

Every Ride Counts: Pilot Projects Discuss Their Experiences

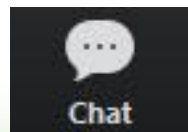
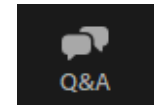
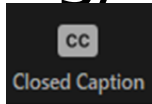
January 14, 2025



Photo: City of Boston's Commission on Affairs of the Elderly

Instructions for Zoom Webinar Participation

- All participants are muted.
- The session is being recorded. All materials including the recording will be put on the [NADTC](#) website.
- Closed captioning is available. You can turn captioning/subtitles on or off by clicking on the cc button.
- Please put your questions in the Q & A button.
- Chat is open and can be used for general comments, or technical assistance.



National Aging & Disability Transportation Center

Our Mission:

To promote the availability of accessible transportation options that serve the needs of Older Adults, People with Disabilities, Caregivers, and Communities.



National Aging & Disability Transportation Center

DEIA is Part of
Everything We Do!



What We Provide:

- Technical Assistance & Training
- Publications & Resources
- Partnership Coordination
 - DEI Data & Educational Opportunities
 - Coalition Toolkit
- Community Grants & Pilots

National Aging & Disability Transportation Center

Where to Find Us:

- Website
- Monthly eNews
- Social Media
 - Linked in
 - Facebook
 - YouTube



Join our Mailing List!



www.nadtc.org

Every Ride Counts on NADTC Website

- Registration no longer required – anyone can access, download and customize Every Ride Counts materials
- We are in the process of re-organizing the site to make it more attractive and easier to navigate

Today's Presenters

- **Emily Braley**, NV Rides, Fairfax, VA – emily.braley@thej.org
- **Jeff Keithly**, Allen Regional Transit, Iola, KS – jeff@thriveallencounty.org
- **Laura Loe**, Hopelink, Redmond, WA – Lloe@hopelink.org
- **Kim MacPherson**, Mountain Rides, Ketchum, ID – kim@mountainrides.org
- **Lynna Mitchell**, Appalachian Area Agency on Aging/Four County Transit, Cedar Bluff, VA – lmitchell@aasc.org

