



Marketing Implementation Plan

AMSA Creative 2024

PATH *Brand Summary*

► **Enhancing & Unifying Public Transportation Services**

The Thomas Jefferson Planning District Commission (TJPDC) is leading a community-focused effort to transform transportation accessibility for older adults and individuals with disabilities across the City of Charlottesville and the counties of Albemarle, Nelson, Greene, Louisa, and Fluvanna, Virginia, through its new transportation counseling initiative, PATH (Partnership for Accessible Transportation Help). By partnering with public transportation and services like JABA, Blue Ridge Health District, Jaunt, and, PATH aims to enhance transportation options and assistance in central rural areas of the state.

Recognizing the increasing need for reliable, affordable, and accessible public transportation for the health and safety of some of our most marginalized communities, PATH offers riders professional, free, and reliable assistance with coordinating and planning their means of transportation effectively.

PATH is uniquely positioned as a mobility management program that bridges and connects public transportation partners servicing this marginalized group across a single centralized phone number and website. By centralizing assistance through an accessible and user-friendly platform, PATH aims to streamline access to transportation services ensuring that every individual can navigate their journey with confidence and ease.

Through strategic alliances, PATH seeks to amplify its impact by cohesively sharing information with riders on how these services interconnect to form the collective public transportation network available to the community. Additionally, PATH recognizes the opportunity to take the learnings from their close interactions with riders to better inform and guide future efforts to better serve the needs of the broader community.

Whether coordinating transit schedules, arranging specialized services, or providing essential information and referrals, PATH ensures that every rider receives personalized support to meet their unique needs.

As PATH continues to expand its reach and impact, it remains steadfast in its commitment to driving positive change and advancing the impact of transportation accessibility. By unifying public transportation entities and connecting communities, PATH not only enhances mobility, but also fosters a sense of empowerment and inclusion among marginalized populations. As PATH paves the way for a more accessible and equitable transportation landscape, it remains dedicated to empowering individuals and communities to reach their full potential.

Where PATH is Now Vs. Where PATH is going

- ▶ PATH currently operates as a **free informational hub** for all local public transportation entities across the City of Charlottesville and the counties of Albemarle, Nelson, Greene, Louisa, and Fluvanna, Virginia.
- ▶ PATH is a new community focused public transportation service based in Virginia whose current primary goal is **growing its brand awareness amongst their target audience**.
- ▶ PATH is currently limited to the locations and regions they **can provide transportation services to as outlined by observed community** need and engagement.
- ▶ PATH aims to establish itself as a broadly recognized and **trusted partner with neighboring transportation entities**.
- ▶ PATH plans to expand their services to include **ride scheduling** and confirmation as requested by riders through the use of their hotline number.
- ▶ PATH aims to act as a **reliable informant to their transportation partners** to outline identifiable growth opportunities based on the information gathered from call activity to their hotline service. This data collection point will serve as a means to better understand and identify growing public transportation changes and demands.

PATH'S *Goals*

Service Calls Quota | As part of PATH's initial plans of operation, there is a goal to meet a quota of 2,000 calls into the PATH Service Desk hotline in the first year. PATH plans to meet that goal by executing marketing tactics aimed at building awareness of the PATH Service Desk number to their target audience.

Establish Brand Identity | PATH has a goal to develop a simple, memorable and effective brand that inspires usage and program adoption by the local community. PATH aims to establish a brand identity as a reliable and community-driven organization that unifies all public transportation services. PATH aims to be the one-stop shop for all transportation services in Region 10.

Build Brand Awareness | PATH has a goal to conduct (20) presentations about their services to community leaders, potential partners, stakeholders and target clientele to build brand awareness and generate interest.

Establish Partnerships | Establish and maintain five community partnerships with local external organizations that can help expand PATH in its mission.

Gather Insights | PATH aims to gather valuable customer-based insights via phone calls with prospective riders to inform future program expansion. PATH will utilize this information to support the growth of their public transportation partners, as well as help them better understand and adapt to the unique needs of the local community.



Mission Statement

Provide Reliable and Accessible Mobility Coordination

PATH aims to be identified as a dependable and resourceful public transportation information and referral service to the local counties that make up central Virginia. By the use of a public hotline, PATH offers riders timely and professional responses questions and travel arrangement requests. PATH is a reliable, accessible transportation solution specifically tailored for both urban and rural communities.

Ensuring the Trust, Health, and Safety of Riders

Safety is paramount in all aspects of public transit, and PATH prioritizes the unique needs of riders to ensure their trust, health, and safety. That is why PATH sets the standard to understand and accommodate the individual needs of riders when offering travel coordination services. It is part of PATH's mission to ensure that older adults and those with disabilities are provided helpful guidance and reassurance that they can use public transit without hassle or delay. PATH offers insightful information on what transportation options are best available in alignment with the rider's expressed needs and concerns.

Leading Partnership and Unity in Public Transportation

In partnership with the current public transportation service providers, PATH serves as an overarching umbrella and unifier for all modes of mobility systems. By bringing all modes of public transit to one central hub of information - PATH can develop a more comprehensive transportation network for riders while also encouraging the ongoing collaboration between all stakeholders.

