

NADTC *Every Ride Counts* Campaign



Transportation Needs and Assessment

Survey of Older Adults, People with Disabilities, and Caregivers



February 20, 2019



NADTC 2018 National Survey

KRC Research conducted national quantitative surveys of three audiences from October 19 to November 5, 2018: [NADTC National Survey 2018](#)

Older Adults

- **509 adults age 60 and older** as follows:
Online: n=309
Telephone: n=200

Younger adults with disabilities

- **513 adults age 18 to 59** living with one or more disabilities, as follows:
Online: n=413
Telephone: n=100

Transportation Caregivers

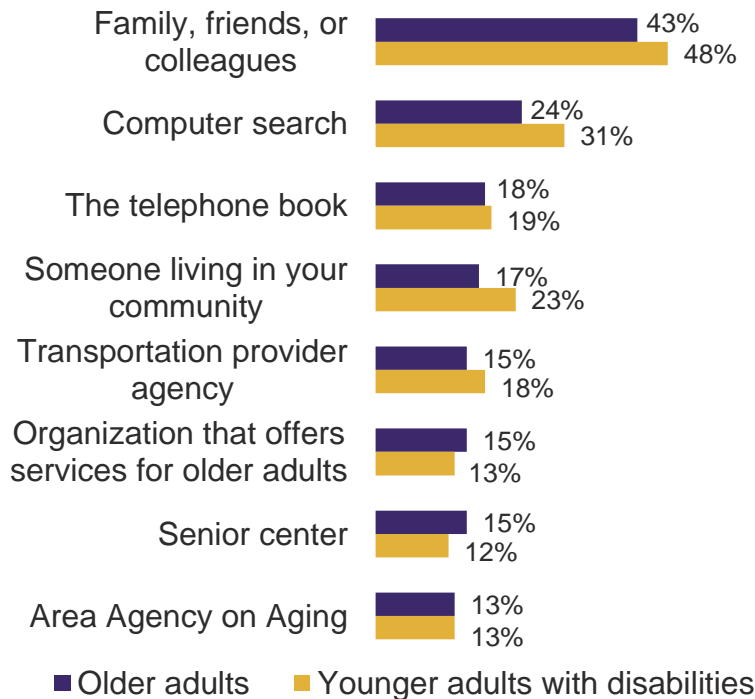
- **627 caregivers age 18 to 84** that provide and/or arrange transportation

NADTC Poll Findings

- There is no single “go-to” information resource for transportation information.
- Most older adults and younger adults with disabilities turn to family and friends for help.

Many rely on friends and family for information about transportation options. Some search the Internet.

