

Find a Ride’s Communications Toolkit

Join us in reaching out to community and promoting Find a Ride’s multimodal trip planner across King, Pierce and Snohomish Counties.

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Promoting Find a Ride’s Trip Planner

Our program depends on partnership marketing by you!

We launched in King County in March 2024. Now we are expanding to Pierce and Snohomish Counties. We are relying on your feedback for continuous improvements, through our inclusive planning framework. Thank you to the [King County Mobility Coalition](#) and Find a Ride Advisory Committee for their leadership of this program.



We are reaching out to ask for your support in raising awareness about Find a Ride's new trip planner for Pierce, King, and Snohomish Counties. This is an exciting tool that will benefit your community members, clients, and staff. This program will better connect older adults, veterans, people with disabilities, and low-income individuals to transportation options. Find a Ride will also improve access to other important community resources.

We are grateful for community members and organizations engaged in our inclusive planning to design this trip planner and Find a Ride program. For more information on this new approach to discovering specialized transportation, please visit <https://www.kcmobility.org/ococ>.

How To Use This Toolkit

The Find a Ride Communications Toolkit contains information to share on your social media channels and to promote Find a Ride's Trip Planner throughout Puget Sound at in-person events.

You may either copy these messages directly or customize them to reach your audience.

This toolkit includes translated newsletter blurbs, translated 8 ½ by 11 flyers, and suggested social media posts.

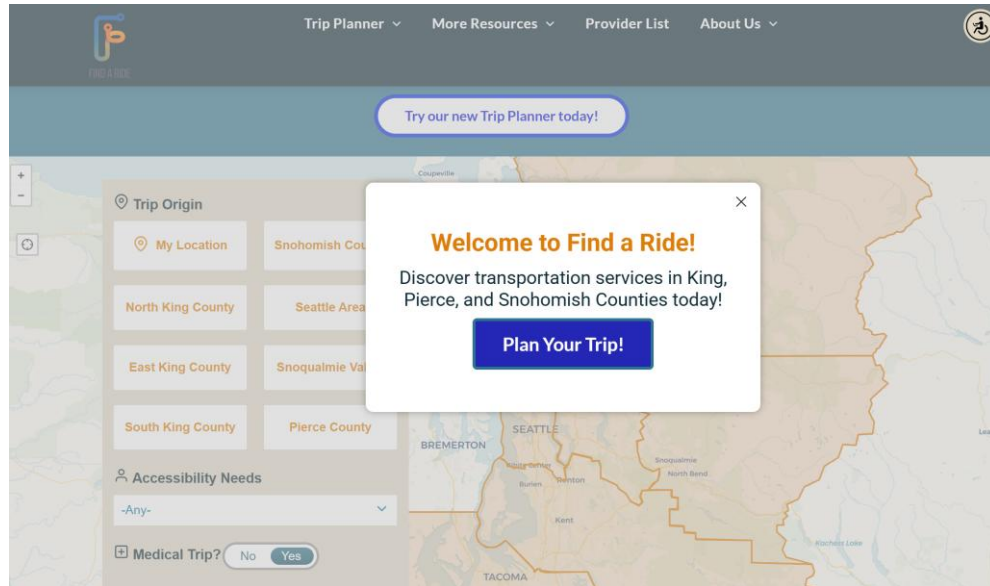
Thank you for using the attached social media kit to help get the word out. The trip planner is available in: **Amharic, English, Chinese, French, Hindi, Japanese, Korean, Mon-Khmer/ Cambodian, Punjabi, Russian, Somali, Spanish, Tagalog, Tigrinya, Ukrainian, Vietnamese**, with more languages being added in the future.

Email FindARide@hopelink.org for more information. Phone support is available.

