



Promoting Use of Community Vehicles

There are two aspects of promoting the use of community vehicles. Depending on your role in your community, you may be involved in either or both of these.

The first aspect is to promote the idea to agencies that own/operate community vehicles or that are potentially looking to do so, to encourage them to consider sharing resources, sharing/leasing vehicles, or expanding their services. This is discussed in more detail in the page titled "Facilitating Sharing of Community Vehicles."

The second aspect is to promote (advertise) community vehicles as a transportation option for individuals beyond the original target clientele, when the owner/operator of the vehicle has chosen to expand service. An example of this is a senior center van that only runs half-full and the operator wants to increase ridership by allowing members of the general public to ride the van as well. This type of promotion is discussed here.

Different aspects of this promotion effort will apply to different types of organizations. For example, if you work for a senior center and simply want to expand your van service and promote this to the public, see "Promoting Community Vehicle Services," below. However, if you work for a broader organization, such as a city, your role may be to coordinate community vehicles within your community to promote them as a broader community resource (see "Coordinating Multiple Community Vehicle Services," below).

Promoting Community Vehicle Services

Templates (listed below) are provided here to assist you in promoting community vehicle services in your area. Modify the templates to suit your needs or simply use them as ideas to develop your own materials.

To provide a range of ideas to build from, some of the templates are designed/written from a perspective of promoting multiple community vehicle services as a group and others from the perspective of promoting a single service. Mix and match text to fit your situation.

In addition to the templates provided, you may want to promote the service on your web site or Facebook page or develop a flier or brochure. As these types of promotions necessitate situation-specific details, templates are not provided here. However, the templates listed below should provide ideas to draw from.

Marketing/Promotion Tools

- Hang posters around your community or specific work places (template provided; designed from the perspective of promoting a single community vehicle service).

- Send a news release to local media (template provided; written from the perspective of promoting a single community vehicle service).
- Submit letters to the editor or “op ed” articles to the local newspaper (template provided; written from the perspective of promoting multiple community vehicle services). *Each newspaper has its own submission and length requirements. Check with your newspaper before submitting.*
- Include an article in your own organization’s newsletter or request that others (schools, churches, etc.) include it in theirs (template provided; written from the perspective of promoting a single community vehicle service).
- Purchase display advertisements in local newspapers (two templates provided; written from the perspective of promoting a single community vehicle service). *Note: Each newspaper has its own submission requirements and sizes for advertisements. Check with your local newspaper. The templates can be re-sized to fit different requirements. Most newspapers will also design your ad for you for free – check with your local paper.*

Coordinating Multiple Community Vehicle Services

If more than one community vehicle exists in your community that allows the general public to use its services, consider designating a central organization to act as a hub for riders and providers – this allows a member of the public to contact one agency to find out which vehicle service would work best for him, rather than having to call each separately.

With assistance from all providers, develop an inventory of community transportation resources. This resource list can be used by the coordinating agency to answer questions and assist potential clients and/or can be distributed to the public as a resource directory for transportation services. (A list of providers can be found at <http://i-way.org/community/networks/lmmn3c> in the *LMMN 3C Final Mobility Plan* document.)

The directory should include the following types of information:

- List of operators of community vehicles that allow “others” to ride their vehicles.
- Contact information for the agency coordinating community vehicles.
- List of, and contact information for, each individual provider.
- Details on who the service is provided to, including base clientele (e.g., seniors) and any limits on others who may use the service (e.g., does the senior center also open its vehicles to individuals with disabilities, but not the general public; does it open the service to other adults, but not children?).
- List (map, if possible) of routes of each service; often a community vehicle will allow others to ride, but keep the service limited to the stops necessary for its target clientele (not add additional stops/service for non-target clientele).
- List of times and days of service; keep in mind that many community vehicles offer different routes on different days.
- Explanation of how to use the system (e.g., does a member of the community need to board the vehicle at the vehicle’s origin [senior center, assisted living facility] or will it pick people up at other places?).
- Explanation of a fee system. Some services may be free to target clientele, but charge “others” a nominal fee to use the service.

