



# Building Skills for Successful Program Delivery

Week 1: Creating Accessible Documents

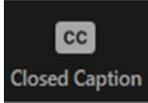
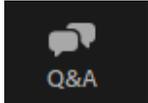
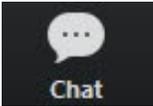
Week 2: Developing Effective Surveys

Week 3: Using Data to Enhance Services

 **Week 4: Meeting the Needs of Your Community**



# Instructions for Zoom Webinar Participation

- All participants are muted.
- The session is being recorded. All materials including the recording will be put on Moodle.
- Closed captioning is available. You can turn captioning/subtitles on or off by clicking on the cc button. 
- Please put your questions in the Q & A button. 
- Chat is open and can be used for general comments, or technical assistance. 

# Review: Module 1

## Creating Accessible Documents

- People with disabilities use technology such as screen readers, voice recognition software and on-screen keyboards to access electronic documents
- Use built-in tools or templates in MS Word and PowerPoint to make your documents and presentations accessible
- Use MS Accessibility Check feature to identify parts of a document that are inaccessible and need to be altered or fixed

# Review: Module 2

## Developing Effective Surveys

- Surveys are a great method for community engagement if they are developed to elicit honest and reliable feedback
- Write questions that are easy to understand and allow for a full range of truthful responses
- Use a pilot group to test your survey and verify its intent with specific feedback from targeted audiences (users, providers, family, caregivers)
- Distribute surveys in a variety of methods to ensure greatest reach

# Review: Module 3

## Using Data to Enhance Services

- Data can come from multiple sources, including the Census Bureau, Federal Highway Administration and surveys, among other data sets that can be purchased
- Partners in the community can provide data as well
- It is important to note the origin of data sets to ensure comparisons and usage
- Data can be used in planning services, coordination efforts, enhancing services and providing a basic understanding of the community

# Meeting the Needs of Your Community



# Today's Learning Objectives

- Understand the importance of community outreach and engagement
- Understand what your community needs, and how to enhance your services to meet those needs
- Create training and educational programs designed to address the needs of the community
- Learn the importance of and how to engage with decision makers or elected officials

# Poll Question 1

## What form(s) of outreach do you use at your agency?

- Newsletter
- Social Media
- Training (How-To videos, Travel Training, etc.)
- Surveys (paper, digital, in-person, etc.)
- Community Events or Meetings
- Talking to the riders on the bus

# Guest Speaker



**Catlin Curry**

*Mobility Coordinator*

*Des Moines Area Regional Transit Authority (DART)*





# Responding to the Community's Needs

Catlin Curry, Mobility Coordinator  
Des Moines Area Regional Transit Authority

*Enriching Lives, Connecting Communities, Expanding Opportunities*

# Mission

Enriching Lives,

Connecting  
Communities,

Expanding  
Opportunities

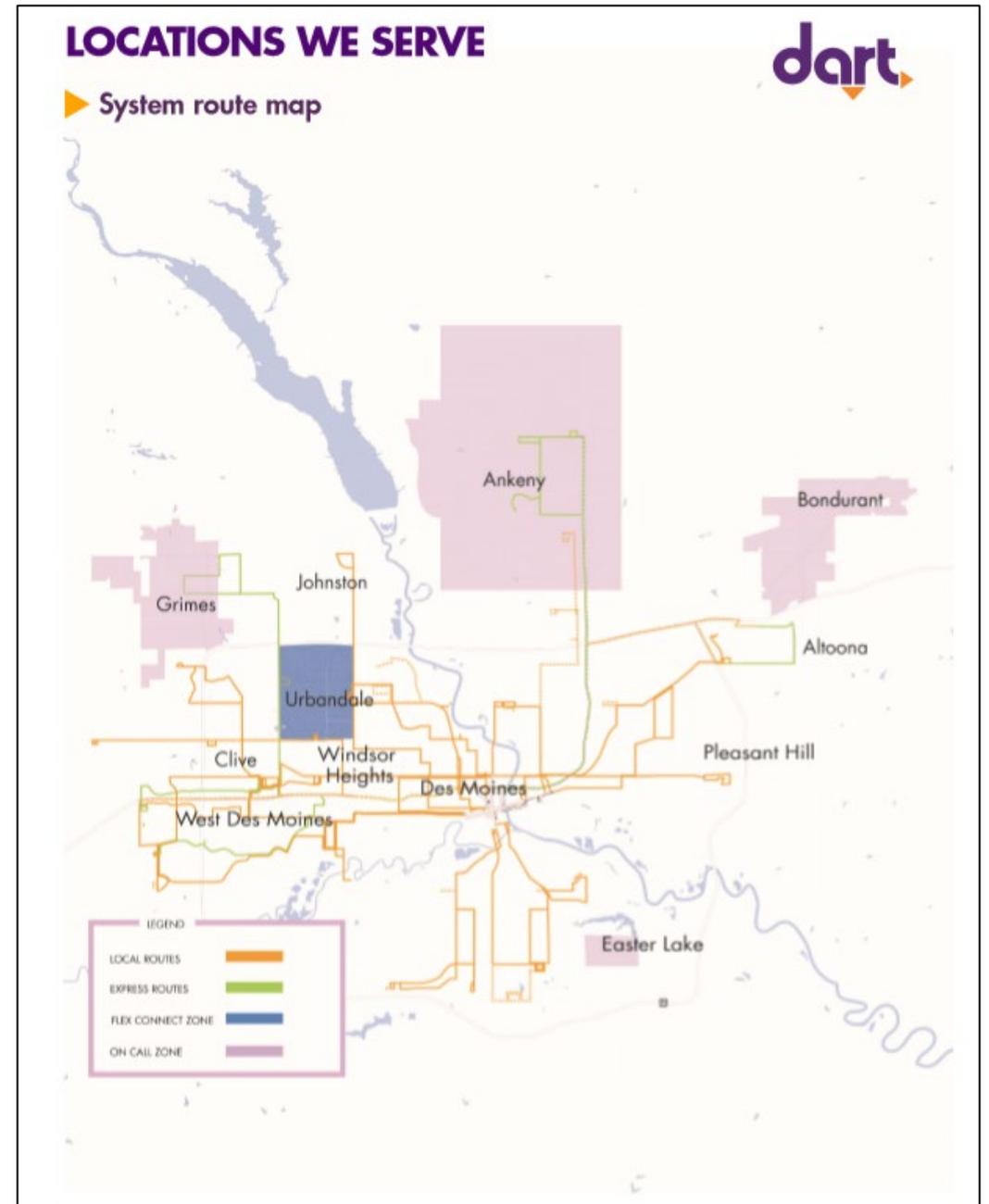
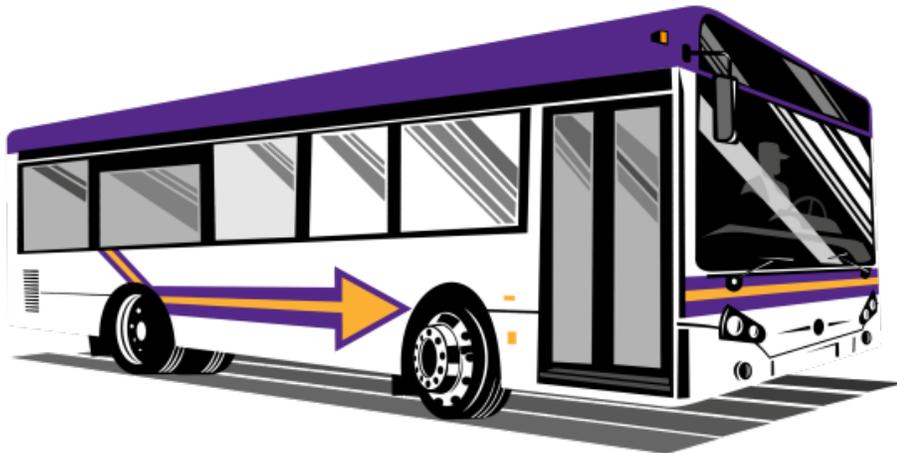
# Vision

