PAFC

Partnership For Age-Friendly
Communities in Larimer County

MOBILITY & ACCESS PRIORITY GROUP

Thursday, October 1, 2020
1:30 pm - 3:00pm

Virtual Meeting
https://global.gotomeeting.com/join/451995189
+1 (408) 650-3123
Access Code: 451-995-189

AGENDA

1. Welcome and introductions
   - **Icebreaker:** If you could go on the space shuttle mission to Mars, would you go?

2. Review of Agenda and Meeting Notes (August)
3. One Call/One Click Center Updates

4. Discussion Items:
   - **PAFC 5-Year Plan**
     Discuss major projects and efforts to submit to PAFC's 5-Year Strategic Plan

   - **RideLink Marketing and Outreach Discussion**
     Incorporation of LCMC, WCMC, and MAPG input

   - **Outreach in the time of COVID**
     How do we perform our mission without being (or limited) in person?

5. Member Updates

6. Next MAPG meeting – December 3, 2020
   - Next meeting topics: ??

7. Adjourn

PO Box 288, Fort Collins, CO 80522 – info@PAFClarimer.org – 970-310-4900

MOBILITY & ACCESS PRIORITY GROUP

AUGUST 6, 2020

1:35 P.M.

VIRTUAL MEETING

MEETING NOTES

ATTENDEES:	Alex Gordon, NFRMPO	Sophia Maes, NFRMPO	Katy Mason, Larimer County Office on Aging
	Ruth Fletcher-Carter, RAFT	Lorye McLeod, PAFC	Anna Russo, Transfort
	Connie Nelson-Cleverley, SAINT	Megan Kaliczak, zTrip	

MEETING NOTES	No comments.

Discussion Items

ONE CALL/ONE CLICK CENTER UPDATES	Gordon stated CDOT DTR is updating Suzette Mallette, the NFRMPO Executive Director, with weekly emails. As of this meeting, there is no timeline for the funds to be released, but contracts are now in the CDOT business office. Gordon stated he presented on collaboration and coordination in Larimer County during an NADTC course. Gordon received an email from DTR regarding funding from the State of Colorado to help small transportation providers who work with seniors and adults with disabilities. He will give updates when he has more information, but at this time he simply wanted to make the group aware of these potential opportunities.
MARKETING & OUTREACH PLAN	Maes presented three name and logo choices for the OCOCC: RideLink, TripEasy, and SimpleTrip. She explained the color scheme in all the logo designs support a brand of reliability and comfort. There was a vote to move forward with the name RideLink. The logo design feedback was mixed, with Options #1 & #2 receiving the most votes. Mason suggested having small focus groups for feedback, potentially using the Office on Aging Advisory Council and the Expert Panel.
	Maes asked the group marketing questions such as what content each organization has found to be the most effective and on which platforms. The group stated their clients typically watch TV, but billboards could be helpful as well. Social media pages and groups referencing the program and website was also suggested. Fletcher-Carter suggested advertisements and articles in newspapers such as the Berthoud Surveyor, working with the Berthoud Chamber of Commerce; Mason suggested looking at the CASOA from Larimer County and contacting the Public Information Office (directed by Michelle Byrd). Maes asked for suggested imagery as well as photographs to be used in the program marketing. Mason stated the LCOA has photos but will have to clarify

	that they can be released based on the language of the image release waivers.
PAFC 5-YEAR PLAN	Alex Gordon asked the group if they would like to expand the mission focus in the 5-year Plan. Some members stepped up and a subcommittee was formed. Gordon mentioned the current goal is what the group promotes, but not necessarily what they do. He also reminded the group that the 5-Year Plan is due by the next meeting on October 1st, 2020. Mason suggested the MAPG should update the overall goal but brainstorm offline. She suggested the phrase be changed to "primarily education and outreach" to leave room for other goals and the comments collected today should be reworked by a subcommittee. Both Russo and Mason volunteered to participate in the subcommittee.