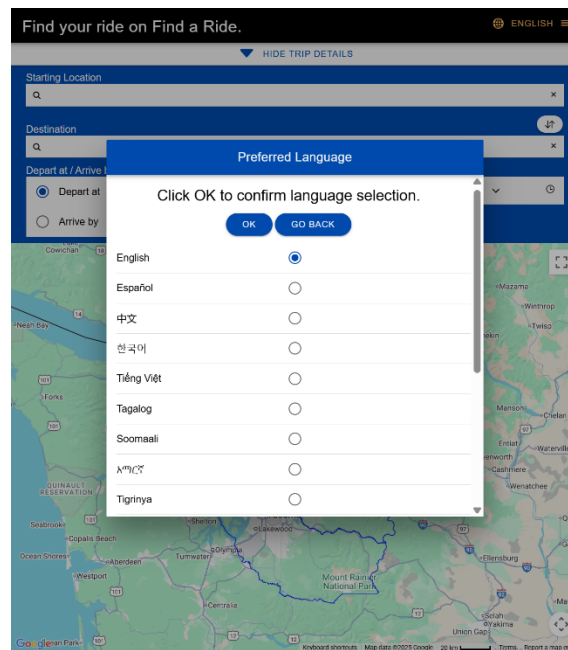
Visit <https://www.findaride.org/tripplanner> to try our new trip planner!

We encourage you to explore available transportation options by trying out the trip planner, and share feedback in our form or send an email to FindARide@hopelink.org.

Find a Ride's Website & Trip Planner



Visit FindARide.org to learn about transportation resources across the Central Puget Sound region.



The Trip Planner is translated into 15 languages.

Phone Support

Please call [1-888-697-9080](tel:1-888-697-9080).

Callers will be connected to partner agencies to support the next steps in their transportation planning journey.

Additional information about our three-county call support systems:

In King County: *Hopelink's Transportation Resources Line* staff can provide one-on-one support in finding unique transportation options that fit your needs. Staff cannot book your trip. The phone number is 1-888-697-9080. The Mobility Line is open from 9:00 AM – 4:00 PM, Monday through Friday. If staff are unavailable, leave a voicemail and they will return your call within two business days.

In Pierce County: Contact *Access Pierce* by phone or text to at 253-572-4357, or 1-800-572-4357. Access Pierce Transportation Resource Center staff can provide one-on-one support in finding unique transportation options that fit your needs in Pierce County. Access Pierce is open from 9:00 AM – 4:00 PM, Monday through Friday. If staff are unavailable, leave a voicemail and they will return your call within two business days. *Access Pierce* is Pierce County's connection to local support and resources.

In Snohomish County: Contact *Northsound 211* at 211. Visit Snohomish County Transportation Coalition (Snotrac) for helpful maps and transportation resources.

Please note that Find a Ride does not have trip booking capabilities.

You may contact [transportation providers](#) directly to book their services and to confirm current route information from [regional transit](#) agencies.

Marketing Materials

On the following pages you will find:

- Flyer, 8 ½ by 11 PDF
- Social Media Post Text
- Social Media Materials
- Sample Email to Partners
- Newsletter Suggestions

We have swag! We can send you our magnifying flashlights, available by request.

Flyer - Translated

The flyer is designed for 8.5"x11" printing and is available in three languages: English, Spanish, and Chinese. Each version features a blue header with the Find a Ride logo and a title. The main body is divided into three steps, each with a numbered icon and a brief description. At the bottom, there is a QR code, a smartphone mockup showing the Find a Ride app, and contact information. The footer includes a language interpretation notice and the Find a Ride logo.

English Version:

Find *your* ride on *Find a Ride*.

Try the new trip planner for King, Pierce, and Snohomish Counties!

1. Enter in your travel information to begin planning your trip.
2. Build a custom travel profile.
3. Find transportation options for you!

We do not provide or pay for transportation. Our purpose is to connect you to resources.

Visit FindARide.org or scan the QR code to begin using the trip planner.

Language interpretation available. 425-943-6760 FindARide@hopelink.org

Spanish Version:

Encuentre *su* viaje en *Find a Ride*.

Pruebe el nuevo planificador de viajes para los condados de King, Pierce y Snohomish.

1. Ingrese los datos de su viaje para empezar a planificarlo.
2. Cree un perfil de viaje personalizado.
3. Encuentre opciones de transporte adecuadas para usted.

No proporcionamos ni pagamos el transporte. Nuestro propósito es conectar a las personas con los recursos.

Visite FindARide.org o escanee el código QR para empezar a utilizar el planificador de viajes.

Interpretación de idiomas disponible. 1-888-697-9080 FindARide@hopelink.org

Chinese Version:

在 *Find a Ride* 上安排您的行程。

欢迎在 King County, Pierce County 和 Snohomish County 尝试使用这款新的行程规划器!

1. 输入您的出行信息, 开始规划您的行程。
2. 设置自定义出行偏好。
3. 查找适合您的出行方案!