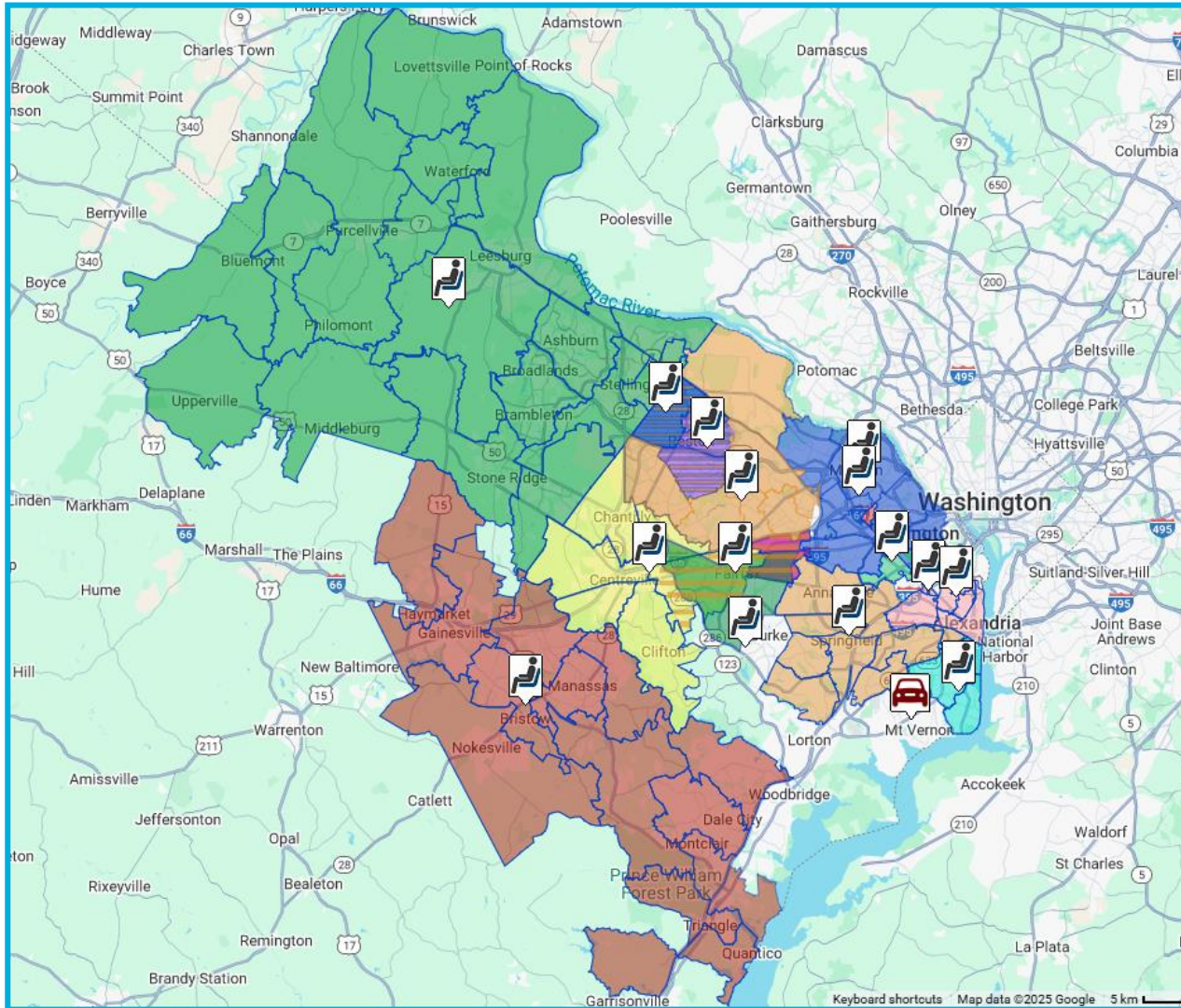
NADTC Every Ride Counts Pilot



2024

NV Rides - volunteer transportation network

We support our partners' organizations in 4 counties of Northern Virginia region



What we do

- Outreach
- Partnerships
- Volunteer Recruitment
- Client Outreach
- Public Awareness
- Digital Presence
- Educational Initiatives
- Advocacy
- Driver Recognition Events
- Software Solutions
- Facilitate/Fund Background Checks



Our riders



Our volunteer drivers

- Need to be a client with one of our partners
- Average age is 79 y.o
- Independent cognitively and physically (get in and out of the car)
- Usually on limited financial resources
- Often have chronic health conditions
- Looking for transportation to social activities to combat isolation
- Limited access to public transportation or inability to use it easily
- Have limited family support
- Usually not comfortable with ride-sharing apps or online services

- Sign up to drive for the program in their community
- Average age is 69 y.o
- Use our software Ride Scheduler to accept rides
- Use their own gas and vehicles
- Can track the mileage and volunteer hours
- Equally divided between male/female
- Often caregivers of those who benefited from programs like NV Rides
- Motivated by desire for similar programs to exist when they are older

1141

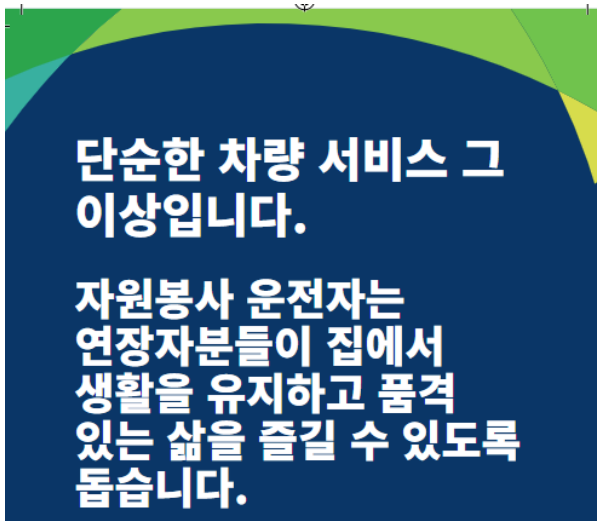
One way
27ide33

703



NADTC Every Ride Counts Pilot Program developed two campaigns for NV Rides.

1. Grip cards specialized to drivers and riders- translated into Korean, Spanish as well. Magnets to distribute at events to drivers and riders
2. Digital marketing campaign to recruit volunteer drivers- messages about making new friends, making a difference and socializing emphasized



Examples of digital and print marketing created



Impact of print materials

8%

increase in new
volunteers/month
above baseline rate

Distributed brochures in 24
libraries in Fairfax County

Our publicity got an update
from a trifold brochure that
covered riders and drivers,
to a custom grip card - one
designed for riders, and
one designed for driver
recruitment.

