2019 AIRS Conference

Every Ride Counts: An Information and Education Campaign Helping Local Programs Promote Transportation Options

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

MAJOR OBJECTIVES:

- Person-centered technical assistance and information
- Training
- Communication and Outreach
- Coordination and partnership
- Investment in community solutions

Photo Credit: Meals on Wheels Montgomery County, Conroe, TX
A Winning Partnership

- Longstanding partnership with the Eldercare Locator
- Transportation is the #1 call
- Joint publications promoting transportation options
Increasing Accessibility through I&R

- Information and Referral Specialists are major players in connecting people to transportation.
- Personalized human connection is KEY!
- Challenge: Needing to **provide** the answers, but not **knowing** all the answers.
- Charge: Equipping I&R with the tools to effectively support callers with transportation needs.
Setting the Stage

Transportation Needs and Assessment
Survey of Older Adults, People with Disabilities, and Caregivers

December 2018
Across age and disability, most anticipate a time when they will not be able to drive.

Those who give up driving report feelings of isolation, dependence and loss of enjoyment.
• Most believe finding alternative transportation will be difficult.

• There is no single “go-to” information resource for alternative transportation options. Most turn to family and friends for help.
“I can't go to social events unless the person giving me a ride wants to go. *I am stuck places until whoever drove me wants to leave.* I don't get to pick where we go most times.”

– 34 year-old with a disability

“I’m unable to go anywhere by myself, such as doctor appointment, hair appointment, dentist, grocery shopping or personal shopping. *It takes your independence away.*”

– 59 year-old with a disability
Those who give up driving report feelings of isolation, dependence and loss of enjoyment.

“I have *lost independence, spontaneity, pride, sense of accomplishment*. I have to prearrange everything and rely on others to get me places, wait for me, drive me home.”

– 33 year-old with a disability

“I have to depend on my wife to get us around. *It can sometimes be a very helpless feeling.*”

– 75 year-old with a disability
“There should be more public transportation. Maybe more information should be given to the public through social media or news.”

– 32 year-old with a disability

“A list of transportation services would be handy along with any other information for the elderly.”

– Caregiver of an older adult
Every Ride Counts

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

Every ride counts.
Campaign Materials

Post Cards

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

You know where you want to go. We’ll help you get there.
Campaign Materials

Flyers and Posters
Campaign Materials

Social Media Images

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

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

EVERY RIDE COUNTS
Campaign Materials

Infographic

Help your clients build a transportation road map
Campaign Messages

- Tried transit lately? You’d be surprised how easy it is.
- Need to get somewhere? It’s easier than you think.
- Get where you want to go. Staying connected is a call away.
- You have places to go. We can help you get there.
Campaign Messages

- We can help you get where you need to go.
- You know where you want to go. We’ll help you get there.
- Local transportation options give you the freedom to get where you need to go.
- Sit back and relax. We’ll get you there.
Local Programs Using Every Ride Counts

Organization: Area Transportation Authority of Central Pennsylvania (ATA), Johnsonburg, PA
Local Programs Using Every Ride Counts

Organization:
INCOG Area Agency on Aging, Tulsa, OK
Local Programs Using Every Ride Counts

Organization:
ADRC Buffalo & Pepin Counties, Durand, WI
Local Programs Using Every Ride Counts

Our marketing efforts for ‘Every Ride Counts’ started in May 2019. Posters with an added pocket for our transportation brochure are being posted in both Pepin & Buffalo county locations. Senior meal sites, apartment building bulletin boards, area grocery stores, libraries & banks top the list currently with more of these posters to pop up in other locations soon!
Local Programs Using Every Ride Counts

The professional looking ‘Every Ride Counts’ templates made it quick and easy to create our own poster in-house. It was so helpful to have image options to choose from that spoke to our own individual program. Our transportation team ‘loves the look & spirit of volunteerism’ depicted and is confident these materials can help our program get noticed in a whole new way! Thank You, NADTC!
Learn more at www.nadtc.org/EveryRideCounts
We want to hear from you!

Tell us how EVERY RIDE can COUNT in your community by filling out a brief questionnaire.
Group Activity

- Break up into groups of three (3)
- Create your own EVERY RIDE COUNTS campaign flyer
  - What would your image be?
  - What would your message be?
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