Community Building and Improvement

PATH is dedicated to its role in fostering continuous improvement and community integration transportation services. By offering free informational services and individual transit plans, PATH believes that it will strengthen the connections and prosperity of communities often marginalized by the lack of transportation options.



Organizational Structure

Terms and Role Definitions —

PATH Service Hotline

The main telephone number for which riders can contact PATH for questions and requests **(888-879-7379)**. The hours of operation for the hotline are Open **8:30 am to 5:00 pm**. The hotline can also be reached via the organization's website at Pathva.org.

PATH Service Desk

The identified physical location of the PATH Hotline number where Path Riders can contact the transportation counselor during their hours of operation.

PATH Transportation Counselor

The Transportation Counselor is responsible for answering and logging calls made with the PATH Service Hotline. The service agent is the main point of contact to ask questions and receive transportation assistance.

PATH Riders

Members of the community that utilize PATH's transportation assistance services. These are the clients whose testimonials, feedback, and stories of impact will be essential to the growth and development of PATH's brand identity.

PATH Transportation Partners

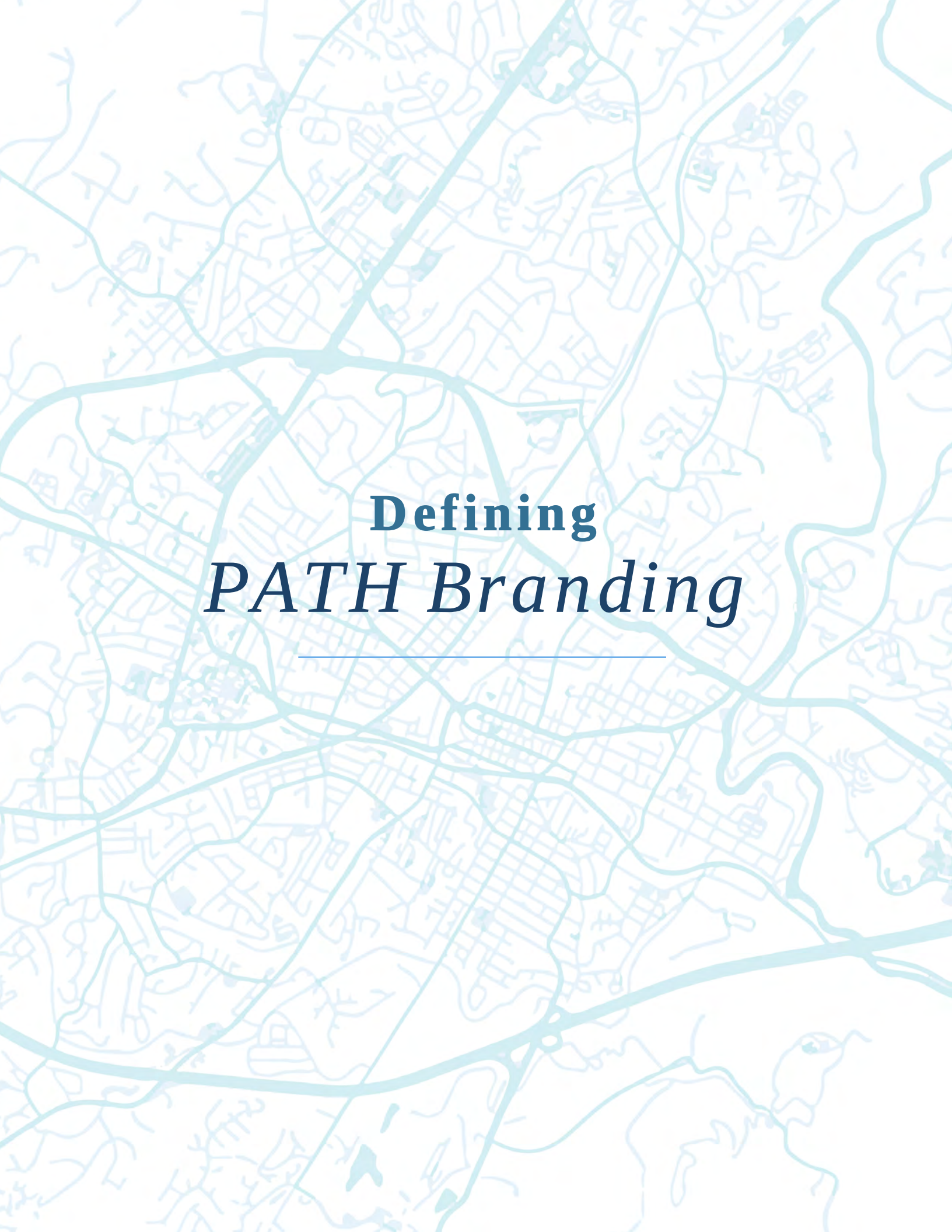
Private and public transportation agencies that collaborate and work alongside PATH in its mission. This includes but is not limited to taxis, buses, cabs, and shuttles that work in collaboration with PATH's network of transportation services.

PATH Healthcare Partners

Medical institutions and providers who are partnering with PATH to improve healthcare accessibility.

PATH Community Leaders

Other community-oriented organizations or entities that offer the PATH program with shared resources.