我们不提供交通服务, 也不承担交通费用。我们的目的是给您提供交通资源信息。

访问 FindARide.org 或扫描二维码, 开始使用行程规划器。

可提供语言翻译服务。1-888-697-9080 FindARide@hopelink.org

This flyer is designed for 8.5"x11" printing.

[Amharic](#)

[English](#)

[Chinese \(Simplified\)](#)

[French](#)

[Hindi](#)

[Japanese](#)

[Korean](#)

[Mon-Khmer/ Cambodian](#)

[Punjabi](#)

[Russian](#)

[Somali](#)

[Spanish](#)

[Tagalog](#)

[Tigrinya](#)

[Ukrainian](#)

[Vietnamese](#)

Social Media Posts

These posts can be used for any platform.

- Incorporate the website in your posts: <https://www.FindARide.org>
 - Tag @Hopelink on Facebook or LinkedIn.
 - Tag @HopelinkHelps on Instagram.
-

You have places to go! Visit [FindARide.org](https://www.FindARide.org) to learn about your transportation options across King, Pierce, and Snohomish. Try out the new trip planner developed by community & @Hopelink. #EveryRideCounts #MobilityForAll #FindARide

Visit [FindARide.org](https://www.FindARide.org) to find transportation options for you in Central Puget Sound. #EveryRideCounts #MobilityForAll #FindARide

Social Media Posts –Translated

These posts can be used for any platform.

Incorporate the website in your posts: <https://www.FindARide.org>

- Tag @Hopelink on Facebook or LinkedIn.
- Tag @HopelinkHelps on Instagram.

The languages are listed here in the order in the drop-down menu on our website.

English	Try out the new multimodal trip planner created by community and @Hopelink to streamline daily trip planning for residents in King, Pierce, and Snohomish counties. Visit FindARide.org to get started! #Transportation #MobilityForAll #FindARide
Spanish	Pruebe el nuevo planificador de viajes multimodal creado por la comunidad y @Hopelink para facilitar la planificación diaria de viajes para los residentes de los condados de King, Pierce y Snohomish. ¡Visite FindARide.org para comenzar! #Transporte #MovilidadParaTodos #FindARide #FindARide
Chinese	试用社区与 @Hopelink 开发的新多模式行程规划器，以简化 King 县、Pierce 县和 Snohomish 县居民的日常出行计划。请访问 FindARide.org 开始体验！#交通 #全民出行#FindARide
Korean	지역사회와 @Hopelink에서 만든 새로운 멀티모달 여행 플래너를 이용하여 King, Pierce, Snohomish 카운티 거주자의 일상적인 여행 계획을 쉽게 도와주세요. FindARide.org를 방문하여 시작하세요! #교통수단 #모두를위한이동수단 #FindARide
Vietnamese	Các cư dân ở các quận King, Pierce và Snohomish hãy dùng thử công cụ lập kế hoạch chuyến đi đa phương thức mới do cộng đồng và @Hopelink tạo ra để lập kế hoạch chuyến đi hằng ngày dễ dàng hơn. Truy cập FindARide.org để bắt đầu! #GiaoThông #PhươngTiệnDiChuyểnChoMọiNgười #FindARide
Tagalog	Subukan ang bagong multimodal na tagaplano ng biyahe na ginawa ng komunidad at @Hopelink para i-streamline ang pang-araw-araw na pagpaplano ng biyahe para sa mga residente sa King, Pierce, at Snohomish county. Bisitahin ang FindARide.org para makapagsimula! #Transportasyon #PagkilosParasaLahat #FindARide