Facilitate  
affordable,  
seamless mobility  
options that  
support economic  
prosperity for all



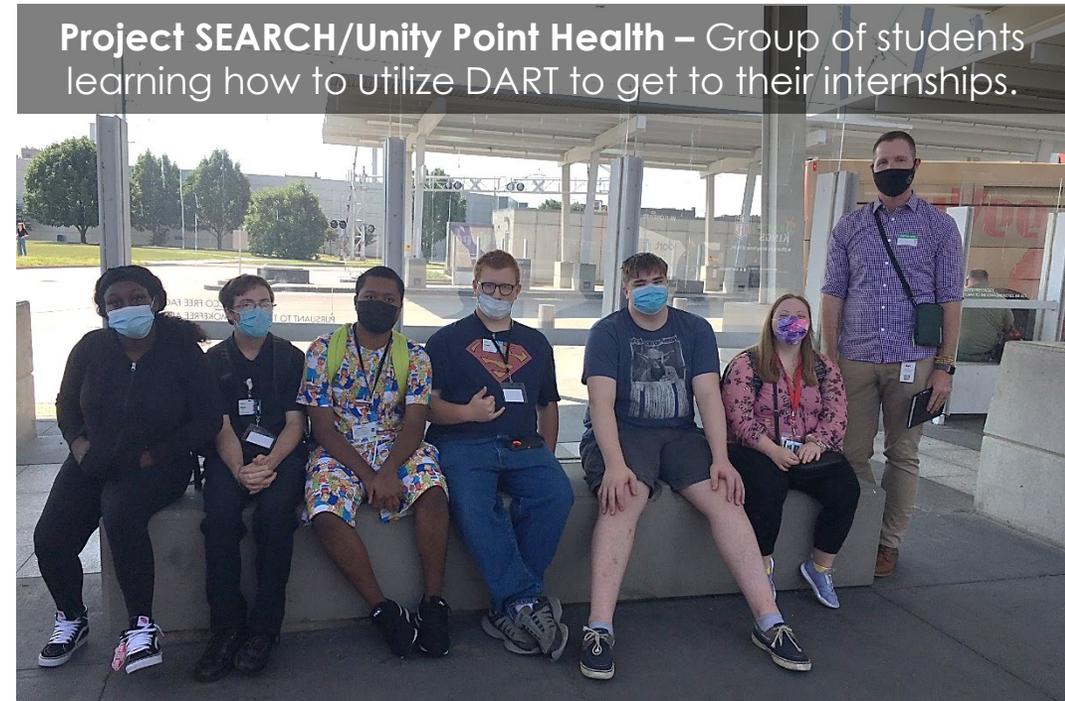
# DART Overview

- ▶ Serves 11 cities and Polk County
- ▶ 15,000 + rides every weekday
- ▶ 150 buses provide Fixed Route & Paratransit service
- ▶ 1,700 + bus stops
- ▶ 100 + RideShare vans



# Role as Mobility Coordinator at DART

- ▶ Collaboration with Polk County Children, Family and Youth Services
- ▶ Resource coordination among local agencies
- ▶ Providing public education
  - ▷ On-going travel training
  - ▷ Human services outreach
  - ▷ Community engagement
  - ▷ Transit stakeholder meetings