The background of the slide is a light blue map of a city street grid. A specific path is highlighted in a darker blue, starting from the top left, moving right, then down, then right again, and finally down to the bottom right. The path is composed of several connected line segments. The text "Defining PATH Branding" is centered over the map. The word "Defining" is in a bold, dark blue, sans-serif font. The word "PATH" is in a bold, dark blue, sans-serif font, with the "P" and "A" being slightly larger than the "T" and "H". The word "Branding" is in a dark blue, serif font, with a thin blue horizontal line underneath it.

Defining *PATH Branding*

Brand Messaging *and voice*

► **Building Brand Awareness and Consideration**

As PATH establishes its role within the local community, it is important to emphasize the unique value proposition of PATH, highlighting its role in transforming transportation accessibility for older adults and individuals with disabilities. PATH sets itself apart from others by uniquely addressing and supporting those who require additional accommodations and may not have access to more private means of transportation. PATH will use engaging storytelling and customer experience visuals to illustrate the positive impact of PATH on communities and individuals.

► **Professionalism and Care**

- Demonstrate professionalism in all communications, reflecting PATH's commitment to providing reliable and trustworthy services.
- Show empathy and understanding towards riders' needs and concerns, ensuring that every interaction with PATH conveys a sense of care and support.
- Prioritize accuracy and clarity in information dissemination, demonstrating PATH's dedication to delivering high-quality service to those dependent on mobility assistance.

► **Inclusivity: Being a Champion for All**

- PATH must Champion inclusivity in all messaging, emphasizing PATH's commitment to serving diverse communities and individuals with varying needs.
- Use inclusive language and imagery that reflects the diversity of riders and ensures everyone feels represented and valued.
- Highlight PATH's efforts to break down barriers and create a more accessible and equitable transportation environment for all members of the community.

Target Audience *and program partners*

- **PATH Riders:** Beneficiaries of PATH's services seeking reliable, affordable, and accessible transportation options. This audience is primarily composed of older Adults and People with Disabilities.
- **Local Public Transportation Services:** Partnerships with JABA, BRHD, Jaunt, and UVA contribute to enhancing transportation options and assistance.
Healthcare Providers: Entities collaborating with PATH to improve healthcare accessibility for the target audience.
- **Community Organizations:** Entities collaborating with PATH to address transportation needs and improve mobility services.
- **Thomas Jefferson Planning District Commission (TJPDC):** Leads the community-focused effort and oversees PATH's operations.
- **Government Agencies:** Entities supporting and funding PATH's initiatives to promote transportation accessibility and inclusivity.

Suggested *Language*

Here is some suggested language to help communicate the program and many of its benefits to PATH's primary audience and partners:

Senior Riders

PATH for Senior Riders: "PATH is a dedicated transportation information and referral service that understands the unique mobility needs of senior citizens. Whether you need a ride to a doctor's appointment, the grocery store, or a social event, PATH makes transportation easy and accessible. By calling our service hotline, you can receive personalized assistance in finding the most convenient and safe travel options, helping you maintain your independence and stay connected with your community."

1. "Convenience at Your Fingertips": "With PATH, scheduling a ride is as simple as making a phone call. Our service eliminates the hassle of navigating complicated public transport schedules, providing you with a straightforward, user-friendly solution."

2. "Empowering Your Journey": "PATH ensures that you have the freedom to attend essential appointments, engage in community activities, and maintain your independence. Our hotline provides personalized assistance, making transportation easy and accessible, ensuring you're never left behind."

3. "Safety First Mentality": "At PATH, the safety and security of our riders are a number one priority to us. PATH exercises a safety first mentality to ensure the wellness and security of their riders."

4. "Beyond Just a Ride": "By calling our PATH service hotline, you tap into a network dedicated to supporting your active lifestyle. We connect you with reliable transportation options tailored to meet the specific needs of seniors, ensuring you can navigate your community safely and comfortably."

5. "Customized Travel Options": "We understand that one size doesn't fit all when it comes to transportation. PATH can connect riders with offers customized travel options to fit your personal schedule and preferences."

6. "Stay Active and Engaged": "Don't let transportation issues keep you from the activities you love or the errands you need to run. PATH helps you stay active and engaged with your community, keeping you connected to the people and places that matter most."

Disabled Riders

PATH for Disabled Riders: "PATH offers a specialized transportation referral service tailored for individuals with disabilities. Recognizing the challenges you may face in navigating traditional transportation systems, PATH provides a simple solution through our hotline, where you can access information on accessible transportation services designed to meet your specific needs. This ensures you can travel safely and comfortably to your destinations, empowering you to participate fully in all aspects of community life."

1. "Tailored for Accessibility": "At PATH, we understand the unique challenges faced by disabled riders. Our hotline provides direct access to transportation services that prioritize accessibility, ensuring your travel needs are met with the utmost care and consideration."

2. "Responsive and Reliable": "We are committed to enhancing your mobility with services that are both responsive and reliable. Call PATH to access transportation solutions that respect your individual needs and promote your independence."

3. "Prioritizes the Safety and Security": "At PATH, the safety and security of our riders are a number one priority to us. PATH works diligently to ensure their riders have a positive and safe experience during their means of transportation."

PATH'S
Partners

PATH Transportation Partners (JAUNT, CAT, etc.)

