

Three Program Stages:

1. Build a Network of Drivers
2. Build a Training Program and Network of Trainers
3. Build a Base of Riders

Stage 1 Build a Driver Network

Conduct a community meeting:

- Each community must identify for themselves rider needs, service gaps, and how they can best fill the need for drivers
- Be strategic on who to include in the community meeting. These are the people who will help to find or be the needed drivers

Among those to invite:

- Mayor and other community leaders
- Representatives from human services providers, programs for seniors, etc.
- Retirees in your community (retired bus drivers, etc.)
- Area service clubs and organizations
- Local food shelf, community support center
- Local newspapers and other local media
- Others with an interest in solving community needs

Meeting structure:

1. **Frame the current lack of transportation in the community: share what is available and where there are gaps** | *what public transportation, what private transportation, where is there no transportation available*
2. **Share how these gaps are affecting the community as a whole** | *Economic impact, elderly left house bound, social isolation, reducing workforce*
3. **Share who is being affected in the community** | *Elderly, people with disabilities, people with economic challenges, youth*
4. **Share how your program will be a tool towards a solution** | *define the program, share how it can fill the gaps and needs, what additional benefits will add to the community*
5. **Share how each person can be part of the solution for their community** | *how can each person help..be a driver, be a trainer, be a rider, share the information*
6. **Ask for questions**

Prepare a Plan for Recruiting Drivers

- What are your community resources
- Who or what civic group will be the community champion for the cause
- What resources do you have available, what needs to be created
- Where can you get community advertising: newspaper, radio, fliers, social media, church bulletin, local café, book club, garden club, social organizations, other

Strategy to Implement the Plan

- Create an accountability list
- Set reachable goals
- Engage everyone- not just the regular go getters
- Reach out to all demographics in your community, everyone has something to contribute if you just ask
- Make the ask in person

Monitor and Adjust the Plan

- Be prepared to change tactics as needed

Stage 2 Build a Program and Network of Trainers

Identify what training is needed

- Is this training for a volunteer driver program? For riders using Lyft or a bus?
- What does the driver or rider need to know for their safety?
- What liability issues need to be addressed?
- Identify who could be a driver or rider in need of training

Develop training resources

- Prerecorded video – shared by email? hosted on a website? hosted on YouTube?
- Printed information
- Live Zoom training
- Live in person training
- What existing resources can be used?

Training

- How is training going to administered?
- How is the information taught going to be tested
- How do you reach out to potential trainers?
- Who is going to be in charge of training?
- What record keeping will be needed?

Stage 3 Build a Rider Base

Host a Community Meeting:

- **Who to Invite** - parents of youth, community members that are: retired, have barriers, economically challenged, trainers, community leaders, church families, employers
- Explain the program
- Share training availability
- Share the benefits of the program
- Explain cost options
- Offer hands on demonstration of how to utilize the program



Specific Stages for a Lyft Program:

Stage 1 Build a Driver Network

Conduct a community meeting:

Announce you are working to create a public transportation network of drivers that will get the attention of community leaders

Among those to invite:

Retired school bus drivers, over the road drivers, farmers, social workers, teachers, civic groups, car dealers (they have drivers that pick up cars)

Meeting structure:

- 1. Frame the current lack of transportation**
- 2. Share how these gaps are affecting the community as a whole**
- 3. Share who is being affected in the community**
- 4. Share how your program will be a tool towards a solution**
 - a. Define what Lyft is, how it works, how they control accepted rides, receive payment, debunk myths, explain it is really just neighbors helping neighbors in their own communities. It is not strangers. Get to know your own community.
- 5. Share how each person can be part of the solution**
 - a. A single person can make an enormous impact on one person's life just by allowing them to go to the grocery store, church, social engagements, a job., having independence. Build new friendships. Help the driver understand how they are part of a bigger picture
 - b. Stress the economic impacts - adding transportation allows more jobs to be filled, local stores have better business, social events to be more successful with a larger audience, have more money to spend in the community
 - c. This can be a second job or fun money. Drivers control when they accept rides and to where. They can see who the rider is. They are in complete control
- 6. Ask for questions**

Prepare a Plan for Recruiting Drivers

Make the process easy and accessible. Offer training on how to download and set up the account. Remove the barriers.

Strategy to Implement the Plan

1. Recruit anyone that has used Lyft to share their story or a driver story. Let participants see these are their own community members
2. Think outside the box and look how Lyft can address specific needs in the community. Employers need consistent transportation for employees, teens need ride to school events. Church members need rides to services.

Monitor and Adjust the Plan

Stage 2 Build a Program and Network of Trainers

- Ask community members to HELP by simply offering to show someone or a small group how to use the app.
- Share our Training program and Rider Safety video. Recruit teens, young parents to be trainers, teachers.

- “Busy people get more done than people with more time on their hands” Don’t be afraid to ask a busy person to help.
- Ask in person- not an ad or email. It is hard to say NO to a friendly face.
- Make it a fun experience and let them know how much they are HELPING their own community.

Stage 3 Build a Rider Base

- Take the fear out of using the technology by offering one-on-one or group trainings at a community center or via Zoom.
- Be a speaker at community groups like the garden club, at the assisted living facility
- Share how it is part of a synergy.



ConnectAbility of MN has information and FREE unbranded resources available for download to use for all aspects of your program

<https://connectabilitymn.org/those-we-serve/transportation/rider-program/>

<https://connectabilitymn.org/lyft-driver>

<https://connectabilitymn.org/ride-trainer-program/>

<https://connectabilitymn.org/driver-trainer-rider-resources/>

We are here to help

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