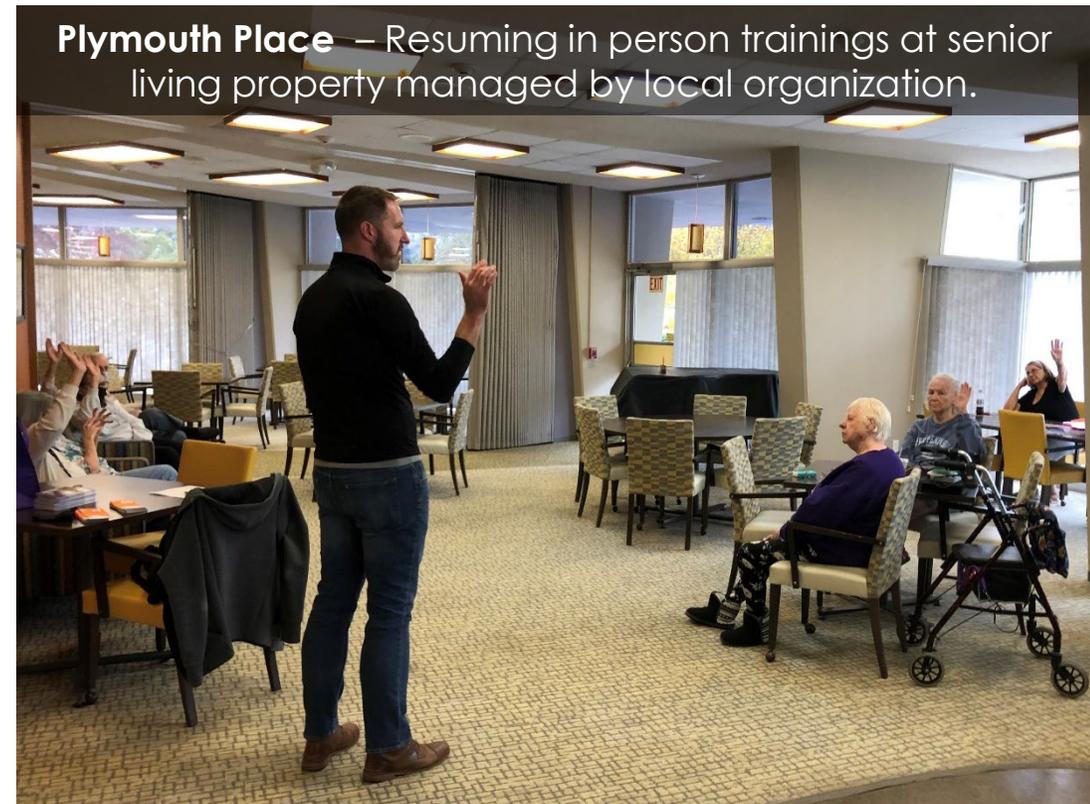
# COVID-19 Challenges – Refugee Resettlement

- ▶ Refugee Resettlement slowed, but did not stop in Central Iowa
  - ▶ Shifted training methods
  - ▶ Reduced size of training
  - ▶ Provider Training & Outreach



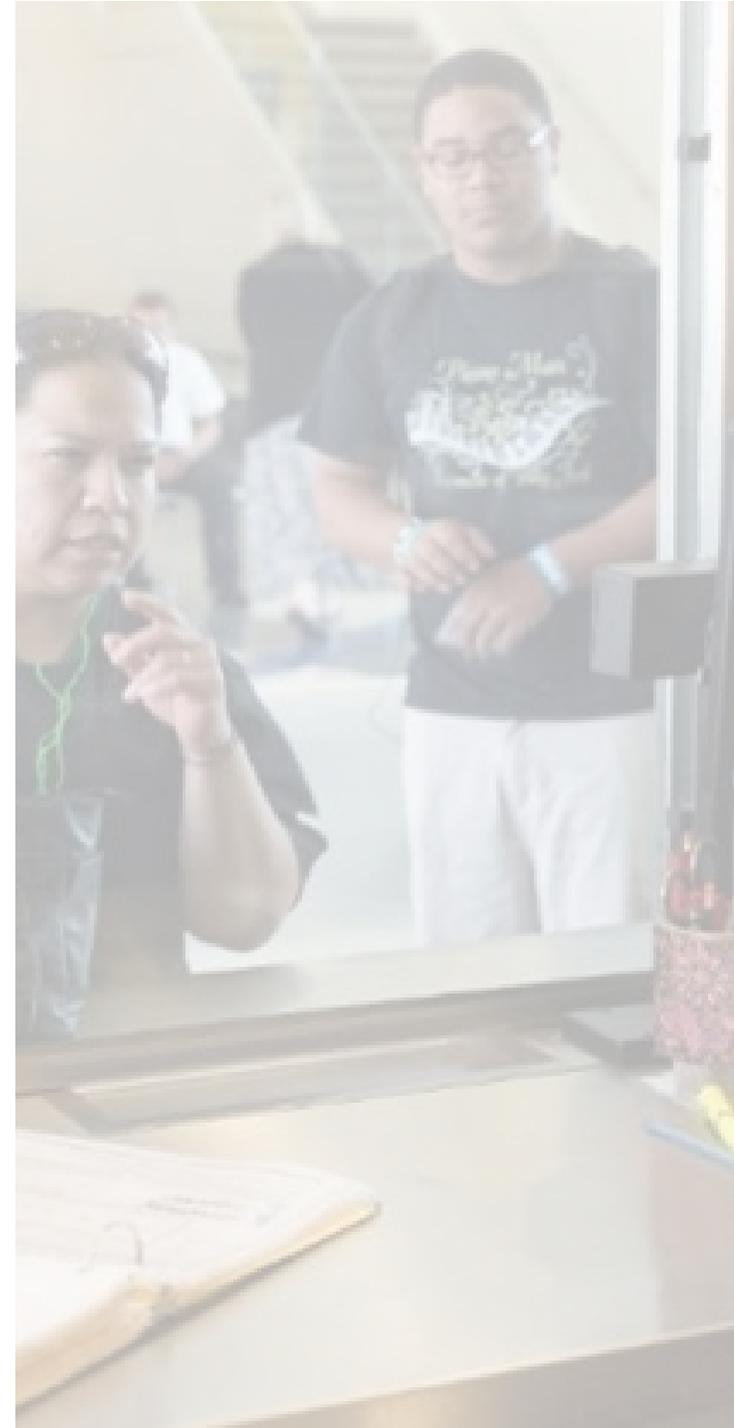
# COVID-19 Challenges – New Partnerships

- ▶ Launched new residential partnership with a senior property mgmt.
  - ▷ Residents ride free, unlimited
  - ▷ Distributed printed materials
  - ▷ Recorded personalized videos
- ▶ Resuming in-person trainings
- ▶ Monitoring ridership



