Baby On Board Presentation

GCRTA Board Presentation
February 6, 2024

CCBH

Baby on Board Initiative

- Partnership between the Greater Cleveland Regional Transit Authority (RTA) and the Cuyahoga Ohio Equity Initiative (OEI) team.
- RTA was awarded $500,000 by the Ohio Department of Transportation to address social determinants of health in response to an application in collaboration with OEI to improve birth outcomes.
- Baby on Board is a project designed to address transportation barriers for families who are pregnant and/or caring for a child under age of 1yrs in Cuyahoga County.
- The purpose is to improve access to public transportation and provide more opportunities for families to get where they need to go.
    - Provide transit passes to eligible families
    - Improve bus stop locations
- Initiated in late spring of 2021

Baby on Board Initiative
Family Eligibility Requirements

1. Family is pregnant or caring for a child less than one years of age
2. Family resides in Cuyahoga County
3. Family does not have transportation to meet medical & social needs
4. Family must be actively engaged with a Baby on Board community partner agency
    - If they are not actively engaged, they can be referred to Neighborhood Leadership Institute's Neighborhood Navigators to engaged with a community navigator to connect them to a BoB partner. (NLI Navigation Services: 216-658-1355)

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Current Community Partners:

Cuyahoga County
Fatherhood Initiative

Metro
Health

West Side Community House
Transforming lives in the community since 1890

Pregnant with Possibilities
Resource Center

Partner Agency Requirements

- Identify a designee at partnering organization to run the program.
- Coordinator or designee must complete initial enrollment survey with every family who meet eligibility criteria to receive transit passes.
- Coordinator or designee must contact the recipient of the transit pass to complete the Baby on Board follow up survey.
    - Follow-ups or documentation of three attempts to follow up must be completed within 30 days after the transit passes was provided to the family.
- Coordinator or designee must enter all completed enrollment and follow up surveys on a weekly basis in order to received additional transit passes from CCBH.
- Coordinator or designee is responsible for providing transit passes to family.

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Structural Upgrades

New bus shelter: St. Clair & E. 125

Bus shelter upgrades:

- larger shelters
- solar lights
- family seat
- adding trash cans
- program wraps for BOB on shelters
- moved to safer location