Member Updates

MCLEOD	All priority groups in the PAFC looking at their 5-year plans and need to have them complete by October. There will also be some evaluation on successes and achievements needed for previous 5-year plans. PAFC is still meeting over Zoom. Health and Wellness has not met since the pandemic began. PAFC received the isolation grant from the Larimer County Health Department. PAFC has finished the Zoom project and is currently debriefing on how to implement the Zoom plan for Larimer County, including looking into additional funding opportunities. They were also able to have the contract extended for the Emergency Grant program ($500 limit; once per year). They are working on the candidate forum, continuing Market Days, and the Intergenerational Conversations Series will continue in August, with a special series focusing on women.
RUSSO	Aside from Open Streets, Transfort will bring back the CSU service when classes start again on August 24th. Transfort is still sharing a survey to gauge how comfortable the community is with riding public transit. These responses will help form decisions about suspended service. The survey closes on September 1st. Transfort is also translating the survey into Spanish.
KATY MASON	Mason updated the group that she has retired, with her last day being August 28th. However, she is planning to stay on the MAPG and other groups as a volunteer.
ALEX GORDON	There are some grant opportunities of up to $100,000 available for organizations left out of the CARES Act. SAINT, RAFT, and 60+ are eligible, but the larger transportation agencies like Transfort are not.

Next Meeting: Thursday, October 1, 2020 - 1:30 to 3:03 p.m.

TBD

NEXT MEETING TOPICS	For next meeting, topics will include other thoughts for the 5-Year Plan, RideLink, another good icebreaker, and outreach in the time of COVID.
ADJOURN	Meeting adjourned at 3:03 p.m.

Mobility & Access

Overarching goal:

To increase awareness of and promote transportation options, service delivery mechanisms, community planning and other creative means for older adults and adults with disabilities in Larimer County to access key services and quality of life opportunities.

Existing assets and programs:

- Collaboration and cooperation with current providers: Berthoud Area Transportation Systems (BATS), Rural Alternative for Transportation (RAFT), Via Mobility, Heart & Soul Paratransit, Senior Alternatives in Transportation (SAINT), Wellington Senior Center, Transfort/Dial-a-Ride, City of Loveland Transit (COLT), Town of Estes Park, zTrip
- Larimer County Department of Health & Environment Built Environment Program
- North Front Range MPO (NFRMPO) – Larimer County Mobility Committee
- Pro 31 Safe Senior Driver

Opportunities

Partner with the NFRMPO Larimer County Mobility Committee, Larimer County Health Department Built Environment team, current transportation providers, and Larimer County government to work on expansion and improvement of our transportation systems. The focus will be on outreach, education, and promotion of existing services to better connect both incorporated and unincorporated areas of Larimer County.

Summary of Completed Projects

1. Acted as the Steering Committee for the Larimer County Senior Transportation Needs Assessment
2. Developed and hosted Regional Bustang Travel Trainings, including a marketing opportunity supported through an AARP Livable Communities grant
3. Supported PAFC and NFRMPO with two National Aging & Disability Transportation Center grants (NADTC), including participation in local, regional, state, and national conferences and speaking opportunities
4. Distributed transportation provider materials at local events and senior centers
5. Provided support and input for the future One Call/One Click Center in Northern Colorado (tentatively named RideLink)

Goal 1:

To promote and expand travel training programs for older adults and adults with disabilities throughout Larimer County.

(Ongoing)

Action Steps

- Coordinate with appropriate liaisons from Fort Collins, Loveland, and Berthoud to plan travel training and increase frequency of the training.
- Create and maintain a schedule of travel training throughout Larimer County.
- Develop Spanish travel training materials.
- Work with community partners to increase interregional travel training, including trips to Longmont, Boulder, and Denver

Partners

- City of Fort Collins/Transfort/Dial-A-Ride
- City of Loveland/City of Loveland Transit (COLT)
- Rural Alternatives for Transportation (RAFT)
- Berthoud Area Transportation System (BATS)
- Colorado Department of Transportation/CDOT
- NFRMPO/Larimer County Mobility Committee
- Regional Transportation District (RTD)
- Town of Estes Park
- Senior Alternatives in Transportation (SAINT)
- Via Mobility
- Wellington Senior Center
- zTrip
- Pro-31 Safe Driving
- La Familia/The Family Center
- Heart&SOUL Paratransit

Performance Indicators

- How many travel training sessions were performed?
- How many cities hold travel training?
- How many attended each travel training?