Somali	Isku day qorshaha safarka cusub ee leh qaababka badan ee ay sameeyeen bulshada iyo @Hopelink si aad u hagaajisid qorshaynta safarka maalinlaha ah ee dadka dagan degmooyinka King, Pierce, iyo Snohomish. Booqo FindARide.org si aad u bilawdo! #Gaadiidka #Isu-socodka Dhamaan Dadka #FindARide
Amharic	በ King፣ Pierce እና Snohomish ካውንቲዎች ውስጥ ላሉ ነዋሪዎች የእለት ተዕለት የጉዞ እቅድ ለማውጣት በማህበረሰቡ እና @Hopelink የተፈጠረውን አዲሱን የመልቲሞዳል ጉዞ እቅድ አውጪ ይመዝኑ። ለመጀመር FindARide.org ን ይጎብኙ! #መጓጓዣ #መጓጓዣለሁሉም #FindARide
Tigrinya	ንነበርቲ ኣውራጃታት King፣ Pierceን Snohomishን መዓልታዊ ውጥን ጉዕዞ ንምምሕደስ፡ ነቲ ብማሕበረሰብን @Hopelinkን ዝተፈጥረ ሓድሽ ብዙሕ መጓዣያታት ዝሓዘ ወጣኒ ጉዕዞ ፈትኑ። ንምጀማር ኣብ FindARide.org ተወከሱ! #መጓዣያ #ምንቅስቃስ ንኹሉ #FindARide
Russian	Попробуйте наш новый планировщик маршрутов, учитывающий разные виды транспорта. Это результат совместной работы сообщества и @Hopelink, призванной упростить планирование ежедневных маршрутов для жителей округов King, Pierce и Snohomish. Чтобы начать, перейдите на сайт FindARide.org! #Транспорт #МобильностьДляВсех #FindARide
Ukrainian	Спробуйте наш новий планувальник маршрутів з урахуванням різних видів транспорту. Він створений завдяки співпраці представників громади й @Hopelink, щоб спростити планування щоденних поїздок для мешканців округів King, Pierce і Snohomish. Щоб почати користуватися ним, перейдіть на сайт FindARide.org! #Транспортування #ТранспортДляВсех #FindARide
French	Essayez le nouveau planificateur de trajet multimodal conçu par la communauté et @Hopelink afin de simplifier la planification des trajets quotidiens des habitants des comtés de King, Pierce et Snohomish. Rendez-vous sur le site FindARide.org et lancez-vous ! #Transports #MobilitéPourTous #FindARide
Punjabi	King, Pierce, ਅਤੇ Snohomish ਕਾਉਂਟੀਆਂ ਦੇ ਵਸਨੀਕਾਂ ਲਈ ਰੋਜ਼ਾਨਾ ਦੇ ਟਰਿੱਪ ਲਈ ਯੋਜਨਾ ਨੂੰ ਸਰਲ ਬਣਾਉਣ ਲਈ ਕਮਿਊਨਿਟੀ ਅਤੇ @Hopelink ਦੁਆਰਾ ਬਣਾਏ ਨਵੇਂ ਮਲਟੀਮੋਡਲ ਟਰਿੱਪ ਪਲਾਨਰ ਦੀ ਵਰਤੋਂ ਕਰੋ। ਸ਼ੁਰੂ ਕਰਨ ਲਈ FindARide.org 'ਤੇ ਜਾਓ! #ਆਵਾਜਾਈ #ਸਾਰੇਲਈਮੋਬਿਲਿਟੀ #FindARide
Hindi	King, Pierce और Snohomish काउंटिज़ के निवासियों के लिए रोज़ाना ट्रिप की योजना को आसान बनाने के लिए कम्युनिटी और @Hopelink द्वारा बनाए गए नए

	मल्टीमोडल ट्रिप प्लानर को आजमाएँ। शुरू करने के लिए FindARide.org पर जाएँ! #Transportation #MobilityForAll #FindARide
Japanese	コミュニティと @Hopelink が作った新しい多モードの旅行プランナーをぜひお試しください。King 郡、Pierce 郡、Snohomish 郡住民の日々の旅行計画を効率化します。FindARide.org にアクセスして、今すぐ始めましょう！#交通 #すべての人にモビリティを #FindARide
Mon-Khmer; Cambodian	សាកល្បងមុខងាររៀបចំផែនការធ្វើដំណើរពហុម៉ូដថ្មីដែលបង្កើតឡើងដោយសហគមន៍ និង @Hopelink ដើម្បីសម្រួលដល់ការរៀបចំផែនការធ្វើដំណើរប្រចាំថ្ងៃសម្រាប់អ្នករស់នៅក្នុងខោនធី King, Pierce និង Snohomish។ ចូលទៅកាន់គេហទំព័រ FindARide.org ដើម្បីចាប់ផ្តើម! #មធ្យោបាយធ្វើដំណើរ #ការធ្វើដំណើរសម្រាប់គ្រប់គ្នា #FindARide

Digital Graphics

The following graphics are for use with social media posts.



Find a Ride is a multimodal trip planner for King, Pierce, and Snohomish Counties, featuring specialized transportation options for older adults and people with disabilities.



