Marketing Plan (draft)
OCOC Advisory Recommendations

On Monday, February 27 the OCOC / Find a Ride Advisory Committee met in Small Groups to discuss Marketing. Breakout rooms were facilitated by a Hopelink Mobility Team Member. The notes from those breakout rooms are captured below.

Process: Advisory Committee members were instructed to answer the following three questions to start our Find a Ride marketing conversation.

1. Who are the key groups we’d like to reach as we roll out this product?
2. What are some of the exciting features of this product that separates it from competitors?
3. What collateral (marketing material) do we need to be successful?

Summary of Brainstorming Session

Group 1
- Talked about putting stakeholders to work to promote/market the tool. Focus on folks with disabilities, older adults, and specific language groups. Peer support groups were a point of focus. Maybe an FAQ or User forum would be good as well. Gamification of collateral during training opportunities, including physical postcards with sample locations.

Group 2
- Mentioned the strength of the call options and being the place where every transportation option is. Highlighted emulating the coordinated awareness campaign for outreach, using social media, collateral user guide for assistors and clients.

Group 3
- Tourism agencies, Refugee / Immigrant / Newcomer support partners, and housing partners to their residents

Group 4
- Focus on caregivers and youth, figuring out how to loop youth into these secondary users and a way to get the word out into the community.
- Working with partners like PSRC / SDOT on internal communications to their stakeholder groups: ie, youth summer program, transportation equity group
- What makes us unique is the call aspect, the services that show up in our tool that don’t in others

One Call-One Click Breakout Group Discussions

Group One: Amy, Doreen, Brock, Todd, and Tracie

1. Who are the key groups we’d like to reach out as we roll out the product?
   - Seniors

Updated 3/1/2023 – Laura Loe, Hopelink, Program Manager, Find a Ride
• Individuals with disabilities,
• Teens
• Add those who support with disabilities,
• Language barriers
• Those who support different groups – educating others.

2. What are some of the exciting features of this product that separates it from the competition?
• Feedback on why “I got stuck here because…” (Let some fill in the blank with a “feedback” button)
• Group learning processes = FAQ forum in-person and zoom.
  o Meet all the different communities where they are at, more in-person events.
• Schedulable, accurate information about the accessibility of services. (Transparency)
• Please try to focus and complete the project as intended throughout the process, and integrate those important features.
• Reasonable connections and trips (Transparency)
• On-time mapping (real-time software)
• Make sure all carriers/transport services are aligned within the one-stop shop.
  o Don’t make the end user’s problem when crossing boundaries; providers, and services become an obstacle. (Transparency)
• Accessible technology that’s not 3rd party affiliated. Own the technology.
• End users receive necessary/important notifications promptly from 3rd party if it impacts trip
• There will be third-party products that don’t work regarding 3rd parties (software, unforeseen), and the need for clear, quick, and prompt transparency.
• New versions of technology with 3rd parties not in sync with the interface.
  o Solving those problems before they get to the end user.
• Training for services
  o There will be Uber and Lyft failures: Interface, driver availability, accessibility, drivers not competent when working with those with disabilities, rude drivers, and many of the other services do not support people with disabilities. (3rd Party)
• User feedback button on every page
• “*Need help or call this number” button on every page, and accessible.
• Implement a website to answer every question, explaining everything for all, especially accessibility minded. All references are located in one place. Centralization. Make it easy for folks so they don’t walk away.
• Platform for peer reviews.
• “You don’t have to figure it out alone. One Call / One Click will work together” attitude.
• Peer support - Human interface option upfront, fully transparent.

