Funded by the Federal Transit Administration’s Veterans Transportation & Community Living Initiative
• Two main transportation challenges
  – Knowing where and when services operate
  – Knowing how to use the services

• There was nowhere to go for good information
  – People would call one of six people
  – Only source was an outdated resource guide

why are we doing this?
• The right pieces were in the right places
  – JET Express was having trouble maintaining resource guide
  – All call center operators and those hosting resource guides were interested in centralizing service
  – KU Medical Center had a defunct website with the programming infrastructure in place
goals of the website

- Develop a Wide-Range and In-Depth Directory of Services
- Easy to Navigate
- Mobile Device Capability
- Maintain Current and Up-to-Date Information
Reach out to Veterans/Military Service Organizations

Held 3 Focus Groups
- Veterans
- Service Providers
- Older Adults/Persons w/ Disabilities

<table>
<thead>
<tr>
<th>Population</th>
<th>Typical Needs</th>
<th>Potential Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wounded Service Members</td>
<td>Healthcare, Education, Internships, Job Search</td>
<td>USMC, Wounded Warrior Regiment, Army Wounded Warrior (AW2), Air Force Warrior and Survivor Care, Navy &amp; Marine Corps, VA SPCOM Care Coalition</td>
</tr>
<tr>
<td>Wounded Warrior Families</td>
<td>Healthcare (often need to accompany Service Members to visits), Schools / Childcare, Job Search</td>
<td>USMC, Wounded Warrior Regiment, Army Wounded Warrior (AW2), Air Force Warrior and Survivor Care, Navy &amp; Marine Corps, VA SPCOM Care Coalition, Fisher House, VetSUCC, VA Benefits, DAV, LGBQ, Fisher House</td>
</tr>
<tr>
<td>Veterans with Disabilities</td>
<td>Healthcare, Education, Internships, Job Search, Activities, Daily Living</td>
<td>Veteran Service Organizations (VSOs) – DAV, American Legion, VFW, BVA, PVA, VA VetSUCC, VA Benefits, DAV, LGBQ, Fisher House</td>
</tr>
<tr>
<td>Low Income/Homeless Veterans</td>
<td>Healthcare, Education, Employment, Activities, Daily Living</td>
<td>National Coalition for Homeless Veterans (NCHV), National Alliance to End Homelessness, VA, Community Partnerships, National Coalition for Homeless Veterans, NCHV, Local Homeless Shelters, Community-Based Programs</td>
</tr>
<tr>
<td>Student Veterans</td>
<td>Education, Employment, Activities, Daily Living</td>
<td>Student Veterans of America, Local College Student Veterans Council, Other University-Based Veteran Organizations</td>
</tr>
</tbody>
</table>
how did we achieve our goals?

• Programmed and Designed the new database
  – Based off information gathered in focus groups
• Held follow up focus groups
  – The Whole Person
  – National Federation of the Blind
• 12 different resource types
• From healthcare to transportation to legal
• Over 1400 total services listed

• Many options for various types of users
• Covers 9 counties, 119 cities
• Over 60 transportation providers
where we are now

• Rolling out a full fledged media campaign
  – Traditional Media: TV, Radio, Newspapers
  – Social Media: Twitter, Facebook, etc.
### Table: Media Effect on Visitors and Pageviews

<table>
<thead>
<tr>
<th>Week</th>
<th>Visits</th>
<th>Unique Visitors</th>
<th>Returning Visitor %</th>
<th>New Visitor %</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/31-4/6</td>
<td>116</td>
<td>81</td>
<td>51.7%</td>
<td>48.3%</td>
<td>2,020</td>
</tr>
<tr>
<td>4/7-4/13</td>
<td>101</td>
<td>71</td>
<td>53.5%</td>
<td>46.5%</td>
<td>972</td>
</tr>
<tr>
<td>4/14-4/20</td>
<td>280</td>
<td>202</td>
<td>34.6%</td>
<td>65.4%</td>
<td>2,470</td>
</tr>
<tr>
<td>4/21-4/27</td>
<td>361</td>
<td>272</td>
<td>31.3%</td>
<td>68.7%</td>
<td>2,887</td>
</tr>
<tr>
<td>4/28-5/4</td>
<td>345</td>
<td>289</td>
<td>34.1%</td>
<td>75.9%</td>
<td>2,030</td>
</tr>
</tbody>
</table>

### Chart: Unique Visitors Over Time

- **Unique Visitors**
- **Y-axis**: 0 to 350
- **Legend**: Unique Visitors
• Pursuing additional funding
  – O&M, add trip planning, coordinate with regional call center
• Regional analysis
  – Identifying service deserts
  – Updating “Coordinated Plan”
three takeaways

• Be persistent
  – “You can’t always get what you want...”

• Go to the customer
  – Do what it takes to find out what it is they want

• Follow through
  – Figure out how to make it last...it’s never over
Tyler Means, Mid-America Regional Council
Transportation Planner
Greater Kansas City Area
816/701-8261
tmeans@marc.org