PATH for Transportation Partners: “PATH works collaboratively with transportation providers like JAUNT and CAT to provide valuable customer feedback and enhance the amplification of local transit services. By partnering with PATH, you gain access to a wider network of riders. PATH helps work to answer customer’s questions, resolve customer service issues, and market the services of their transportation partners by providing additional support in customer referral and scheduling. PATH will help their clients find more rides, allowing them to access more services, stay engaged in the community, live longer in their homes and live a healthier life.

- ▶ **“Enhancing Service Together”:** “Partnering with PATH enables you to amplify the impact of your services. We provide customer based feedback that can help inform routes and improve schedules, ensuring your transportation solutions effectively meet community needs.”
- ▶ **“Collaborative Impact”:** “By collaborating with PATH, your organization taps into a larger network, expanding your reach and enhancing the efficiency of your operations. Together, we drive change that makes transportation more inclusive and accessible.”
- ▶ **“Data-Driven Improvements”:** “Our partnership is grounded in data-driven strategies. PATH collects and shares insights that help you optimize your services, aligning them more closely with riders’ actual requirements, thus enhancing user satisfaction and service usability.”

For Prospective Transportation Partners: **“Expand Your Reach with PATH”:** “Joining forces with PATH allows you to expand your service reach into underserved areas, tapping into a new customer base while fulfilling your mission of accessible transportation for all. Together, we can bridge the mobility gap, creating a stronger network that benefits both our organizations and the communities we serve.”

PATH Support Partners (JABA, BRHD, etc.)

PATH for Support Partners: “PATH is an integral resource for community organizations and entities that interact daily with our target audiences, including seniors and individuals with disabilities. As a partner, you play a crucial role in connecting these individuals with PATH’s services, enabling them to overcome transportation barriers and access vital community resources and services more effectively.”

1. **“Community-Focused Collaboration”:** “PATH works alongside organizations like yours to deepen community connections. We provide transportation solutions that enable your clients to access the services they need, enhancing the overall effectiveness of our community programs.”
2. **“Strengthening Support Networks”:** “Our collaboration enriches the support network available to our mutual clients, ensuring they have reliable access to essential services and opportunities for community engagement.”
3. **“Unified in Service”:** “Together with PATH, your organization becomes part of a unified effort to remove transportation barriers, making our services more accessible and impactful across the community. Path can help agencies and volunteer groups provide transportation to those in need through ride scheduling, software, staff, vehicles, insurance, and other necessities.”

PATH Healthcare Partners (UVA, etc.)

PATH for Healthcare Partners: “PATH collaborates with UVA’s Department of Parking and transportation to ensure that transportation barriers do not prevent patients from accessing medical care. By integrating PATH’s services with your patient care strategies, we can enhance patient compliance with treatment plans and follow-up appointments, improving health outcomes and patient satisfaction with the accessibility of services.”

- ▶ **“Connecting Care”:** “PATH enhances healthcare access by ensuring that patients can reliably reach their medical appointments. Our partnership ensures no one misses essential care due to transportation issues, supporting better health outcomes.”
- ▶ **“Healthcare Mobility”:** “By working with PATH, you help us create solutions that cater specifically to the needs of patients, making transportation to healthcare facilities seamless and stress-free.”
- ▶ **“Integrated Health Services”:** “Our collaboration bridges the gap between healthcare needs and transportation services, integrating efforts to provide comprehensive support to those we serve.”

For Prospective Healthcare Partners: **“Enhanced Patient Accessibility”:** “Partnering with PATH enables you to offer your patients an integrated healthcare experience where transportation barriers are minimized. This collaboration not only helps in improving patient outcomes but also increases your healthcare facility’s accessibility, ensuring all patients can attend their necessary appointments reliably.”

PATH’s Leadership Team (TJPDC)

PATH within TJPDC: “As part of the Thomas Jefferson District Planning Commission, PATH aligns with our broader goals of improving regional transportation solutions. This program not only serves the immediate mobility needs of seniors and disabled individuals, but also provides critical data and insights that help shape future transportation planning and policy decisions within the district.”

- ▶ **“Visionary Leadership”:** “Under the guidance of TJPDC, PATH is setting standards in mobility management. Our strategic approach ensures that transportation services are not only comprehensive but also a step ahead in meeting community needs.”
- ▶ **“Strategic Development”:** “With the leadership of TJPDC, PATH continuously evolves, adapting to new challenges and opportunities in transportation, ensuring our programs remain effective and forward-thinking. PATH helps further the mission of TJPDC’s Regional Transit Partnership by presenting a unified single source to access all the transportation services, CAT, UTS, and Jaunt. (One-Stop-One-Call).”

Government Entities/PATH's Funding Sources

PATH for Government Entities and Funding Sources: "PATH represents a vital component of our community's infrastructure, ensuring that seniors and adults with disabilities can travel freely and safely. Your support and funding make it possible for PATH to continue expanding its services, thereby enhancing the overall quality of life in our regions and fulfilling our collective commitment to accessible and equitable transportation solutions."

1. "Accountable and Impactful": "PATH is committed to transparency and accountability in every aspect of our operation. We ensure that every dollar invested is directed towards significantly improving transportation accessibility and efficiency."