Goal 2:

To develop a community outreach and education program about transportation resources, driver safety and travel training as recommended in the Larimer County Senior Transportation Needs Assessment.

(Ongoing)

Action Steps

1. Collect resources to promote existing services
2. Distribute the resources to local agencies, organizations, advocates, and residents
3. Collaborate on new programming to grow awareness around transportation options and services

Partners

- City of Fort Collins/Transfort/Dial-A-Ride
- City of Loveland/City of Loveland Transit (COLT)
- Rural Alternatives for Transportation (RAFT)
- Berthoud Area Transportation System (BATS)
- Colorado Department of Transportation/CDOT
- NFRMPO/Larimer County Mobility Committee
- Regional Transportation District (RTD)
- Town of Estes Park
- Senior Alternatives in Transportation (SAINT)
- Via Mobility
- Wellington Senior Center
- zTrip
- Heart&SOUL Paratransit
- La Familia/The Family Center

Performance Indicators
- How many events were held?
- How many resources were distributed?
- How many new people learned about existing transportation services?

Goal 3:

To spread awareness of RideLink, the One Call/One Click Center under development in Larimer County.

Action Steps

1. Plan outreach opportunities for RideLink
2. Collect feedback by engaging stakeholders
3. Develop PAFC role in RideLink

Performance Indicators

- How many older adults and adults with disabilities are aware of the program?
- How many first time riders used RideLink?
- How many providers are involved in RideLink?

Partners

- City of Fort Collins/Transfort/Dial-A-Ride
- City of Loveland/City of Loveland Transit (COLT)
- Rural Alternatives for Transportation (RAFT)
- Berthoud Area Transportation System (BATS)
- Colorado Department of Transportation/CDOT
- NFRMPO/Larimer County Mobility Committee
- Regional Transportation District (RTD)
- Town of Estes Park
- Senior Alternatives in Transportation (SAINT)
- Via Mobility
- Wellington Senior Center
- zTrip
- Heart&SOUL Paratransit
- La Familia/The Family Center

NFRMPO ONE-CALL, ONE-CLICK CENTER

RideLink

MARKETING PLAN

SEPTEMBER 24, 2020

EXECUTIVE SUMMARY

RideLink is a portal for trip planning and coordination for adults with disabilities and older adults. Operated by the NFRMPO on behalf of Larimer and Weld Counties, RideLink is your 1-Call, 1-Click portal for older adult and ADA trip planning in Northern Colorado.

RideLink is a coordinated system that links clients to rides amongst multiple providers with seamless and accessible options for the user across Larimer and Weld Counties. RideLink knows that trip coordination and planning can be overwhelming and expensive. That's why we've created a simple one-stop trip planning center. At RideLink, we understand that life is complicated enough; finding a ride shouldn't be.

GOALS

1. Brand the mobility management program, including the One-Call, One-Click Center

2. Market the program to the general public and to groups that come in contaact with people who might use the service (human services agencies, churches, programs for people with disabilities, older adults, etc)

3. Utilize social media, email, SEO, and non-digital strategies to drive non-paid marketing into booking rides

4. Market the benefits of having mobility options by collecting testimonials, hosting webinars, and having other resources available

5. Market the value of and need for volunteer drivers and other positions.

TARGET PERSONA #1

VANNA GOGH

Identifiers

• Female, 57 years old
• Berthoud, CO
• Married, husband works full-time as Manufacturing Tech at Woodward Inc, 1st shift
• 3 daughters, ages 29, 27, and 24
• Part-Time (28-32 hrs/wk, 4 days/wk) Administrative Assistant/Office Manager
• Income: $27,000-29,000
• Education: High School, some College

About Vanna

Vanna moved to Berthoud, CO in the early 1980s, where she met and married her husband of 35 years, John. John's mother Rose has recently been diagnosed with dementia and Type II diabetes. With John working 1st shift full time (8 a.m. – 4 p.m, M-F), he has limited availability. The responsibility of checking on Rose and taking her to medical appointments has fallen on Vanna.