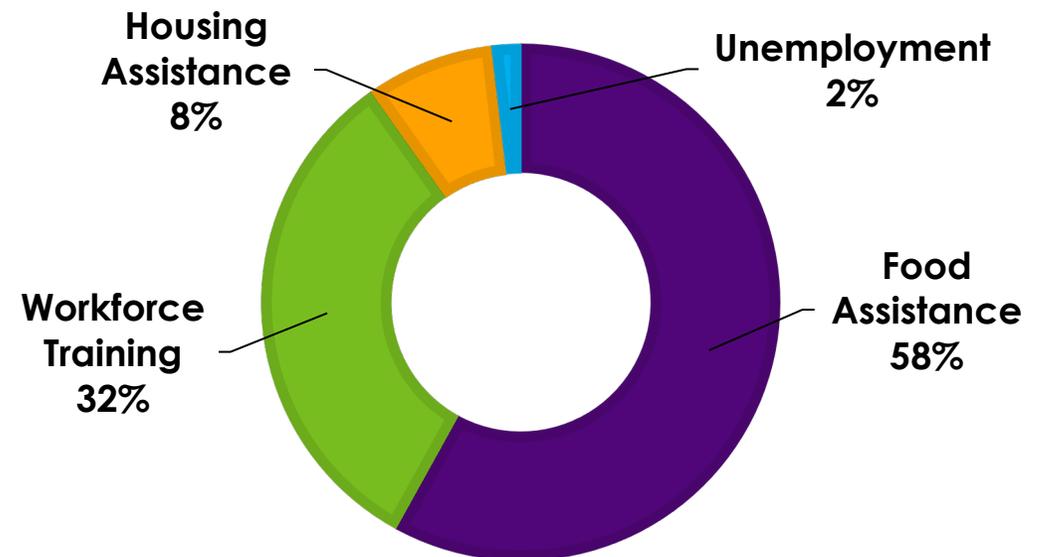
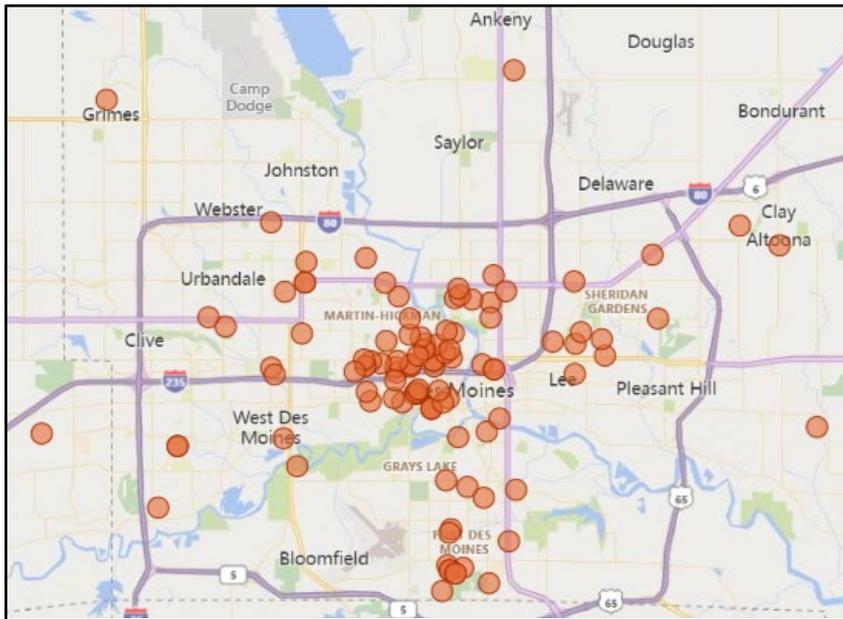
# Income Based Fare Program

- ▶ Internal task force to review current reduced fare programs and make recommendations for future changes
  - ▷ Collected feedback
  - ▷ Utilized local research and data
  - ▷ Third party verification methods
  - ▷ Leverage local partnerships
  - ▷ Goals and outcomes



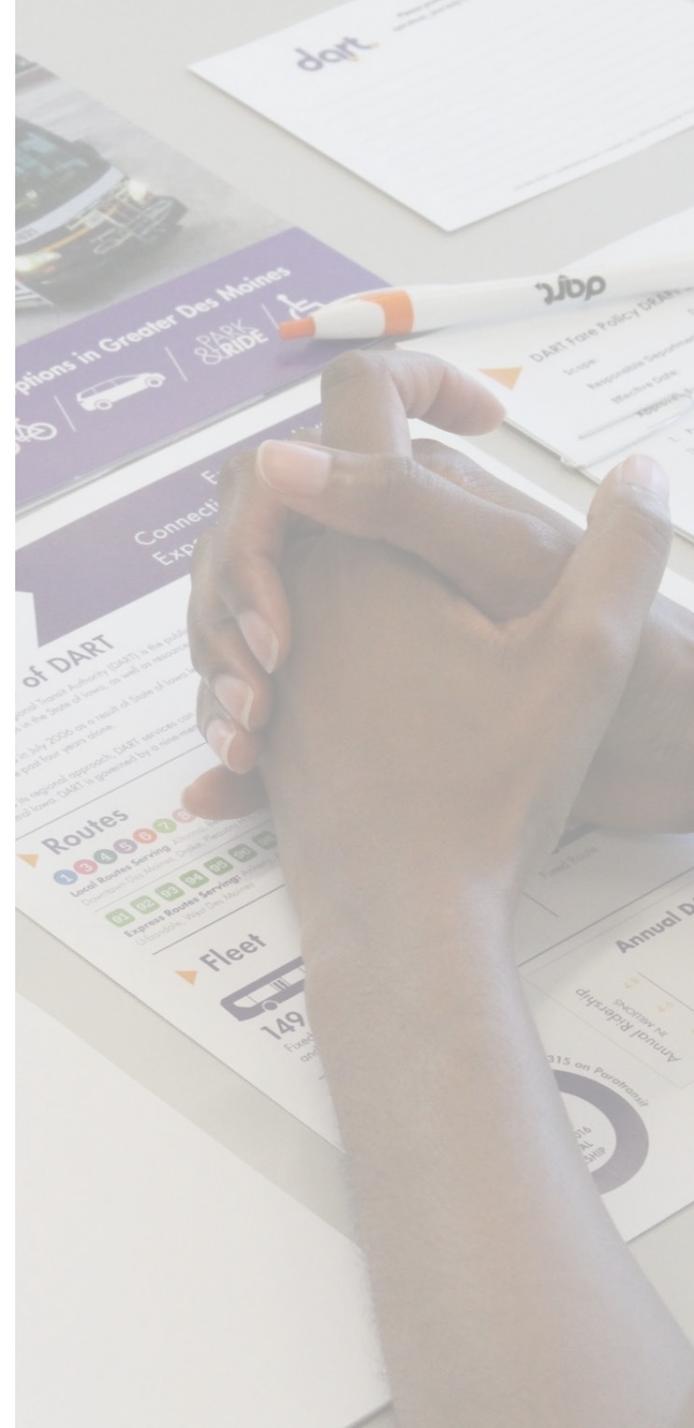
# Half-Fare Expansion Pilot Program Summary

