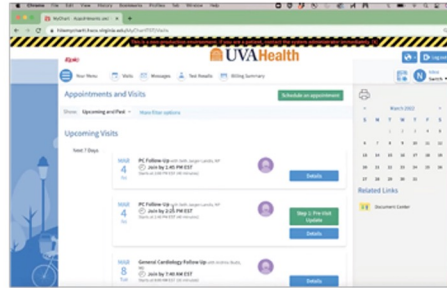


# Integration

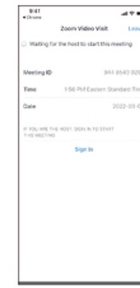
- *Interagency Support*
  - DMV gives you medicare application
  - Food Lion provides opportunity to sign one up for healthcare when they pick up food stamps
  - Local Organizations educate community members on projected changes
- Test Run
  - Local Fire Departments and faith based organizations (other non-profits) test run routes, delivery time, and other aspects of the proposed plans
- Inform community members
  - Facebook post
  - Flyers
  - Public Meetings



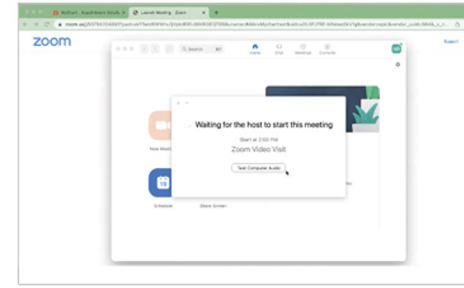
Mobile View



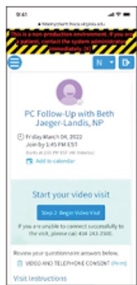
Desktop View



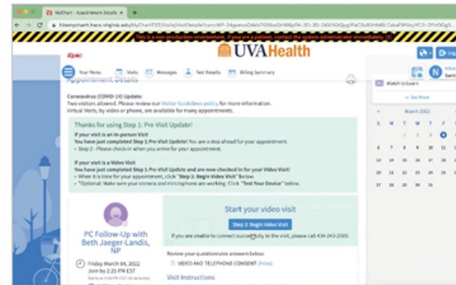
Mobile View



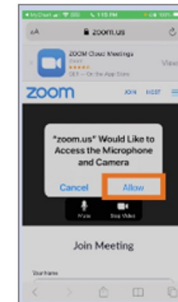
Desktop View



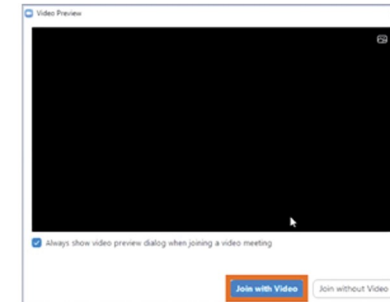
Mobile View



Desktop View



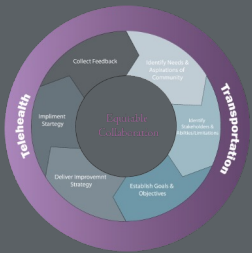
Mobile View



Desktop View

## Collect Feedback

- PhotoVoice Project
- Continue to use the evaluation forums outlined in “Identify Needs and Aspirations of Community” section - Evaluation forums
- In 6 months (12 months) have another collaborative meeting with the same stakeholders to address any new, unforeseeable community issues that have occurred





# PhotoVoice

“The photovoice framework involves participants taking pictures to document community issues and realities, both positive and negative. The process includes time for the individual and groups to reflect on the photos as well as opportunities to share their photos and symbolism with policy makers.”

1. What do you **See** in this picture?
2. What is **H**appening in this photo?
3. How does this problem relate to **O**ur lives?
4. Why do these problems **E**xist?
5. What can we **D**o about it?<sup>3</sup>