3. What collateral do we need to be successful (marketing plan)?
• One hour chat once /week with different groups = supports word of mouthpiece.
• Education materials (including accessibility) explaining everything.
• Videos explaining everything.
• CTN program
• “Empower the User” slogan.
• “What to do in an emergency?” pamphlet.
• Peer group activities and events - “game night”.
• Handouts, pictures, website.
• Don’t drop the in-person training. Continue ongoing conversations as new users start to cycle in. (Never-ending)

**Group 2: Dean, Mike, Alex, Jeff, Johnny**

1. Who are the key groups we’d like to reach out as we roll out the product?
   • Jeff: there are 3, elderly, commuters, and visitors
   • Alex: providers who work with older adult programs, because they are the ones who provide trip planning. Places where older adults eat or get services. Caregivers for family members.
   • Johnny: people with special transportation needs who cannot take fixed route or a car.
   • Alex: Community Clinics as well as hospitals
   • Jeff: Sporting events/recreation
   • Dean: hospitals, libraries
   • Alex: Community Centers, faith communities
   • Johnny: the tech illiterate, how do we help those who cannot use a computer.
   • Mike: resource centers, places where people do not have a phone or computer so they go to folks who do. Services providers.

2. What are some of the exciting features of this product that separates it from the competition?
   • Mike Dee: Option to call in Alex: agreed
   • Jeff: the app itself offers the features of multiple transportation options. Consolidates.
   • Johnny: especially non-profits, CCS and Hopelink.
   • Alex: language options
   • Jeff: customizability with the profile function
   • Mike: filters are great

3. What collateral do we need to be successful (marketing plan)?
   • Jeff: Social media angle
   • Alex: PSAs on TV? Seattle channel, if they are not using social media. Marketing folks might know more.
   • Jeff: Integrate with ORCA signups? Partner with ORCA?
   • Alex: Community Colleges? Transportation advisors.
   • Jeff: a startup guide for assistors
   • Alex: maybe not even a full brochure, something bigger and thicker stock than a business card on how to use this product. Something that could go into a kiosk.
   • Alex: In our public utilities bill, sometimes there are a few sentences about a program. (like salwa’s work with Snoqualmie). City of Bellevue was able to do that.
   • Mike: PTA's and other associations
**Group 3: Dinah, Deb, Roz, Teresa**

1. **Who are the key groups we’d like to reach as we roll out this product?**
   - Dinah: care providers, social workers, disability services, tourist agencies
   - Deb: 211, hospitals, medical centers, schools, parents/ school groups/ child care providers, transportation agencies, food banks
   - Roz: agencies and organizations helping immigrants/ refugees as well as newcomers (from other states); homeless shelters, housing agencies

2. **What are some of the exciting features of this product that separates it from competitors?**
   - Dinah: accessibility in mind, different types of disabilities, data source (extensive providers list)
   - Deb: do not need to add my information every time, bring different services together (multiple providers, cross boundaries); a different approach to customers – they can plan a trip online as well as call.
   - Our competitor: [https://onebusaway.org](https://onebusaway.org), google map
   - New – chatGPT (potential helper/ competitor) – we can train the chat to get more knowledge about transportation for people in need in WA (King/ Snohomish)

3. **What collateral (marketing material) do we need to be successful?**
   - Dinah: google ads (google for non-profits/ ads for free?); ask to show us on google map (dream?); printed materials (brochures, flyers, business cards)
   - Deb: something digital like a widget that I can place on a browser or cell phone UX interface; QR code; sticker/ clip on my phone; magnets (classical – refrigerator magnets); signage at transit stops.
   - Teresa: newsletters, social media

**Group 4: Laura, Kevin, Jean, Laura Lee**

1. **Who are the key groups we’d like to reach out as we roll out the product?**
   - Jean:
     - Older adults
     - People with less experience
     - Call Center folks
     - Friends & Family
     - Shopping Mall outreach
     - In language
     - At PSRC meeting every other month, an opportunity to present.
   - Laura Lee:
     - Older adults
     - Youth orientations with SDOT
     - Tabling with SDOT
     - Beta testing with devices at Hopelink Staff at SDOT events
     - Free Transit conversation with SHA – how to connect.
     - Tool to make it more approachable.
     - Youth
• Internally SDOT has blogs that we could co-write blog posts with them
• SDOT has a transportation equity workgroup that could be presented to

2. What are some of the exciting features of this product that separates it from the competition?
Kevin:
• Focus on a comparison to the “competition.”
• If people hit a snag, make sure that they know there’s a fallback number – that makes us unique
• For some testers, new users, they might be excited to be a part of something that is groundbreaking, for others that message would be a strong one to convey, tailor the message for the audience