- ▶ 18-month pilot launched in January 2021
- ▶ Individuals granted access to DART's Half Fare program to individuals receiving various forms of community assistance.
- ▶ **500** participants enrolled to date, from nearly all DART member communities



# Pilot outcomes and impact

- ▶ **Goal: simplify administrative and customer burden**
  - ▷ 84% survey respondents did not have any challenges getting the required verification to enroll
  - ▷ 70% survey respondents reported it was easier than they expected to enroll
- ▶ **Goal: encourage ridership by streamlining access**
  - ▷ More than 22,000 trackable trips to date
  - ▷ 10% of pilot participants new to riding DART
  - ▷ 98% survey respondents reported riding DART as much or more often now than before pilot began



# Pilot outcomes and impact

- ▶ **Goal: reduce barriers for income-constrained population**
  - ▷ *“It has allowed me to ride the bus more to **job opportunities.**”*
  - ▷ *“It has saved my household a lot of money in commuting, **especially as gas prices rise.**”*
  - ▷ *“Not having to depend on others for transportation has given me some of **my independence back.**”*
  - ▷ *“It doesn't cost me as much to get **my children to and from school.**”*
  - ▷ *“Since I don't have a car, I take the bus everywhere. The half fare pilot has helped me cut down on expenses. It may not seem like a lot, but **every penny helps at this point.**”*

*“It has made me feel good about DART ...I tell others that DART cares about us.”*

# Summary

- ▶ Listen to riders and community partners
- ▶ Leadership/Board level support
- ▶ Considerations for data collection
- ▶ Identify areas of organizational flexibility





**Thank You!**

## Poll Question 2

**Are you a Mobility Manager or Travel Trainer, or do you have one at their agency?**

- Yes
- No
- No, but I want more information!

# Discussion Question

**Has your agency created a specialized training based upon rider feedback or input?**

**Share your examples in the chat, include a link if possible!**

# Guest Speaker

**Nathan Sanford**

*Executive Director*

*RADAR Transit*

*Roanoke, VA*



# Is It Time To Rebrand?

An example project highlighting the need for community outreach and stakeholder involvement.

Nathan T. Sanford  
Executive Director  
RADAR  
[nathan@radartransit.org](mailto:nathan@radartransit.org)

RADAR is a coordinated, community transportation system based in Roanoke, Virginia founded in 1974 as...

Unified

Human

Services

Transportation

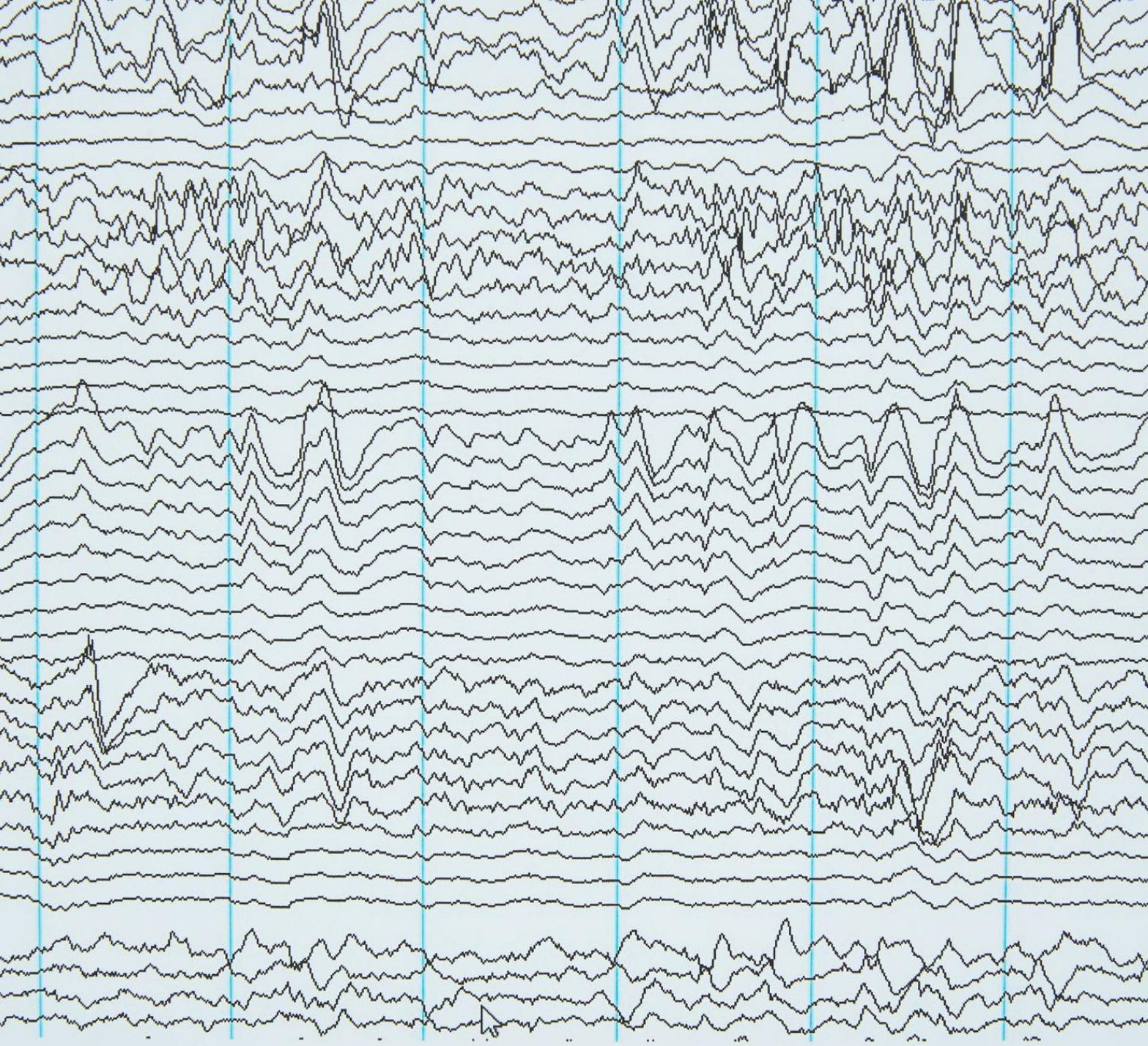
Systems

Inc.

