RAW TRANSCRIPT

EASTERSEALS

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EVERY RIDE COUNTS: NADTC’S INFORMATION AND EDUCATION CAMPAIGN

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 >> MODERATOR: Hi, everyone. Thank you for joining us. We're going to get started at the top of the hour. I just wanted you to know you're in the right place. We're going to get started in about 4 minutes. Thank you so much for joining us.

 >> MODERATOR: Hi, everyone. Thank you for joining us for the NADTC webinar every ride Counts campaign. We're going to get started in just a few minutes. We're going to give everybody an opportunity to get connected. We're going to wait until maybe one or 2 minutes after to get started. I just wanted you to know that you're in the right place, and we'll get started very soon. Thank you so much for joining us.

 Welcome, everyone. Thank you for joining us for the NADTC webinar Every Ride Counts campaign. A couple of logistics before we get the webinar started. First of all, it is being recorded. What this means is anything you put in the chat section will be public and will be available with the archived recording when that's made available to the public. Keep that in mind as you participate.

 To ask a question, you have a couple of options to do that. You can either type it in in the chat box at the left side of your screen, at the very bottom. Or, if you're participating by phone only, then you can respond to the email that contained your connection information. I will get that information directly and make sure to copy and paste that email into the chat box so that the presenters will have that at the end of the session. So you can either post your question in the chat box in the bottom left of your screen, or you can respond to the email with your connection information with your question. Either way, we'll make sure that we present the question to the instructors for today.

 As a side note, as I mentioned in the connection information. You have two ways to participate today. You can either participate by a webinar room and phone or just by phone. We ask that you at least dial in on the phone for your audio instead of using the Voice over Internet Protocol with the webinar room. The quality is much better over the phone. So we do ask and suggest that that option be something that you utilize instead of listening over your computer speakers. You will get a little bit of a better experience that way.

 In addition to that, we have captioning available today. You can access that by either pressing the CC I con, clicking on the CC on the icon box. You can click on it and change the size and font, whatever would be better for you.

 If you would like to join but cannot because of a technical difficulty, you can call the Blackboard assistance line. (877) 382‑2293 or you can respond to your connection instruction email, and I will be looking for those and can assist you if you're having trouble with that. My name is Kristi McLaughlin. I will turn it over to the codirector of the National Aging and Disability Transportation Center.

 Virginia? I don't think we can hear you. If you're on mute, you might need to unmute yourself or press star 6 or pound 6 to unmute yourself.

 Good afternoon, everyone. I want to thank you for joining us this afternoon. It's a snowy day in Washington. We're calling in from our various homes because the federal government has shut down. 4A, where I work, follows government rules.

 Before I get started on the presentation, I just want to make sure that we're all on the same page. This is a session about our Every Ride Counts campaign. Those for you that are less familiar, this is a partnership between Easterseals. We're funded by the Federal Transit Administration and the overall mission is to provide transportation for older adults, people with disabilities, and caregivers.

 So I'm going to start this afternoon by talking about how we decided to embark on this effort. So in 2017, any DTC ‑‑ and you may have gotten the slides earlier, in which case there was a different order for the slides, so I apologize for that. I made that change just today. So all the slides are the same. They are unchanged. It's just that the slide I'm on right now was farther down the chain in the original set of the PowerPoint.

 An expert panel was formed to address the issue of information and technical assistance that's available locally for people on transportation. We did that ‑‑ one of the things that propelled us to do that is F4A loans the nationwide toll‑free number which receives calls from older adults. Fewer calls, but calls nevertheless from those with disabilities and professionals in the field. About a wide‑range of aging issues. For the last several years, transportation has been the number‑one reason why people call.

 We also threw the NADTC, have a toll‑free number, which is listed on the final slide of this PowerPoint presentation. That toll‑free number has always generated far more calls from people calling for rides after being told about our center, which is primarily created to serve the needs of individuals who work on transportation for older adults and people with disabilities.

 So we're not set up to particularly serve the needs of people seeking rides. What we do, though, we're able to get those calls very quickly over to the locator. They've been steady. Every month, the locator gets between 2,000 or 3,000 calls on transportation. That varies a little bit. The NADTC line also gets these calls, anywhere from maybe 150 to over 400 calls in a quarter, a three‑month period. They come to us from people seeking rides. So we know that, for the most part, when people are calling for that kind of information, they're calling because, one, they don't know where to call in their local community; or, two, they've tried to find the information. They've gotten frustrated, and they saw one of these nationwide toll‑free numbers, and they've called. There are a number of other places where people call with the same kind of issues. For example, the Medicare line also gets a lot of calls about transportation because some people think that Medicare provides transportation benefits when, in fact, typically, it does not.

