

EVERY RIDE COUNTS:

NADTC TRANSPORTATION CAMPAIGN

Campaign Messaging & Materials



EVERY RIDE COUNTS is a comprehensive publicity campaign of the National Aging and Disability Transportation Center (NADTC). The goal of the campaign is to promote the availability and accessibility of transportation options for older adults, people with disabilities and caregivers in communities around the country. The campaign is comprised of carefully crafted messages and materials that promote the use of varied transportation options by older adults and people with disabilities in your community.

EVERY RIDE COUNTS is a campaign for your community. NADTC is making these materials available to transportation agencies around the country with the hope that they will be used to make older adults, people with disabilities and their caregivers aware of how, with just a bit of planning, local transportation options can help them get where they want and need to go.

All of the campaign materials include designated spaces for your local organization's logo and information, so that you can customize them for your community. To assist you in using the campaign and its materials, this campaign document provides:

- An overview of the eight campaign messages.
- Instructions on how to add your local contact information to the campaign materials. NADTC will provide local transportation agencies with the individual PDF, JPEG, or InDesign files of the materials for its use.
- Sample versions of all the ads, posters, social media graphics, and postcards for each campaign message. These samples include a local agency's contact information as an example and should be used as a reference for adding your local information.
- Sample social media posts to accompany the social media graphics.
- An infographic that explains the modes of transportation that may be available to older adults and people with disabilities, as well as 5 steps for building a transportation plan.

For assistance in using these resources, please contact NADTC at (866) 983-3222 or contact@nadt.org.

NOTE: Agencies may use materials developed for the **EVERY RIDE COUNTS** campaign in all or in part, but must credit **EVERY RIDE COUNTS** and NADTC as the source of the materials. Agencies that use the campaign materials may be contacted by NADTC as we work to determine the effectiveness of the campaign in communities across the country. Any questions should be directed to NADTC at (866) 983-3222 or contact@nadt.org.

PHOTO USE

The following images are provided for use in the **EVERY RIDE COUNTS** campaign and must be credited as listed beneath the image. Agencies may use these images in materials other than the provided campaign materials, but the photos must be attributed. Any image from the campaign that is not shown in a thumbnail on pages 4 and 5 was purchased specifically for use in this campaign. The rights to use those images are for these materials only and cannot be used in any other formats.



Image Credit: Disability Images



Image Credit: Disability Images



Image Credit: Disability Images



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Image Credit: Disability Images



Image Credit: Disability Images



Image Credit: Disability Images



Image Credit: Disability Images



Image Credit: [Disabled and Here](#)



Image Credit: [Disabled and Here](#)



Image Credit: [Disabled and Here](#)



Image Credit: Getty Images, The Disability Collection



Image Credit: Getty Images, The Disability Collection



Image Credit: Shutterstock



Image Credit: Shutterstock



Image Credit: Shutterstock



Image Credit: Shutterstock



Image Credit: TONL



Image Credit: TONL



Image Credit: Indianapolis, IN - Public Transportation Corporation



Image Credit: Cleveland, OH -Senior Transportation Connection



Image Credit: San Rafael, CA -WhistlestopCarepool



Image Credit: NADTC



Image Credit: Grand Rapids, MI -The Rapid



Image Credit: Cary, NC -The Center for Volunteer Caregiving



Image Credit: Cary, NC -The Center for Volunteer Caregiving



Image Credit: Lynn, MA -Greater Lynn Senior Services



Image Credit: Texarkana, TX -Ark-TexCouncil of Governments



Image Credit: Pocatello, ID -Ryan Byers



Image Credit: Waite Park, MN -Tri-County Action Program



Image Credit: NADTC



Image Credit: NADTC

CAMPAIGN MESSAGES: OVERVIEW

1. Tried transit lately? You'd be surprised how easy it is.
2. Need to get somewhere? It's easier than you think.
3. Get where you want to go. Staying connected is a call away!
4. You have places to go. We can help get you there.
5. We can help you get where you need to go.
6. You know where you want to go. We'll help you get there.
7. Local transportation options give you the freedom to get where you need to go.
8. Sit back and relax. We'll get you there.

EVERY RIDE COUNTS:
CAMPAIGN MATERIALS

HOW TO USE THE CAMPAIGN MATERIALS

Each campaign product has its own PDF file with blank spaces for your local agency's logo and contact information.

On pages 9 & 10, we provide an example of one campaign flyer with instructions on how to add information to the blank space provided. We encourage you to use the samples in the following pages as a reference for where to place logos, phone numbers, and other contact information.

