



2019 AIRS Conference

**Every Ride Counts: An Information and Education
Campaign Helping Local Programs Promote
Transportation Options
June 3, 2019**



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National Aging and Disability
Transportation Center/n4a**



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

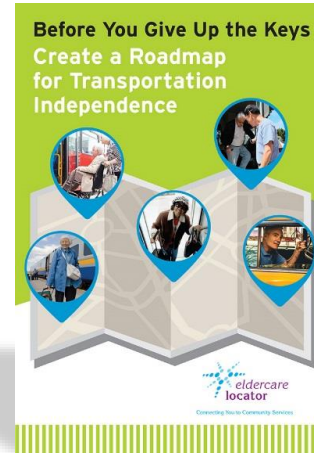


Photo Credit: Meals on Wheels Montgomery County, Conroe, TX



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



Transportation Challenges

- 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.

Transportation Challenges

- 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.

What it is like not to drive: People with disabilities in their own words

*“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

More information about public transit is needed

*“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.

 WHEELCHAIR SEATING AREA.
SECUREMENTS ARE LOCATED
BELOW THESE SEATS

EVERY RIDE COUNTS

Campaign Materials

Post Cards



FOR MORE INFORMATION



Tried transit lately?

You'd be surprised
how easy it is.



FOR MORE INFORMATION



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

Campaign Materials

Flyers and Posters

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

FOR MORE INFORMATION

☎ ✉

EVERY RIDE COUNTS



Every Ride Counts is a campaign of the National Aging and Disability Transportation Center, funded through a cooperative agreement of Enterasys, 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.

(844) 983-3222 • www.nadtc.org

EVERY RIDE COUNTS

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

Call or email for more information

nadt

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

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Campaign Materials

Social Media Images



Campaign Materials

Infographic

Help your clients build a
transportation road map

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, taxis).

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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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




RideATA JOINS NATIONAL RIDE AWARENESS CAMPAIGN

DETAILS
Click Here

EVERY RIDE COUNTS

Local Programs Using Every Ride Counts

Organization:
INCOG Area
Agency on Aging,
Tulsa, OK



EVERY RIDE COUNTS

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For more information, contact:

INCOG
Area Agency on Aging

Senior Info Line
918.579.9477

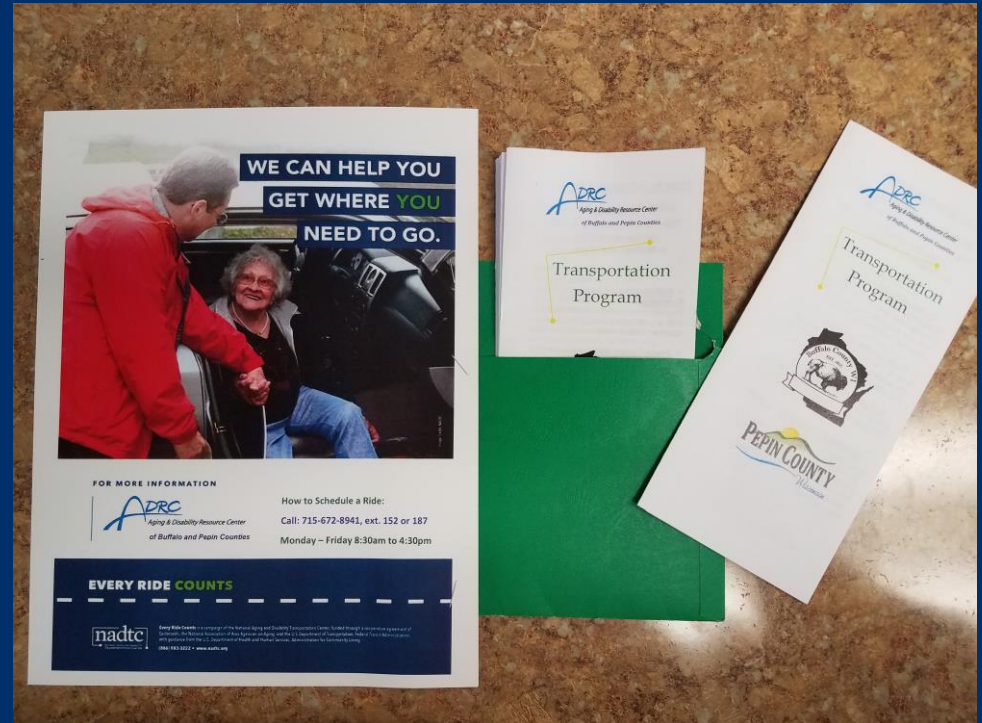
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Local Programs Using Every Ride Counts

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!



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SECUREMENTS ARE LOCATED
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(866) 983-2222 • www.nadtc.org

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

FOR MORE INFORMATION

(276) 523-7433
info@meoc.org

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

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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?



NATIONAL AGING AND DISABILITY
TRANSPORTATION CENTER

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