Though she has a relatively good relationship with Rose, the extra responsibilities have taken a toll on Vanna, and she is struggling to manage everything. She is beginning to gain weight, has chronic exhaustion, and is becoming quickly irritated at her family's lack of help.

Motivators

• **Does not want to be a caregiver:** She is angry and frustrated that she doesn't have more support and appreciation.

• **Preventing Rose from Deteriorating:** To prolong her decline, it is critical for Rose to have access to preventative medical services.

Goals

• **Relieve the burden of Rose's transportation:** Give Vanna more personal time, and reassure Vanna that she does not have to carry the entire burden.

• **Reduce Vanna's stress and overwhelm:** Make the process of navigating the moving components of Rose's care simple.

MARKETING PLAN
KEY FEATURES OF TARGET #1

• Ability to maintain/monitor loved one's health without being directly involved

• Consistent messaging is the key-- reaching out to those who will have aging parent in near future, if not now

• Potential for an app: Help family caregivers stay organized with a free app offering features such as a calendar to track appointments, insurance info, emergency contact info, reminders, etc.

• Voice: Comforting and understanding, non-judgmental, supportive, responsible, "we'll take care of it", trustworthy

• Daily activity support services (ie transportation services) are largest segment to market to caregivers

• Delivering patient-centered care

• Messaging: we care about the health of you and your loved one

What:
ID most effective platforms
Establish brand trust
Collect metrics on engagement and conversions
Create content for others to share

How:
Convert engagement to booking conversions via website
Convert engagement to booking conversions via phone call

Why:
To enhance the quality of life for NoCo residents (not just vulnerable-> wording may lead to bipartisan division)

Target 1: Vanna Gogh

Advertising

Goals

Primary: Drive traffic to website
Secondary: Drive traffic to phone call

Platforms

Organic growth:

Word-of-Mouth:
HR Personnel
Trusted service workers:
Restaurants, hairstylists/barbers, etc
Gov. agencies
Providers
Community leaders
Stakeholders

PR:
Local news segment (5-7am)
Launch party for public (after COVID)
"Live testimonial" for program on radio (KUNC)/ TV shows-- ie host who has person experience with this subject (shows with age range 30-60).

Paid ads:
FB
Pinterest
Retargeting links
Newspaper

Tools:
Geofencing
SEO

SEO

Goals

Goals:
Drive traffic to website
Higher rank on Google search

Link-building strategy
Goals:
ID best platform to link on

Sites to link from:
DRCOG/DRMAC
Provider/Agency Sites
Blogs for 18+ differently abled
Blogs for 50-65 year old females
"Family" blog sites

Formal Strategy

Keywords:
transportation
NoCo
FoCo
Weld
Greeley
NEMT
Larimer
care
caregiver
disabled
differently abled
senior
aging
aging-in-place

Content Strategy

Goals

ID top 5 performing pieces & ID patterns within
Drive traffic to site for conversions
Establish authority/trust with target
Parent content for child content:
1 blog=1 FB post, etc.

Platforms

Email

Blog:
Caregiver stress tips
Tips for common challenges

Webinars:
Basic training in caregiving for family
-Home safety, accessibility devices

Videos:
Travel training-relief that loved one is safe
Using the website/booking portal
Training: navigating Medicaid, Health Services, etc

Print:
Brochures
Flyers

Social

Goals

Establish governance:
ID/understand target market interests/behavior
Auto-post: Set-up Buffer, content calendar/review process
Measure/refine:
Process-reviewing activities, measuring progress, ID issues, etc
Provide support to overwhelmed caregivers

Platforms

FB:
Relevant articles from other sources
Community groups
Polls
Content Links
Condition-specific discussions