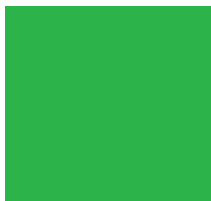
You will also notice that each sample shows the size and color of the type for this important information.

To assist you in adding your information, below are the NADTC colors used throughout the campaign, as well as links to the fonts used in the campaign materials. The fonts can be downloaded free of charge.

COLORS



Pantone 541C
CMYK: 100, 58, 9, 46
RGB: 0, 62, 107



Pantone 361C
CMYK: 77, 0, 100, 0
RGB: 44, 179, 74



CMYK: 0, 79, 100, 0
RGB: 241, 93, 34

FONTS

For campaign message 1, use Aleo and Arial Narrow. Arial Narrow is part of Microsoft Word. Download Aleo at: <https://www.fontsquirrel.com/fonts/aleo>

For campaign messages 2, 3 and 5, use Arial and Arial Narrow (which is also a Microsoft font). For campaign message 4, use Arial.

For campaign messages 6, 7 and 8, use Montserrat. Download this font at: <https://fonts.google.com/specimen/Montserrat>

PLACING YOUR LOCAL INFORMATION



SIT BACK AND RELAX.
We'll get you there.

Image Credit: Indianapolis, IN - Public Transportation Corporation

EVERY RIDE COUNTS

(276) 523-7455

info@meoc.org

Mountain Empire Older Citizens Inc
Serving Loudoun, Scott, Wise Counties and the City of Norton, Virginia



nadtc
NATIONAL AGING AND DISABILITY TRANSPORTATION CENTER

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) 983-2222 | www.nadtc.org

Add your agency's transportation request phone number in large type here.

Add your agency's name, email address, and service area here.

Insert your agency logo here.

To add your organization's contact information and logo to the provided materials, you have several options.

Take the following steps to ensure you are able to download and customize the materials you need.

- Decide which type of material (poster, postcard, social media image, infographic) you would like to customize for use in your community.
- Take a look at the image previews for each set of campaign materials. Each set of images is organized according to the primary message being conveyed. Once you have selected the image(s) you would like to use, keep track of the number that corresponds to the images you have selected.
- Once you have selected the images (and have taken note of the corresponding numbers) you would like to use, download the materials. Note that download times vary depending on the speed of your internet connection.

If using a professional printer, take the following steps:

- Each set of materials contains an option called "For professional printers". Agencies planning to use a professional printer should browse this folder, download the materials in the corresponding folder, unzip or extract the files corresponding to the image numbers you have selected and send them to the printer along with your logo and contact information you would like to add to the selected image(s).

If planning to print the files internally, take the following steps:

- Each set of materials contains an option called "For internal use". If you are printing the images internally, download this folder. Once downloaded, determine which program (Microsoft Word, Adobe Acrobat Pro or Adobe InDesign) you will use to add your agency's contact information to the images.
- Once you have determined which program you will use, follow the instructions on how to add your agency's logo and contact information to the images as described below.
- After downloading the materials, unzip or extract the files corresponding to the image numbers you have selected. Add your logo and contact information to those files.

Below are instructions to help you customize the images for the three most common programs—Microsoft Word, Adobe Acrobat Pro or Adobe InDesign. If you need additional assistance, please contact NADTC at (866) 983-3222 or contact@nadtc.org.

To add your organization's contact information and logo to the provided materials, you have several options.

Microsoft Word

- Make sure you have unzipped or extracted all downloaded files.
- Open Microsoft Word.
- Open the "Insert" panel and select "Pictures" then "Picture from File..." to locate and insert the desired campaign material jpeg into your document."
- Under "Picture Format/Tools", click "Wrap Text" then select "Behind Text."
- Position in top left corner and rescale jpeg to fill the entire page.
- Open the "Insert" panel and select "Text Box" then "Draw Text Box" to insert a text box.
- If the text box has an outline, click "Shape Outline" and select "No Outline."
- Fill in your organization's contact info in the text box with the appropriate font and font size.
- Deselect the text box. Open the "Insert" panel and select "Pictures" then "Picture From File..." to locate your organizations logo saved on your computer, and insert it into the document.
- Under "Picture Format/Tools", click "Wrap Text" then select "In Front of Text."
- Position and rescale the logo in the appropriate space.

If an option is missing from the tool panel, try to expand the window. We recommend that the logo that you insert into the document have a white background if possible for a seamless look.

