



A Nonprofit Charity - Est. 1979
Easy
Lift
Transportation

Annual Report 2011-2012



MISSION

Easy Lift's mission is to fulfill our community's need for specialized transportation to allow individuals and organizations access to essential programs and services.

VALUES

Easy Lift's values of Teamwork, Respect, Integrity, Honesty, Professionalism and Trust describes how we interact with our passengers and their families, our community partners and each other.

VISION

Easy Lift's vision is to become the community's recognized advisor for specialized transportation needs.

"When I couldn't drive anymore, I thought my life was over. And then someone told me about Easy Lift. My life began again!"
- Easy Lift passenger



MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD PRESIDENT

Since our start in 1979, both the community and Easy Lift have seen numerous changes.

One constant remains, however; it is difficult for many people to access valuable programs and services due to disability and age. Through transportation, Easy Lift provides the gift of freedom to such community members as Gus Albertsen, a teenager who has cerebral palsy, Valerie Doty, with the debilitating disease multiple sclerosis, and senior Bernard Fried, who can no longer drive. Thanks to our service, they access programs and live life to its fullest.

An elderly passenger said it best: "When I couldn't drive anymore, I thought my life was over. And then someone told me about Easy Lift. My life began again!"

While most in the community know of the Dial-A-Ride program, many are not aware that we are a community partner in the truest sense. We utilize proven practices and innovations to solve our community's transportation concerns through nearly ten programs with over fifty partner agencies.

It is in this spirit of community collaboration that Easy Lift's Board of Directors crafted a new Mission, Values and Vision statement (see opposite page) to reflect our all-encompassing work as The Specialized Transportation Leader. While we recognize that efficient and effective transportation will not solve all local issues, we advise that transportation be strongly considered for successful structure of existing and new programs.

Now 33 years strong, we remain grateful for the trust of our donors, funding partners, and sponsors, and are committed to retain your confidence in our organization every minute of every day.

Our community deserves it.

Ernesto Paredes, Executive Director
Mac Johnson, Board President



Valerie

A diagnosis of MS in 1997 didn't keep Valerie Doty on the sidelines. Thanks to Easy Lift, which she uses Monday through Friday for travel to and from her job at the Cancer Center of Santa Barbara, Valerie is "free to do what I want to do!" Because Valerie's husband of 40 years is a pastor with a sporadic and busy schedule, Easy Lift ensures she isn't "confined at home but can be as independent as I want to be."

MOBILITY Providing transportation for people with limited mobility for more than 30 years.

DIGNITY Go where you need to go such as medical appointments, grocery store, community programs, and social events.

INDEPENDENCE Be self-reliant, empowered, and social



Gus

At 19 years old, Gus Albertsen is going strong on his own thanks to Easy Lift. Living at home with his mother, Martha, who works at Santa Barbara interior design firm Arcadia Studio, Gus uses Easy Lift for travel to Santa Barbara City College, physical therapy and regular dances at Jodi House. Not only does Easy Lift relieve Martha from transportation duty so she can work, which she says "is a wonderful thing," Easy Lift also helps foster Gus' independence ... something he cherishes.

DIAL-A-RIDE

Started in 1979 as a project of the local Easter Seals, Dial-A-Ride is Easy Lift's most commonly known service. Each year we schedule tens of thousands of

rides for people with limited mobility. Our Dial-A-Ride program is subsidized through donations, grants, and special public transit monies. The service is available for people who are physically or cognitively unable to ride the Metropolitan Transit District (MTD).

Passengers are able to travel throughout south Santa Barbara County including Goleta, Santa Barbara, Montecito, Summerland and Carpinteria. Registered passengers pay only \$3.50 for each one-way ride.



OPENING DOORS

Girls Inc. of Carpinteria had a problem. They were fortunate to have partnered with the Early Academic Outreach Program at UCSB for their "Eureka!" program. Unfortunately, they had no way of transporting all 25 girls from Carpinteria to UCSB for the program. Victoria Juarez, Girls Inc. Executive Director, learned about Easy Lift's Children's Accessible Transportation

(CAT) program and made the call. Shortly thereafter, arrangements were finalized and Easy Lift was on board transporting the girls every day for this four week program.

The Eureka! program encourages girls 12 to 18 to explore career paths and post-secondary educational opportunities in STEM fields. The program begins by

"Easy Lift Transportation helped make our Eureka! program at UCSB a great success. Twenty-five potential first-generation college students spent the summer immersed in the world of higher education and it would have been a real challenge transporting them to campus every weekday for four weeks without Easy Lift. We are grateful for the support of Easy Lift Transportation. Gracias!" - Victoria Juarez, Executive Director for Girls Inc. Carpinteria

addressing girls in middle school who are at high risk of losing interest in STEM as they are beginning to set educational goals and identify future coursework. Many of the girls will be the first in their families to attend college, and Eureka! will help open the doors of higher education to them.