Twitter:
Relevant articles from other sources
Fun Facts/FAQ
Updates to service
Relink to content/blogs/videos

Pinterest:
Infographics
Content
Ads

TARGET PERSONA #2

BOB DRIVER

Identifiers

- Male, 76 years old
- Evans, CO
- Lives in a 2-bedroom modular
- Widowed
- 1 son aged 50, 1 daughter aged 54
- Job: Retired meat production worker, Social Security Income
- Income: $13,000-15,000
- Education: High School
- Insurance: Medicaid, VA

About Bob

Bob moved to the Evans, CO area in 1975 to work in the meat production industry after serving in the Vietnam war. After his wife passed away in 2010, Bob sold his home in Evans to move to an older adult community park where he lives in a modular. He still drives, but his sedan is not reliable, and he has difficulties getting in and out. His two children live in Fort Collins, but are only able to visit their father once a week.

Bob suffers from Type II diabetes, high-blood pressure, and chronic kidney disease. He receives dialysis treatment three times a week in DaVita in Greeley, CO. He also has regular trips to the Rocky Mountain Regional VA Medical Center in Aurora, CO. He often feels lonely and wishes that he could attend more events and see old friends at the American Legion Post 18 in Greeley.

Motivators

- Social Interaction: Building community to alleviate his loneliness.

- Independence: He does not want to be a burden to his children or neighbors, and wants options that retain his pride and dignity.

- Modesty: Using the minimum required, nothing too flashy.

Goals

- Feeling Important: Wants his existence to be acknowledged and respected. and a sense of pride and value.

- Simple, enjoyable experience: Wants to build loyalty and trust with the service. Depends on service reliability and flexibility for future needs.

- Sense of community: Wants connection to a group identity.

MARKETING PLAN
KEY FEATURES OF TARGET #2

• Need to earn trust and prove value. This may take time and consistent messaging and interaction.

• Reinforce reliability of service but also flexibility (reliable for today, flexible for tomorrow. Express the investment in the program is worth the client's time. Use testimonials and referrals.

• Be responsive and helpful. Providing excellent customer service is crucial (hire good representatives).

• Value-Added Marketing: When you provide prospects with an added piece that is free, useful, and valuable, you will boost response from older adults. A value added piece can be an objective, informational piece, a small gift, or something useful like a checklist or a calendar.

• Value added pieces can be offered in direct mail pieces or online. Show appreciation for their trust--send thank you notes with no strings attached (no sales goal)to show connection and support.

• Transparency about what information is needed and why. Explain every part of process (step by simple step). Follow up with a summary of items plan discussed in either digital or hard copy format (depending on preference).

• Message: Reiterate what RideLink service can do for the client such as opportunities it creates, issues it resolves, etc.

• Thoughtful marketing: Explanations in context and product endorsements are especially appreciated. Always be supplementing and making their experience better.

• Focus on the client, make them the hero of their own story.

• Utilize large and easy-to-read type.

What:
ID most effective platforms
Establish brand trust
Collect metrics on engagement and conversions
Create content for others to share

How:
Convert engagement to booking conversions via website
Convert engagement to booking conversions via phone call

Why:
To enhance the quality of life for NoCo residents (not just vulnerable-> wording may lead to bipartisan division)

Target 3: Billy Mobility

Advertising

Goals

Word-of-mouth
Relevancy
Redundancy

Goals:
Drive traffic to booking by phone

Platforms

Organic growth:

Word-of-Mouth:
PT/CNA
Trusted service workers:
Restaurants, hairstylists/barbers, etc
Gov. agencies
Providers
Community leaders
Direct outreach: Calls?
Libraries /Community Centers

PR:
Local news segment (5-7am)
Radio show guest speaker

Paid ads:
FB-video
Newspaper

Tools:
Geofencing
SEO

SEO

Goals

Drive traffic to booking by phone
Higher rank on Google search

Link-building strategy
Goals:
ID best platform to link on

Formal Strategy

Keywords:
transportation
fort collins
medical transportation
senior rides
AARP
senior services
grocery shopping
ride
Weld
Greeley
NEMT
Larimer
older adults
veteran services larimer county
veteran services weld county
senior citizen services larimer county
senior citizen services weld county
Medicare transportation
Medicaid transportation
VA benefits transportation

Content Strategy

Goals

ID top 5 performing pieces & ID patterns within
Drive traffic to site for conversions
Establish authority/trust with target
Parent content for child content:
1 blog=1 FB post, etc.

