

Rural Mobility Challenges for Seniors in the Roanoke, VA Area

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- 100k population with ~20K seniors
- Concentrated urban population
- Transition from urban to rural occurs very quickly
- **Rural road navigation, sometimes over extended distances, is often needed for seniors to gain access to essential goods and services**



Problem Statement:

- Transportation is crucial for rural seniors to access needed services and maintain independence
- Rural locations => few viable options
- What are the barriers?

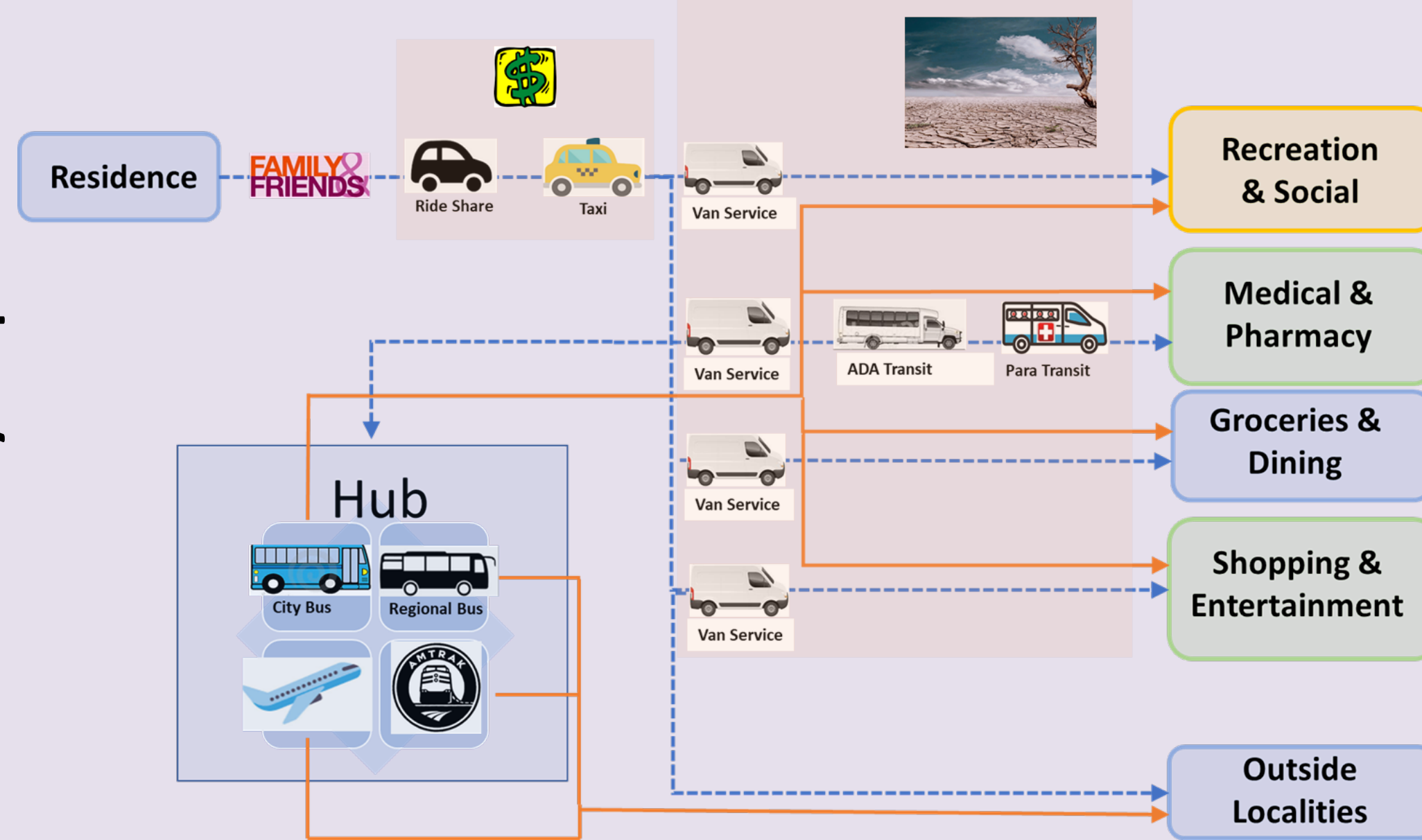
Advancements:

- Develop understanding of mobility needs and challenges of rural seniors
- Identify potential targeted solutions
- Reduce isolation, inform infrastructure improvements, transform transportation planning

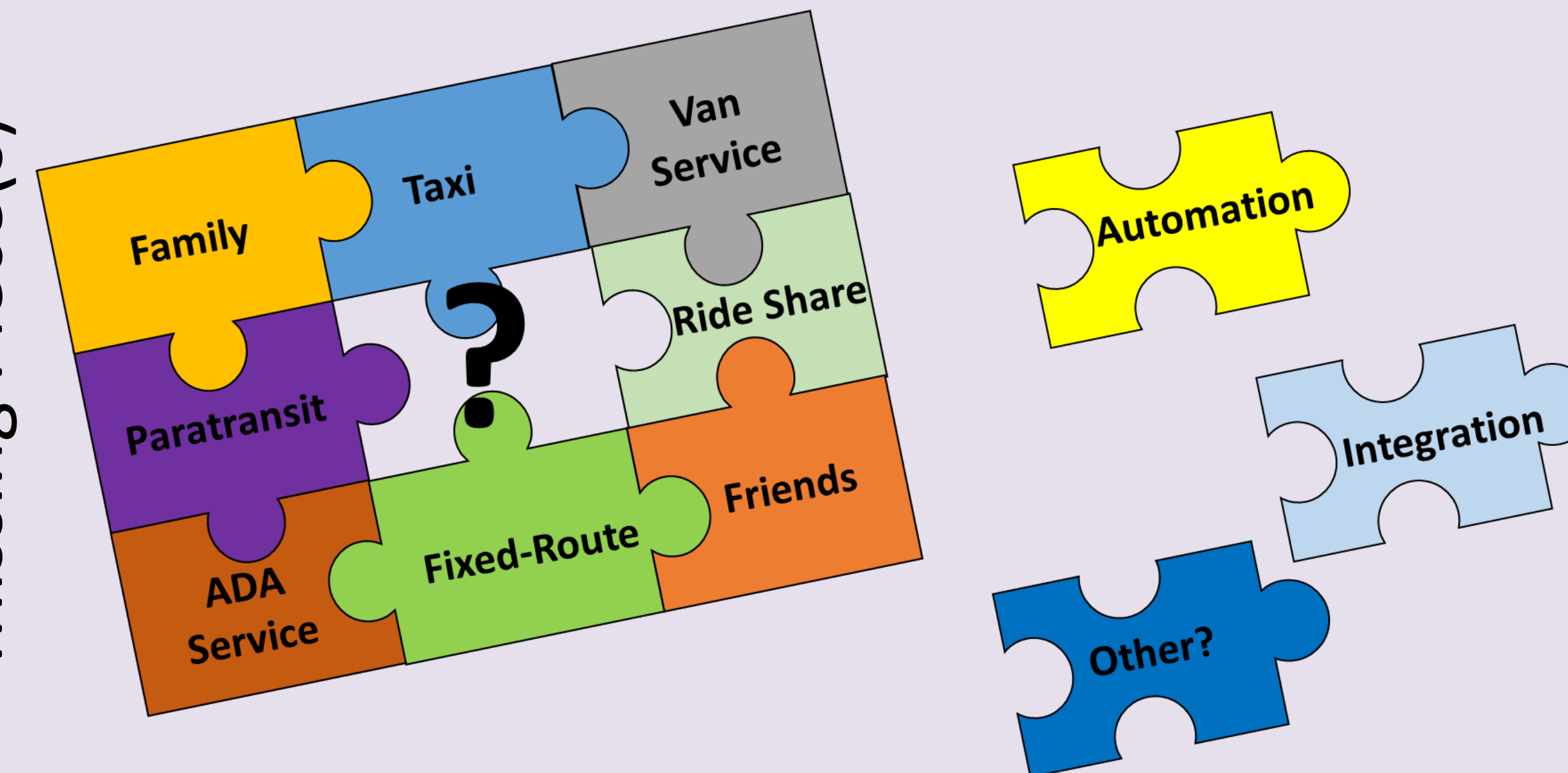
Structured Interviews



Mobility Options



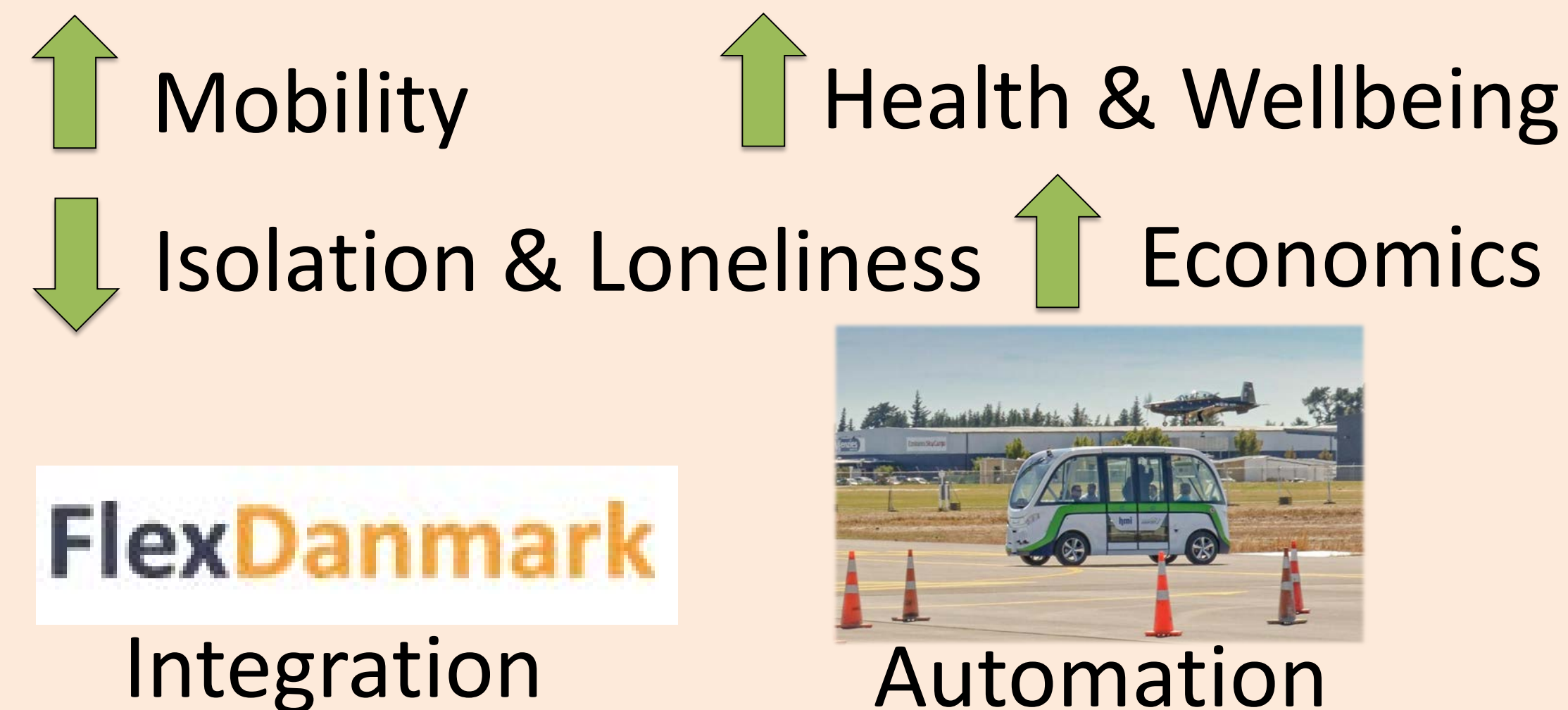
Missing Piece(s)



Immediate Impact:

- Initial understanding of transportation needs and barriers
- Awareness
- Relationships with transportation providers, advocates, and policy makers

Lasting Impact:



Next Steps:

- Survey seniors in Roanoke, VA
- Deep understanding of mobility barriers and needs
 - Technology
 - Automation