 So we put together an expert panel to help us explore this issue to come up with some possible way in which we at the NADTC might be able to address it.

 As you see on the slide, a list of numbers for that expert panel. And you see a wide variety of folks. It isn't a big panel. It includes folks like Billy Altom from the association of programs for rural independent living. Sherry Clark who works at the U.S. administration for community Living has been the project officer. We include Patrice Earnest who is the locator. We have Sarah Green. We also included a representative from 211 program, which is one of the local places where people call for a wide variety of information. Tom Page who was with Michigan 211 at the time. Then we have Carrie Porter who is with the agency on Aging. She does a lot of work with the state of Wisconsin. She works with transportation and volunteer services. Finally, we had Nanette Relave who is with the National Association of States United for Aging and Disabilities. It's NASUAD. There's a wide variety of pronunciation s for that acronym. She provides support and technical assistance to local aging and disability resource centers as well as the aging information and referral assistance line that are mandated under the older Americans act.

 You can see from this list of folks that we really wanted to cover the front, if you will.

 Kristi, can you move that slide? Thank you. Sorry about that. I'm the least technologically able person on my staff. I apologize for that.

 How do people in the community know where to go for transportation information? How do they usually find information? Not just about transportation, but what are their usual methods for seeking information when they need it? Particularly, how do older adults and people with disabilities of all ages get that information as well as family caregivers.

 Finally, what can we do to help them find the right place when they need it? So this formed the background of our discussions. Next line? We also address some of the issues that people are likely to encounter or that local services attempt to address. By local services, I mean the public transit agency, a one‑call/1‑click, if there is one in the community. A mobile manager, if at least one in the community. The lines I mentioned, the Aging and Disability Resource Centers. There's centers that run information and referral programs. The 211 programs.

 So how do you ensure on the issue of transportation, that the information is consistent and also comprehensive? In some communities, it's necessary to call around to get a full picture of what's available. There's also the function of all of those programs I just listed, of educating callers and ensures that the next time they're seeking a ride, they know where to go. That's truly one of the things that when calls go to the locator, they're also sent to the local agency that, maybe one of the ones I listed, that folks not only get the information on the assistance that they need, but that they are also getting enough information so that the next time they're seeking a ride or seeking information about transportation in the community, they have a fair sense of where to go. There is also the issue of many people, overcoming their fear, particularly related to public transit, the stigma that may be attached to those services for some people who think of it as, oh, that's the service that is meant for people who are younger of low income, for example.

 Also, misperceptions. People have different ideas about riding the bus. Some people who have arrived at the ripe old age of 65 and have never ridden a public bus may have not just fears and concerns about what their neighbors will think, but also they have a lot of misinformation that they've collected over the years. They don't necessarily understand the service.

 So this is something that any center or any place that is intended to serve the needs of older people and people with disabilities around transportation really need to be aware of.

 Finally, helping people find those options that meet their needs. As I'm sure everybody on this call knows very well. Just because you've got a decent array of good transportation services in the community doesn't mean all those services will serve people who have certain kinds of disabilities or who are older who may need some help, additional help besides just a ride. They may need help getting in and out of the car, or vehicle. They may need someone to travel with them. It's important that the needs of the individual get matched with what is available.

 So this past year, moving on, we begin with the end of our work with our expert panel. We began to work on the campaign that we're going to share with you today, the every ride Counts campaign. We ran into difficulty to make sure it worked the way we expected it to work. We'll be talking about that during this webinar. We also realized as a center ‑‑ and this is an issue that goes beyond the topic that we're talking about. It's also a critically important issue that we're aware of. So we felt that there was a need for a national survey. The national survey that would actually go to riders and potential riders of transportations themselves rather than a survey of the folks who work in this field. While we all think we have ‑‑ especially those of us who have been in this field for a few years, we think we've got a pretty good handle on what the needs are. Probably we're right. We've certainly done our background reading and research. We felt the time had come to take a good look at what's going on out there in the field, particularly for older adults, age 60 and older, younger adults with disabilities, ages 18‑59, as well as family caregivers who care for both older adults and people with disabilities.

 NADTC hired a research firm, KRC research, to do the quantitative survey of these three audiences. The survey was conducted last fall. If you have a copy of the slides, you can click on where it says NADTC national survey 2018 and get directly to the full report on the survey. I do encourage you to do so.

 Last week we had a webinar that was focused on providing some survey highlights and some of the major findings of the survey. So that is going to be posted on our website shortly. The recording, actually, will be posted. But today I just want to share a couple of data points that I think are relevant to this discussion.

