

WE UNITE
THE WHOLE
COMMUNITY
TO WORK TOGETHER



**United Way of
Northwest Vermont**

PROUDLY SERVING CHITTENDEN, FRANKLIN & GRAND ISLE COUNTIES

LIVE UNITED



United Way of
Northwest Vermont

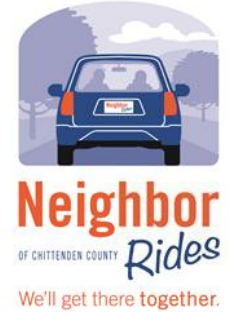


Neighbor
OF CHITTENDEN COUNTY *Rides*
We'll get there together.

Inclusive Coordinated Transportation Planning Project

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United Way of Northwest Vermont

Goals of the Project:



Focus on disproportionate unmet health needs...

By talking with seniors to identify and better understand their met and unmet needs.

Emphasize and create examples of collaborative governance...

By bringing seniors and adults with disabilities into work groups and into advisory roles.

Build community capacity...

By aligning provider and community resources, identifying and prioritizing the gaps in the current system and, explore opportunities to leverage resources making a more effective, efficient, and appropriate system.

Project Activities: 1 of 2

- Created shared learning opportunities for community members (Participant Advisory Team) and transit & human service professionals.
 - Activities included: Collective Impact Conference, Data walk focused on regional transit data, & group meals
- Research and Insight:
 - Developed Stakeholder Map from interviews with key players and community organizations.
 - Created a Customer Journey Map from interviews with para-transit riders.
 - Created a Driver Persona from interviews with volunteer drivers.
- Defined the Problem:
 - Co-creation workshop with community members and transit & human service professionals to review research findings.
 - Completed Importance/ Difficulty Matrix to help define the problem and provide possible focal point for next steps.
 - ***Information and Awareness: How might we provide better transit information and access to older adults and persons with disabilities?***

Project Activities: 2 of 2

• Brainstorming & Prototyping:

- Hosted brainstorming sessions with community members, transit providers, VT Agency of Transportation and human service professionals to generate ideas for a prototype to test to increase rider awareness of the para-transit programs for older adults and persons with disabilities (VT E&D program)
 - Design Criteria: Visual design language, consistence presence in the home, Makes Rides Tactile, Loss Aversion Messaging, Practical Suggestions
- After several rounds of making, we landed on the idea of creating a refrigerator magnet we could test in the home of our target audience.
- We created 2 versions of our refrigerator magnet for prototype testing.

• Testing:

- Identified a pilot partner in the town of Milton to test our prototype.
 - The town's current transit options for older adults and persons with disabilities is currently under performing. Secured additional funding to pay for ride increases generated by our education and awareness campaign.
- Rider informed testing: we ran 2 days of testing . 1 on 1 interviews with riders/community members and a group event at a new Senior Housing Facility in Milton.

• Prototype Testing Results / Recommendations



Milton Rides  As a Milton resident over 60, you may be eligible for 2 round-trip rides per week!
802-878-1527

Don't miss a single ride.
Here are just some of the things you can get out and enjoy:

 Grocery Shopping	 Pharmacy	 Visit a Friend	 Hair Appointment	 Take a Class	 Where would you like to go?
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CALL 802-878-1527
For rides on Tuesday, Wednesday or Thursday

 Make a Date	 Call	 Pay \$1.00	 Ride	 Have Fun	 Return Home
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Have you taken your rides?
For rides and eligibility information, call 802-878-1527.

Suggestion Magnet






Milton Rides  As a Milton resident over 60, you may be eligible for 2 round-trip rides per week!
802-878-1527

Have you taken your rides?

Possible Rides	Rides Used
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Don't miss a single one of your rides.
CALL 802-878-1527
Tuesday, Wednesday or Thursday

 Make a Date	 Call	 Pay \$1.00	 Ride	 Have Fun	 Return Home
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For rides and eligibility information, call 802-878-1527.

Counting Magnet

Project Outcomes: 1 of 2

All project outcomes are rider informed and tested

- Transit Information and Awareness Tools
 - Including Refrigerator magnet, campaign materials for housing facilities, and brochures for family & care teams.
 - Customizable for each town para-transit provider
 - Scalable outside our 3 county region
 - Platform to engage more older adults and persons with disabilities.
- Creation of survey for E&D riders to help close the data gap for our para-transit providers.
 - Increase voice of riders within the system and create baseline for service performance.
 - Scalable outside our 3 county region.
- Transportation as a basic need: **Drive Change** Public Awareness Campaign
 - https://www.youtube.com/watch?v=fCNhsMJx_T8



United Way of Northwest Vermont ft. Neighbor Rides - "Drive Change"



LIVE UNITED

Milton Rides 
802-878-1527

As a Milton resident over 60,
you may be eligible for
2 round-trip rides per week!

