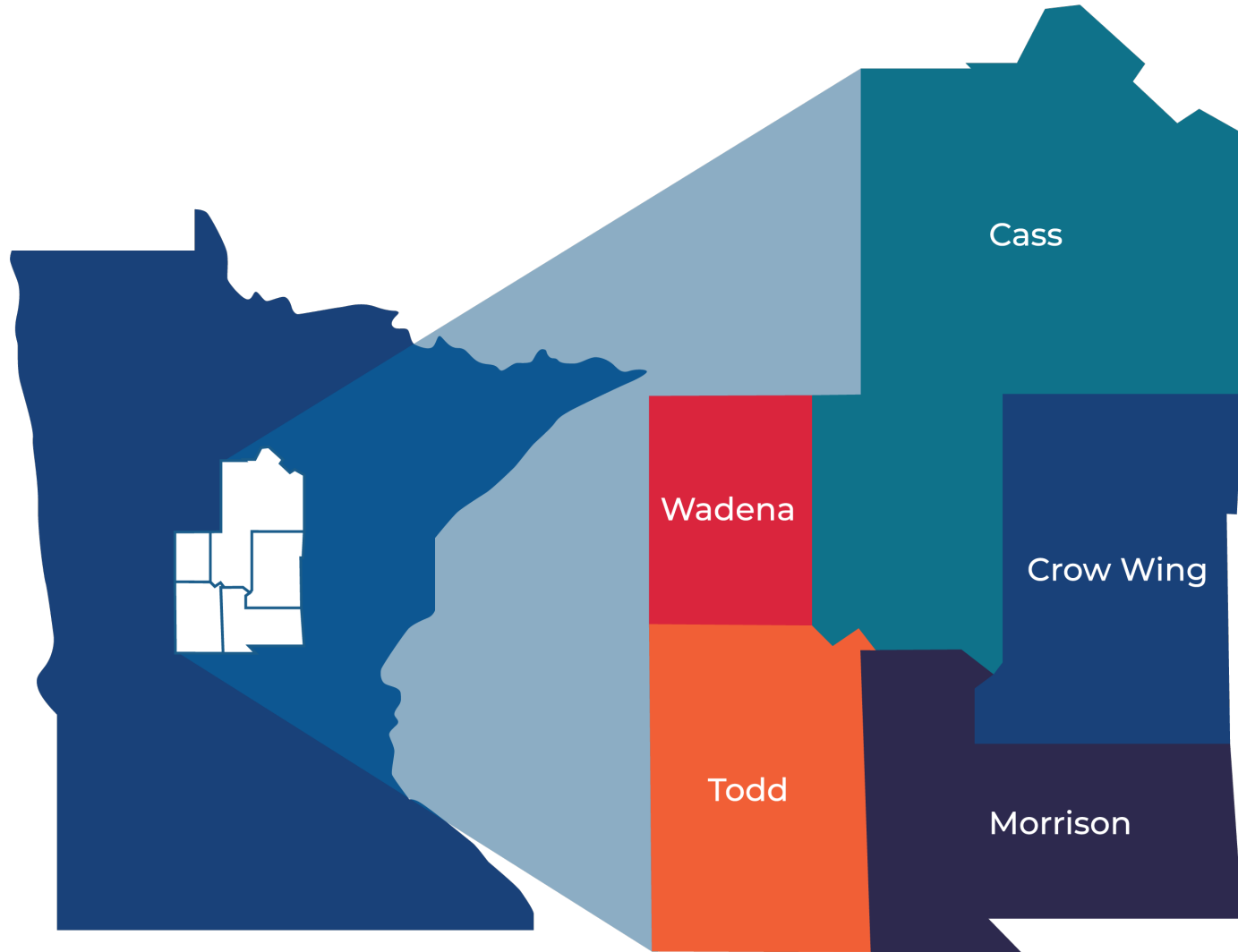


# Region Five



# AARP Community Challenge Overview

## What is the AARP Community Challenge?

- The AARP Community Challenge provides small grants to fund quick-action projects that can help communities become more livable for people of all ages

## Project Outcome Areas

- Deliver a range of Transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements.
- Support local recovery from the Coronavirus pandemic with an emphasis on economic development, improvements to public spaces and transportation services



## Project Ideas Generated by Staff

- Volunteer Driver recruitment program – where each driver who signed up another driver would receive gift packages of good purchased from local small businesses
- Transit passes for low-income seniors accompanied by membership to the Brainerd YMCA to help get Seniors exposed to the many great programs at the YMCA
- Transit passes and memberships to the Brainerd Food Co-op.....

## Selected Project

- Provide transit passes, transit training, and memberships to local health and wellness center to approximately 50 seniors/ veterans/ low-income individuals who may be facing challenges caused by COVID in the five-county region.





## Workplan Submitted

1. Training at each transportation facility/open house
2. Marketing (Flyers, social media, project promotion, participant recruitment)
3. Videos (1 video to explain how to complete the transportation process)
4. Transportation (Once per week per person to and from health club for 15 weeks. 50 participants)
5. Gym membership (Average rate of \$50/month. 50 participants. 15 weeks)

## Revisions (Some Due to COVID)

- Training at each facility changed to short training videos
- 5 videos created instead of 1
- 15 weeks changed to 6 months for gym memberships
- Transportation was on an as needed basis, varied person to person

## Promotion

- Flyers printed and distributed
- Emails to Stakeholders
- Radio Promotion
- Facebook BOOST on posts
- Video Promotion – [HERE](#)

## Sign up Sheet



Region Five Development Commission, in partnership with AARP, invite you to apply to participate in our Community Grant program!

Region Five Development Commission (R5DC) is thrilled to announce we have been selected to receive a 2021 AARP Community Challenge grant. We are one of only 244 grantees selected from across all 50 states, Washington D.C, Puerto Rico and the U.S. Virgin Islands.

With this “quick-action” grant we will provide transit passes, transit training, and memberships to local health and wellness center to 50 individuals throughout the region. This effort aims to reintegrate individuals into the community who may have been isolated during the COVID-19 pandemic and to help communities within the region become more livable for people of all ages.

10 people per county (Cass, Crow Wing, Morrison, Todd and Wadena) will receive free bus tokens, fares each month and a free health club membership to your closest facility for three months  
\*Participant must live within the normal bus route boundaries.

**Program begins September 1, 2021 and ends November 10, 2021.**

<b>Name</b>	
<b>Street Address</b>	
<b>City, State, Zip</b>	
<b>Phone number</b>	
<b>Email</b>	

Please send all applications to [mkallroos@regionfive.org](mailto:mkallroos@regionfive.org) or to 200 1<sup>st</sup> Street, Suite 2, Staples, MN 56479.

For more information, please contact Matt Kallroos  
via email at [mkallroos@regionfive.org](mailto:mkallroos@regionfive.org)  
or via phone at 763-486-8637



# By the Numbers

- Grant ran 5 months
- Over 100 participants
- Provided over \$2000 in bus passes for participants
- Over 100 6-month gym memberships provided
- Ages ranged from 12 years old to 85 years old that participated in the program.
- 5 How to Ride the Bus videos were created by Levitate Media



## Impacts on People

- First gym membership
- Chance to have a gym membership again
- Learn a new mode of transportation
- Options to be less isolated
- New friendships
- Healthy lifestyle

## Impacts on Transit

- New Riders
- Increased demand
- Partnerships with Gyms
- Promotion of services
- How to Ride the Bus videos developed - [HERE](#)