 First of all, I just want to say that with the older adults that we surveyed, we did 200 of those surveys by telephone and 309 online. With younger adults with disabilities, we did 100 telephone surveys and 413 online. We actually surveyed 627 family caregivers or neighbor or friend caregivers. These included 390 caregivers of older adults, and 237 caregivers of younger adults with disabilities.

 I should say that with regard to the folks that we surveyed, the research firm, KRC Research, made sure that the people surveyed were representative of the overall population as found by the census. So older adults represent older adults who are reported on in the most recent census figures.

 Also, just so you know, the older adults included 33% of older adults who have a disability that impacts their physical activity, their hearing, and or seeing. That's the definition of disabilities for younger and older adults. It affects physical activity, hearing, or seeing, recognizing some people may have multiple disabilities.

 What I felt was a significant finding of this poll is that there was no single go‑to information resource. That the folks who took this poll new about it. When people are taking this kind of information, for better or worse, most younger adults and some older adults turn to assistance.

 I want to talk about a couple of think so about this data. One is family, friends, and colleagues, as I said earlier, is the most frequent source of information. But also, one of the interesting findings is that 24% of older adults, not that many but a quarter, and about a third of younger adults with disabilities are then turning to the computer for information and assistance.

 What I find really daunting about this survey is that for the most part, these organizations that you are aware of. Many of you all work in, there's an enormous amount of work and effort to make sure people know where in the community they can go to get information, not necessarily just on transportation but, for example, only 13% of the respondents, both younger and older, said that they go to area agencies on aging. Only 8% of older adults and 12% of younger adults with disabilities go to centers for independent living for this kind of information. Aging and disability resource centers, they're a tiny bit better. 16% of younger adults with disabilities, and 11% of older adults check in with them for information about transportation. Look at the bottom of this survey. This is really distressing. We know that mobility managers do a tremendously good job, an important job. It's a critical role in ensuring that people know what information, what kinds of transportation is available to them in their community, helps them match their needs with the services that are available. It's also critically important, because of where they sit in the community, whether they work for public transit or they work for an area agency on aging, founded for independent living, we know mobility managers working a lot of different studies. Only two% of older adults had actually recognized that a mobility manager could help with this. Not many more, but 8% of younger adults with disabilities were turning to mobility managers.

 The next slide shows a similar result. This is the result for caregivers who themselves rely on family, friends, or colleagues, mostly, to get this information. There are a few differences, but mobility managers, once again, are at the bottom.

 Aging and disability resource centers are at 16%. Centers for independent living are at 11%. Areas for agency on aging, the hotline in their community, 15%. It's not a very encouraging picture of what people know.

 Again, the people who responded to this survey are meant to be representative of the overall population. They're not necessarily those people who have been seeking information about rides. One of the other things that's very clear from the survey is that most people who responded, whether they're older or younger, are traveling around their communities in cars, whether they are driving themselves still or whether they're riding with family and friends. So many of the respondents have not sought other kinds of transportation to meet their needs.

 Finally, this is the last slide I will show from the poll. We also found that many of the respondents do have Internet access. 86% of older adults, and 90% of young adults with disabilities have access to a computer. 69% of older adults and 87% of younger adults with disabilities have access to a smartphone. I think it's really important ‑‑ they're also users of social media, as you can see on the right‑hand side of the slide. It's important to remember this and to keep in mind that over time the percentages are likely, we hope, to go up. So it's important as we're thinking about getting the word out on transportation. Even if we're targeting an older or a population that may not be pursued as having access to the Internet. It's important to keep this in line in the methodology that we use to ensure that we aren't missing anybody. When we decided to do the poll, our initial thought was we wanted to do all of the surveys of older adults and people with disabilities by telephone. We have a time crunch that we have to adhere to. We're not able to do all of them by telephone. But we recognize that we had to do a combination to ensure that we got responses from a representative group of folks.

 So now I'm going to turn to the Every Ride Counts campaign. The details of the Every Ride Counts campaign, I want you to know, was developed in partnership with the expert panel whose numbers I shared with you earlier. This is intended to be a national publicity campaign for local communities or regional communities or state communities to use. It is not something where NADTC is going to be sending out messages far and wide and hoping that they get printed in your newsletter or in your local newspaper.

 Rather, our hope is that we'll be working very closely with local communities around the country that voluntarily decide to participate in this campaign. We want to help local communities do what they're already doing, but hopefully give them some tools that will support that effort to ensure that older adults, people with disabilities, and caregivers living in your community are made more aware about the availability and accessibility options that your community offers.

 The campaign can be accessed via the website at the bottom of the slide. Our materials include the possibility of creating postcards, Flyers, posters, as well as social media messages. All of which can be customized with local contact information.

