

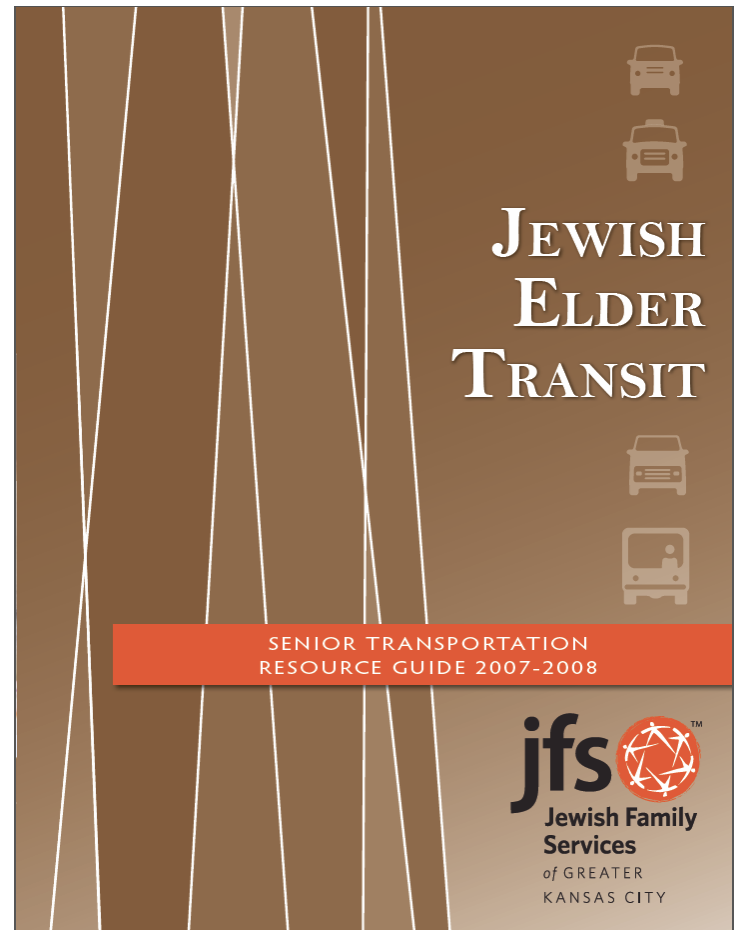


Link for Care

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 - Only source was an outdated resource guide









- 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

- Develop a Wide-Range and In-Depth Directory of Services
- Easy to Navigate
- Mobile Device Capability
- Maintain Current and Up-to-Date Information



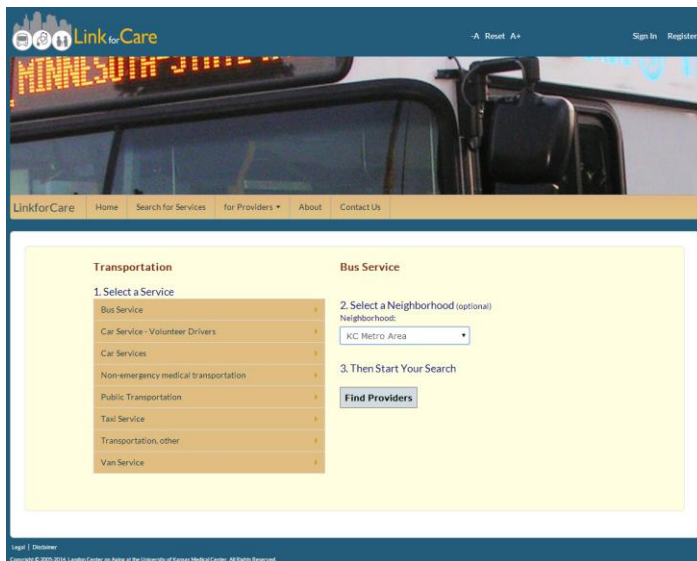
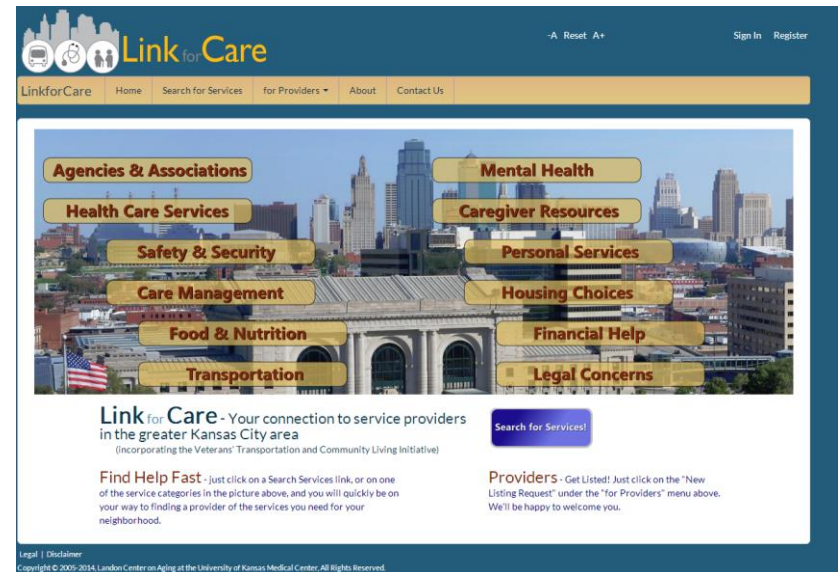
- Reach out to Veterans/Military Service Organizations
- Held 3 Focus Groups
 - Veterans
 - Service Providers
 - Older Adults/Persons w/ Disabilities