Focus on opportunities of service
Charts/visuals vs descriptions
Explain reasons that help client vs self-hype of program

Email:
Newsletter: 1x/mo?
Rider appreciation emails 1x/quarter

Videos:
Travel training
Using the website/booking portal
Training: navigating Medicaid, Health Services, etc

Print:
Brochures
Flyers
Billboards/Bus stop benches
"Thank you"direct mail

Social

Goals

Establish governance:
ID/understand target market interests/behavior
Auto-post: Set-up Buffer, conent calendar/review process
Measure/refine:
Process-reviewing activities, measuring progress, ID issues, etc

Platforms

FB:
Relevant articles from other sources
Community groups
Polls
Content Links
Videos!!

TARGET PERSONA #3

BILLY MOBILITY

Identifiers

• Male, 34 years old
• Fort Collins, CO
• Lives in a 1-bedroom apartment with a roommate
• Job: Bagger at King Soopers
• Income: $19,000-$21,000
• Education: High School
• Insurance: Anthem (through employment)

About Billy

Billy was born in 1987 and grew up in Fort Collins, CO. He works as a bagger at King Soopers on John F. Kennedy Pkwy , coming upon his 10 year anniversary. He recently moved out of his parents home and into an apartment with a roommate. He likes going to his dance class at Dance Express and helping his classmates learn the dance moves. He recently started dating a girl in his class named Jane Walker. He likes to buy her gifts and take her to get ice cream.

Billy was born with Down syndrome, but is otherwise in good health. With the help of his parents and community, he has managed to become very independent. He cannot drive, and his new apartment in South Fort Collins is too far to walk to his extracurricular activities. He is a friendly and happy man, but can get overwhelmed easily with new information and routines. He does best with clear instructions, familiar faces, and simple routines.

Motivators

• Social Interaction: Increasing opportunities to meet others and form friendships

• Independence: Feeling confident in his abilities to live his life and that "he can do it"

• Increased opportunities: Ability to learn, travel, work, and discover new hobbies. Increased quality of life

Goals

• Inclusivity: Wants his existence to be acknowledged and respected. and a sense of pride and value.

• Simple, easy experience: Wants to build familiarity and trust with the service. Depends on service reliability and linearity.

• Sense of community: Wants connection to larger external world.

MARKETING PLAN
KEY FEATURES OF TARGET #3

• Need to earn trust/prove value-consistency and patience

• Familiar, easy to navigate (linear & logical), minimal design/words, more visual (inclusive pictures depicting "motivators"), large/easy to read type

• Proactive customer service--travel training, etc, transparency about what information is needed and why, explain every part of process (step by simple step), Responsive and helpful--Excellent customer service is crucial (hire good representatives)

• Universal design for all abilities to limit making them feel "different" especially in dependent ways

• Talk directly to them and treat them like people

• Involvement opportunities (i.e. assist with events, ambassador duties, etc, with marketing schwag for participation)

• Group coordination with peers

• Reinforce reliability of service but also flexibility (reliable for today, flexible for tomorrow)-worth investing time into, testimonials

• Value-Added Marketing: When you provide prospects with an added piece that is free, useful, and valuable, you will boost response from seniors. A value added piece can be an objective, informational piece, a small gift, or something useful like a checklist or a calendar

• Value added pieces can be offered in direct mail pieces or online. Appreciation of their trust--send thank you notes with no strings/sales goal attached to show connection and support

• Message: You are included and we are here to support you

• Thoughtful marketing: Explanations in context and product endorsements are especially appreciated (always making their experience better)

• Things to keep in mind: how do they deal with conflict? Do they have overprotective parents? How will they react if people make fun of them or there is a problem?

