

**Tompkins County / Ithaca-Tompkins County Transportation Council**  
**Special Community Mobility Projects**  
**Application for 2019 Grants**  
**Due to ITCTC on Friday, Nov 2, 2018, 4 pm**

**Contact Information:**

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A. **Project Name:** Coordinated Volunteer Driver Recruitment: Community Outreach and Education to enhance recruitment for 9 volunteer driver programs in Tompkins County

**B. Project Description:**

Type of Project (Please Check One):

Operating Assistance: [ ]

Mobility Management: [ x ]

Other Capital Project: [ ]

Planning: [ ]

**Describe the proposed project goals and objectives. Is it a new or continuing project? How will the project be implemented?**

One of the service gaps indicated in the Tompkins County “Coordinated Plan” is the need to “increase availability of volunteer-driver services, especially serving rural Tompkins County”. Volunteer drivers play an important role in filling gaps in transportation access experienced by rural and low-income populations, as well as those with disabilities. Way2Go held a series of meetings during the spring and summer of 2018 to discuss the status of volunteer driver programs and explore potential improvements to the way we as a community enroll, dispatch, coordinate and/or support volunteer drivers and riders.

The project goal is to coordinate the creation of a robust volunteer driver pool for nine organizations that currently have volunteer driver programs, albeit with limited driver capacity, in order to help fill the transportation service need in Tompkins County. This will serve to both expand access for the transportation-disadvantaged populations of low-income, seniors and persons with disabilities, and increase service efficiency by coordinating recruitment, making it more efficient for each organizations. The project objectives are to implement a volunteer driver recruitment and education effort that also serves to inform the Tompkins County community of the importance and need for a deep pool of volunteer drivers.

This work is the continuation of a series of meetings that grew out of a community recognition that, while existing volunteer driver programs provide essential rides for many people facing critical transportation barriers, all struggle to meet the needs of the populations they serve with their current driver pools. Some of the comments from stakeholders include, from the Office of the Aging “all day people call for rides” and from others “there is an unmet need for drivers and this need has been on our radar for years.”

Some of the goals identified out of these meetings include: organizations are collaborating on volunteer driving and meeting transportation needs; a larger volunteer driver system can better help meet needs; where there are driver/rider relationships that these are also kept in place (these relationships reduce isolation and loneliness); there are enough drivers (younger drivers) so that a program is sustainable; volunteers are able to choose their area of commitment (where they drive and who they drive for); develop messaging that captures the truth about volunteer driving (identify where to deliver message and who delivers message); make it easy to volunteer.

Part of the action plan following this series of meetings focused on coordinated volunteer driver recruitment, an effort that was seen as something that could begin immediately and help meet the common need for more drivers. While volunteer drivers would still be attached to particular organizations, a coordinated recruitment effort was seen as having the potential to attract new volunteer drivers, increase numbers and even new funding, utilizing the best practices of local and national programs. A Volunteer Driver Recruitment Working Group formed to look at the questions above and chart a way forward for reaching out to the various groups wanting to increase the number of drivers. Information on each organization was compiled and the working group plans to launch the recruitment effort in early 2019.

This project will help in implementation of the action plan. Way2Go will coordinate with partners who have existing volunteer driver programs, nine have been identified in Tompkins County. Way2Go will both provide and build capacity for recruitment messaging and outreach. We will bring the volunteers and representatives from each organization together, for shared learning. Way2Go will also collect case studies about driver experiences and include these in a short informational video. Cornell Cooperative Extension has depth of experience working with volunteers; an important part of our educating and capacity building is to share what we know.

Implementation will include:

- Message development for recruitment to different audiences (college students, retirees, faith communities etc.) including what it means to be a volunteer driver; statistics about the pluses of being a volunteer driver; and specifics on each of the volunteer driver programs.

- Design and produce materials:

  - Brochure/fact sheet

  - Banners

  - Ads

- Social media engagement
- Teaching materials
- Distribute materials and placement of ads
- Workshop/training among organizations and volunteer drivers in order to learn from each other
- Creation of a short video using testimonials on the volunteer driver experience

**How will the project serve and benefit target populations (low income, seniors or persons with disabilities)?**

The nine human service organizations identified in this project all have volunteer driver programs that primarily serve seniors, persons with disabilities, and/or low income populations. All of them work to help the people they serve overcome barriers to transportation whether it be to get to the doctor, work, school, recovery programs or to meet other needs. Because of the need for additional volunteer drivers, all struggle with being able to serve their populations in getting them where they need to go.

The coordinated volunteer driver outreach and education-for-recruitment effort will help disseminate information on the need for drivers, what it means to be a driver, and who the different organizations are that need volunteer drivers and what need they fill. With additional drivers there will be more opportunities for the organizations to get clients where they need to go in order to improve their health, income and overall well-being.