 Instructions are provided on how to add your local contact information. Log in is required to download the campaign materials. We do that for a number of reasons. One is it will allow us to track who's using them or who has been interested enough to download our materials or to log into the system. Also, it allows us to reach out to you and find out whether this is working as we perceive. This is new territory for us. So we don't know that this is going to be successful. We think we eastern the right track, but we might not be. We recognize a lot of programs develop their own materials that have been very successful over the years. We're really helpful that our materials can either supplement what you're already doing or enable communities that maybe don't have a lot of printing resources. A lot of funding that will support the development of a logo or something that is meant to promote your program, that you can use our materials, and we can support efforts in that regard.

 Included in the materials is an infographic that explains the modes of traffic that may be available. We got a bit of feedback on the infographic and are going to be making changes. One is that we here at NADTC are going to be printing multiple copies of the infographic and sharing those at conference and workshops that we go to around the country. In addition to that, we're going to make a few changes on the infographic that will allow local programs to custom ize just as they can with the other materials, to customize the infographic to work for them.

 So these are eight campaign messages. These are the campaign messages that we develop ed with our expert panel. We decided from the outset that different programs, different communities are at different places. They're trying to get a different message across. For example, one of the key messages, maybe, to get information out about transit and to encourage a blogger group of people to use transit. So there are some messages, particularly the first one that, says "try transit lately; you would be surprised how easy it is." The other thing is to recognize people don't just want to get a ride someplace. Sometimes they need ‑‑ they desperately need to get somewhere. So the message about need to get somewhere is easier than you think. The third one is it's designed to encourage people to go where they want to go. We know that social isolation is a deadly disease. It can seriously impact the life and well being and health and mental health of older adults and people with disabilities who are stuck at home.

 So hopefully people will recognize that transportation resources can help them not just get where they need to go but also get where they want to go. Or you have places to go. We can help you get there. As you can see, it's a wide variety of messages that are both designed to help people recognize transportation is something that can make their lives better as well as transportation offers services that can really help them do what they need to do.

 This is what our campaign looks like. It has brief information at the bottom about it. And there's a square there that allows you to put in your own logo and local contact information. That's true whether you use the one on the left or the one on the right. Next slide. This slide shows you a mock‑up of a couple of these materials that include information from citizens in southwest Virginia. They graciously allowed this as we were developing these materials, to put in their own logo so you can see what they would look like with your own logo.

 Hopefully, they look attractive to you and they look like something you may be willing to use. We have a number of various images that you can use for any one of these messages.

 And this is a picture of John Lackney. He's the director of communications at RideATA, which is the area transit authority of central Pennsylvania. John Lackney really likes his materials. I'm just as pleased as I can be to be able to say that.

 They had a project under way to wrap their buses. He decided to include the Every Ride Counts campaign on that bus wrap. On their website, the little ‑‑ whatever it is. I don't know what to call it. The little band at the bottom of this slide is on their website as a way to encourage people in their community, which is highly rural in the central part of Pennsylvania, to know about the ride options that are available there. So we want to thank John particularly for his willingness to share his photos with us and his enthusiasm.

 So with this, I'm going to turn it over to my colleague. Jo Ellen is the director of communications, and she's really been a partner with NADTC as we have embarked on this journey and worked to develop materials that would be both pleasing and useful to communities around the country.

 So with that, I think we'll ready for the next slide, and we'll turn it over to Joellen.

 >> Hello, everyone. Thank you, Virginia, for that great introduction. As everyone heard from Virginia, the messages we included in the Every Ride Counts campaign were carefully vetted by both NADTC and by the expert panel that Virginia described a little bit earlier. As you download the materials and get used to them, we really tried to incorporate a lot of sentiment that we knew existed about transportation. We wanted to approach those and make it seem approachable and accessible to people who may have some sort of hesitance or are reluctant to try it. Several messages and images we featured in the campaign are really intended to convey to people with disabilities, older adults, caregivers, the options that are available in communities around the country but also the accessibility of these options. We really wanted people to understand that transit, all these transportation options that are out there are accessible. There may be a little bit of a barrier to use, but once you ‑‑ they do help you get to where you need to go. We definitely try to tackle those objectives with the campaign.

 Now, really, the campaign, in addition to providing material to agencies that they can use in the communities, we really tried to address two problems that NADTC and the expert panel identified as something of a barrier to increasing the number of older adults and people with disabilities who use mass transit. The first issue for many was just that they didn't know where to look to find information on the modes of transportation available to them. You saw that in some of the poll results discussed earlier. These poll results show that caregivers are often the ones who are tasked with either finding or arranging or doing the transportation themselves for their loved ones. We want to make sure caregivers know exactly what options are available to them in the communities around the country.