CHILDREN'S ACCESSIBLE TRANSPORTATION (CAT)

CAT provides transportation to many youth and teen programs that are financially unable to provide their own transportation. Last year alone, CAT provided over 8,000 rides to the less advantaged children of our community via 20 nonprofit organizations, some of which include:

Boys & Girls Club of Santa Barbara

CALM

Family Service Agency

Goleta Boys & Girls Club

Just Communities

Montecito YMCA

Safety Town/Soroptimist

Storyteller Children's Center

Transition House

Want to help us make a difference?
"Like" us on Facebook!





GIVING BACK



In a perfect example of the Greatest Generation Accessible Transportation program, Easy Lift provided transportation so more than 100 senior residents of Villa Santa Barbara could enjoy lunch and conversation with the USS HALSEY's Commanding Officer and sailors. Conversations between the generations were a rare treat. For example, 25-year-old



Commanding Officer Michael Weeldreyer presents Villa Santa Barbara with USS HALSEY commemorative plaque.

Petty Officer 3rd Class Michael Eastland spent time with Donald Marks, a 90-year-old veteran of World War II. Even with their 65 year age difference, Michael and Don found kinship in serving their country. Red, white and blue decorations greeted the sailors as did a large American flag and sign that read "Welcome USS Halsey – We are proud of you."



GREATEST GENERATION ACCESSIBLE TRANSPORTATION (GGAT)

GGAT provides grouped rides for senior citizens who may not necessarily qualify for Dial-A-Ride services, but have limited means to reach programs and services for the elderly community. GGAT works closely with agencies such as the Community Action Commission, Laguna Cottages, New Beginnings Counseling Center, Encina Royale, San Rafael Church, Villa Caridad, Rancho Santa Barbara Mobile, San Vicente Mobile Home, St. Vincent's, and the Goleta Community Center.

COMMUNITY SERVICE COLLABORATIONS



- Easy Lift has helped local nonprofits increase community awareness for their organizations or projects by providing free vehicle marketing. Programs included 211, CALM, and a memorial for Jake Boysel, a boy who was killed riding his bike to school.
- On the first day of spring each year, every Easy Lift passenger receives a free box of Girl Scout cookies.
- Local nonprofit organizations provide vital information to our drivers during monthly in-service meetings.
- UCSB Work Study students receive excellent work experience in our dispatch department.
- Easy Lift serves as the call center for Santa Barbara Village.

ADDITIONAL EASY LIFT SERVICES

Non-Emergency Accessible Transportation (NEAT)

Through a contract with CenCal Health, Easy Lift provides nearly 1,000 rides per month for low-income Medi-Cal residents to non-emergency medical appointments, primarily for dialysis patients who require multiple trips each week.

Emergency Evacuation & Preparedness

During emergencies, Easy Lift provides transportation services on an as-needed basis. During the Jesusita Fire, Easy Lift transported over 100 residents of Villa Alamar to safety...and back again. Easy Lift is also a member of Santa Barbara County VOAD (Voluntary Organizations Active in Disasters), a group dedicated to improving outcomes for county residents affected by disasters.

Homeless Shuttle

Funded by the County of Santa Barbara, this special service provides access to vital healthcare services for Santa Barbara's homeless population. Without this service, hundreds of homeless would suffer life-threatening illnesses, including TB (the primary illness among homeless).

Loaner Vehicle Program

Nonprofit groups or government agencies can borrow Easy Lift vans to transport their clients after they receive driver training for their volunteers or staff.





Easy Lift is fortunate to have what we consider the best employees in Santa Barbara! Currently, we have 20 full-time and 25 part time part-time employees, many of whom have been with us for over 10 years!



Driver Miguel Brito and passenger May Yansen.



Dispatchers Peyton Paredes and Jennifer Camiro work the phones.



Senior staff (from left) include Polly Sumner, CFO
Nicole Campos, Operations Coordinator
Rene Andrade, Operations Manager
Ernesto Paredes, Executive Director
Melinda Johansson, Development Director

BOARD

Board of Directors
Mac A. Johnson – President
Karen Johnson –
Secretary & Treasurer
Dave Johnson
Matt Dentinger
Eric D. Miller



ACCOMPLISHMENTS

Partnership with CenCal Health

Easy Lift Transportation and CenCal Health formed a new partnership to provide Nonemergency Accessible Transportation (NEAT) to low-income South Coast residents. With this collaboration, not only will CenCal members enjoy a reliable, safe and comfortable way to access vital health services, this alliance provides a truly unique example of a successful public/private partnership. The program added four new vehicles, four full-time drivers and is expected to provide more than 1,000 rides per month.



Easy Lift is proud to have participated in the Hands Helping Hearts Program where all 35 drivers were trained to administer Hands Only CPR.