2. "Investment in Community": "Your support enables PATH to drive essential changes in transportation services, directly impacting the lives of those in the community by providing them with reliable access to necessary services and activities."

3. "Measurable Outcomes": "PATH is dedicated to delivering measurable outcomes that reflect the effectiveness of our transportation solutions. We closely monitor and analyze data collected from our service interactions to continuously improve and adapt our offerings. This rigorous approach allows us to provide stakeholders with concrete evidence of our impact on the community."

4. "Helps Historically Underserved Populations.": "Equity and inclusivity is at the heart of PATH's mission to serve and support those in our community whose voices are often overlooked. By focusing our efforts to be of service to senior and disabled community members, we believe PATH can foster spaces that are supportive to underserved populations."

5. "Expanding Opportunities": "PATH Helps people reach employment and other opportunities by removing the barrier that transportation needs can create for certain demographics. By removing the limitations of public transportation, community members will feel empowered to explore and engage with their community more freely."

6. "Increases Public Transit": "PATH services will help reduce the use of single occupancy vehicles. By encouraging more collective adoption of public transportation services the local community can benefit from less vehicle congestion, less accidents, and less emission of green-houses gasses."

7. "Supports Human Service Agencies": "PATH is uniquely and intentionally positioned to partner and collaborate with different public service agencies and their clients. By being a conduit to collaborate with these agencies, we help amplify shared missions to help those in need."

Community Outreach and Partnerships

PATH aims to act as the unifying umbrella for the community's various public transportation services into one recognizable, cohesive, and easily accessible place. That is why being knowledgeable and tuned into the needs and growth opportunities of the transit partnerships is essential to PATH's mission statement. Here are a list of campaign ideas that can help foster the necessary community outreach and partnership efforts:

Community Integration and Support

- ▶ **Volunteer Programs:** Promote and support volunteer driving programs in a county like Fluvanna, where there is a preference for more personalized services.
- ▶ **Informational Sessions:** Host regular sessions at community centers and libraries to help new residents and others unfamiliar with the local transportation options.
- ▶ **Targeted Outreach:** Partner with healthcare providers to facilitate transportation to medical appointments, addressing the crucial need for accessible healthcare transportation.

Community Feedback Forums

- ▶ Conduct forums alongside local events to gather input on service improvements and to discuss the integration of additional transportation assistance based on expressed community needs.
- ▶ Conduct semi-annual focus groups and surveys to gauge the effectiveness of the engagement strategies and identify areas for improvement.
- ▶ Use engagement metrics (event attendance, newsletter readership, social media interactions) to refine and target communication strategies.
- ▶ Gauge and report customer satisfaction through client testimonial survey collection and review. Feedback positive testimonials and personal success stories within digital and print marketing materials.
- ▶ Online Performance Metrics: Track engagement rates, service usage statistics, and satisfaction levels.