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Advertisement Campaigns

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Transit Pass Distributed

Over 2,230 7-day transit passes distributed since the program began

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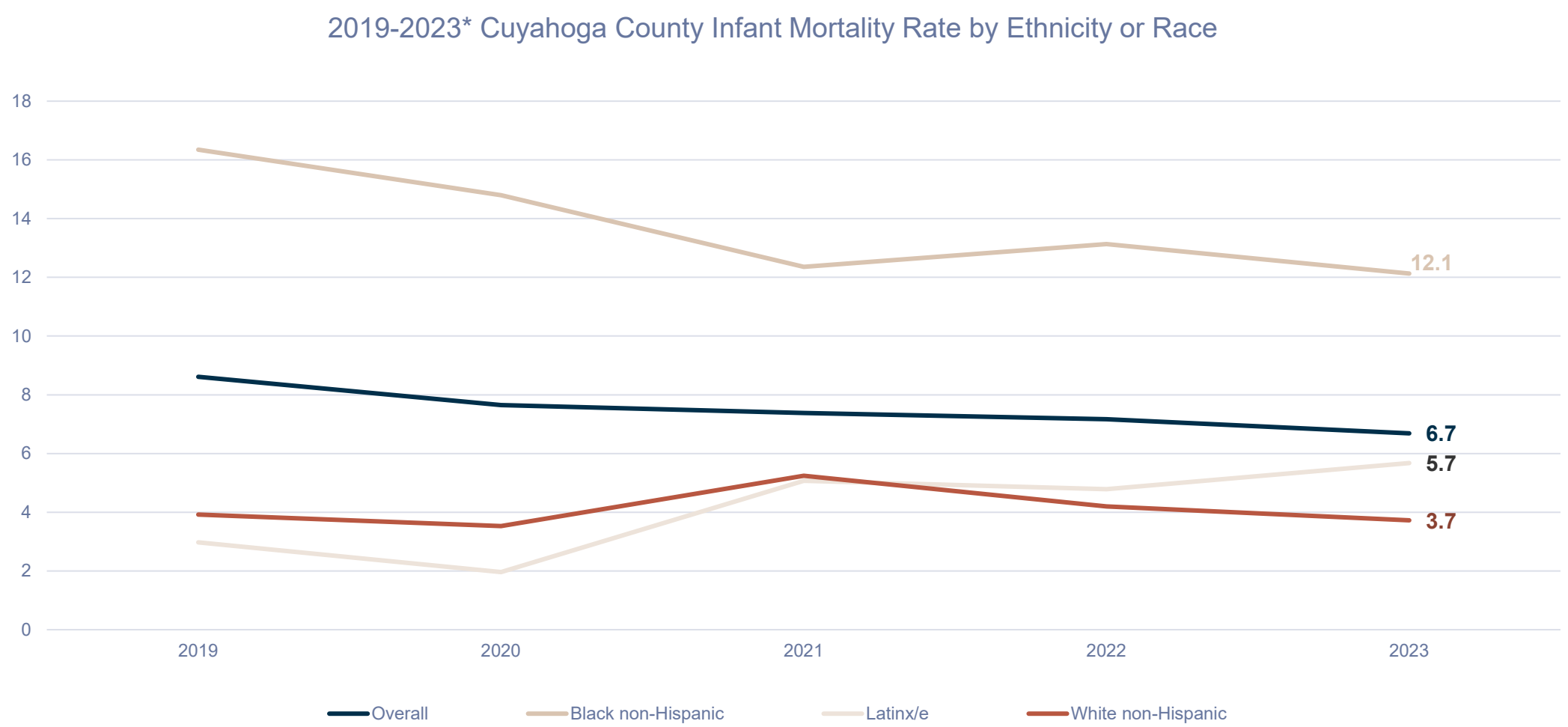
2019-2023* Infant Mortality Rate (IMR) by Ethnicity or Race