**PHEW!**

What's in a Name?

**RADAR**



# The Plot Thickens

What does RADAR mean?



Depends on  
who you ask



“Thank you for  
calling RADAR how  
may I help you?”

Roanoke

Area

Dial

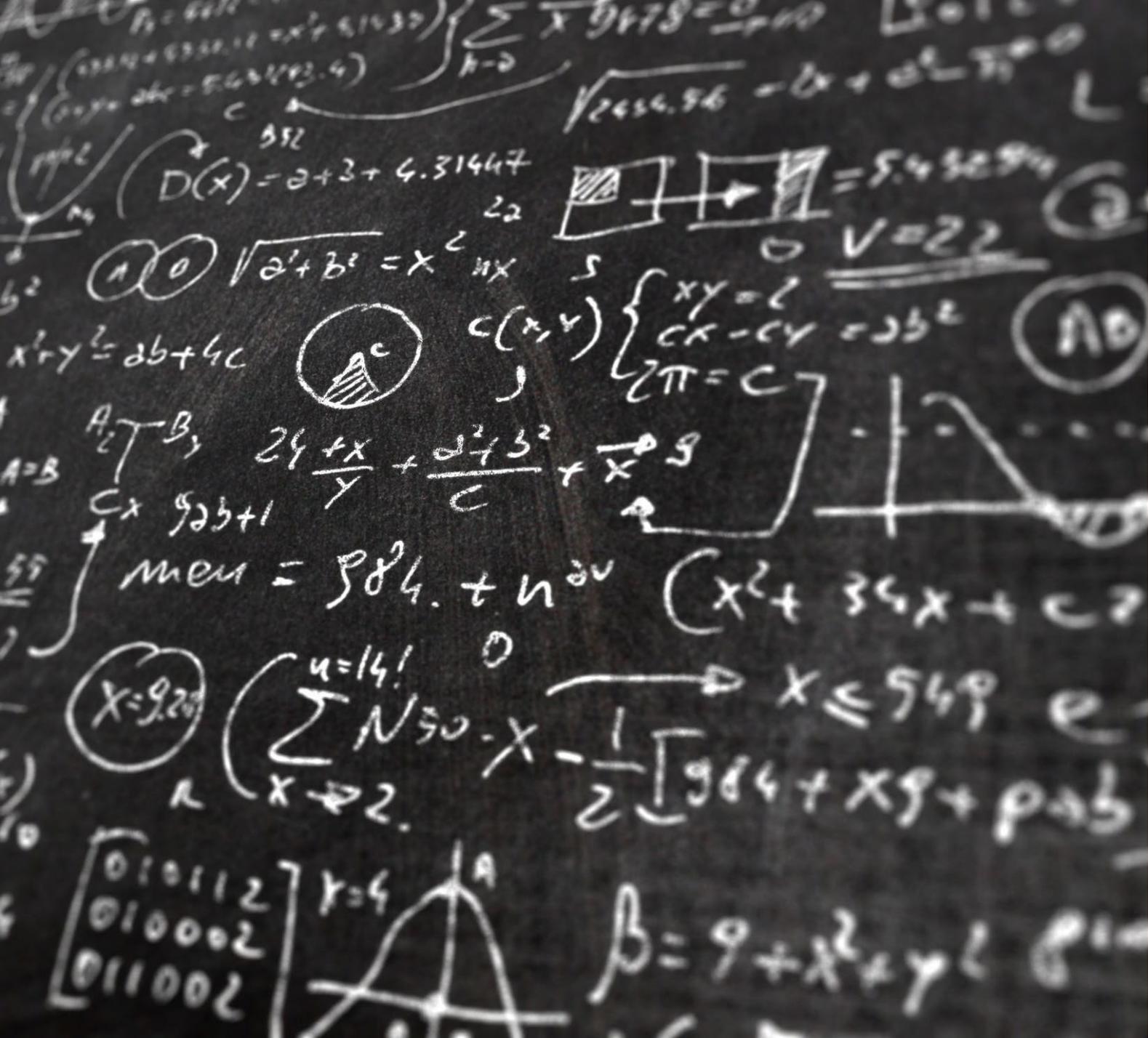
A

Ride

OR

Random  
A@#!&\$  
Driving  
Around  
Roanoke





# It Gets Complicated...Quickly

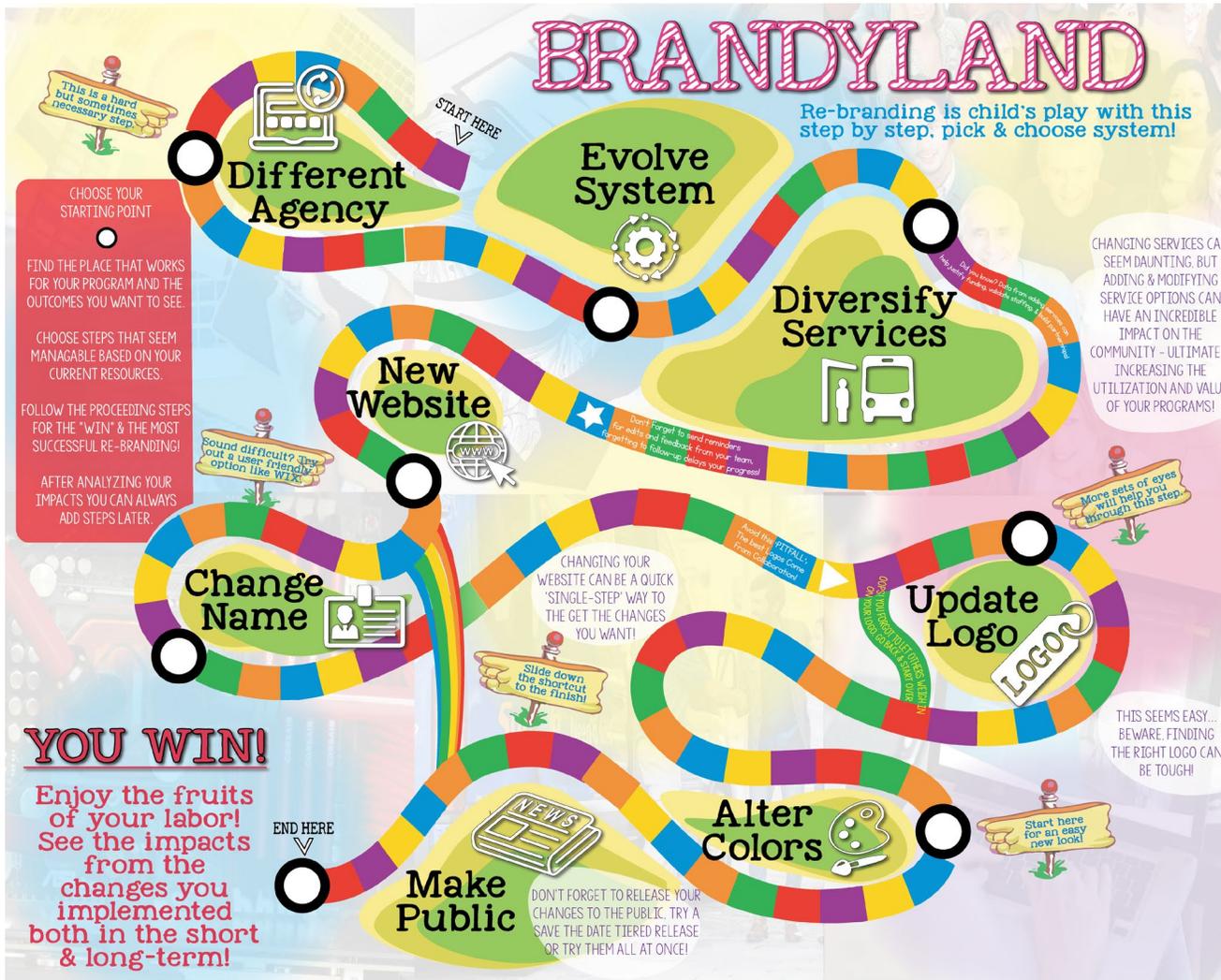
A problematic name is only part of the branding equation.

Logos

Colors

History

...and more!



It looks fun (and can be!) but this isn't child's play.

CHOOSE YOUR  
STARTING POINT



FIND THE PLACE THAT WORKS  
FOR YOUR PROGRAM AND THE  
OUTCOMES YOU WANT TO SEE.