These 9 organizations currently have volunteer driving programs serving the following populations:

- Love Living at Home, serving seniors;
- Gadabout, serving seniors and those with disabilities;
- OAR (Opportunities, Alternatives and Resources) serving those visiting people in jail;
- SURJ (Showing Up for Racial Justice), serving formerly incarcerated individuals;
- Tompkins County Poor People’s Campaign, serving low-income populations;
- RED (Retired Educators Drive), serving parents and caregivers of K-12 students-often low-income;
- FISH (Friends in Service Helping), serving seniors, those with disabilities and low-income populations;
- DAV (Disabled American Veterans), serving American veterans with disabilities;
- Cancer Resource Center, serving those who need to get to treatment and appointments.

**How will the project coordinate with existing transportation services in the service area?**

Coordination with these nine organizations started with the community discussions in mid-2018. This project will continue that coordination through the development of outreach materials, and their dissemination that will allow the public and potential drivers to see information about all of the organizations in one place. Materials will include branding for each organization, but be presented in a way that shows that this is a coordinated effort and that the need is bigger than just one organization. It might also be that a volunteers will choose to drive for more than one organization. Way2Go will lead the collection of materials for developing an informational video for drivers, including testimonials of riders and drivers, that will help serve the needs of all the organizations.

**C. Project Budget** (Present the budget including assumptions.)

***Budget Assumptions:***

***(What are the unit prices, cost per trip, cost per person, cost per hour; payment per mile, number of units, trips, hours, instruction hours, etc.)***

**Show Itemize expenses and revenues (add rows as needed)?**

<b>Expenses</b>		
Printing of 3 outreach informational brochures/ fact sheets, 500 copies each	.20/.40 per brochure	\$450
2 Banners	\$175 each	\$350
Advertising in local newspapers	\$200/ad	\$600
Social Media/Facebook boosts (\$10)		\$50
Teaching materials for volunteer driver informational workshops		\$250
Informational video for drivers with testimonials		\$2,500
Refreshments at 3 workshops/trainings for volunteer drivers and community organizations	\$50/workshop	\$100
Awards for Volunteer Recognition		\$250
Staff time	\$38/hour x 40 hours	\$1,520
<b>Total Expenses</b>		<b>\$6,070</b>
<b>Income</b>		
In Kind, Described Below		\$1,632
<b>Project Total</b>		<b>\$7,702</b>

**How will Federal funds will be matched?**

Local match with in-kind resources

**Local match options include cash or in-kind resources. Please describe in detail.**

State benefits for 1 Way2Go staff person doing project management for 60 hours at \$20/hour=\$1,200

1 person from each of the 9 organizations for 2 hours reviewing and distributing materials at \$24/hr\*=\$432

Total in-kind match=\$1,632

\* (\$24 per hour rate based on calculations by the Independent Sector <https://independentsector.org/value-of-volunteer-time-2018/>)

**D. Project Evaluation**

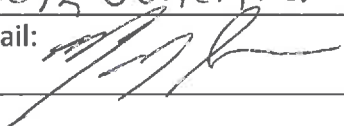
How will you measure the performance of the project? What are the most important outcomes? Describe criteria you will use to measure the project's performance.

Outcome	Criteria for Measuring Success
Recruitment efforts on what it means to be a volunteer driver and how to make connections with local organizations reach the Tompkins County community	45 people attend a training on being a volunteer driver

The nine organizations in Tompkins County are working together to share information on the need for volunteer drivers to help fill transportation gaps.	Representatives from the 9 organizations come together at least twice to share experiences and lessons learned, and give input to messaging
New and veteran volunteers learn from each other about their experiences with volunteer driving and its importance.	Volunteer drivers understand how volunteer driving contributes to alleviating barriers to getting access to health care, education work etc.

**E. Certification by Chief Executive Officer of Applicant**

I hereby certify all information and data in this application are true and correct to the best of my knowledge and belief and are supported by our records. I certify, as applicant, we will comply with all applicable Federal requirements.

Name: <i>Kenneth A. Schlotter</i>	Title: <i>Executive Director</i>
Signature or email: 	Date: <i>11/2/18</i>

Send to Fernando deAragon, ITCTC, 121 E. Court St, Ithaca, NY 14850 or by email [fdearagon@tom-pkins-co.org](mailto:fdearagon@tom-pkins-co.org) before 4 pm on Nov 2, 2018.

For technical assistance contact Dwight Mengel, Tompkins County DSS, at: 607-274-5605, [Dwight.mengel@dfa.state.ny.us](mailto:Dwight.mengel@dfa.state.ny.us) before Oct 31.