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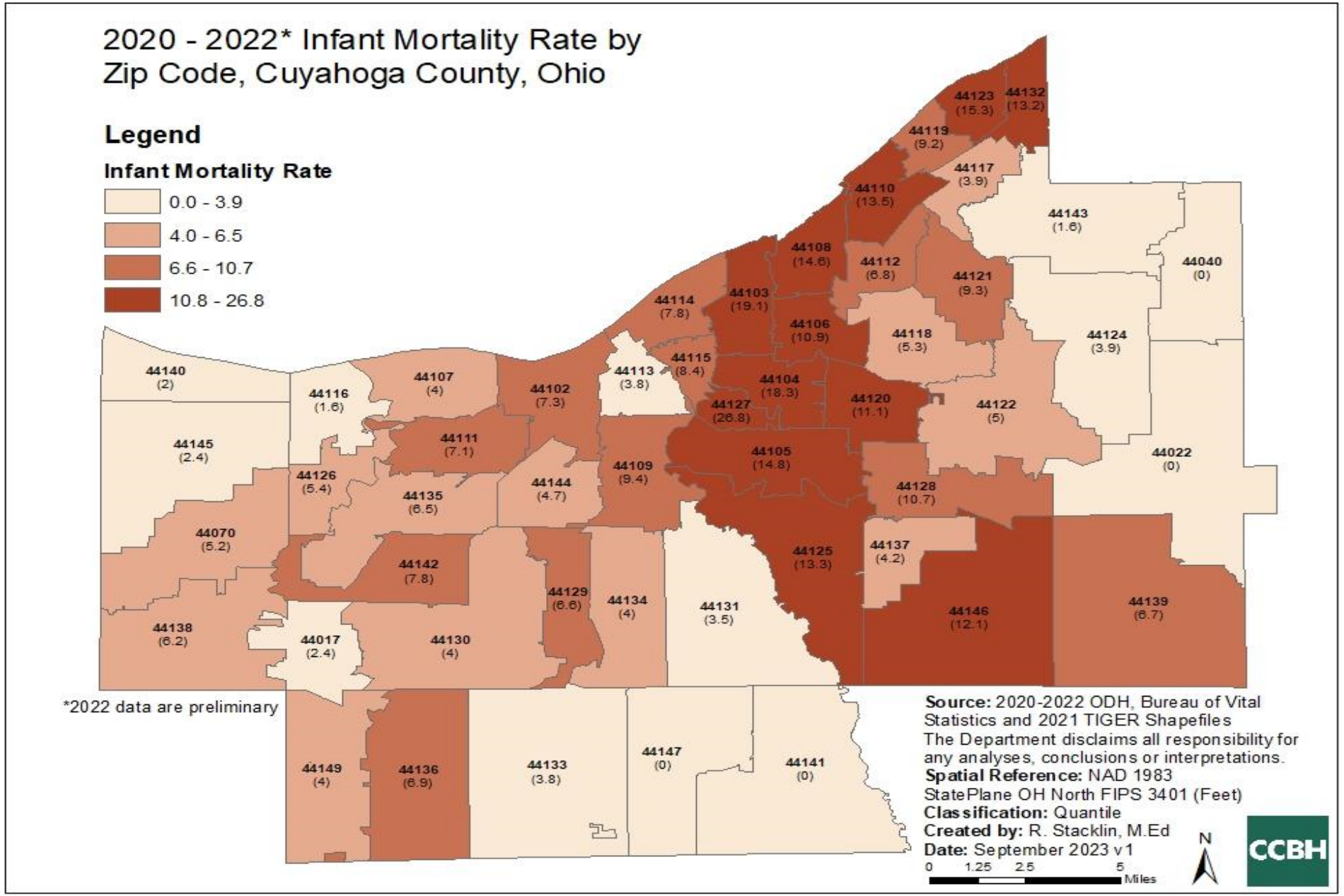