Adobe Acrobat Pro

If you have access to Adobe Acrobat Pro, you can edit the PDFs directly in that program:

- Make sure you have unzipped or extracted all downloaded files.
- Open one of the pdfs in Adobe Acrobat Pro
- Click on "Edit PDF" on the right.
- Buttons to "Add Text" and "Add Image" will appear towards the top of the screen.

From here, you can add the appropriate information using the fonts and colors previously suggested. We recommend that the logo that you insert into the document have a white background if possible for a seamless look.

Adobe InDesign

If you have access to Adobe InDesign, NADTC has packaged InDesign documents for you to edit the materials from their original files.

1

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

Flyer, 8.5" x 11"

EVERY RIDE COUNTS



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

Call or email for more information

(276) 523-7433
info@meoc.org



Mountain Empire Older Citizens Inc.
Serving Lee, Scott, Wise Counties and the City of Norton, Virginia



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

Poster, 9" x 13"

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(866) 983-3222 • www.nadtc.org

Postcard Front, 4" x 6"



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Postcard Back, 4" x 6"

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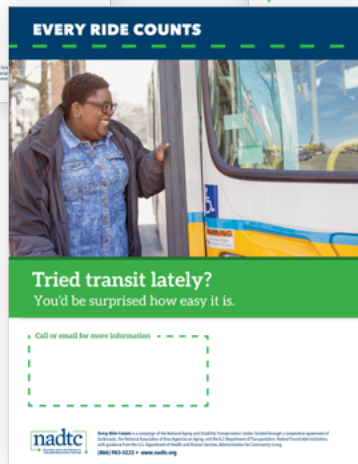
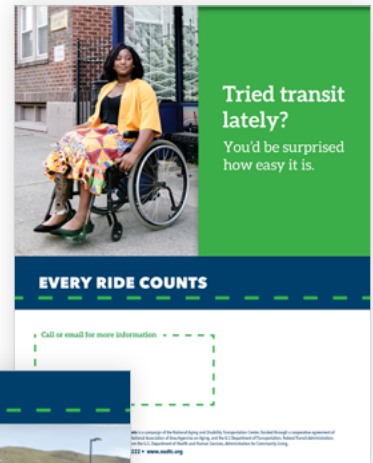
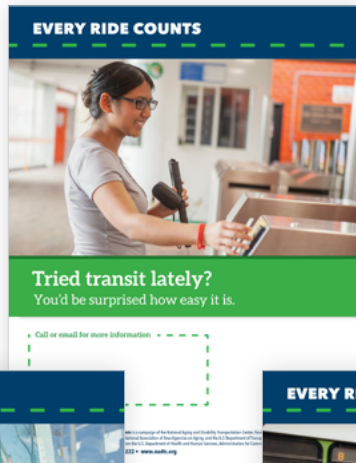
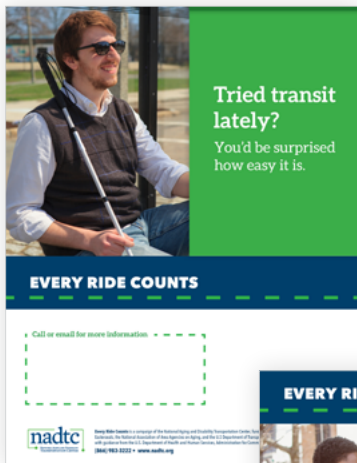


(866) 983-3222
www.nadtc.org

Social Media Image



Variations



2

Need to get somewhere? It's easier than you think.

Flyer, 8.5" x 11"



It's easier than you think.

FOR MORE INFORMATION

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 **info@meoc.org**



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

Poster, 9" x 13"



NEED TO GET SOMEWHERE?

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Postcard Front, 4" x 6"



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Postcard Back, 4" x 6"

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(866) 983-3222
www.nadtc.org

Social Media Image



Variations



3

Get where you want to go.
Staying connected is a call away!

Flyer, 8.5" x 11"

GET WHERE YOU WANT TO GO.
Staying connected is a call away!



FOR MORE INFORMATION



(276) 523-7433



info@meoc.org



Mountain Empire Older Citizens Inc.

Serving Lee, Scott, Wise Counties and the City of
Norton, Virginia

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

Poster, 9" x 13"

GET WHERE *YOU WANT TO GO.*
Staying connected is a call away!



Image Credit: NADTC

FOR MORE INFORMATION

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 **info@meoc.org**



Mountain Empire
Older Citizens, Inc.
AREA AGENCY ON AGING

Mountain Empire Older Citizens Inc.