18

Public Sites Displaying
Brochures in Multiple
languages

2

Spanish speaking
volunteers

39

Volunteers Recruited

A display in
Service Source
Wellness Center
for Older Adults
Fairfax, VA

Before

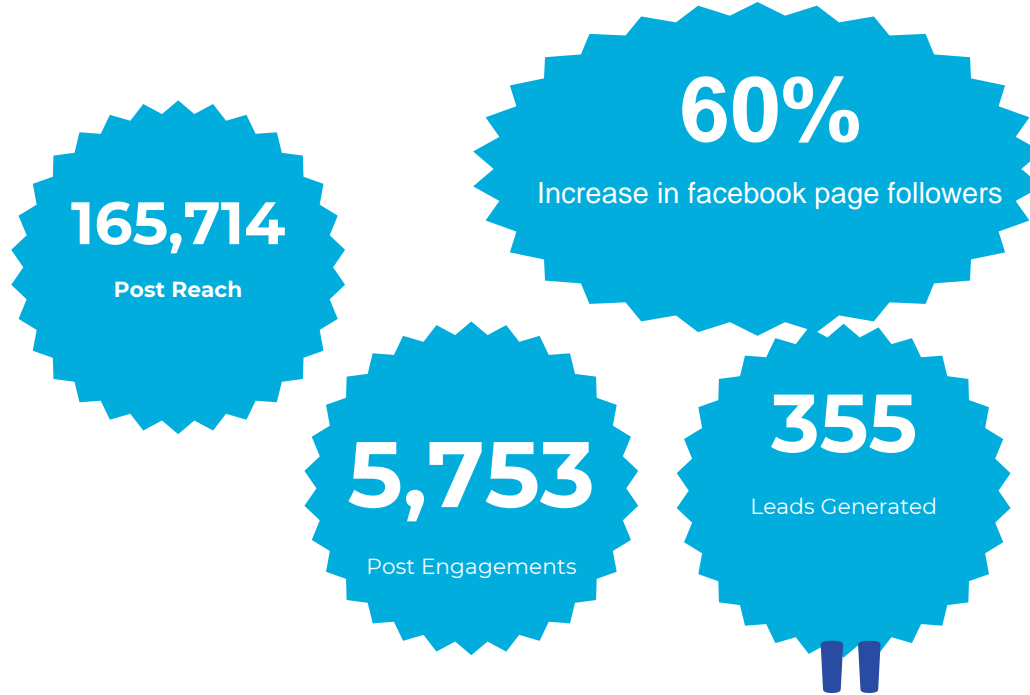


After



Impact of digital marketing campaign

Digital marketing campaign developed for META products- Facebook and Instagram



55 inquiries via email to volunteer stemming from campaign

Allen Regional Transit – Iola, Kansas

Priorities:

- Creating materials for NEW stand-alone transit program, previously “Thrive Allen County”
- Increase visibility in the community
- Large working facilities and factories
- Long distance trips

Allen Regional Transit – Iola, Kansas

- 268 Radio Ad Placements
- 9 Newspaper Ad Placements
- 18 Facebook and Instagram Graphics
- 500 Printed Flyers
- 500 Printed Oversized Postcards and Magnets
- 1 – 3ft x 6ft Banner for Community Events

3ft x 6ft Banner with grommets

EVERY RIDE COUNTS

**ALLEN REGIONAL
TRANSIT CAN HELP
YOU GET THERE.**

nadtc
NATIONAL AGING AND DISABILITY
TRANSPORTATION CENTER

ART
ALLEN REGIONAL TRANSIT

Call 620-228-0463

Postcard/Magnet



EVERY RIDE COUNTS

NEED TO GET SOMEWHERE?
It's easier than you think with Allen Regional Transit.

nadtc | **ART**

Call us at 620-228-0463 to schedule a ride today.



Allen Regional Transit offers safe, accessible, and low-cost public and non-emergent transportation within 115 miles of Allen County, Kansas.

Call us today to schedule a ride to your grocery store, pharmacy, social service agency, or medical appointment. Please call 48 hours in advance to schedule your ride.

nadtc | **ART**

Staying connected is a call away!