CenCal Health Chief Operating Officer Paul Jaconette, left, and Easy Lift Executive Director Ernesto Paredes

Trapeze Scheduling Software

2011 and 2012 brought the purchase, installation and implementation of a new computerized scheduling software, a long-awaited and much needed addition to Easy Lift operations. Enhanced productivity of dispatch activities as well as more coordination results in efficient rides and significant savings in miles travelled, fuel consumption and driver time.



Pictured are Montecito Bank & Trust CEO Janet Garufis, Ernesto Paredes & Santa Barbara Triathlon Director Joe Coito.

Santa Barbara Triathlon Finalist

Easy Lift was pleased to be selected as one of eight finalists for the 2012 Santa Barbara Triathlon.

Shuttle Runs

Easy Lift provided special shuttle runs for several nonprofit events including: the 24th annual Santa Barbara Unity Shoppe Telethon, The Fund for Santa Barbara Bread and Roses event, Santa Barbara Rape Crisis Center, Elings Park, the Dream Foundation, and the Westside Community Center.



Thank you to Montecito Bank & Trust for their continued support of our Adopt-a-Van program. Their sponsorship of 15 vehicles is an incredible testament and we are very grateful for their generosity.

FUTURE GOALS

- Alternative fuel vehicles
- Payment cards
- Enhanced marketing, PR, fundraising & social media
- Same day requests
- 11 new vehicles delivered
- Strategic planning for 2013 and beyond
- Volunteer program (dispatchers & driver corp, Seniors Driving Seniors)

EASY LIFT TRANSPORTATION FINANCIAL OVERVIEW AND CLIENT DEMOGRAPHICS - 2012 ANNUAL REPORT

1,873 Active Passengers

Gender

Female	69%
Male	31%

Disability

Frail Elderly	26%
Vision Impairment	19%
Cerebral Palsy	17%
Stroke	14%
Heart Conditions	10%
Dementia	8%
Kidney Problems	6%

Income

Under \$5,000	25%
\$5,000- \$9,000	43%
Over \$10,000	32%

Ambulatory Status

Wheelchair	35%
Ambulatory	27%
Cane	20%
Walker	14%
Scooter	4%

Year

Rides

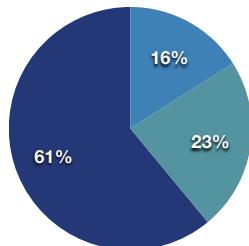
Passengers

06-07	54,953	1,385
07-08	63,737	1,578
08-09	61,899	1,668
09-10	66,166	1,573
11-12	74,492	1,873

Fiscal year
2012 Budget
\$1,871,111

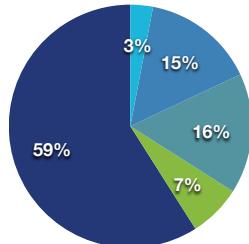
Revenue

Source	
State Transit Assistance	16%
Local Government	23%
Self Generated Revenue (Grants, fees, fundraising, etc.)	61%



Expenses

Fundraising	3%
Mgmt & General	15%
Maintenance & Fuel	16%
Vehicle Insurance	7%
Route Operations	59%





Women's Fund OF SANTA BARBARA

Sally Coughlin and Debby Ciambrone with the Women's Fund of Santa Barbara present a gift of \$65,000 to Executive Director Ernesto Paredes and Board President Mac Johnson. Their gift supports the purchase of an additional vehicles and one driver for the CAT program.

Adopt-a-Van Program

Easy Lift would like to thank the following organizations and businesses for their support through our Adopt-a-Van program.

Alexander Properties
Coastal Home Care/Senior Planning Services
Help Unlimited
Home Instead Senior Care
HUB International
Montecito Bank & Trust
Visiting Nurse & Hospice Care

SPECIAL THANK YOU TO OUR FUNDING PARTNERS

Ann Jackson Family Foundation
The Dr. Hildegard H. Balin Charitable Trust
Cottage Health System
Crawford Idema Family Foundation
Dreier Family Foundation
Gildea Foundation
Hutton Parker Foundation
Herbert & Gertrude Latkin Charitable Foundation
Metropolitan Transit District (MTD)
Montecito Bank & Trust
Orfalea Fund
The June G. Outhwaite Charitable Trust
Santa Barbara Bank & Trust
Santa Barbara Foundation
Santa Barbara County Association of Governments
Santa Barbara County Human Services
Towbes Foundation
Venoco Community Partnership
Weingart Foundation
Women's Fund of Santa Barbara
Wood-Claeyssens Foundation
Yardi

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Passenger Marie Campbell with friend, passenger and long-time Easy Lift Board Member Karen Johnson.



Easy Lift Transportation
53 Cass Place, Suite D
Santa Barbara, CA 93117