



SmartLink


Hop Scott

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- Discovery of needs in rural areas in 2018-2019 using “needs groups” in geographic areas- engaging community leaders, non-profits, users of transportation resources
 - Message was similar for rural areas- NO OPTIONS or FEW OPTIONS
 - Volunteer number going down- For hire?, 1099
 - Discovered Live Well at Home Grant- Asked Coordinators about use of funds for building transportation options
 - Applied for grant for ADA mini vans in rural areas driven by volunteer drivers in April/2020. Scott County Board Approval
 - COVID hits in early 2020

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- **Grant awarded in July/2020, contract approved in Dec/2020 through June/2022**
 - **Outreach Coordinator based on City/Cities involved**
 - **Volunteer Van program/ Hop Scott**
 - **Volunteer driver recruitment**
 - **Van Purchase- Handicapped accessible minivan**
 - **Funded in part 50/50 from a Department of Human Services Live Well at Home grant**
 - **Scott County using Transportation Sales Tax dollars to fund**
 - **Carver County looking at options to copy**

Partners Engaged



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- Scott County Human services-needs in rural areas
 - Rural Cities-Belle Plaine, Jordan, Elko New Market, New Prague, City Councils , Public Works, (park vans)
 - Libraries- access for key boxes
 - Local food shelves and food deliveries- Elko/New Market, Belle Plaine, Jordan- Needs, days, process
 - Senior Buildings- needs for transportation
 - Scott County Fleet- Key boxes and maintenance software
 - MNDOT – rules, regulations, trainings necessary
 - Other volunteer organizations- Anything missing?
 - Volunteer recruitment- Service groups, senior groups,



Marketing/Recruitment

- **Outreach Coordinator**

- 1) Engage Community/Partners
- 2) Market to discovered Needs- Veterans, Seniors, Disabled,
- 3) Volunteer driver recruitment
- 4) Discover local partners- Where to begin?
- 5) Purposes? Employment, medical, grocery, library, parks, vets, seniors,
- 6) Put out RFP for Coordinator- no responses Dec/2020
- 7) Changed perspective and asked part time marketing position if interested in adding hours for Hop Scott. Mar/2020
- 8) Flexes hours based on what is happening up to 20 hrs/week.
- 9) COVID impacts- when to recruit if you have no vans.
- 10) Marketing background was great- Facebook, Nextdoor,



SmartLink Hop Scott

- **Hop Scott Van**

- 1) Logo/ Marketing design- RFP
- 2) Purchase used vans received Aug-Nov/2021
- 3) County Owned
- 4) County insured
- 5) Handicap accessible
- 6) County Maintained-Driven by volunteers
- 7) Localized transportation
- 8) Access van at local Library- County software, Van assignment
- 9) COVID impacts- new vans delayed until August/2021, then order cancelled- pivoted to used vans, purchased vans in October/2021- 2 used rear ramp vehicles. 1 in March/2022



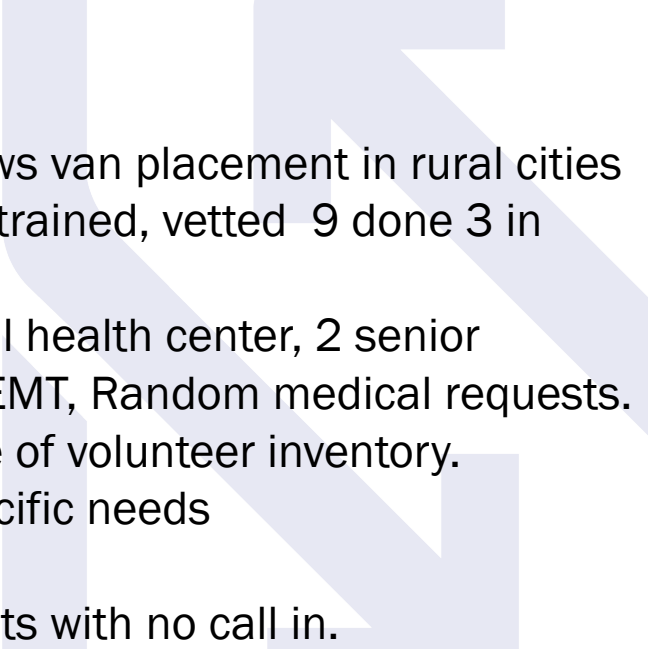
Hop Scott Volunteers

- **Volunteer Driver**

- 1) Drives the County Van or their own vehicle
- 2) Vetted and trained by SmartLink
- 3) SmartLink does trip intake/schedules drivers
- 4) Van is parked locally with easy access for drivers
- 5) Weekend/evening service based on availability of drivers
- 6) New kind of volunteer we have not had before.
- 7) Training includes wheelchair handling for those interested –few are.
- 8) Covid- 10-12 New volunteers mostly interested in driving the van located in their areas.
- 9) Many newly retired, many weekend and evening, many younger than we have ever seen.
- 10) Donations are mailed or funders are billed- volunteers do not handle money.



Hop Scott

- **Current State**
 - First run Dec/2021- food delivery
 - Van check out software installed- allows van placement in rural cities
 - Volunteer drivers still being recruited, trained, vetted 9 done 3 in process
 - Current uses- 3 food shelves, 1 mental health center, 2 senior buildings, 1 family resource center, NEMT, Random medical requests.
 - Purposeful roll-out- **not** broad because of volunteer inventory.
 - Understanding specific users and specific needs
 - Software for tracking and reporting.
 - Software has potential to book requests with no call in.
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Hop Scott Deliveries



Hop Scott Van



HOP SCOTT