Top Tier Information Sources



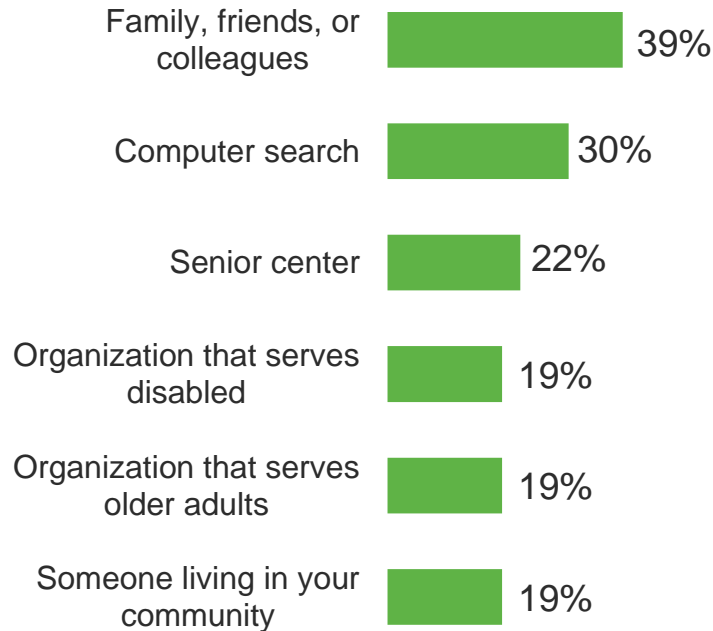
Bottom Tier Information Sources



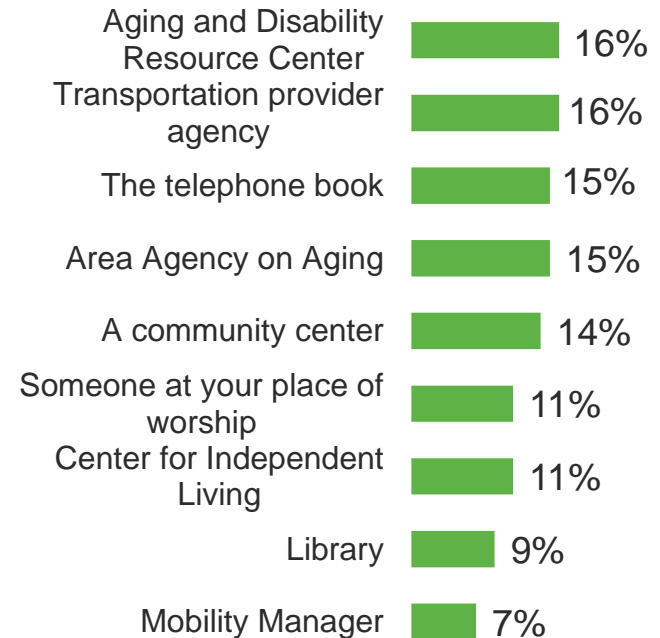
Q68: I'm going to read a list of places you could go or people you could turn to for information about transportation options and services in your area. For each one, tell me if you have gone there for information about transportation options. (Older adults, n=509 Younger adults with disabilities, n=513)

Similar to older adults and younger adults with disabilities, caregivers are most likely to rely on family, friends, or colleagues.

