



Weld County Mobility Committee (WCMC)—AGENDA
October 20, 2020
1:30 – 3:00 p.m.

1. **Call Meeting to Order, Welcome and Introductions**
 2. **Review of Agenda**
 3. **Public Comment (*2 minutes each*)**
 4. **Approval of August 25, 2020 Meeting Minutes**
-

DISCUSSION ITEMS

- | | |
|--|-------------|
| 1) One Call/One Click Center Marketing Plan
Updates and feedback | All |
| 2) Coordinated Plan Discussion
Kick-off to four year plan for mobility for older adults, individuals with disabilities, low-income | Gordon |
| 3) One Call/One Click Center Project Updates
Grants, next steps | Gordon/Maes |

GREELEY-EVANS TRANSIT NEWS AND UPDATES

WCMC MEMBER REPORTS

4. **Final Public Comment (*2 minutes each*)**
5. **Next Month's Agenda Topic Suggestions**
6. **Next WCMC Meeting: December 1, 2020**

Weld County Mobility Committee (WCMC)—MINUTES
August 25, 2020
1:34 p.m. – 3:00 p.m.

1. Call Meeting to Order, Welcome and Introductions

- Abdul Barzak, Town of Severance
- Janet Bedingfield, 60+ Ride
- Marcus Cervantes, Arc of Weld County
- Holly Darby, Weld County Area Agency on Aging
- Celeste Ewert, Envision
- Julie Glover, Adeo (formerly Greeley Center for Independence)
- Larry McDermott, Arc of Weld County
- Moira Moon, CDOT
- Leiton Powel, GET

NFRMPO staff: AnnaRose Cunningham, Alex Gordon

2. Review of Agenda

3. Public Comment (2 minutes each)

4. Approval of June 23, 2020 Meeting Minutes

Bedingfield motioned to approve the minutes. Barzak seconded the motion, and it was approved unanimously.

ACTION ITEMS

No items this month.

PRESENTATIONS

No items this month.

DISCUSSION ITEMS

Outreach and Marketing Plan – Gordon reviewed the contents of the One Call/One Click Center (OCOCC) Marketing Plan including the chosen name and the logo options. The program will be called RideLink, and the group approved of the name. The group voted on their choice of logo, specifically the third logo listed in the meeting materials. Gordon reviewed the Target Persona section of the Marketing Plan and asked for feedback from the group on whether the scenarios accurately represented the people who may use the service when it opens. The group agreed the two examples accurately reflected their current clientele. Ewert suggested adding a third target persona who is an individual with disabilities needing transportation services for work and non-work trips who has some independence but needs more focused guidance. McDermott suggested a focus on this target persona could also be handling conflict situations and security issues. Gordon reviewed the proposed timeline illustrated in the marketing plan noting the 6-month timeline can be adjusted based on needs that arise and allows for concerns to be addressed early in the program development. Gordon requested the group provide photos that can be used in marketing and noted confidentiality agreements can be drafted if needed.



Additional CDOT Funding - Gordon informed the group the NFRMPO region will receive \$115k in “Transportation Services for Vulnerable Populations, including Seniors” funding from the State Legislature, which is meant to support Section 5310-eligible agencies. Bedingfield asked if this was an ongoing funding stream or a single allocation. Gordon noted it is a one-time funding source. McDermott asked what acceptable uses for the funding would be. Gordon noted the legislation specified only that it was to be used for the “provision of transportation” and can be used for operating assistance or capital. Moon noted the specific criteria for allocation is up to the NFRMPO and CDOT will not have oversight of the funding. The group discussed who would be part of the project selection committee and Gordon stated he will distribute a list of agencies eligible for receipt of the funding. Moon noted the funding would need to meet the needs of the region’s Coordinated Plan. Gordon reminded the group the four goal areas of the Coordinated Plan are inclusion, education, improvements for smaller and rural communities, and improvements for larger and urban communities. Bedingfield asked who would be handling the funding available to the rural areas. Moon noted there will be a release of information at a later date and CDOT will most likely hold a Call for Projects to determine allocations.

CDOT Capital Call for Projects - Gordon noted the CDOT Capital Call for Projects is expected to open in September for agencies who are interested in applying for vehicles or other capital expenses. Ewert noted Envision is planning on applying for a new wheelchair van. Gordon noted the NFRMPO can write letters of support for applicants.

[GREELEY EVANS TRANSIT NEWS AND UPDATES](#)

Pwell stated GET has expanded service hours from 6:00 AM to 6:00 PM while still providing the Call-n-Ride services. The Poudre Express and the Boomerang resumed service Monday, August 24.

[WCMC MEMBER REPORTS](#)

- Gordon noted CDOT is holding a meeting about Bustang service between Sterling and Greeley on Thursday, August 27. The NFRMPO is working with CDOT on contracting for the MMOF funding which will allow for the Mobility Manager job to be posted. Additionally, starting in October the NFRMPO will begin working on the next Coordinated Plan for the upcoming four years.
- Ewert noted Envision replaced a fleet of vehicles and are currently running at 30% capacity to accommodate restrictions put into place to mitigate the spread of COVID-19. Envision will be hosting their annual art show both virtually and in person on October 2.
- 60+ Ride has recently started providing some medical transport services using its van and is still providing grocery delivery services. The organization was awarded a grant from the Daniels Fund for a digital marketing campaign for volunteer recruitment.
- McDermott said the Arc of Weld County is encouraging people to get involved and engaged in the community, included in voting and filling out the census.



5. Final Public Comment (*2 minutes each*)

6. Next Month's Agenda Topic Suggestions

- a) Gordon noted topics for the next meeting will include a follow up on the Marketing Plan, job description for mobility manger, and the kickoff for the Coordinated Plan.

7. Adjourn

- a) The meeting adjourned at 3:00 pm. The next WCMC meeting will be October 27, 2020.

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 contact 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:
 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

SEO

Content Strategy

Social

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

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

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

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

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 schwaq 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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Goals:
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Paid ads:
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 Newspaper

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

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

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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

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

Platforms

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

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 capabilities Build booking portal: PC/ Mac, iPad, mobile capabilities		Test portal with early adopters (providers/clients) Fix bugs/ change portal based on feedback	Soft launch	LAUNCH PROGRAM
CONTENT	Plan 1st month blog posts Write/acquire blog posts Plan 1st month videos Develop email templates Develop email list	Create/upload 1st month videos Plan 1st five webinars	Begin sending monthly email/newsletter Hold 1st five webinars		Review marketing plan/audit data	
ADVERTISING	Develop "elevator pitch" to explain 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	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
		Share posts with community groups				

LOGO OPTIONS

OPTION 1)



OPTION 2)



LOGO OPTIONS

OPTION 3)





Dashboard

Find A Ride

Profile/Account

Messages

Help

Dashboard

[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
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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

AUGUST 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Dashboard

Find A Ride

Profile/Account

Messages

Help

Find A Ride

Search

Saved Rides

My Locations

Dashboard

Find A Ride

Account

Messages

Help

Date of Ride

08/03/2020

AUGUST 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
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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