

## Recruitment Strategies

### Who Should Be Involved?

Participants of the community meeting should represent a variety of backgrounds and experiences. Ideally, the meeting should be made up of 8 to 12 individuals who represent the following sectors:

- ✓ Transportation providers
- ✓ Transportation users
- ✓ Community members who represent older adults, people with disabilities and caregivers
- ✓ Community organizations/human services agencies who serve older adults, people with disabilities and caregivers

Involving people with different perspectives will lead to a better understanding of the community context and therefore more effective solutions. As you select potential members to participate from the sectors listed above, also consider the following people:

- **People with Influence** – Look for people in the community who are respected and whose insights are valued including political figures, business owners, faith-based leaders or community advocates.
- **People Most Affected** – People who have lived experience are some of the most important people to engage with because the decisions made by the group will directly affect their lives. Include people who rely on community transportation programs as well as those who don't use the programs but could benefit from them.
- **People Dedicated to Helping Others** – Find other people and organizations in the community who have similar goals in making the community accessible to everyone.

As you connect with potential participants, remember to not only explain how their involvement will be helpful to the success of this project and the good of the community, but also how their participation will be beneficial to them personally or as an organization.

### Recruitment Process

1. Brainstorm a list of people you know who might be interested in this project keeping track of the different sectors represented to ensure a well-rounded group. Ask co-workers for their input. Include as many people as you can think of with a goal of having 8-12 committing to attend the meeting.
  - Consider the agencies in the community who rely on transportation: healthcare/public health, aging and disability agencies, Chambers of Commerce, United Ways, faith-based groups, information & referral

- services, etc. Invite them as professionals to participate and also ask if they have customers who might be interested in participating.
- Consider people who are already involved in efforts to improve access in the community: advisory boards, businesses, neighborhood councils, local community organizations, etc.
2. Contact people using their preferred method of communication, understanding some people respond better to phone calls than emails, and some may prefer a text message.
  3. Explain the meeting purpose, process, and expectations of participants.
  4. Explain how their involvement will benefit them (or their organization) as well as the community. "What's in it for me?"
  5. Ask if they know of anyone else who might be interested.
  6. Focus on building relationships, even if they turn you down at this time, they might be willing to participate in future activities. Keep the list for future transportation-related work.