620-228-0463

Allen Regional Transit – Iola, Kansas

30 Second Radio Ad

Script: Need to get somewhere? It's easier than you think. Allen Regional Transit offers safe, accessible, and low-cost transportation options within 115 miles of Allen County, Kansas. Staying connected is just a call away. Call 620-228-0463 to schedule a ride today. That's 620-228-0463.

This ad was produced as part of Every Ride Counts, a campaign of the National Aging and Disability Transportation Center.



FIND A RIDE

Find a Ride & Every Ride Counts

¡LO AYUDAMOS A LLEGAR ADONDE NECESITA IR!

Encuentre su viaje en *Find a Ride*.

Explora el centro de Puget Sound con Find a Ride. Obtenga información sobre nuestro nuevo planificador de viajes para los condados de Pierce, King y Snohomish. Además del sitio web, hay soporte telefónico disponible en cada paso de la experiencia de movilidad de Find a Ride.

- 1** **DESCUBRA LAS OPCIONES DE MOVILIDAD DISPONIBLES EN LA REGIÓN.**
Visite el planificador de viajes de Find a Ride para encontrar servicios de transporte disponibles en su área.
- 2** **INGRESE SU INFORMACIÓN DE VIAJE PARA COMENZAR A PLANIFICAR SU VIAJE.**
Especifique el origen, el destino, la fecha y la hora del día, o utilice el mapa para planificar su viaje.
- 3** **CREE UN PERFIL DE VIAJE PERSONALIZADO.**
Personalice su perfil de viaje para servicios que satisfagan sus necesidades. También puede guardar la configuración de su Perfil de usuario para que esté lista para el próximo viaje.
- 4** **EL PLANIFICADOR DE VIAJES DE FIND A RIDE TIENE INFORMACIÓN DE TRANSPORTE EXCLUSIVA.**
Su lista personalizada de opciones de transporte incluirá servicios de transporte especializados que no encontrará en ningún otro planificador de viajes.
- 5** **HAGA SUS PREPARATIVOS DE VIAJE.**
Luego, reserve su viaje por teléfono, en una aplicación o viaje una corta distancia para tomar el autobús más cercano.
- 6** **ENVÍE LOS RESULTADOS DE SU VIAJE POR CORREO ELECTRÓNICO.**
Los resultados de su viaje incluyen instrucciones paso a paso e información para respaldar su viaje.
- 7** **¡PREPÁRESE PARA VIAJAR!**
Confirme su viaje para los servicios de "planificar con anticipación" o prepárese para su viaje para los viajes "ahora mismo".



Tiene lugares adonde ir. Lo ayudamos a llegar allí.

findaride.org
425-943-6760



WE HELP YOU
GET WHERE YOU
NEED TO GO!