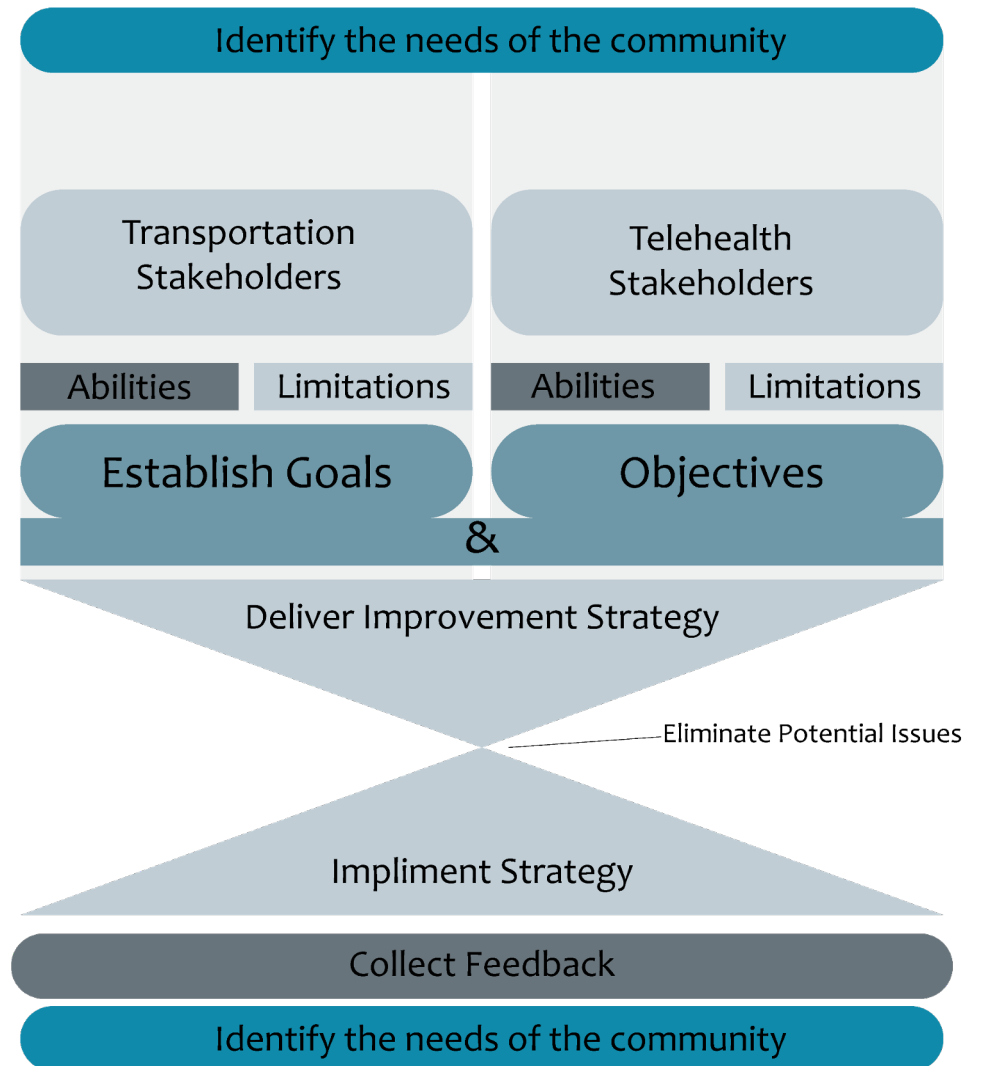




# Evaluation

|  |   |   |   |
|--|---|---|---|
| 1. The meeting achieved its stated purpose.                                  | 1 | 2 | 3 |
| 2. The meeting helped me understand the topics discussed.                    | 1 | 2 | 3 |
| 3. Stakeholders were effective in communicating.                             |   | 4 | 5 |
| 4. I felt that I was heard.  | 1 | 2 | 3 |
| 5. The presentations and discussions were understandable, fair and balanced. |   | 4 | 5 |
| 6. I am satisfied with the meeting.  | 1 | 2 | 3 |
|  |   | 4 | 5 |
|  | 1 | 2 | 3 |
|  |   | 4 | 5 |
|  | 1 | 2 | 3 |
|  |   | 4 | 5 |

# Process Map





## Recommendations

- Spend time building trust within community.
- Establish SMART goals and stick to them.
- Host meeting that bring all stakeholders and potential stakeholders together to discuss issues around transportation and telehealth.
- Inform the community through informational/instructional flyers.
- Push interagency support within the Community.
- Implement facilitators in public meetings to enhance communication and prevent top-down formation.



Questions?