 Another issue that we wanted to address with the campaign that Virginia did mention a little earlier is stigma and some kind of misinformation that exists about mass transit. Sometimes people think that, oh, you know, it's too hard for me to try this. I don't need to try mass transit. I've got my caregiver. I've got someone to take me to where I need to go.

 One thing we really did want to convey is using the transportation options conveys a sense of independence for people. Rather than being a barrier, these transportation options provide a dependent. You can see that from some of the images on the slides right now.

 So we wanted to reinforce that notion that transportation options are accessible and easy to use for everyone. I hope that is what we did. So I'm going to try to switch to the next slide. Let me see if I can do that myself. So on this slide, what we've really talked about, what I really want to address and dig deep into is how we measure the campaign. As Virginia mentioned, in order to download the materials, everyone needs to register on the website in order to do so. That allows us to find out again who downloaded the materials, but it also provides us with the opportunity to get feedback and see how the campaign worked for you.

 So once you have downloaded and customized the materials in the campaign, we will ask you to tell us a little bit about the metrics and how the campaign worked for your community. On the screen here, you will see that just a few of these include an increase. Has there be an increase or decrease in the entries received on transportation options? Have the number of travel provided, have you seen a difference in those numbers. And difference in the number of rides in your communities, all of these things give us feedback in terms of how the campaign has worked for you in the community and how we can improve any of the materials available.

 One thing that I will also say is, as Virginia said, the materials are available for download on the NADTC website, but they're available in a variety of options. We wanted to make sure everybody is covered in terms of their technological abilities. We have everything available to you in a sign that's familiar to you. There are materials to download that provide instructions on how to customize materials by adding your agency logo and contact information and all sorts of things.

 As Virginia mentioned, we're be updating the infographic in the future. So that will allow another opportunity for you to customize and use that in your communications as well.

 If you have any problems customizing the materials, let us know. We've done everything we could to make it easy for you. We may have missing? And we definitely want to make sure that these materials get to the community so people can see them and use them.

 What I would say is, you know, use materials anywhere you would. The same place that you would use your promotional materials, that you use to promote anything your agency has, use them. Use them in the mail, social media, local publications. Let the media know you're starting a campaign on transportation options. A lot of times, smaller publications will publish those because they're always looking for content too. If it's a great resource for the community, it will be helpful to them too.

 As far as measurement, anything else? If there are other things you would like to measure, let us know. We'll follow up with everyone about three to 6 months after the materials have been downloaded and used to find out how those materials worked, how the campaign worked for you. There are things that we could improve that would be good for both us to know and also for you to analyze results and see the impact that your campaign has had in the community.

 And then we'll be sending you a survey. We want to make sure that you, just like everyone in the community can sit back and relax because we definitely want, again, to challenge those misconceptions and stigma and make sure people know that these materials and the resources that your community provides are accessible and easy to use and that every ride does count in the community.

 I'm pretty much done. So I'm going to turn it back over to Virginia and Kristi to take any questions or ask anything that you may have.

 >> All right. Thank you so much, Joellen. A lot of really great information from Virginia and Joellen. I really wish I had these materials to use when I was providing service. So this is really fantastic. We do have a couple of questions in the chat section. We'll definitely take those. I want to remind you guys how to ask questions, should you have any. You have a couple of options. If you're in the webinar room, you can submit the comment or question via the chat session, which is to the bottom left of your screen. You can submit that there. If you would prefer to do it by email or if you're not in the webinar room, then your option is to submit an email question. You can do that by responding to the connection information that was sent out by me earlier today and yesterday. So you can respond to that email with your questions. I will make sure that gets into the chat sessions so the presenters can answer that. Those are your two options for asking questions.

 We do have a couple. We'll get started with those. Virginia, the first two questions come from when you were presenting. I tried to pay attention. I think they were from about slide eight or nine when you were talking about the results of the survey. It was top‑tier information and bottom‑tier information. The first question was: What group did you say was primarily still driving? I will let you address that and if we need to address that separately, we certainly can.

 >> I would invite you to certainly take a look at the poll report which has the specific data. It was surprising to us that a large percentage of the older population as well as a pretty large percentage of the younger adults with disabilities who responded was still driving.

 As a matter of fact, if you want to talk off line about this, especially after you've had a chance to look at the poll, I invite you to do so. The questions that were asked of caregivers certainly addressed the complexity of the situation that many caregivers felt that the person they were caring for had some real problems with driving. You can also see that in the presentation that we did last week on the poll in more detail because we share a number of quotes from caregivers about concerns about their loved ones driving. One of the things that's really interesting about that particular issue is that if you ask older adults, you know, do they think at some point that they're going to need to stop driving. Many of them say yes. Many of them say it's fine to drive. If you ask them when they're going to finally have to give up the keys, the younger adults, typically we're talking about in their late 50s, 60s. The older adults were saying, Well, maybe in their 80s. It's not right now. It's ahead of now. I think that that underscores one of the issues, which is when people stop driving, they stop having that ready, flexible transportation resource, they feel their lives are going to be very constrained. Sadly, in some communities, their lives are going to be very constrain ed in terms of what they can do and where they can go. Again, understand scoring the need to get the word out on what transportation resources are available in the community.

