



## Transcript of Podcast with Tim Egan

Sheryl: Hello, this is Sheryl Gross Glaser with the mobility management podcast. Today we have Tim Egan, who is a mobility manager at Outreach in San Jose California. That is the Silicon Valley area. Welcome Tim.

Tim: Thank you Sheryl thank you for having me.

Sheryl: So we are going to talk to Tim today about videos, producing and editing videos, doing outreach with them with the mobility management program. So Tim how did you get the idea of starting to do a video program?

Tim: So I guess I'll prefix this with Outreach has a rich history in case management and coupling that with transportation of how we go about our mobility management. So really looking at the individual and we always ask ourselves how do we convey our story; but more importantly I think the appropriate questions is how do we tell their story, because really their story is a key part to our story. And I am sure that is not really unique to any organization really because we do serve all your story.

So anything that we could do to convey their story would benefit the community. And so it is kind of our approach that we write about. So the purpose of these videos, really the primary focus was to increase awareness of vulnerable populations, so that is kind of the overall approach that we went about creating our videos.

Sheryl: And when you started what were you doing before, what led you to do doing videos as opposed to just taking photographs and writing texts that is different types?

Tim: So much of what we found of mobility management really lends itself to visual media rather than written media because often times you'll see vulnerable populations represented in either statistics or data. And we really try to take them off the page per se and give a visual representation so people can really connect with the challenges and issues that they have.

With that in my mind, we have a working program that is senior centered here in Santa Clara County and during those working programs we do an environmental assessment of the paths travelled to and from bus stops and such. And we were using phones to record that data and so from there it kind of naturally, I was recoding some of the seniors; and what a great opportunity to just get their story.

And so that is kind of how it evolved, so then it evolved from that point to what we have now on our YouTube page and other social media outlets.

Sheryl: And how do you make these videos, do you use a phone, do you use a special film camera?

Tim: So right now we just use a digital camera. It is a canon camera, but we started off using a phone camera and just recording. And then from there we progressed to a home video camera to what we have now, the digital camera. And then as far as editing goes, right now we are using

the Adobe Suite, which links to my brother who graduated with a film degree. He has been gracious to provide his support and such, but that is not to say you need a brother to do that.

But yes, we are using the Adobe Suite for editing and, but I would encourage you just to go online and Google search for free editing software and movie maker. Windows movie maker is a great place to start and that is actually where I started myself.

Sheryl: And can you give us a couple of examples of the kind of videos you have done?

Tim: Yeah, so we have a number of programs here at Outreach that, one of ours is a Back to Independence program where we provide tricycles to seniors; and so if you go on our YouTube page you could find a couple of stories of seniors who have been given a tricycle and how that has helped them or is helping them. And then we also have a story of travel training an individual senior there. She has a great story and then our most recent story is a story where we couldn't coordinate transportation with VTA for prisoners of war and they came out.

They had a luncheon that was coordinated for them and we were honored to assist them with transportation to and from their hotel and the lunch. And you'll find an interview on our page, on our YouTube page with a POW, Philip Coon, who, he actually has recently passed away. Due to the circumstances that is probably our most popular video, but you can find all that on our YouTube page and you can just go there and watch these stories and they are really unique to these individuals.

Sheryl: Let me ask you, why did you choose having a YouTube channel versus just posting videos individually on your web page?

Tim: Right, so YouTube is great for sharing, so when you post a video on YouTube they give you a link to share, so if you have other social media outlets you can post them on the other outlets and then also it is really easy to just send the link to an individual or a group of people all at once.

So for sharing purposes it is excellent and also YouTube, which is, I believe, unique to YouTube is they have a great collection of music that you can add to your video. I would definitely encourage using YouTube and going through their music just to add that extra touch to your video.

Sheryl: And how do you get the word out? Do you use social media, do you use in person events?

Tim: Anything we can, we do presentations and we incorporate our videos I should say in presentations and at events. So I got an event, if we have a booth at an event and providing information. We'll set up a little TV there, or a little computer there and individuals can come by and watch the video. And really, it helps getting the word out. We do that and during presentations we may show a video and then also it's relatively new our video project.

So we have only been on YouTube about 8 or 9 months. So hopefully we will be able to see the impact of what we have been doing so far more in the future.

Sheryl: How did you educate yourself when you started doing this video streaming to do it effectively to look at other examples, to get ideas for yourself?

Tim: That is a good question; so I have had it a little bit in my background as far as when I was growing up I do little videos and then with my brother. He has a film degree he has assisted me a little bit, but as far as like the star goes for the videos I have really looked at you can just go online and look at other organizations because they have similar videos about their customers. So I just really looked online and some in particular I would probably say Angels in Flight, I believe, is the name of the organization.