	Population	Typical Needs	Potential Partners
ACTIVE DUTY	 Wounded Service Members	<ul style="list-style-type: none"> • Healthcare • Education • Internships • Job Search 	<ul style="list-style-type: none"> • USMC Wounded Warrior Regiment • Army Wounded Warrior (AW2) • Air Force Warrior and Survivor Care • Navy Safe Harbor • US SOCOM Care Coalition
	 Wounded Warrior Families	<ul style="list-style-type: none"> • Healthcare (often need to accompany Service Members to visits) • Schools / Childcare • Job Search 	<ul style="list-style-type: none"> • USMC Wounded Warrior Regiment • Army Wounded Warrior (AW2) • Air Force Warrior and Survivor Care • Navy Safe Harbor • US SOCOM Care Coalition • Fisher House
	 Other Service Families	<ul style="list-style-type: none"> • Spouse Education • Spouse Employment • Childcare / Child Sports • Activities of Daily Living 	<ul style="list-style-type: none"> • Military Installations • Local Yellow Ribbon Program Coordinator • Local Blue Star Families Chapter • Local Operation Homefront Chapter
VETERANS	 Veterans with Disabilities	<ul style="list-style-type: none"> • Healthcare • Education • Internships • Job Search • Activities of Daily Living 	<ul style="list-style-type: none"> • Veteran Service Organizations (VSOs) – DAV, American Legion, VFW, BVA, PVA • VA VetSuccess • VA Facilities • DVOPs, LVERs • Easter Seals
	 Low Income/Homeless Veterans	<ul style="list-style-type: none"> • Healthcare • Education • Job Search • Employment 	<ul style="list-style-type: none"> • National Coalition for Homeless Veterans -NCHV • Local homeless shelters, community-based programs • VA Homeless Veterans • Goodwill
	 Student Veterans	<ul style="list-style-type: none"> • Education • Employment • Activities of Daily Living 	<ul style="list-style-type: none"> • Student Veterans of America • Local College Student Activity Director • Other University-based Veteran Organizations