 >> Great. Thank you so much.

 And then the second question from the same questioner was regarding the definition of older adults for the survey. Was there an age limit. What they're asking is: Specifically, what was the higher end of the age limit, if there was one identified?

 >> The age limit we chose was 60 and older, which is the definition of older adults that is used in the older Americans act. If you think about older adults, it's a very wide range. It's really multiple generations of older adults, if you talk about people in their 80s or 90s.

 I'm not sure, but the oldest respondent, how old that person was, I can find that out. So if you want to send me an email, feel free to do so. The address is on the last slide.

 >> I just entered your email address into the chat session for anybody who wants that available to copy and paste. Let me just read this question.

 We're in the preliminary stage and not ready to implement the campaign right away. The question is: Perhaps you can make things viewable on your website without registering. I would assume you would want Sharon to send an email to you and make that request, but I will let her know what you think is best for her to do.

 >> Yes. I think we have access to all the emails of everyone on the call. We can certainly send the package to you all. I don't think that's a problem, Joellen, at this point. We have talked about making it possible for you to view what's in the package of images and messages off line to just see if it's something that you're interested in. As a further, I guess, incentive for you to actually register and use the materials. So we'll talk about that off line. If we're unable to just send you the package, maybe you can share those emails with us. We'll respond one way or the other. Either to say here's the package or here's where on the website you can access them.

 >> Absolutely. I'm happy to do that. To do that. You can email NADTC directly, which is the email address that's going to be on the very last slide of the presentation. Either way, we can get that information and make sure that you have an idea what is possible after the presentation. So one way or the other, please send your requests in, and we'll make sure that gets to the right person.

 So the next question is: Can we use pictures of our local people with the Every Ride Counts logo?

 >> That's something we had not really talked about. I don't think as the materials are currently constructed, that that is possible. Joellen, I don't know if you want to add anything to that. We're open to considering other suggestions. It might take us a little while to figure out how to make that happen. It took us a while to figure out how to ensure that the materials could be customized with your local information and your logos.

 We successfully did that. The images were very carefully selected. You may notice that it includes a number of the photo contest winners that NADTC has had. It also includes some materials and pictures we had to purchase for the purpose of the campaign because we were not able to, among our files, to find images that were diverse enough and very clearly explained we wanted to make these materials accessible and as usable as possible by everyone. So we wanted a real diversity of people to be represented.

 Joellen, did you want to add anything?

 >> Sure. I think it would be possible, not at this time, however. We could explore creating materials with the same message that we have, the template s that would allow you to add your photos. It could be more complicated. I would say that wouldn't be something that would happen right away, but down the road and also as we incorporate feedback that we received from people who have used the materials, I think that would be something that we can do, but, again, not at this time. We will have to work with our planner to figure that out.

 >> And if the person who asked this question would please get in touch with us and let us know who you are so we can talk with you and keep you apprised of our progress in this area? We want to make these materials useful for you. Any way we can make adjustments, we're willing to certainly give that prime consideration.

 >> Fantastic. That question came from Julia. Can you do it separately so we can keep you abreast on the information that's available. Julie did have a follow‑up question, which was regarding the people with disabilities that were used and was there any information available also on people with mental disabilities such as dementia?

 >> The dementia issue is a tricky one. NADTC, around the same time we were starting to work on the campaign, also did some work on dementia and transportation and caregivers of people who are living with dementia. One of the decisions we made early on was that we would not seek photos of anyone with dementia or their caregivers, but we used stock photos to be representative. We did that for confidentiality reasons, for respect reasons. Unless someone living with dementia is really comfortable with us or their loved ones are comfortable with sharing who they are and pictures of what they look like, this is something ‑‑ that's a line that we don't want to cross. You will notice also that through our poll, we have focused particularly on disabilities that are more physical in nature that include physical activity limitations as well as visual and hearing. We recognize that some of the people who responded to our poll are likely to be people who are either themselves in the early stages of dementia or who may have other kinds of mental disability or the caregivers of folks in that situation. We don't know, and we can't identify those folks.

 So when I say we've tried to be as diverse as possible, we've tried to show a variety of disabilities there. May be people depicted who have mental disabilities, but we have not identified them as such. And we want to have further conversations about this, we do want to be respectful and open to your suggestions. Again, feel free to reach out to me and to us. We'll be glad to have a conversation and see what we can do.