CHOOSE STEPS THAT SEEM  
MANAGABLE BASED ON YOUR  
CURRENT RESOURCES.

FOLLOW THE PROCEEDING STEPS  
FOR THE "WIN" & THE MOST  
SUCCESSFUL RE-BRANDING!

AFTER ANALYZING YOUR  
IMPACTS YOU CAN ALWAYS  
ADD STEPS LATER.

Where  
do I even  
begin?



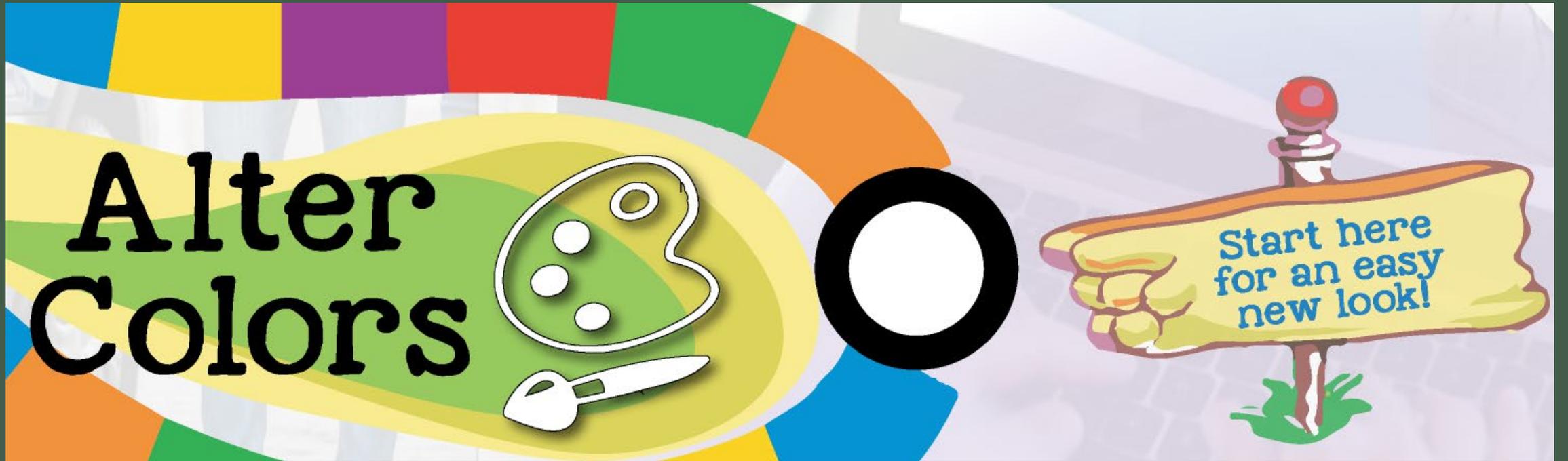
Who is your audience?

Who are the stakeholders?

Who needs to be informed?

Who makes the decisions?

# Define Your Outreach



Does your mission, name, and service align?  
Perhaps you just need a simple refresh.



# Change Name



Many Reasons to  
Change a Name

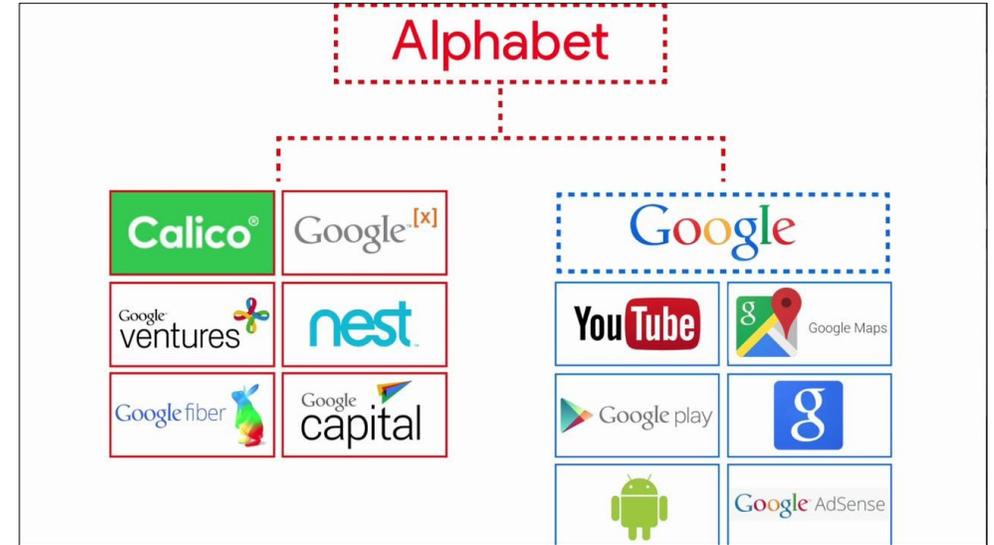
Problematic  
Inaccurate  
Outdated  
Reputation  
Other?