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(866) 983-3222 • www.nadtc.org

Postcard Front, 4" x 6"



FOR MORE INFORMATION

 **(276) 523-7433**

 **info@meoc.org**

**GET WHERE
YOU WANT TO GO.**
Staying connected is a call away!




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Postcard Back, 4" x 6"

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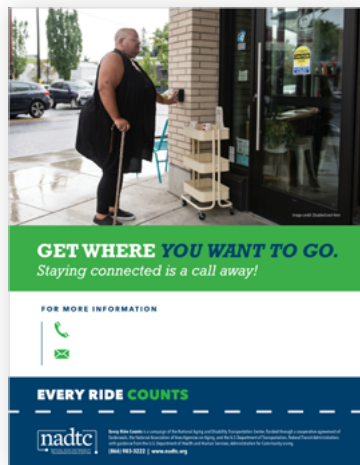


(866) 983-3222
www.nadtc.org

Social Media Image



Variations



4

You have places to go. We can help get you there.

Flyer, 8.5" x 11"

EVERY RIDE COUNTS

YOU HAVE
PLACES TO GO.
WE CAN HELP
GET YOU THERE.

Call or email for more information:

(276) 523-7433 • info@meoc.org



Cleveland, OH - Senior Transportation Connection



NATIONAL AGING AND DISABILITY
TRANSPORTATION CENTER

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



Mountain Empire Older Citizens Inc.
Serving Lee, Scott, Wise Counties and the
City of Norton, Virginia

Poster, 9" x 13"

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Mountain Empire Older Citizens Inc.
Serving Lee, Scott, Wise Counties and the
City of Norton, Virginia

Postcard Front, 4" x 6"



FOR MORE INFORMATION

 (276) 523-7433

 info@meoc.org

**YOU HAVE PLACES TO GO.
WE CAN HELP GET
YOU THERE.**




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Postcard Back, 4" x 6"

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www.nadtc.org

Social Media Image

**YOU HAVE
PLACES TO GO.
WE CAN HELP
GET YOU THERE.**



EVERY RIDE COUNTS

Variations

EVERY RIDE COUNTS

**YOU HAVE
PLACES TO GO.
WE CAN HELP
GET YOU THERE.**

Call or email for more information.



nadtc 2025-2026 | 800-963-3332 | www.nadtc.org

*Every Ride Counts® is a campaign of the National Aging and Disability Transportation Center, funded through a cooperative agreement of the U.S. Department of Transportation, Federal Transit Administration, and the U.S. Department of Health and Human Services Administration for Community Living.

EVERY RIDE COUNTS

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5

We can help you get where you need to go.

Flyer, 8.5" x 11"



FOR MORE INFORMATION

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

Poster, 9" x 13"



**WE CAN HELP YOU
GET WHERE YOU
NEED TO GO.**

Image credit: NADTC

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Postcard Front, 4" x 6"



**WE CAN HELP YOU
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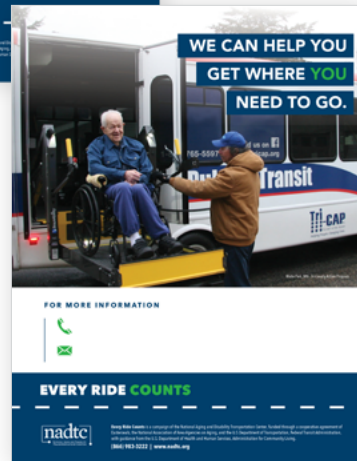
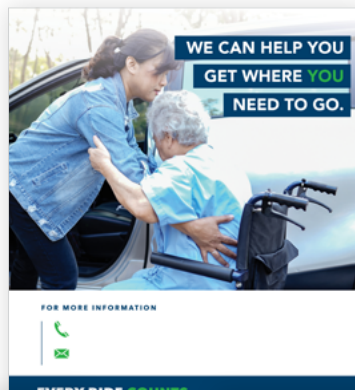

NATIONAL AGING AND DISABILITY
TRANSPORTATION CENTER

(866) 983-3222
www.nadtc.org

Social Media Image



Variations



6

You know where you want to go.
We'll help you get there.

Flyer, 8.5" x 11"



You know where you want to go
We'll help you get there.

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Postcard Front, 4" x 6"



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(866) 983-3222
www.nadtc.org

Social Media Image



Variations



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EVERY RIDE COUNTS



You know where you want to go
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EVERY RIDE COUNTS



You know where you want to go
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nadtc
Every Ride Counts is a program of the National Aging and Disability Transportation Center, funded by a cooperative agreement of the Department of Transportation, the Department of Health and Human Services, and the Department of Justice. For more information, visit www.nadtc.org or call 1-800-424-9000.