To learn more visit
findaride.org
or call
425-943-6760





FIND A RIDE

Find a Ride, a One-Call/One-Click program

hopelink

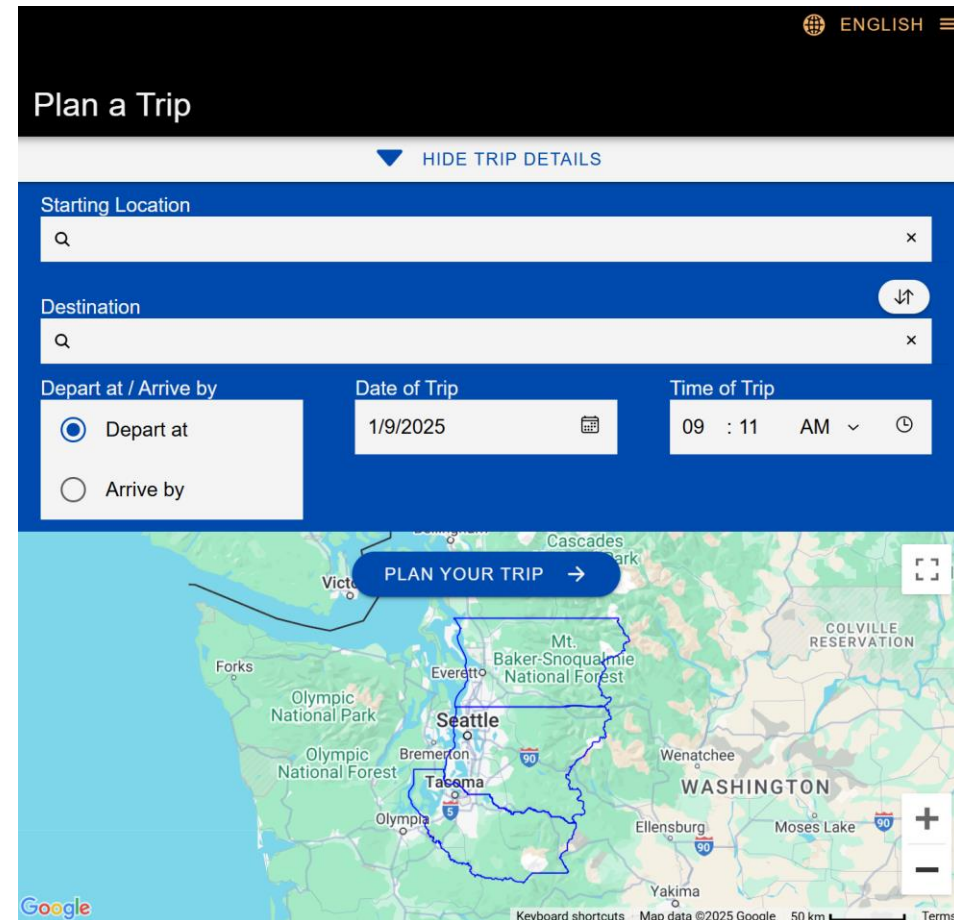


King County
MOBILITYCOALITION

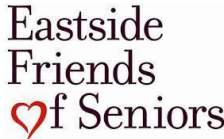
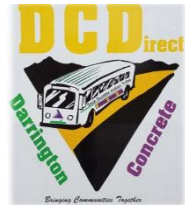
Find a Ride is a program of Mobility Management at Hopelink, a Community Action Agency in Western Washington State.

In Summer and Fall 2023, we launched community testing for Find a Ride's Trip Planner, with the help of Every Ride Counts!

<https://www.FindARide.org/>



Find a Ride Transportation Services – December 2024





FIND A RIDE

Lessons Learned



**WE HELP YOU
GET WHERE YOU
NEED TO GO!**

To learn more visit
findaride.org
or call
425-943-6760



FIND A RIDE

Every Ride Counts



Town Hall Transportation Tabling on May 13, 2024



- 800 flyers in English, Spanish
- 800 palm cards in English, Spanish
- 90 posters in English, Spanish
- 600 magnets in English, Spanish
- 120 infographics in English, Spanish
- 1 social media toolkit with six graphics



FIND A RIDE

Every Ride Counts - Outreach





FIND A RIDE

Learn more

- [Find a Ride's Marketing Report](#)
- [FindARide.org/TripPlanner](#)
- [Project Website](#)

Laura Loe

Program Manager, Find a Ride
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 (425) 941-6791

Staci Sahoo

Director, Mobility Management
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 (425) 943-6769



This project is supported by:



Mountain Rides – Ketchum, Idaho


Priorities:

- Long distance rides to medical appts and jobs
 - St. Luke's Hospital (Boise, ID)
- Rely on word of mouth, newspaper and radio ads
- Enhance Facebook page during project and currently have 1,800 followers.

Mountain Rides – Ketchum, Idaho

- 90 Radio Ad Placements
- 7 Newspaper Ad placements
- 20 digital and social media graphics created
- 25 bus posters
- 25 posters
- 1,000 Rack Cards (English and Spanish)
- 500 Magnets (English and Spanish)

17in x 11in
Bus Poster



**NEED
TO GET
SOMEWHERE?**

It's easier than you think.

**EVERY
RIDE
COUNTS**

 **Find the Right Route for You**
CALL FOR MORE INFORMATION
(208) 788-RIDE (7433)
mountainrides.org

 **Every Ride Counts** is a campaign of the National Aging and Disability Transportation Center, funded through a cooperative agreement of Easterseals, the National Association of Area Agencies on Aging, and the U.S. Department of Transportation, Federal Transit Administration, with guidance from the U.S. Department of Health and Human Services, Administration for Community Living. **(866) 983-3222 | www.nadtc.org**

4in x 9in
Rack Card



GET WHERE YOU WANT TO GO.

Staying connected is a call away!

208.788.RIDE

mountainrides.org




Mountain Rides is here to help you get where you need to go.