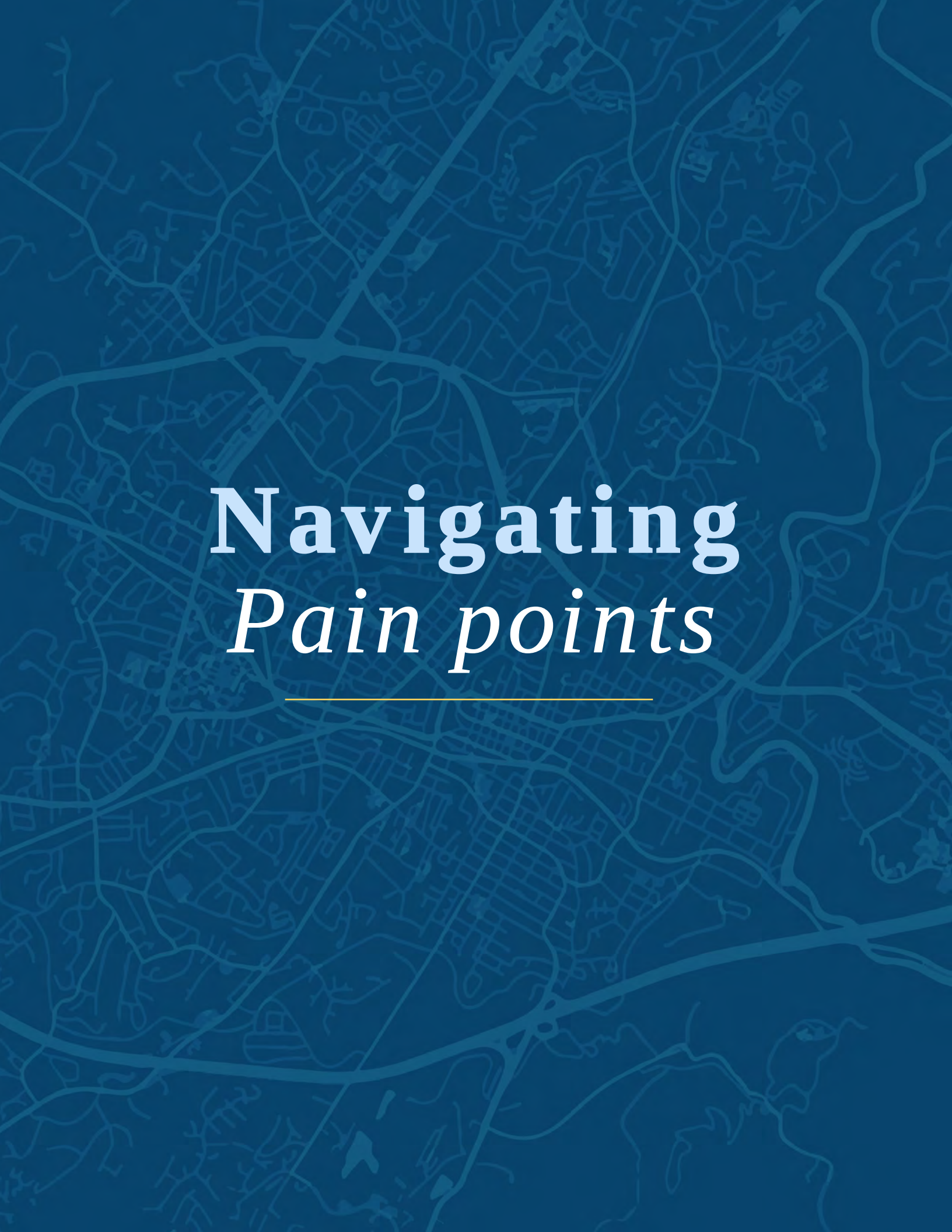
PATH Hotline Service Desk Scripting

Given that the primary customer interaction will be through the use of the PATH service desk number, it is important to establish a uniform and professional experience for potential riders. A well-polished script is recommended to help foster guidelines on how to create a welcoming, inclusive, and solutions-driven tone of voice. In addition, a script ensures that the team is able to capture the information most pertinent for your data collection efforts supporting program expansion in every phone call.

PATH Transportation Phone Script

- ▶ *"Hello, thank you for calling the PATH transportation service desk, this is [FIRST NAME]. How may I assist you today?"*
- ▶ *"Could you please provide me with some details about your specific transportation needs? Let me check the available transportation options in your area and see how we can assist you."*
- ▶ *"Do you have any specific accommodations you may need in order to enter and exit these vehicles [listed modes of transportation]?"*
- ▶ *"Just to make sure I understand your request, you are interested in coordinating travel arrangements from [place and time] to arrive to [place and time], is that correct?"*
- ▶ *"I'll take care of the booking for you right away. It was my pleasure helping you [RIDER's NAME]. If you ever have any questions or need assistance in the future, don't hesitate to reach out to us. Have a great day!"*
- ▶ *"I am sorry we were unable to accommodate your travel needs today, is there anything else we can help you with?"*
- ▶ *"I am sorry we were unable to accommodate your travel needs today. We are currently collecting information to help us improve transportation access in your area and would love to understand if there are any other places that you have difficulty traveling to regularly. Your direct feedback is going to be used to help us understand where we need to focus our efforts to better meet your needs. Do you mind giving me just a few more minutes of your time by sharing this information with me?"*
- ▶ *"If you have any questions or concerns regarding your travel arrangements, please feel free to call this number again."*





Navigating *Pain points*

We understand that PATH is on a journey to becoming an invaluable transportation resource in the communities it serves.

That said, as it stands today, the program is not yet poised to align with every need or every route for every person, just yet. These talking points are designed to help your team navigate some of your audience's biggest transportation grievances when they arise in phone conversations:

1. Unreliable Transportation

- ▶ **Understanding the Impact:** *"We recognize that unreliable transportation can disrupt your daily plans, especially important appointments. We really appreciate your honest feedback to help us identify and address the most critical gaps."*
- ▶ **Commitment to Improvement:** *"Thank you so much for letting us know where our services fall short. We aim to work directly with transportation providers to enhance reliability. Your feedback is crucial for bringing about meaningful changes."*
- ▶ **Long-term Goals:** *"Every report of an unreliable service helps us build a case for more consistent transportation options that our community needs. We're committed to making reliability a priority in our conversations with our service providers."*

2. Limited Accessibility

- ▶ **Acknowledging Difficulties:** *"We understand that limited accessibility can make transportation a major hurdle. It's important for us to know what barriers you face, whether it's a lack of suitable vehicles or insufficient service coverage."*
- ▶ **Enhancing Service Options:** *"Your experiences inform our efforts to advocate for more accessible vehicles and services. Sharing your challenges helps us focus on securing resources that improve accessibility."*
- ▶ **Planning for Everyone's Needs:** *"We strive to ensure that every member of our community can travel with ease. Let us know how we can make our services more accessible to you, and we'll work to bring those improvements to life."*

3. High Transportation Costs

- ▶ **Addressing Cost Concerns:** *"We recognize that the cost of transportation can be prohibitive. Hearing about your experiences helps us identify where we need to push for more affordable solutions."*
- ▶ **Efforts to Reduce Costs:** *"By understanding your financial challenges with transportation, we can better advocate for subsidized rates and cost-effective services tailored to your needs."*
- ▶ **Creating Cost-Effective Solutions:** *"Your feedback on costs helps us negotiate and plan services that are not only accessible but also financially sustainable for all. We're exploring partnerships that could help reduce these costs."*

Each of these talking points aims to convey empathy and a proactive approach, ensuring that stakeholders understand PATH's commitment to listening and responding to the community's needs.