 >> Some have hidden disabilities, so understand that's a very difficult thing to do.

 But to the next question, moving on, is regarding the benefits of the campaign outside of marketing materials. A separate Julia. Julia again, but a different Julia, she's wondering what the benefits of the campaign are outside of just providing your standard marketing materials?

 >> Well, our vision has never been just marketing. It's always been: How can we work with communities? What kind of assistance can NADTC provide that will help communities reach out to people who may not be using the transportation services that are available, ensure that people know where to go if they have a need. Educate folks about different aspects of transportation. One of the things we've tried to get cross in the tag lines, the messages that are used is that we know people are sometimes apprehensive about using public transit as well as other kinds of transportation. They may want to arrive on a small bus or vehicle instead of having one driver transport them. We know there's a lack of awareness. We think it's a very good thing to use the materials to promote your program, but, really, bottom line, we're hoping that because you're using these materials and because we're making these materials accessible to you to use as you will, that people will be able to do outreach and reach people who are possibly homebound or not caught on to the fact that you have this great transportation resource in your community. We think the materials can be used in a wide variety of ways, and we're eager to find out what your ideas are. People are creative and they have great ideas, and they're looking for some way to carry those ideas forward and actually make it happen. What we want you all to do with these materials is to use the materials to help you do just that.

 >> I think that's a great way, also, for people to connect with the NADTC, is to email them and let them know how you've used the materials. That's always a good thing. People are so innovative, to find out how they've decided to use it. I would suggest that's a good thing to do, to email the NADTC.

 So the next question is regarding translation of the materials. The question is: Are there any plans to translate any of the materials? In particular, the interest is in Spanish version.

 >> We have not moved that far. I could say we probably should have considered that in the very beginning. Thank you for that question because I think it's an important question and something that we should give due consideration to.

 >> Fantastic. So that would be another thing to send a request to the NADTC and see if there's something ‑‑ and see if that's something that could happen.

 The next question is: Were there any suggestions on reaching people who are homebound or not able to be independent and leave their home?

 >> Not necessarily. So these materials, although I would point out we include social media messages. I think those messages can be used in a variety of ways. They can be used as a mailer. They can be used to empower folks who are case managers who visit homebound folks. Maybe the home‑delivered meals program to share particular messages about transportation. So I think while the campaign is not specifically designed to address the needs of homebound persons, we can certainly explore how they might be used to do so. We hope you will look at these materials and say, Okay. That particular message is missing. Let us know what that is. We started out with the notion of we wanted to create something that would be as useful and usable as possible for a very wide variety of needs. That's one we didn't particularly hone in on. Again, I think this conversation has sparked a lot of ideas for me. It's been extremely useful. Thank you for your thought‑provoking questions.

 >> I will jump in here to say that some of the messages are intended for caregivers to share with the people for whom they provide care. Often, as the results show, transportation is provided for loved ones very often. So, hopefully, for right now, we'll do some refinements to the messages but that could be a way to reach some of the homebound older adults or people with disabilities too.

 >> Just to reiterate what Joellen has said, we're looking to the experience of local programs to serve a particular need in their community and to keep us apprised of what materials are needed. This is needed. That is needed. This message needs a little bit of work. Keep these comments coming. We really hope as people start to use the materials, that they will give us just this kind of feedback.

 >> That's actually fantastic. And then the next question was also a similar issue in that transportation issues with regard to enter county or crossing county lines being a problem. So the question being: How does someone living in a rural area with a doctor that lives in the next county get transportation across county lines and whether or not that's allowed. Certainly, Virginia and Joellen, please add to that, but I think there's a lot of challenges with that type of transportation and certainly providing the information that this is an issue to the NADTC and even contacting the NADTC technical assistance line with assistance in finding transportation might be a good solution there as well. If you have any additional comments with regard to transportation across county lines, I will give you the opportunity to provide those.

 >> A couple of years ago, the NADTC did a paper. We push papers every year. Crossing boundaries, it's a little paper. Again, we also did a webinar on that topic. If you can't find it on our website, we use the title crossing boundaries for that particular issue. Feel free to check out our website for both the paper and the webinar recording. I know that this is a very difficult issue to deal with. There's a lot of turf issues involved and a lot of cost issues related and how you share services and ensure that people don't fall through the cracks. One thing that might be considered, I'm just throwing this out at the top of my head, is that the materials may help, in fact, to kind of open up some dialogue on these issues. If county A is using the particular posts or image or message to promote their services, it might be advisable for the county one over where people in county A frequently need to go because that's where the major medical center is, to include those materials that are the same, that look the same even though there's different contact information in the different counties. So that might be one way to begin the needed dialogue that can sometimes take months and even years to work out these kinds of situations. I know they're difficult, but they are really, really important because we know they seriously impact people's lives.