We are the full-service public transportation provider for the Wood River Valley, Idaho including the communities of Sun Valley, Ketchum, Hailey, and Bellevue. We offer safe, accessible ADA/Paratransit rides and Non-emergency medical transportation (NEMT) to Twin Falls. Schedule a ride to a local hospital, medical facility, clinic, or another of our many convenient stops in the community.


All rides are free of charge and all Mountain Rides vehicles are wheelchair accessible.

Call 208.788.RIDE (7433) to schedule your ADA or NEMT ride to Twin Falls today. Applications can be found on our website. Please call 24 hours in advance to schedule an ADA ride and 72 hours in advance to schedule an NEMT ride.

Visit us online at **mountainrides.org** to find the right route for you.



FACES OF TRANSIT RIDERS in the Wood River Valley



“ I ride the bus every day to and from work. I am very appreciative that Mountain Rides offers a free fare. I am grateful the drivers help with my boys to get off at the right stop. Thank you!” — Christy H.

www.mountainrides.org
208.788.RIDE (7433)

New Facebook campaign!

Every Ride Counts Pilot Program

Lynna Mitchell

Grant Writer

lmitchell@aasc.org

276-964-4915



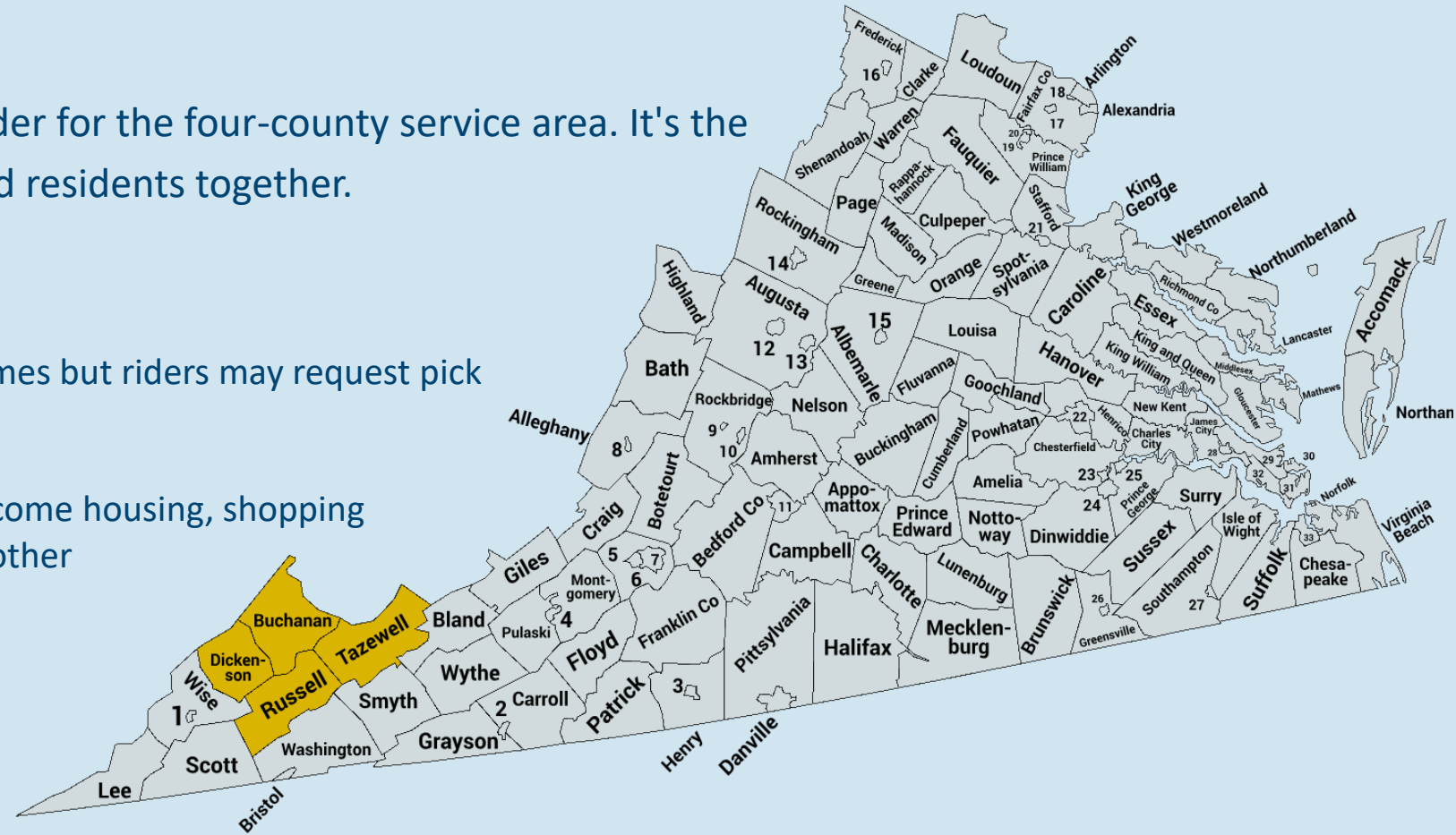
AASC and Four County Transit



Experts in aging since 1975, Appalachian Agency is one of 25 area agencies on aging in Virginia and serves residents of Buchanan, Dickenson, Russell and Tazewell counties in rural Southwest Virginia. The agency operates three divisions – aging services, PACE and transportation.

Four County Transit is the public transit provider for the four-county service area. It's the connection that binds the counties, towns and residents together.

- Deviated fixed route with specified stops and times but riders may request pick up 3/4-mile off the route.
- Operating fare-free. Town routes stop at low-income housing, shopping centers, hospitals, pharmacies, grocery stores and other places people need to go. Call 48 hours in advance with pick-up requests.
- Four County Transit provides limited medical and veterans' transportation. Medical transportation is available for individuals age 60 or older who qualify.





Goals and Materials

Goals

1. Increase ridership
2. Educate the public on transit
3. Engage the public via social media