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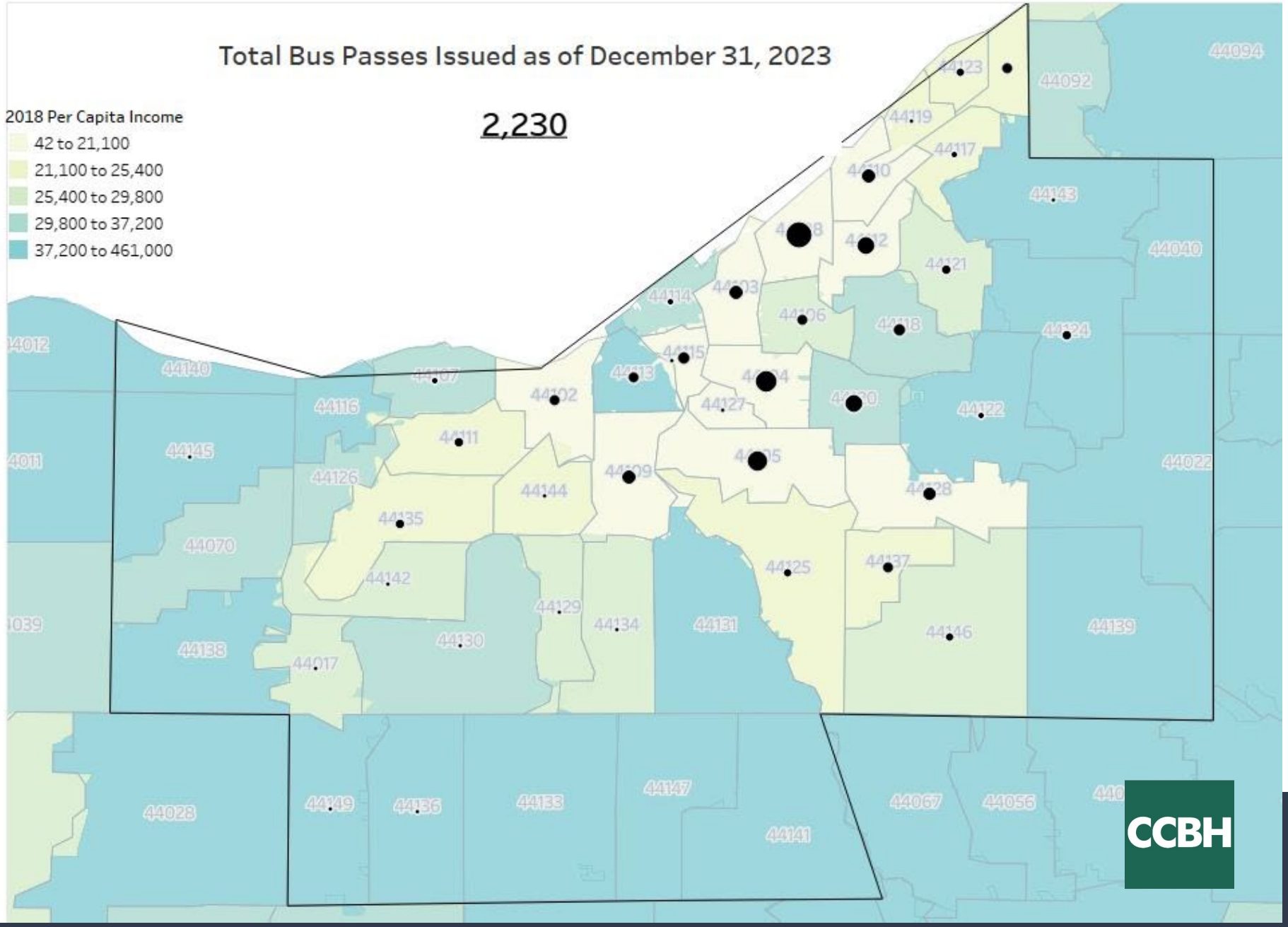
Total Bus Passes Issued by Zip Code of Residency and 2018 Per Capital Income