Altria



PHILIP MORRIS  
INTERNATIONAL



∞ Meta

*Via*  
*Mobility for Life*



# Is a Wholesale Change Needed?

Mergers

Acquisitions

Parent Company Rebrand

Change of Mission

Are Things  
Changing at  
Your Agency?



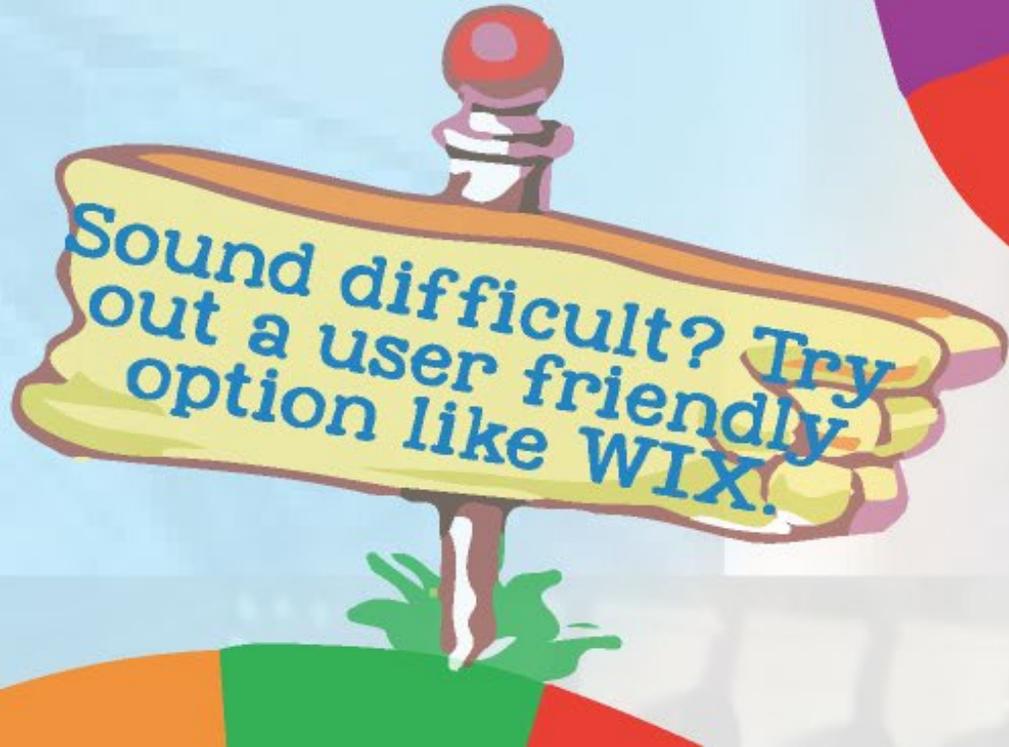
# Evolve System



Are  
Wholesale  
Changes  
Not  
Needed?

Maybe a new website with new features is all you need?

# New Website



# New Logos are an Exciting Part of Rebrand



# New Logos Aren't Always The Best Idea

MASTERCARD



PEPSI





Announce Your Changes to the World

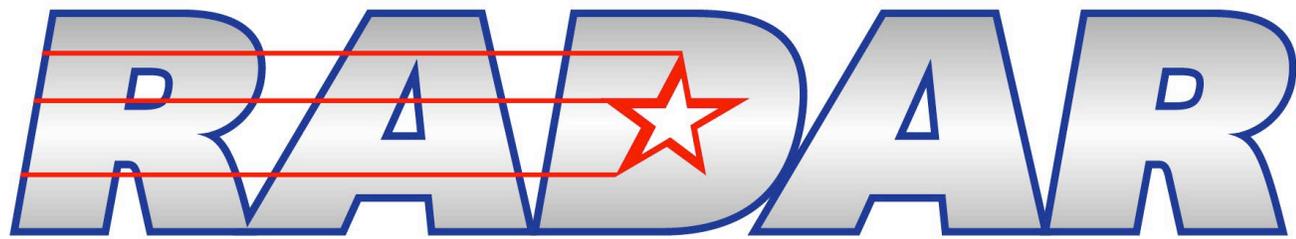
**YOU WIN!**

Enjoy the fruits  
of your labor!  
See the impacts  
from the  
changes you  
implemented  
both in the short  
& long-term!

END HERE



Hopefully, EVERYONE Wins



Thank You!

Nathan T. Sanford  
Executive Director  
RADAR

[nathan@radartransit.org](mailto:nathan@radartransit.org)

# Poll Question 3

**Has your agency been successful at engaging elected officials during an event or project rollout at the agency?**

- Yes
- No
- How did you do that? I want more information!
- Share any examples in the chat

# Final Assignment

# Module Four Assignment

Please list 3 engagement activities you will use as a result of this module and explain *why this is important* for your community or agency. Examples, calling an elected official(s), add new contacts to your newsletter, create a training, etc.

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Find your assignment in the Moodle course:

1. Go to the “Meeting the Needs of Your Community” Module.
  2. Under the description, click, “Assignment: Meeting the Needs of Your Community.”
  3. Click the file to download and then re-upload it once completed
- **Due May 11**
  - Questions? Contact Chelcie Beadnell at [cbeadnell@easterseals.com](mailto:cbeadnell@easterseals.com)

# Contact Information

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**Nathan Sanford**, Executive Director  
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