# MID-MINNESOTA REGIONAL TRANSPORTATION COORDINATING COUNCIL (MMRTCC)



Volunteer Driver Opportunity Promotion

A Project Overview

## MMRTCC WORK Shortage of Volunteer Drivers

- Conversations with various volunteer driver programs
- Interviews with Central Community Transit and staff
- Advisement of MMRTCC Advisory Council
- Created a letter to the editor, which was submitted to our local media outlets



## LETTER TO THE EDITOR WAS NOT PUBLISHED

- Approached the issue as more of a human interest piece
- A recently-retired and highly-active individual from the Willmar Community who had discovered she could help others during the pandemic by doing shopping through Insta-cart
- Many of her goals to help people remain independent and avoid congregate living facilities were similar to the goals of many volunteer drivers



## STORY ON HELPING OTHERS INCLUDING **CENTRAL COMMUNITY TRANSIT VOLUNTEER DRIVING PROGRAM WAS** PUBLISHED IN OUR REGION'S LARGEST NEWSPAPER



### Ready to hit the road for others

Looking for retirees in regional counties to drive for others in need of the service

### By Tom Cherveny

son enjoyed a busy career helping others as a licensed practical nurse in Willmar. There were days when she would assist as many as 100

after retiring in October: "I Transit. can't sit at home and retire. As the I'm a nurse. I have to be coordinato

ing others and enjoying the active on their own terms. chance to see people as a personal shopper for a deliv-

"Absolutely love it," said

The new retiree is just the sort of person that Terry Smith with the Mid-Minnesota Development Commission is looking to connect to Tiffany Collins and her She realized right away staff at Central Community

Commission, Smith knows Today she sets her own the need for people like pace, staying as busy as Peterson who enjoy helpshe wants while still help- ing others while remaining

> These are people known to Collins as volunteer drivers. There is a definite need for them in Kandiyohi, Meeker and Renville counties right now, according to Collins, who is the director of CCT.

> CCT oversees the volunteer driver program for the three counties. It provides rides for people to medical appoint-



Patty Peterson realized she was not about to sit at home and do



...after retiring in October: "I can't sit at home and retire. I'm a nurse. I have to be doing something," said Peterson. Today she sets her own pace, staying as busy

as she wants while still helping others and enjoying the chance to see people as

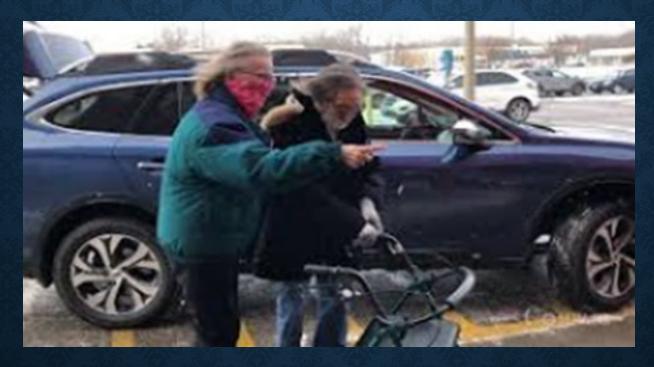
a personal shopper for a delivery service. "Absolutely love it," said Peterson. The new retiree is just the sort of person that Terry Smith with the Mid-

Minnesota Development Commission is looking to connect to Tiffany Collins and her staff at Central Community Transit. -Quote from Patti Peterson

(3/10/20 West Central Tribune)



## Our local public television provider produced a featurette focused on CCT's Volunteer Driver Program



Video can be viewed on CCT website: <a href="https://www.cctbus.org">www.cctbus.org</a>



## Multi-Media Awareness Campaign

- We were able to move a portion of our RTCC funds, which would have otherwise gone unused, to a promotional category
- These funds were used to pay for both print and radio advertising



## Continued Collaboration with Central Community Transit

- We've now partnered with CCT staff for radio interviews.
- We've also collaborated with CCT to develop new marketing materials, including a flyer focused on the volunteer driver opportunity and its benefits.
- Our MMRTCC Advisory, made up of transportation providers, human service representatives, nonprofits, and consumers, has provided valuable suggestions throughout this process.

## WHAT'S NEXT

- We plan to continue to move this ball forward and are exploring opportunities to talk about this issue with additional media outlets
- We do think there is potential to collaborate with other RTCCs for a statewide campaign. However, budgets will be a factor
- We appreciate our partnership with CCT, our MMRTCC Advisory, and our willing media outlets. Without them, we would still be at square one.