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EVERY RIDE COUNTS

nadtc
Every Ride Counts is a program of the National Aging and Disability Transportation Center, funded by a cooperative agreement of the Department of Transportation, the Department of Health and Human Services, and the Department of Justice. For more information, visit www.nadtc.org or call 1-800-424-9000.

7

Local transportation options give you the freedom to get where you need to go.

Flyer, 8.5" x 11"



Local transportation options
give you the freedom
to get where you need to go.

EVERY RIDE COUNTS

(276) 523-7433

 **Mountain Empire Older Citizens Inc.**
Serving Lee, Scott, Wise Counties and the City of Norton, Virginia

 **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

Poster, 9" x 13"



Local transportation options

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EVERY RIDE COUNTS

(276) 523-7433



info@meoc.org

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

Postcard Front, 4" x 6"



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Postcard Back, 4" x 6"

EVERY RIDE COUNTS

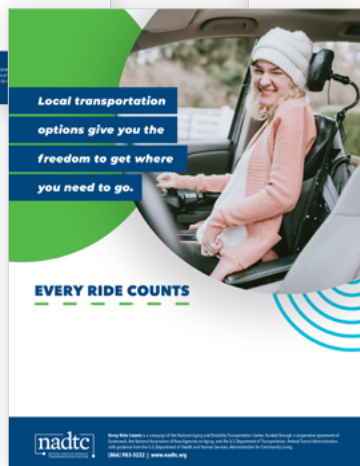
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 **(866) 983-3222**
www.nadtc.org

Social Media Image



Variaciones



Local transportation options give you the freedom to get where you need to go.

EVERY RIDE COUNTS

nadtc
National Alliance for Disability Transportation Center
 Every Ride Counts is a program of the National Alliance for Disability Transportation Center. Center through a partnership of programs, services and resources designed to help with the transportation needs of people with disabilities. For more information, call 800-963-2222 | www.nadtc.org

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Sit back and relax. We'll get you there.

Flyer, 8.5" x 11"

SIT BACK AND RELAX.

We'll get you there.

Image Credit: Indianapolis, IN - Public Transportation Corporation

EVERY RIDE COUNTS

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*Serving Lee, Scott, Wise Counties and
 the City of Norton, Virginia*

nadtc
NATIONAL AGING AND DISABILITY
 TRANSPORTATION CENTER

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Poster, 9" x 13"



Image Credit: Indianapolis, IN - Public Transportation Corporation

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Mountain Empire Older Citizens Inc

*Serving Lee, Scott, Wise Counties and
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(866) 983-3222 | www.nadtc.org

Postcard Front, 4" x 6"



**SIT BACK AND
RELAX.**

We'll get you there.

FOR MORE INFORMATION

 **(276) 523-7433**

 **info@meoc.org**




Mountain Empire Older Citizens Inc.
AREA AGENCY ON AGING

Mountain Empire Older Citizens Inc.
Serving Lee, Scott, Wise Counties and the
City of Norton, Virginia

Postcard Back, 4" x 6"

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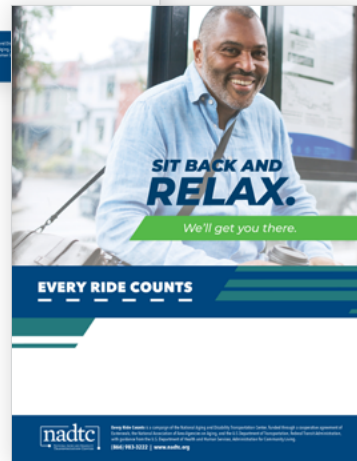
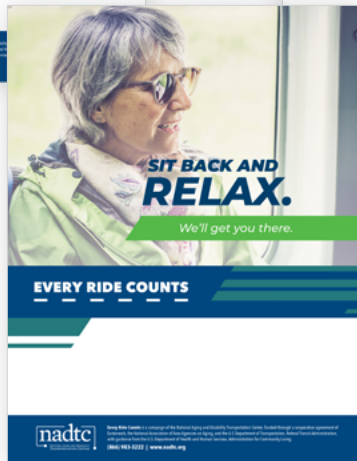


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www.nadtc.org

Social Media Image



Variaciones



SAMPLE SOCIAL MEDIA

Tweets	Following	Followers	Likes
367	415	251	22

JCA
@AccessJCA

Jewish Council for the Aging of Greater Washington (JCA) is a trusted expert on #aging and #intergenerational connections. We serve all faiths and ethnicities.