Marketing Materials

- 20 newspaper ads
- 366 radio spots
- 6 social media ads
- 500 flyers
- 1000 wallet cards
- 500 survey cards



EVERY RIDE COUNTS

TRIED TRANSIT LATELY?
You'd be surprised how easy it is!

Four County Transit offers safe and accessible transportation across Buchanan, Dickenson, Russell, and Tazewell counties.

EVERY RIDE COUNTS

TRIED TRANSIT LATELY?
You'd be surprised how easy it is.



fourcountytransit.org
Call 276-963-1486

Call 276-963-1486
fourcountytransit.org

EVERY
RIDE
COUNTS

TRIED TRANSIT LATELY?

*You'd be surprised
how easy it is!*



Four County Transit is here to help you get where you need to go. We are the public transportation provider for Buchanan, Dickenson, Russell, and Tazewell counties in Southwest Virginia. We offer safe, accessible, and currently fare-free transportation via our deviated fixed-route bus schedules. Schedule a ride to a local hospital, clinic, grocery store, pharmacy, or another of our many convenient stops in the community.

Call 276-963-1486 to schedule your ride today or visit fourcountytansit.org for more information.



Every Ride Counts is a campaign of the National Aging and Disability Transportation Center, funded through a cooperative agreement of Easterseals, the National Association of Area Agencies on Aging, and the U.S. Department of Transportation, Federal Transit Administration, with guidance from the U.S. Department of Health and Human Services, Administration for Community Living.

(866) 983-3222 | www.nadtc.org

Flyer and Survey Card



30-Second Radio Script

Tried transit lately? You'd be surprised how easy it is!

Four County Transit offers safe and accessible transportation across Buchanan, Dickenson, Russell and Tazewell counties.

We can help you get where you need to go. Call 276-963-1486 to schedule a ride today. That's 276-963-1486.

This ad was produced as part of Every Ride County, a campaign of the National Aging and Disability Transportation Center.



YOUR OPINION MATTERS

We'd love to hear from you about your experience using Four County Transit.

How often do you use Four County Transit services?

What is your primary destination when using our services?

How did you hear about Four County Transit?


How could Four County Transit better serve our community?

What is your preferred method of contact?