They have some great videos on there about their customers and Saint Jude's Children's Hospital; they have some great ones there too about the patients they serve. So I would just encourage you to go online and do a Google search so that you can get a good feel of how to convey these stories.

Sheryl: Okay in speaking to me earlier you gave me two pieces of advice you wanted to share and I am just going to mention those and ask you to elaborate on them a little. The first is to look at local laws that pertain to recording or filming people.

Tim: Right so I would encourage you if you are going to start some sort of video project for the individuals or the clients that you serve, when they are signing up for your project you can put some sort of amendment at the end [of a consent form] that just states where they can sign off yes. Do they agree to get their video taken or for you to share their information. You will find most people are more than willing to share their story and actually enjoy doing that.

So there is that and there is also as far as like the law pertaining to like public places, if you are going to film in public places, really looking at the local ordinances and laws there in your areas so that you can get an idea if it's okay to shoot a client in a public place when there are people in the background let's say. So in some cases you would actually have to go get everyone's signature in the background; so that would be kind of burdensome. So I would encourage you just to look at what your local laws are pertaining to that.

Sheryl: And was that information difficult to obtain?

Tim: You may have to do a little digging or even send an email possibly, but in general you may find, in general, public places you are able to record. But if it is a specific event, maybe that event they don't want any recording going on. During another event or something like that so in that instance you would have to contact the administrator of the event or something like that. You may have to do a little due diligence on your part too to really get a handle on that information and what you can and cannot record.

Sheryl: Right and just to remind everyone that generally that state laws vary somewhat across the country.

Tim: Right.

Sheryl: Another piece of advice you passed on was not to worry about filming too much.

Tim: Right yes. In film, we have gotten this from my brother never worry about filming too much. Take as much video as possible. Of course, if you have the permission so you can always edit back, always edit back. So really film, film, film. That is what they say, so get as much footage as you can and then you can take it back from there. So that way when you are in the post-production process you are not wishing you had gotten the shot that you should have got. You just have all of it there.

Sheryl: Okay great. What is the feedback you have gotten from these videos?

Tim: So we have gotten some great feedback. So again, I will reiterate that the purpose of the video is really to increase the awareness of vulnerable populations. We didn't set out to really increase individual funding.

Now that isn't to say that these videos haven't helped in securing local funding for city or county funding. I think that they we have. I am not overseeing our funding department or anything like that, so I can't really talk about that. But I think we have as far as in awareness; I think it is getting traction.

I would encourage anything to take these vulnerable populations these individuals because really they are all individuals to take them off the page and really show their stories. I think that is the meaningful part behind it and that is really what needs to be conveyed.

Sheryl: And in terms of length what would you advice a good length for these videos?

Tim: Yeah so on YouTube you are able to I forget exactly what it is but I am sure now it's about an hour. I think it used to just be 10 minutes top, but for videos such as these mini documentary-style videos, I would really suggest limiting them to about 2 to 4 minutes.

We have one on there it's about 8 minutes long. It is a little lengthy, but you know of course this is up to your view, but I think it wasn't too long. It keeps you engaged, but if you go much longer than 4 minutes then you start to lose your audience there.

So I would encourage you to keep it on the shorter end because, of course, if you are incorporating vision to presentations or having it at events, there are other things to do at the events or during a presentation. You are limited on time. So you really want to keep them short and succinct.

Sheryl: Okay thank you. I am going to reiterate some of your major points. First that the YouTube channel is a great way to convey this story of the customers you are serving as really good for increasing awareness of vulnerable transportation, vulnerable population. YouTube itself you said was a good way for a sharing and offers music that is free to incorporate in the video.

Tim: Right.

Sheryl: Filming a lot and editing later, so you make sure to get everything you might want and keeping it generally 2 to 4 minutes for video.

Tim: Correct, that is correct and then just kind of more along the lines of the purposes of videos: videos also, they really help you connect to your customers just as an organization because you are giving them the opportunity to speak to you and it really helps you to understand where they are coming from and you are going to incorporate that into your programs.

Then also I think and hopefully down the line we will see more of this, but I think these videos will help us build community partners and strengthen the community partners that we already have.

So I think videos are excellent there. Mobility management really lends itself to visual media.

Sheryl: Okay well I thank you very much Tim for taking the time to participate in this broadcast today.

Tim: Oh yeah of course, thank you Sheryl.

Sheryl: This is really great information so thank you very much.