These points also encourage continuous feedback, which is essential for ongoing improvements and advocacy for better transportation solutions.

We also understand that not all of PATH RIDER's concerns will align with the points identified above. Here are some more general talking points to address their frustration and underscore PATH's role in working WITH them to improve transportation services:

► **Acknowledging Limitations:**

"We appreciate you sharing the transportation challenges you're facing. While PATH is continually evolving, there are areas we are still working to improve. Your input is crucial as it helps us understand where to focus our efforts."

► **Emphasizing Continuous Improvement:**

"Thank you for reaching out with your concerns. We want you to know that each piece of feedback we receive is a step towards enhancing services. We are actively working with community partners to expand and refine transportation solutions to better meet your needs."

► **Encouraging Ongoing Engagement:**

"Your experiences and the issues you face are important to us. Even if we can't provide an immediate solution, your feedback is invaluable. It helps us prioritize changes and, with time, allows us to advocate for and implement more comprehensive transportation services."

► **Setting Realistic Expectations:**

"We understand how vital reliable transportation is for your independence and well-being. While PATH aims to meet the community's needs as effectively as possible, there are instances where we may not have an immediate solution. We are committed to being transparent about what can be realistically achieved in the short term."

► **Building Trust Through Honesty:** *"We are here to listen and to learn from you. By understanding your specific needs and the gaps in service, we can better strategize improvements. We may not have all the answers today, but we are dedicated to finding solutions that will help our community thrive."*

These talking points not only address the current limitations of the PATH program but also highlight the team's commitment to growth, community engagement, and transparency. This approach fosters trust and encourages continuous dialogue, which is essential for the program's success and responsiveness to community needs.

Value Proposition

Seniors and Adults Living with Disabilities

PATH recognizes that there is an ongoing demand for reliable transportation services that can fulfill the unique needs of senior adults who do not have a means of private transportation. Through the use of focus group surveys with local members of the community, PATH has identified opportunities to improve mobility for seniors and individuals with disabilities by removing barriers to transportation services and expanding the mobility options available to rural areas.

By providing reliable and accessible transportation, PATH opens up new opportunities for older adults and individuals with disabilities, allowing them to participate more fully in their communities. More importantly, seniors and people with disabilities will be able to reach more health care services, groceries, and social connections.

Health and Safety	Independence	Access to Opportunities
Support to Caregivers	Community Building	Financially Inclusive

Here are specific talking points that can be integrated into the call center script, when possible, that address each of the value propositions that PATH offers to seniors and adults living with disabilities:

Health and Safety

- ▶ “At PATH, our transportation partners prioritize your health and safety. Our vehicles are regularly sanitized and equipped with accessibility features to ensure a safe and comfortable journey every time.”
- ▶ “Our drivers are trained to assist with any special needs you may have, ensuring you reach your healthcare appointments on time and without stress.”

Independence

- ▶ “We understand the importance of independence in your daily life. PATH’s services allow you to schedule your own rides according to your personal routine, giving you control over when and how you travel.”
- ▶ “With PATH, you can maintain your autonomy by attending social events, managing your appointments, and running errands independently.”

Access to Opportunities

- ▶ “PATH opens doors to new opportunities by providing reliable transportation to essential services and community events. Whether it’s grocery shopping, a community workshop, or a local gathering, we do our best to help you get there.”
- ▶ “Our service is working to ensure that you can access diverse facilities beyond your immediate neighborhood, from healthcare centers to community events”

Support to Caregivers

- ▶ “We’re here to support caregivers as well. PATH offers peace of mind, knowing that your loved ones have safe and reliable transportation options when you’re not available.”
- ▶ “Use our services to reduce the transportation burden on caregivers, allowing them more time for personal care and less stress about logistics.”

Community Building

- ▶ “By using PATH, you contribute to a larger community initiative aimed at connecting and engaging all members of our society. Our services encourage community interaction, helping you stay connected with friends and participate in local events.”
- ▶ “Join our community rides to experience shared trips to popular destinations like markets, churches, or special community events.”

Financially Inclusive

- ▶ “PATH is committed to being financially inclusive, offering subsidized fares for those who qualify and providing cost-effective solutions for all our riders. We ensure that transportation is not a financial burden on you or your family.”

These talking points are designed to clearly communicate the benefits of PATH’s transportation services, tailored specifically to meet the needs of your audience, ensuring callers feel supported and informed about the resources available to them.



A stylized, light blue map of a city grid with winding roads and rivers, serving as a background for the title.

Marketing Campaigns

By implementing these strategies, PATH will effectively reach its target audience, engage with the community, and drive awareness and utilization of its services.