 >> Thank you so much.

 And then the last question we have for right now ‑‑ and I will obviously continue to watch while you answer this question ‑‑ but the last one for the moment is with regard to the design of the materials themselves. The question is: Was accessible design used when designing the materials?

 >> I'm going to turn it over to Joellen to answer the question. She works most directly with our designer.

 >> I think I will need to do a little bit of research in that. I'm not positive. I'm not exactly sure what accessible design might mean. I know that the graphic designers we work with are familiar with the needs that NADTC has and NADTC does make everything accessible to various communities. So I would need to check with them, but we can certainly get back to you. If you can put your email address in the chat box, please.

 >> And we appreciate any insights that you have to share with us on accessible design, principles and approaches that we should be on the lookout for.

 >> And I would add ‑‑ this is Kristi ‑‑ if there's a particular format you need, making that request one great. I can't promise the NADTC is going to be able to provide that, but if there's something you're looking at in particular, I do think that information would be good as provided, just in case. If you do email with regard to the format you're looking for, at least the information would be available for them to move forward with what to produce.

 And then we did receive another question. Under the question regarding a database of transportation services. It says, is there any chance there could be a database of transportation services across the country? And we would obviously need to continue to give the updated information, but I think it would be great to have a website of transportation services across the States with regard to how they function and funding, et cetera.

 >> You know, that's a great question. I have to say that creating such a database would be very difficult. I will say there's a service called rides in sight that does have a database that was particularly designed for serving the transportation needs for persons with visual impairments. The transportation that's offered is not necessarily in every locality in the country. It tends to be a very broad list of transportation mixed in with specialized kinds of transportation. I would say the challenge here ‑‑ and something I've said to many audiences ‑‑ transportation in many places is transportation in that community. Even within the state ‑‑ or maybe I should say transportation within the state. You see amazing variety. In some communities, you see transit. In some small communities there's no such thing as public transit. And there's everything in between. There are services used by older adults as well as people with disabilities, but they're not everywhere. The way in which transportation is funded is incredibly varied. There's certainly federal dollars that are designated for transportation and programs that are specifically targeted to the needs of older adults and people with disabilities. Again, they aren't everywhere. Figuring out how to put together a nationwide database, I think it would really, really be difficult. It's not impossible to do. Once it's in place, if it ever was, to keep it up to date. In some communities, the transportation provider may not last. They may not be able to stay in business. One of the reasons why they can't stay in business in some places is because they don't have enough ridership. They're turning down more people than they can serve. It's a have community‑specific job. Again, it's worth talking about in terms of at least the kinds of transportation to look for.

 NADTC has a publication that's about transportation options. It's meant to introduce people to the kinds of things they should be looking for, the kinds of services and the kinds of questions to ask. It's called transportation options. It's on our website. Let us know if you have difficulty finding it.

 >> Fantastic. Thank you so much. That was a lot of really great information. I don't have any additional questions by the chat section or email. I will ask really quickly if Virginia or Joellen, if you have any closing comments before I do the final closing slides for the webinar?

 >> I would just say keep up this dialogue because this has been ‑‑ I hope you have all found this call useful. We sure have. Your questions have been really thought provoking and helpful to us. We want to know ‑‑ we hope that you will use our materials. We hope you will give it a try. We also want to know what your experience is like. We also, finally, want to know what would you find most helpful in terms of your willingness and ability to use these materials in your community. Think about that. Because we really, really, really ‑‑ the value of these materials is how valuable they are in one community after the other. We hope that they will help you do your job. So thanks so much for joining us this afternoon.

 >> Thank you so much.

 >> I was just going to reiterate what Virginia said and say thank you for this dialogue. It's been useful to us, and we will certainly take the feedback that we've received just today into how we develop future pieces but also how we work with you all as you use these pieces in your community. Thank you.

 >> Fantastic. I thank you guys again so much for your participation. Please take a moment to complete the webinar evaluation. I'm going to email this to all of the registered participants. Don't feel like you need to write down this URL right now. I will email it to everybody that registered. Please take a moment to complete the evaluation. It's only a few questions, and it really does help us improve future webinars as we move forward. So that will come out via email to all the registered participants within the next little bit.

 In addition to that, thank you so much for participating in the webinar today and, also, please stay connected to the NADTC. You can do this either by email, contact@NADTC.org. The information is on the website, www.NADTC.org. Thank you so much. We appreciate your participation today. We hope you have a great rest of your day.

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