Rockville, MD
accessjca.org
Joined December 2012
62 Photos and videos

Tweets **Tweets & replies** **Media**

JCA @AccessJCA · 12 Dec 2017

Local Transportation options give you the freedom to get where you need to be. Check out your local resrouces here accessjca.org #EveryRideCounts

SAMPLE SOCIAL MEDIA POSTS

TWITTER

- Local transportation options give you the freedom to get where you need to be. Check out your local resources here [LINK] #EveryRideCounts
- You have places to go. We can help get you there. Learn about all your transportation options at [LINK] #EveryRideCounts
- When you worry less about the journey, you can enjoy the ride. Learn more about your transportation options at [LINK] #EveryRideCounts
- DID YOU KNOW: the resources to help you get from A to B are at your fingertips? Check out your local options at [LINK] #EveryRideCounts
- You know where you want to go. We'll help you get there. Learn about transportation options available to [CITY/TOWN] residents: [LINK]

FACEBOOK

- Tried transit lately? It's easier than you think to get from point A to point B. Find your [CITY/TOWN] transportation options here: [LINK] #EveryRideCounts
- Do you know how to build your personal transportation plan? You know where you want to go, we'll help get you there. Check out our five easy steps to developing a transportation plan that's right for you: [LINK] #EveryRideCounts
- Need to get somewhere? It's easier than you think. Check out these resources so you know what the safe and reliable transportation options are in [CITY/TOWN]: [LINK] #EveryRideCounts
- We have the resources here to keep our older adults mobile. Connect with a local mobility manager to find out your options and support systems. You can view all your local resources here: [LINK] #EveryRideCounts
- We have the resources to keep folks with disabilities mobile. Connect with a local mobility manager to find out your options and support systems. You can view all your local resources here: [LINK] #EveryRideCounts
- Depend on us for your transportation independence! Local transportation options give you the freedom to get where you need to go. Find out more information about your options here: [LINK] #EveryRideCounts

INFOGRAPHIC

5

Steps to Building Your Personal Transportation Plan

A Guide for Older Adults and People with Disabilities

1 Identify your transportation needs

Include essential trips such as medical appointments and grocery shopping and places you want to go, such as the hairdresser, religious services or to visit friends.

2 Connect to a Mobility Manager

Connect with the local public transit agency or the information and referral program in your community. Other local organizations that may be able to help: Area Agency on Aging, Center for Independent Living, Aging and Disability Resource Center or 2-1-1.

3 Learn about the transportation options in your community

Aside from family members and friends, transportation options may include public transit, specialized transportation or paratransit, volunteer transportation, transportation with assistance, private-pay transportation or shared ride (e.g., Uber, Lyft, taxi).

4 Understand local transportation options

- What is the geographic area served?
- What types of trips are provided (for example, medical appointments only)?
- Is advance scheduling of rides required?
- How much does a one-way trip cost?
- Is financial assistance available?
- What are the eligibility requirements?
- Are special accommodations available (for example, wheelchair-equipped vehicles or personal assistance)?

5 Build your personal transportation support system

- Where do you need and want to go?
- How do you get there now?
- What are alternative ways to get there?



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5

Steps to Building Your Personal Transportation Plan

A Guide for Older Adults and People with Disabilities

1 Identify your transportation needs

Include essential trips such as medical appointments and grocery shopping and places you want to go, such as the salon or barbershop, religious services or to visit friends.

2 Connect to a Mobility Manager

Connect to a local transportation information expert or mobility manager by contacting the public transit system, Area Agency on Aging, Center for Independent Living, Aging and Disability Resource Center or 2-1-1.

3 Learn about the transportation options in your community

Aside from family members and friends, transportation options may include public transit, specialized transportation or paratransit, volunteer transportation, transportation with assistance, private-pay transportation taxis or shared ride (e.g., Uber, Lyft).

4 Understand local transportation options

- What geographic area is served?
- What type of trips are provided? (e.g., all types, medical trips only)
- Are there eligibility or advance scheduling requirements?
- How much does a one-way trip cost?
- Is financial assistance available?
- Are vehicles equipped with ramps or lifts?
- Is personal assistance available?

5 Build your personal transportation plan and get ready to ride!

- Decide where you need and want to go.
- How do you get there now?
- What are the alternative ways to get there?



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