• Are there security issues or additional responsibilities related to ADA/HIPPA compliance?)

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and conversions
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How:
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conversions via website
Convert engagement to booking
conversions via phone call

Why:
To enhance the quality of life for
NoCo residents (not just
vulnerable-> wording may lead to
bipartisan division)

Target 3: Billy Mobility

Advertising

Goals

Word-of-mouth
Relevancy
Redundancy

Goals:
Drive traffic to booking
by phone

Platforms

Organic growth:

Word-of-Mouth:
PT/CNA
Trusted service workers:
Restaurants,
hairstylists/barbers, etc
Gov. agencies
Providers
Community leaders
Direct outreach: Calls?
Libraries /Community
Centers

PR:
Local news segment
(5-7am)
Radio show guest
speaker

Paid ads:
FB-video
Newspaper

Tools:
Geofencing
SEO

SEO

Goals

Drive traffic to booking
by phone
Higher rank on Google
search

Link-building strategy
Goals:
ID best platform to link
on

Formal Strategy

Keywords:
transportation
fort collins
medical transportation
senior rides
AARP
senior services
grocery shopping
ride
Weld
Greeley
NEMT
Larimer
older adults
veteran services larimer
county
veteran services weld
county
senior citizen services
larimer county
senior citizen services
weld county
Medicare transportation
Medicaid transportation
VA benefits
transportation

Content Strategy

Goals

ID top 5 performing
pieces & ID patterns within
Drive traffic to site for
conversions
Establish authority/trust
with target
Parent content for child
content:
1 blog=1 FB post, etc.

Focus on opportunities of
service
Charts/visuals vs
descriptions
Explain reasons that help
client vs self-hype of
program

Email:
Newsletter: 1x/mo?
Rider appreciation emails
1x/quarter

Videos:
Travel training
Using the
website/booking portal
Training: navigating
Medicaid, Health
Services, etc

Print:
Brochures
Flyers
Billboards/Bus stop
benches
"Thank you"direct mail

Social

Goals

Establish governance:
ID/understand target
market
interests/behavior
Auto-post: Set-up Buffer,
conent calendar/review
process
Measure/refine:
Process-reviewing
activities, measuring
progress, ID issues, etc

Platforms

FB:
Relevant articles from other
sources
Community groups
Polls
Content Links
Videos!!

Marketing Strategy
12-Month Timeline

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12

OPERATIONAL

- Develop Brand Identity, Client Marketing Plan, Provider Marketing Plan, Internal Templates (Month 1)
- Build website: PC/Mac, iPad, mobile cababilities (Month 2–Month 7)
- Build booking portal: PC/Mac, iPad, mobile cababilities (Month 4–Month 7)
- Fix bugs/change portal based on feedback (Month 8–Month 10)
- Fix bugs/change portal based on feedback (Month 11–Month 12)
- Test portal with early adopters (providers/clients) (Month 7–Month 8)
- Test portal with early adopters (providers/clients) (Month 10–Month 11)
- Soft launch (Month 11)
- LAUNCH PROGRAM (Month 12)

CONTENT

- Plan 1st month blog posts: ID writers/subjects (Month 3)
- Review marketing plan/audit data (Month 11)
- Write/acquire blog posts (Month 3–Month 5)
- Plan 1st month videos (Month 3)
- Create 1st month videos (Month 3)
- Upload videos (Month 4)
- Develop email templates (Month 2)
- Begin sending monthly email/newsletter (Month 4–Month 5)
- Develop email list (Month 2–Month 7)
- Plan 1st five webinars (Month 3)
- Hold 1st five webinars (Month 4)
- Design/print marketing material (Month 2)
- Distribute print marketing material (Month 3–Month 7)