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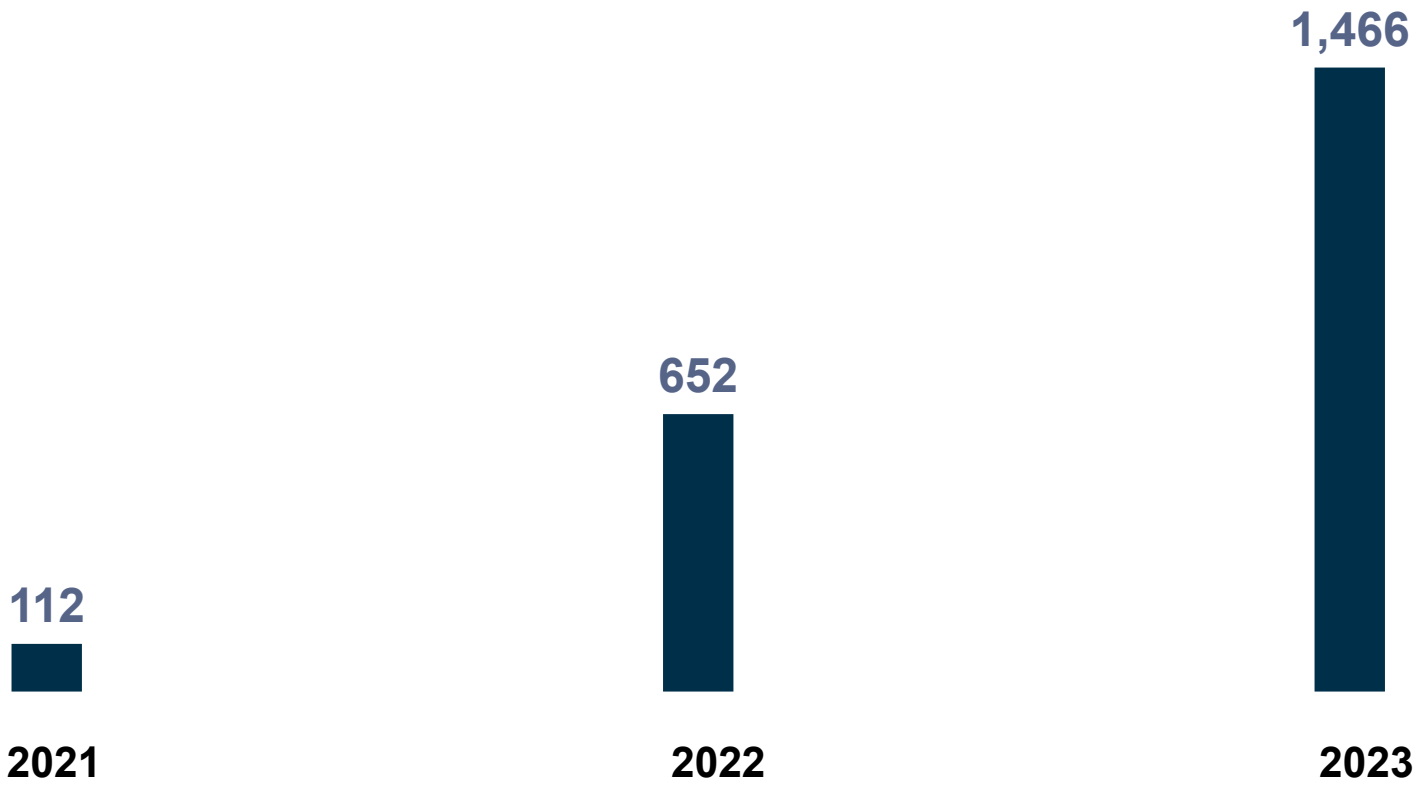
Yearly Transit Pass Distribution

Data as of December 31, 2023



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28%
used passes for medical appointments