- Phone Number Text Message Email
 Social Media Other (please fill in your answer)


Outcomes






Follow

35 new followers



Click here

3,607 ad link clicks



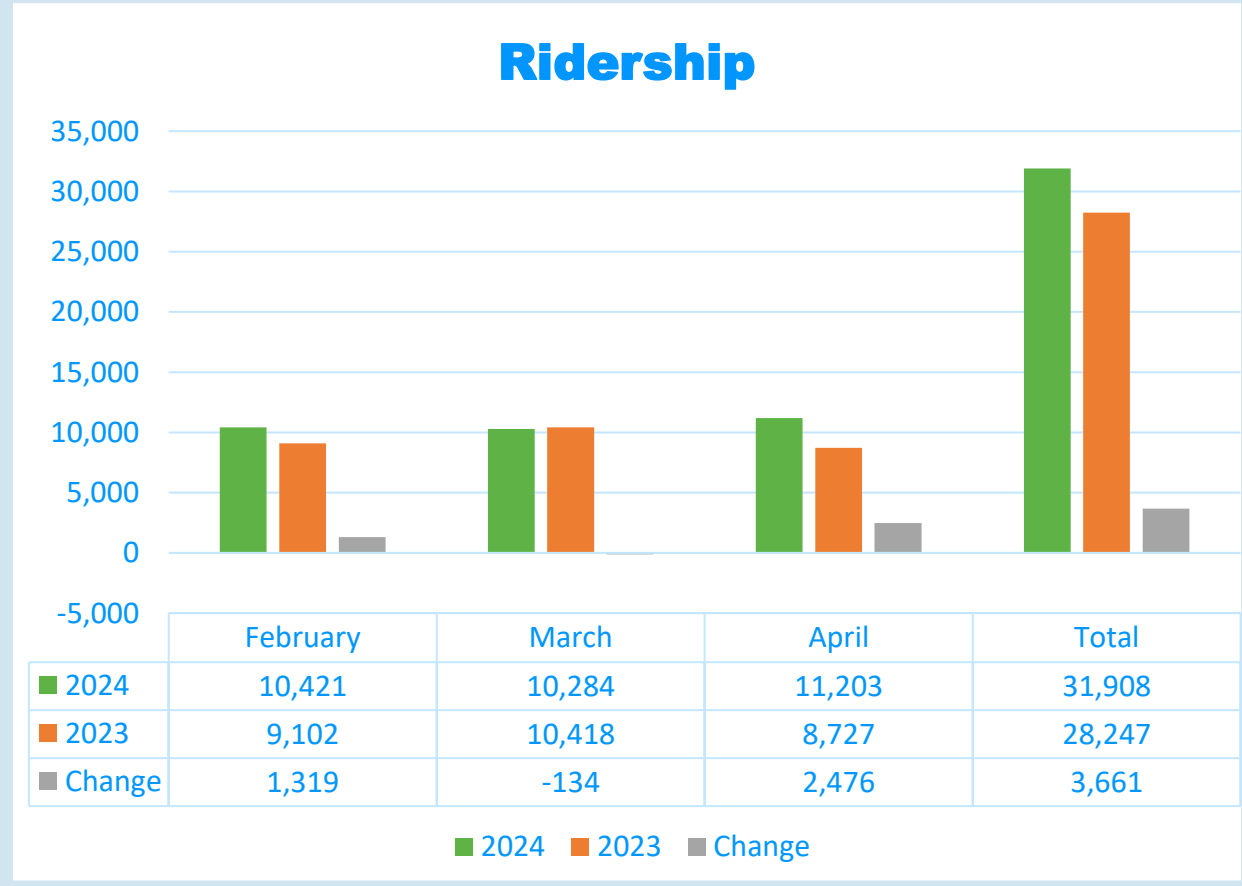
42,416 individuals reached

Social Media

- 689,048 impressions
- 4,716 clicks to the website

Feedback from Riders

- Extended hours
- Saturday hours
- Other options for medical transportation



26-Feb	270
27-Feb	241
28-Feb	259
29-Feb	196
1-Mar	274
2-Mar	189
3-Mar	136
4-Mar	221
5-Mar	226
6-Mar	249
7-Mar	191
8-Mar	227
9-Mar	130
10-Mar	174
11-Mar	219
12-Mar	227
13-Mar	202
14-Mar	208
15-Mar	222
16-Mar	203
17-Mar	173
18-Mar	218
19-Mar	277
20-Mar	1344
21-Mar	602
22-Mar	549
23-Mar	556
24-Mar	503
25-Mar	477
26-Mar	404



Website traffic increased with 16,606 unique visitors from March to April.



Call toll-free: 866.983.3222

Email: contact@nadtc.org

Web: <http://www.nadtc.org>

Find us on Facebook,
YouTube & LinkedIn