Don't miss a single ride.

Here are just some of the things you can get out and enjoy.



Shopping



Pharmacy



Visit a
Friend



Hair
Appointment



Take a
Class

only
\$1 a trip

Go to Burlington
or anywhere in
Chittenden County

CALL 802-878-1527

For rides on Tuesday, Wednesday or Thursday
Call early the day before.

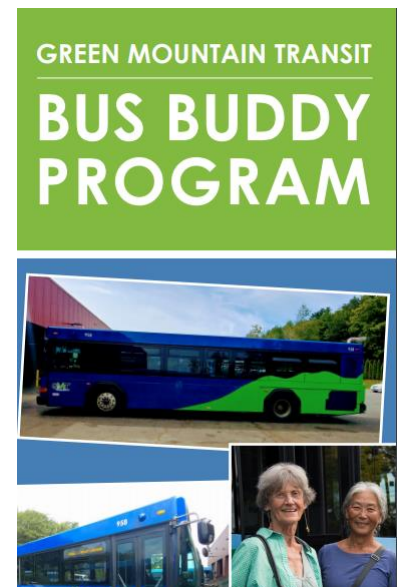
Have you taken your rides?

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Project Outcomes: 2 of 2

All project outcomes are rider informed and tested

- **Bus Buddies – new volunteer travel training program**
 - A bus buddy volunteer is knowledgeable about routes, schedules, fares, and policies. They'll teach you the do's and don'ts of riding the bus and customize your training to meet your needs. Complimentary service to passengers and only available until you feel comfortable traveling independently.
- **Senior Shopping Shuttle – Volunteer Aid**
 - Riders really appreciate the free weekly shuttles from senior housing facilities to local grocery stores but where in need of additional assistance with loading and unloading bags. We have recruited 3 volunteers to support the riders on these weekly shuttles.



Project Obstacles: *specific to inclusive planning*

- Timing/Collaboration: *Collaboration moves at the speed of trust.*
 - Challenged to build and maintain momentum between multi-sector stakeholders and community members.
 - Need for continuous open communication with partners.
- Lack of established customer service feedback process.
 - Regional transit providers need to develop an easy to access, confidential rider evaluation process.
 - Provides opportunity for riders to reflect on how satisfied they are with the service and what could be better.
- Unmet need in community:
 - Self perception of transit need and/or self-limited behavior was a common theme when interviewing current riders and/or target audience. This presented a challenge in measuring the true unmet need in the region compared to the capacity in the system.

Lessons Learned: *specific to inclusive planning*

- Establish regular communication with project teams and general public.
 - Options include: host a website, create an electric news list, etc.
- Consider merging the Participant Advisory Team with stakeholder group.
 - There was great value in hosting rider specific meeting initially but as the project advanced we could have been more efficient and built trust if it was one team.
- Data – establish regular method for data collection and general tracking.
- My timeline is not my partner's timeline.
 - Build in more time to support multi-stakeholders schedules and decision making process
- Increase awareness of stakeholder's budget cycles
 - We were very fortunate to time our funding request to the regional transit provider in sync with budget cycle.

Project Status and Next Steps:

- Ready to roll out Phase 2 of our Information and Awareness pilot.
 - Final prototype and campaign materials.
 - Working to finalize partner scheduling and data management.
- Launched new peer-to-peer travel training program, Bus Buddies, to build skills and confidence to enjoy riding public transit.
 - Secured funding from AARP VT to support volunteer recruitment and training.
- University of Vermont Larner College of Medicine: Impact of Transportation on Health Care
 - Surveyed 215 individuals, 65 years or older, to assess transportation barriers associated with accessing health care in the greater Burlington region.
 - Data collection is complete and data analysis is underway. Final research presented in December.
- Community Awareness Campaign / Volunteer Recruitment
 - Drive Change: Sharing our short video at workplaces, universities, human service organizations to increase awareness of transportation barriers and ways to get involved.
 - Partnered with Agency of Transportation to run a state wide recruitment campaign for volunteer drivers.
- Rides to Wellness: Internal Working Group
 - Helping guide Vermont's Rides to Wellness initiative through the inclusive coordinated transportation planning lens. Working to increase the voice of the people we seek to serve through role in program creation and evaluation.

**GIVE. ADVOCATE.
VOLUNTEER.**

LET'S WORK TOGETHER.