Trip planning support is available on our website.
www.FindARide.org

For more information, call: **1-888-697-9080**



If you need images in additional languages, please send an email request to FindARide@hopelink.org.

Sample Email in English

Please consider sending a request to organizations that you partner with to promote Find a Ride to their trusted networks and community members, too!

Dear [Name],

We are reaching out to ask for your support in raising awareness about Find a Ride's new trip planner for Pierce, King, and Snohomish Counties. This is an exciting new tool that will benefit your community members, clients, and staff. This program will better connect older adults, veterans, people with disabilities, and low-income individuals to transportation option. Find a Ride will also improve access to other important community resources. **Try the trip planner at FindARide.org!**

Thank you for using the attached social media kit to help get the word out. The trip planner is available in: **English, Spanish, Chinese, Korean, Vietnamese, Tagalog, Somali, Amharic, Tigrinya, Russian, Ukrainian, French, Punjabi, Hindi, Japanese, and Mon-Khmer/Cambodian**, with more languages being added in the future.

We are grateful to be part of the inclusive planning to design this trip planner and Find a Ride program. For more information on this new approach to discovering specialized transportation, please visit <https://www.kcmobility.org/ococ>

In Community,

[YOUR NAME]

Sample Newsletter Language in English & Spanish

A – General newsletter post

B – A request for feedback from your community for trips

C – A message to assistors and caregivers for trips

A	Explore transportation options available in your area and try out the trip planner developed by community and Hopelink! Find a Ride's trip planner supports older adults, veterans, people with disabilities, and low-income individuals in King, Pierce, and Snohomish counties, by increasing access to local transportation options that get travelers where they need to go! To receive trip planning information visit https://www.findaride.org
B	Find a Ride's new trip planner connects community members to their transportation options. We appreciate your feedback, as our trip planner is still in development. Find a Ride's trip planner supports older adults, veterans, people with disabilities, and low-income individuals, by increasing access to local transportation options that get them where they need to go. To receive trip planning information visit https://www.findaride.org/
C	Do you help plan travel for community members in Pierce, King, and Snohomish counties? Visit FindARide.org to try our new trip planner today. Find a Ride's trip planner supports older adults, veterans, people with disabilities, and low-income individuals, by increasing access to local transportation options that get travelers where they need to go. To receive trip planning information visit https://www.findaride.org/
Spanish	A. Ejemplo de texto para boletín informativo Explore las opciones de transporte disponibles en su zona y pruebe el planificador de viajes creado por la comunidad y Hopelink. El planificador de viajes de Find a Ride ayuda a personas mayores, veteranos, personas con discapacidades y personas con bajos ingresos en los condados de King, Pierce y Snohomish, al aumentar el acceso a opciones de transporte locales que llevan a los viajeros a donde necesitan ir. Para recibir información sobre la planificación de viajes, visite https://www.findaride.org/ B. El nuevo planificador de viajes de Find a Ride conecta a los miembros de la comunidad con sus opciones de transporte. Agradecemos sus comentarios, ya que todavía estamos desarrollando el planificador de viajes. El planificador de viajes de Find a Ride ayuda a personas mayores, veteranos, personas con discapacidades y personas con bajos ingresos, al aumentar el acceso a opciones de transporte locales

	que llevan a los viajeros a donde necesitan ir. Para recibir información sobre la planificación de viajes, visite https://www.findaride.org/. C. ¿Necesita ayuda para planificar viajes para miembros de la comunidad en los condados de Pierce, King y Snohomish? Visite FindARide.org para probar hoy nuestro nuevo planificador de viajes. El planificador de viajes de Find a Ride ayuda a personas mayores, veteranos, personas con discapacidades y personas con bajos ingresos, al aumentar el acceso a opciones de transporte locales que llevan a los viajeros a donde necesitan ir. Para recibir información sobre la planificación de viajes, visite https://www.findaride.org/
Note:	Additional translations available upon request.

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by e-mailing the Mobility Management Team at mobility@hopelink.org or by calling (425) 943-6760.

Title VI Notice to Public

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color and national origin in programs and activities receiving Federal financial assistance. Hopelink is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1.B If you believe you have been subjected to discrimination under Title VI, you may file a complaint with Hopelink's Title VI Coordinator. For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact Hopelink's Title VI Coordinator at (425) 869-6000 or TitleVI@hopelink.org.