ADVERTISING

- Develop "elevator pitch" to explain program (Month 1)
- Educate providers and agencies on program (Month 3–Month 8)
- Build relationships with community stakeholders/member resources (Month 6–Month 12)
- Reach out to newspapers/local news/radio stations to cover program launch (Month 11–Month 12)
- Paid ads running on FB, Pinterest, newspapers (Month 11–Month 12)

SOCIAL

- Secure social media platforms (Month 1)
- Plan 1st month auto-post calendar per platform (Month 5)
- Develop & schedule posts (Month 5)
- Share posts with community groups (Month 5)
- Plan 2nd month auto-post calendar per platform (Month 9)
- Develop & schedule posts (Month 9)
- Share posts with community groups (Month 9)
- Plan 3rd month auto-post calendar per platform (Month 11)
- Develop & schedule posts (Month 11)
- Share posts with community groups (Month 12)

Marketing Strategy
6-Month Timeline

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
OPERATIONAL	Develop Brand Identity, Client Marketing Plan, Provider Marketing Plan, Internal Templates	Build website: PC/Mac, iPad, mobile cababilities Build booking portal: PC/Mac, iPad, mobile cababilities		Test portal with early adopters (providers/clients) Fix bugs/change portal based on feedback	Soft launch	LAUNCH PROGRAM
CONTENT	Plan 1st month blog posts Plan 1st month videos Develop email templates Develop email list Design/print marketing material	Write/acquire blog posts Create/upload 1st month videos Plan 1st five webinars	Begin sending monthly email/newsletter Hold 1st five webinars Distribute print marketing material			Review marketing plan/audit data
ADVERTISING	Develop "elevator pitch" to explain program Build relationships with community stakeholders/member resources Educate providers and agencies on program	Reach out to newspapers/local news/radio stations to cover program launch Paid ads running on FB, Pinterest, newspapers				
SOCIAL	Secure/develop social media platforms	Plan/develop/schedule 1st month auto-post calendar per platform Share posts with community groups	Plan/develop/schedule 2nd month auto-post calendar per platform	Plan/develop/schedule 3rd month auto-post calendar per platform	Plan/develop/schedule 4th month auto-post calendar per platform Plan/develop/schedule 5th month auto-post calendar per platform	Plan/develop/schedule 6th month auto-post calendar per platform

LOGO OPTIONS

OPTION 1)

ridelink

OPTION 2)

ridelink

LOGO OPTIONS

OPTION 3)

ride.link

Dashboard

Dashboard

Find A Ride

Profile/Account

Messages

Help

Upcoming Rides   Ride Details   My Resources   Billing & Statements

Monday, August 3rd 2020

▶ 8:00 AM   Home   to   Medical Center of the Rockies

▶ 4:15 PM   Medical Center of the Rockies   to   Home

Wednesday, August 5th 2020

▶ 9:45 AM   Home   to   Poudre Valley Hospital

▶ 12:15 PM   Poudre Valley Hospital   to   Home

Thursday, August 20th 2020

▶ 4:00 PM   Home   to   123 Smith St., Fort Collins 80525

◀	AUGUST 2020					▶
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Dashboard

Upcoming Rides Past Rides My Resources Billing & Statements

Monday, August 3rd 2020

▼ 8:00 AM Home to Medical Center of the Rockies [Edit](#)

  8:00 AM PICK-UP: heart&SOUL
  9:00 AM TRANSFER: COLT
  9:00 AM ARRIVE

▶ 4:15 PM Medical Center of the Rockies to Home

Wednesday, August 5th 2020

▶ 9:45 AM Home to Poudre Valley Hospital

▶ 12:15 PM Poudre Valley Hospital to Home

Thursday, August 20th 2020

▶ 4:00 PM Home to 123 Smith St., Fort Collins 80525

Sidebar

ridelink

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Calendar

◀ **AUGUST 2020** ▶

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Find A Ride

ridelink

Dashboard

Find A Ride

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Date of Ride

08/03/2020

◄	AUGUST 2020	►

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Arrival Time

09:00		AM

From

To

+add a stop

Return Trip Needed?

● Yes   ○ No

Pick-Up Time

4:15		PM