43%
take bus daily

24%
walk over 11 minutes to most commonly used bus/train stop

Findings from Survey Responses

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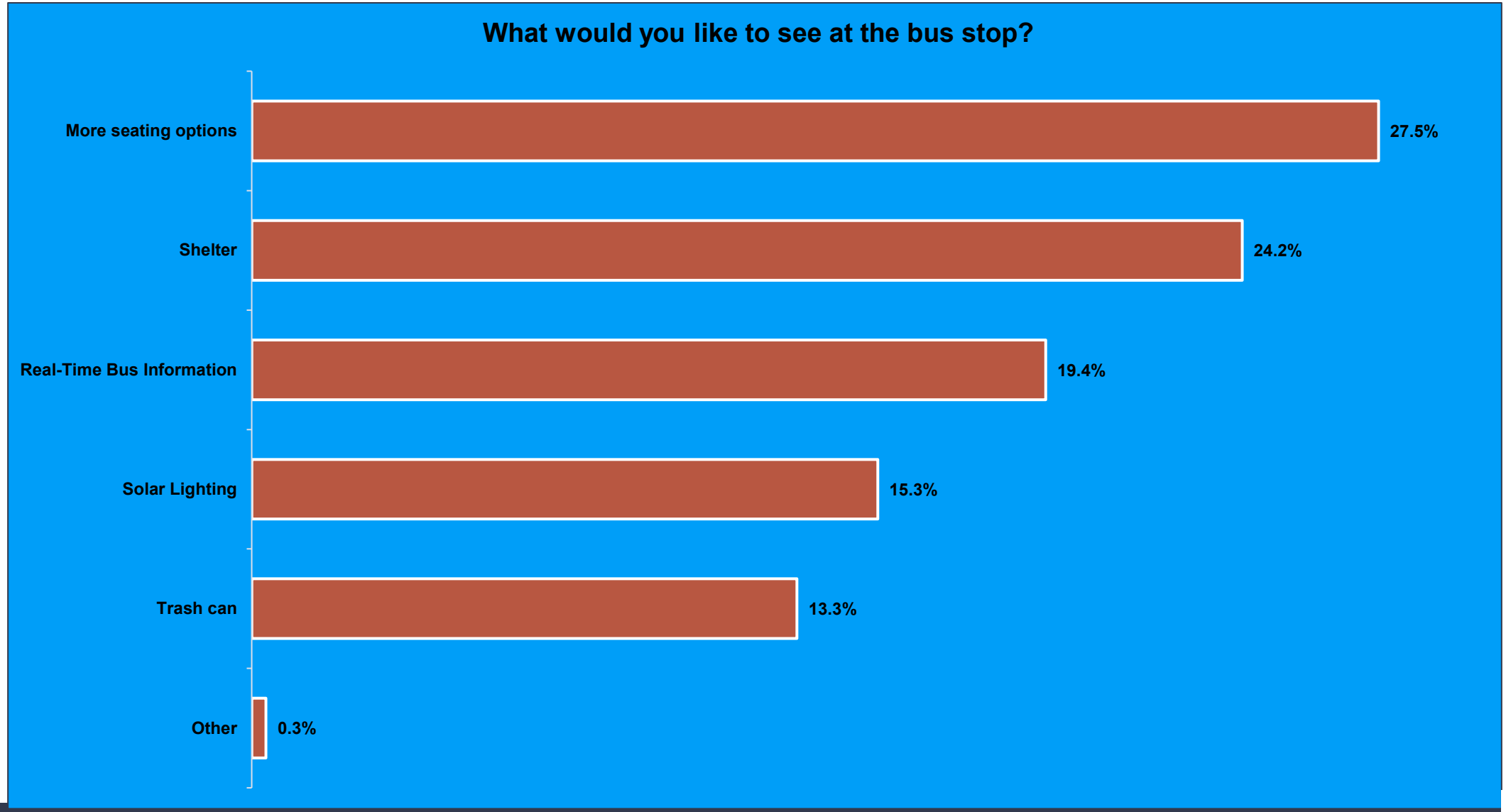

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Data Summary

- ➔ As transit pass increase, there's a chance to enhance routes and service frequency in response to rising demand.
- ➔ A survey reveals user preferences and satisfaction levels, indicating an overall effective public transportation system.
- ➔ User feedback highlights specific areas for potential improvements.

NEON Health Services

Mom's & Babies First

Organizational overview

► Non-profit health care center providing primary care and social services for over 55 years

► Mom’s and Babies First focuses on Maternal Health, Infant Vitality and Holistic care

► Serves over 300 women and families annually

► Major barriers include housing, food insecurity, and transportation

Partnership

- Low income African American women ages 15-35
- Cleveland and the inner ring suburbs
- Average family size of 3.5
- To date over 750 weekly passes to over 200 families distributed

Benefits

- Increases accessibility to core needs including food, health care, social support, education and employment
- Encourages program/appointment compliance by incentiving follow up
- Improves social emotional health and self esteem
- Empowers clients to become self-sustaining, productive, and motivated

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Successes

Cuyahoga County OEI

- Trust and rapport
  - They foster a sense of mutual respect, understanding, and support among the partners
  - Empowered partners by implementing suggestions i.e. expanding service areas and requirements
  - Create a positive and productive working environment

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Client Impact

► Emerald Glass

Young first time mother has been receiving weekly transit passes for over one month to secure transportation to work and general travel. Her vehicle was recently totaled in a car accident and had very little family support. The program has provided her with a reliable transportation option to care for her family.

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Client Impact

► Sierra Swint

Mother of three received weekly transit passes for several months for both herself, partner, and children when needed to secure transportation to and from work, medical appointment including therapy for her then hearing impaired child. The program enabled them to sustain employment and complete timely appointments.

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Next Steps for 2024

- Continue expansion of the Baby on Board partners
- Exploring increasing the child age limit beyond 1yrs old
- New streamlined survey in 2024
- Continue to increase marketing of program

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