Top Tier Information Sources

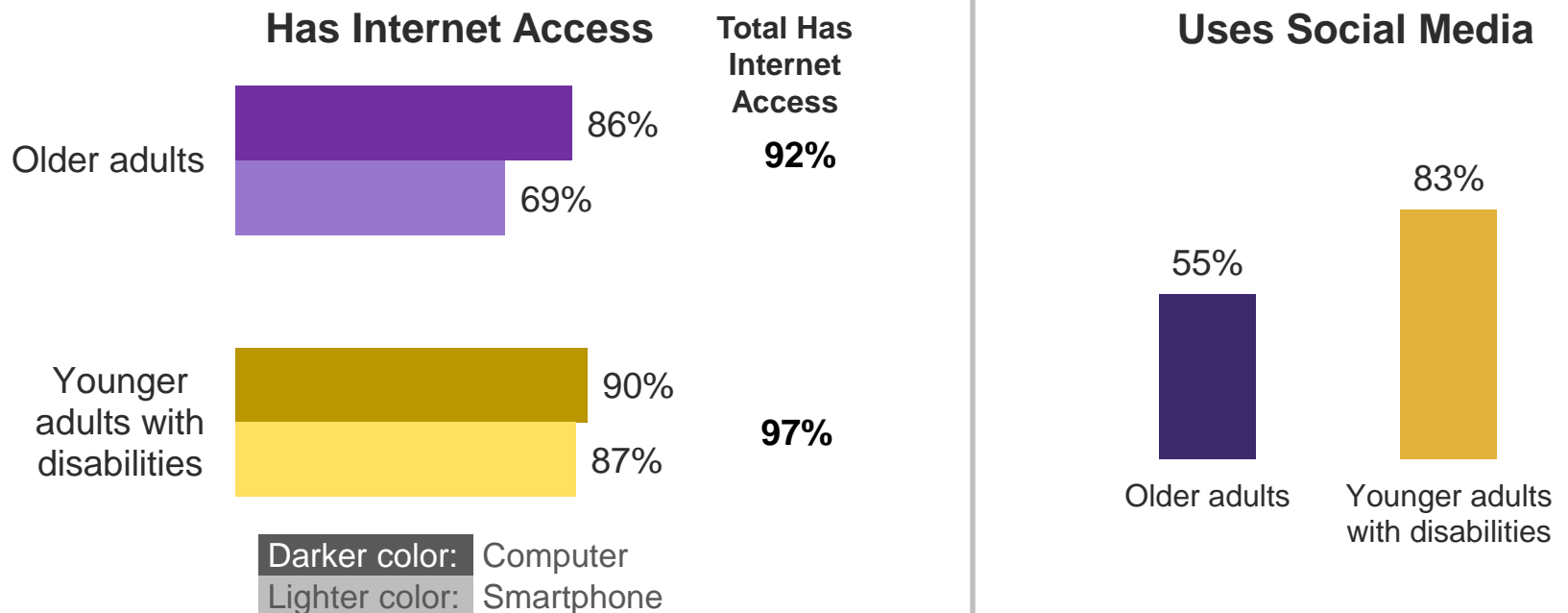


Bottom Tier Information Sources



Q64: Here is a list of places you could go or people you could turn to for information about transportation options and services for [CARE RECIPIENT]. Indicate which places you have gone for information about transportation options. (Caregivers, n=627)

Most have internet access, and many—especially younger adults—use social media.



Q71: Do you use a computer with Internet service? (Older adults, n=509 Younger adults with disabilities, n=513)

Q72: Do you have a mobile phone that allows you to use the Internet, receive and send text messages, and use apps - sometimes called a 'smart phone'? (Older adults, n=509 Younger adults with disabilities, n=513)

Q73: Do you use social media, such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (Older adults, n=509 Younger adults with disabilities, n=513)

2017 NADTC Expert Panel

- Billy Altom, APRIL
- Sherri Clark, ACL
- Patrice Earnest, Eldercare Locator
- Sarah Green, The Rapid
- Kris Lyon, Lane Transit
- Tom Page, Michigan 2-1-1
- Carrie Porter, Greater WI AAA
- Nanette Relave, NASUAD

Expert Panel – Critical Issues

- How do people in the community know where to go for transportation information?
- How do they usually find information?
- How can we help them find the right place when they need it?

Expert Panel – Critical Issues

- Information consistency
- Education of callers
- Overcoming fear, stigma and misperceptions
- Helping people find the options that meet their needs

Every Ride Counts

- Developed in partnership with the Expert Panel
- Comprehensive publicity campaign for local communities
- To promote the availability and accessibility of transportation options for older adults, people with disabilities and caregivers
- Includes **postcards, flyers, posters** and **social media messages** that can be customized with local contact information

<https://www.nadtc.org/everyridecounts/>

Every Ride Counts

- Instructions are provided on how to add your local contact information to the campaign materials.
- Log-in is required to download campaign materials.
- An infographic is included that explains the modes of transportation that may be available to older adults and people with disabilities, as well as 5 steps for building a transportation plan.

Every Ride Counts: Campaign Messages

1. Tried transit lately? You'd be surprised how easy it is.
2. Need to get somewhere? It's easier than you think.
3. Get where you want to go. Staying connected is a call away!
4. You have places to go. We can help you get there.
5. We can help you get where you need to go.
6. You know where you want to go. We'll help you get there.
7. Local transportation options give you the freedom to get where you need to go.
8. Sit back and relax. We'll get you there.

Every Ride Counts

EVERY RIDE COUNTS



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

Call or email for more information



Every Ride Counts is a campaign of the National Aging and Disability Transportation Center, funded through a cooperative agreement of Easterseals, 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.
(866) 983-3222 • www.nadtc.org



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It's easier than you think.

FOR MORE INFORMATION



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Every Ride Counts



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

FOR MORE INFORMATION

 **(276) 523-7433**
 **info@meoc.org**


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

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Department of the National Transportation Administration, and the U.S. Department of Transportation, National Transportation Mobility, and
with guidance from the U.S. Department of Health and Human Services, Administration for Community Living.
(844) 943-3222 | www.nadtc.org



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

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Every Ride Counts: Campaign Messages



RideATA JOINS NATIONAL RIDE AWARENESS CAMPAIGN

DETAILS
Click Here

EVERY RIDE COUNTS

nadtcc

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