

# Developing and Maintaining Partnerships for Sustainability

Harmony Lloyd

*Working with community partners to strengthen your programs.*

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# Flint MTA's Rides to Wellness

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Rides to Wellness is a health and wellness initiative that combines the best of public transportation with the convenience and personalization of ride-hailing services.



*Safe, On-Demand, Door-to-Door, Convenient.*

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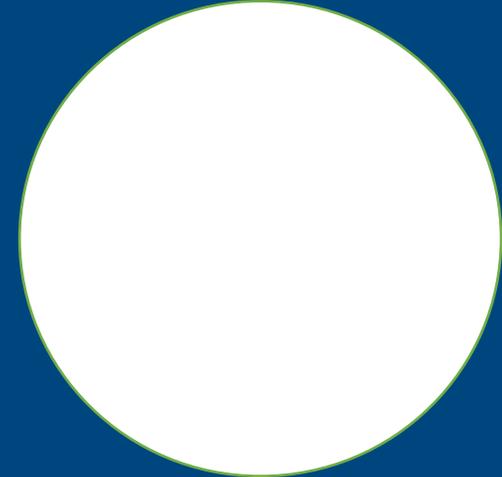
# Key to Success

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Rides to Wellness has been in operation and growing for six years. Since 2016, it has grown from three cars, five drivers and 169 trips per month to 95 vehicles, 120 drivers and 13,000 trips per month.

The main reason for its major success is the partnerships it has with community organizations.

*Partner organizations fund rides for their clients.*

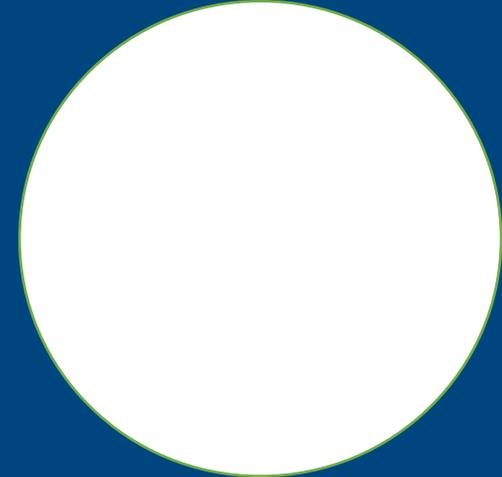


# Five Questions To Answer

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- What is the issue we are trying to solve?
- Who is affected by the issue and why?
- How would those being affected benefit from a partnership with your organization?
- What resources is each party willing to bring to the table?
- When is it best to move on?

*Partnerships must create a win/win.*



# What is the issue we're trying to solve?

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- The increase in the aging population and persons with disabilities has created a need for specialized service, outside of traditional public transit.
- Hospitals cannot discharge patients efficiently because the patient lacks transportation.
- People are missing ongoing treatments (chemotherapy, pulmonary rehab, substance abuse) due to transportation issues.

*Beyond "Transportation is a Barrier."*

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# Who is affected by this issue?

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- Patients/Passengers
- Hospitals
- Medical Providers (cancer treatment centers)
- Organizations that serve a specific population (veterans; persons with disabilities; Area Agencies on Aging)

*Transportation affects many more than just the rider.*

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# How would these organizations benefit from being a partner?

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- Hospitals will save money by turning over beds.
- Patients won't miss appointments, so treatment centers and medical providers get paid.
- Clients will be able to get to their programs and community organizations will continue to be funded.

*How does this help me and my client?*

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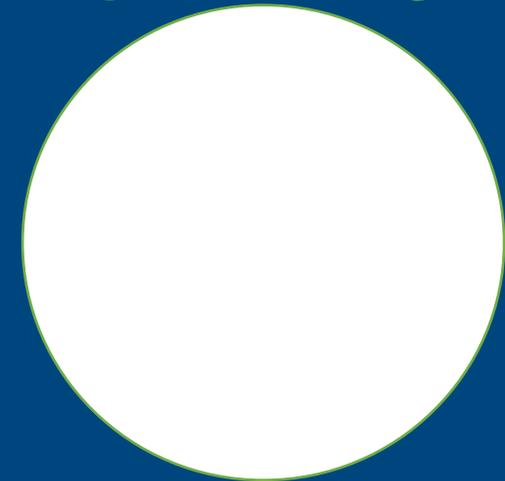
# What are they willing to contribute?

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- **Funding:** do not undervalue the service you provide
- **Staff:** each organization should have at least one point person
- **Time:** these projects don't happen overnight – there will be meetings! Lots of meetings!
- **Office/Garage Space:** Put a mobility manager onsite

*To be sustainable, everyone contributes.*

How to...



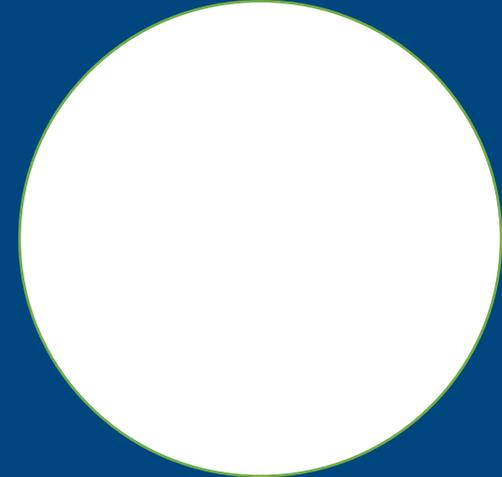
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# When is it best to move on?

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- Be persistent in reaching out to possible partners – it generally takes 3-6 months to even get a meeting.
- Gauge the temperature of the room. Are they engaged in discussing the previous four questions?
- Are they willing to contribute?
- Everyone will not be a good fit for your project, no matter how much you try. Regroup and move on.

*New projects and partnerships require commitment.*



# Final Thoughts

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*Never stop trying to reach more people  
in your community.*

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