Marketing Materials - *Print Assets*

- ▶ **Flyers:** These flyers will include general information about PATH on their services, means of contact, and hours of operation. The PATH Hotline Service number should be the primary call to action in all materials. As a way to increase visibility of the brand to target areas of the community, it is essential that the flyers be distributed at community centers, libraries, healthcare facilities, local events, and local businesses.
- ▶ **Brochures:** Brochures offer a more informative and in depth approach to increase PATH's brand awareness to a wide general audience. It is important to display brochures at partner locations and distribute at community events and fairs. Encourage PATH transportation partners to keep a supply of printed brochures out and visible at select locations that PATH riders frequent.
- ▶ **Magnets & Decals:** Magnets serve as a means for current and potential PATH riders to have an easily accessible reminder for how to contact the PATH Hotline Service Desk. Provide magnets as giveaways at local gatherings and events and encourage PATH Transportation Partners to adhere a decal to their public transportation vehicle. The decal can be a method for PATH Riders to easily recognize and confirm that the method of transportation they are using is an identified member of the PATH network.

Distribution Methods

1. Partner with community centers, libraries, healthcare facilities, and local businesses to display and distribute materials.
2. Utilize community events, fairs, and local gatherings for broader distribution.
3. Coordinate with local government offices and public transportation hubs to ensure availability of materials to a wide audience.



Marketing Materials - *Digital Assets*

- ▶ **PATH Webpage:** The pathva.org website is the central hub for all information to PATH's services, partners, regions of transit, mission statement, and contact information. The URL should be clear and visible on all flyers, brochures, business cards, and many of the marketing materials. This will be the first introduction to PATH for many people interested in the program's services and should provide program resources that answer many of the prospect's questions. In addition, there should be a contact form option for anyone wanting to get in touch with the program that is averse to calling the hotline.
- ▶ **Social Media Posts:** With PATH's social media channels, it is recommended that there be consistent and regular updates, stories, and interactive content on platforms like Facebook, which is popular among the target age group. The posts should be conducted with PATH's brand voice (as noted in the sections above) and should always include an identifiable call to action to encourage interactions. Content should be templated in PATH's brand colors and signature to create brand recognition and set itself apart from its stakeholders and partners.
- ▶ **Email Newsletters (Recommendation):** A recommendation to update PATH Riders of the services and updates - Monthly newsletters can be sent out to email subscribers with a list of comprehensible service updates, community stories, and promotions. This is also a great way to share periodic updates about service changes, community stories, and promotions. The email should be short and easy to read with a call to action to explore the pathva.org website or to call the hotline service number for any questions or transportation requests. Example: County-specific Newsletters - Distribute tailored newsletters to each county that address specific local transportation issues and updates.
- ▶ **Video Content:** Short clips showing the ease of using PATH services, customer testimonials, and instructional guides. Video content of PATH Riders using the transportation services and clips of the different partners that make up the PATH is highly encouraged.
- ▶ **Powerpoint Template:** This is a community facing presentation that can help inform others of PATH's services, contact information, and value proposition. The template should be used as a templated elevator pitch to PATH's services, value proposition, mission statement and brand.



PATH Digital Content Themes

Marketing content themes serve as the backbone for content strategy, ensuring consistency and relevance across all marketing communications. Here are some of the benefits of content themes:

- ▶ **Consistency:** Content themes help maintain a consistent voice, style, and message across various marketing channels. This consistency is crucial for building brand recognition and trust among the audience.
- ▶ **Relevance:** By focusing on specific themes that are important to the target audience, content pillars ensure that all content is relevant and engaging. This relevance helps to attract and retain the attention of the audience, increasing engagement and conversions.
- ▶ **Efficiency:** Content pillars streamline the content creation process. Once the pillars are defined, it becomes easier to generate ideas and produce content that aligns with the overall marketing strategy. This efficiency can save time and resources in content production.
- ▶ **SEO Optimization:** Structured around key themes, content pillars help in enhancing search engine optimization (SEO). By consistently producing content under each pillar, brands can target specific keywords more effectively, improving their visibility and rankings in search engine results.

Here are the content pillars that the AMSA team is recommending for the PATH program:

- ▶ **PATH Connects:** Highlighting human stories of connectivity and support provided by PATH. These can be customer testimonials and positive feedback that shows how others have benefited from partnering with PATH.
- ▶ **PATH Growth:** Showcasing the expansion and improvement of PATH services. Lean into your community building efforts in these instances, for example:
 - *“Thanks to community feedback, we’re excited to announce that JAUNT is launching a new service line from Greene to Charlottesville that will run every two hours!”*
- ▶ **PATH Partners:** Highlighting the ongoing collaboration efforts of PATH’s pre-existing partners and announcing any new partnerships for the PATH program. This pillar is a great way to build credibility by associating PATH with organizations that are well-known to the target audience.
- ▶ **PATH in Action:** This content theme aims to give visual evidence to how PATH engages its riders within the community as a trusted service provider. This content theme will be best paired with videos and photos of riders using PATH’s services, PATH staff executing daily operations, as well as organizational partners giving recognition to and promoting PATH in their own materials and client interactions.

Example: Highlight good storytelling of successful pick-ups and drop-offs, spotlight drivers in a personal and approachable manner, share images of buses and taxis that have the PATH sticker on them.
- ▶ **PATH Alerts:** This content pillar should be reserved for any PATH-related updates, like weather-related closures and changes. This content theme is focused on providing riders with timely information and helping them be aware of any pertinent changes to public routes and schedules. PATH should aim to provide information in a clear and concise manner that helps riders make informed decisions on transportation services available to them in light of road closures, inclement weather, and route changes.