

# 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



Photo: Tom Kutz, photojournalist

## VAC

Shots fo

By Dana Fargo

After a 1.5 million-dollar investment in a new facility, the new group is set to open in the fall. The new group is set to open in the fall. The new group is set to open in the fall.

## Ready to hit the road for others

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

By Tom Cherveney  
tcherveney@wctnb.com

**WILLMAR —** Patty Peterson enjoyed a busy career helping others as a licensed practical nurse in Willmar. There were days when she would assist as many as 100 patients. She realized right away 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. As the coordinato

Minnesota Development Commission, Smith knows the need for people like Peterson who enjoy helping others while remaining active on their own terms. 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-



Photo courtesy of Terry Smith

After a busy career as a licensed practical nurse in Willmar, Patty Peterson realized she was not about to sit at home and do nothing in retirement. To remain active while still helping others, she began personal shopping for a company that delivers



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Photo courtesy of Terry Smith

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-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:  
[www.cctbus.org](http://www.cctbus.org)



# 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



***Volunteer Drivers  
Are Essential!***

***Interested in becoming a  
Volunteer Driver?***

*Flexible hours, customized to your schedule.  
Local, short, and long-distance travel.  
Mileage reimbursement.  
Help your neighbors remain independent!*

**MMDC**  
MID-MINNESOTA DEVELOPMENT COMMISSION

For more information visit [www.MMRDC.org](http://www.MMRDC.org)



## 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.



Questions?



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