- 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

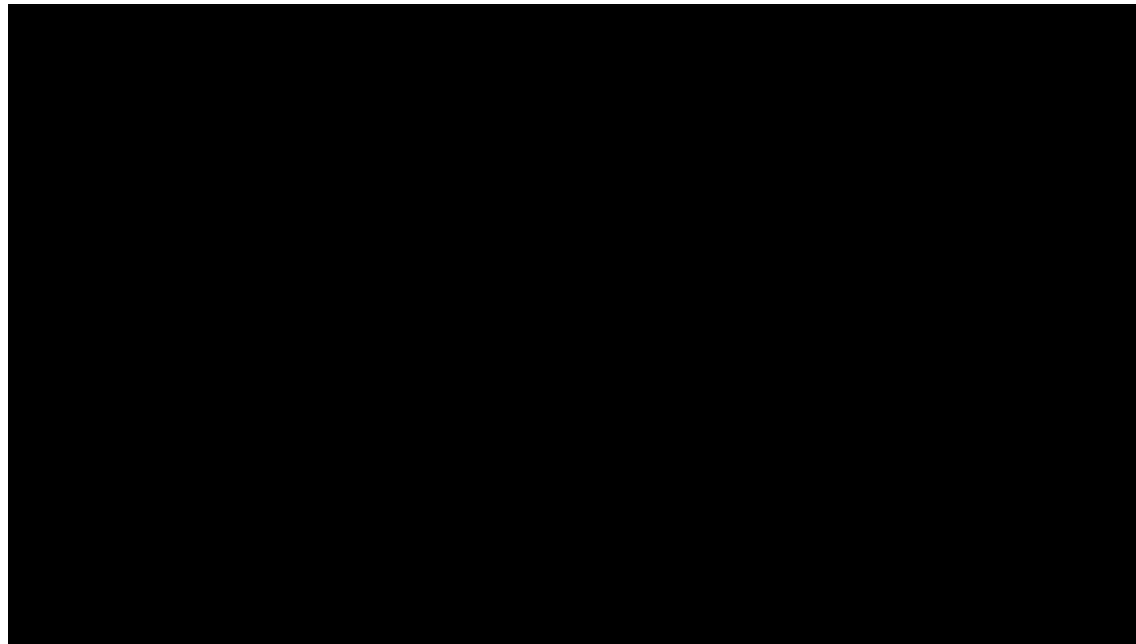


- 12 different resource types
- From healthcare to transportation to legal
- Over 1400 total services listed



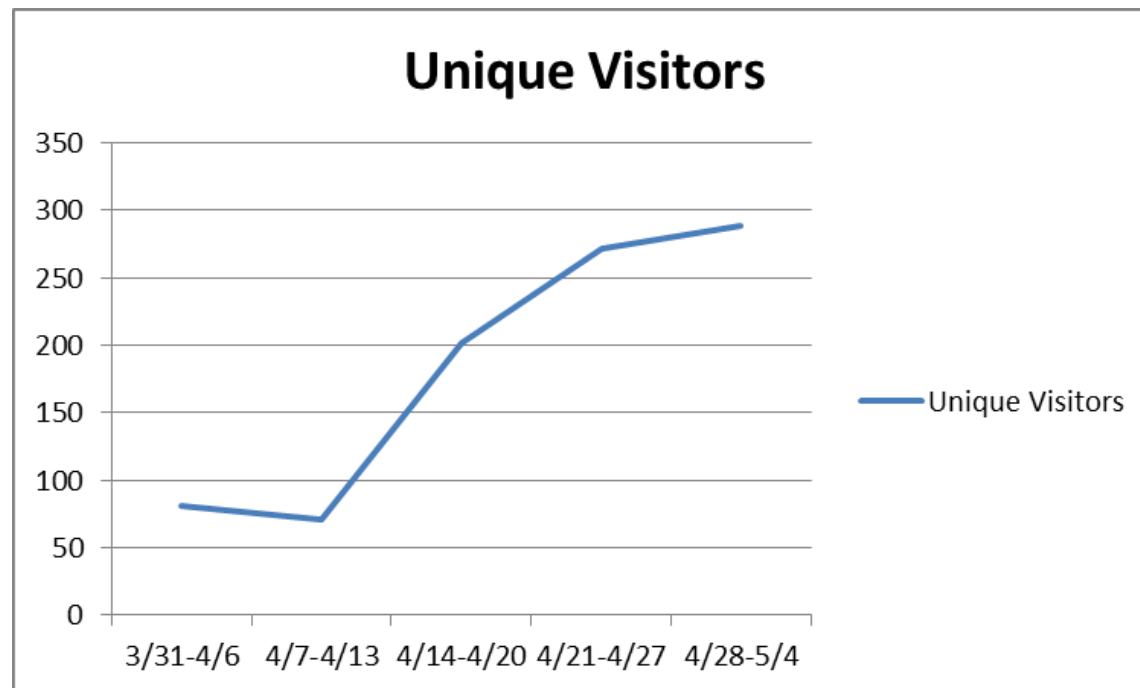
- Many options for various types of users
- Covers 9 counties, 119 cities
- Over 60 transportation providers

- Rolling out a full fledged media campaign
 - Traditional Media: TV, Radio, Newspapers
 - Social Media: Twitter, Facebook, etc.

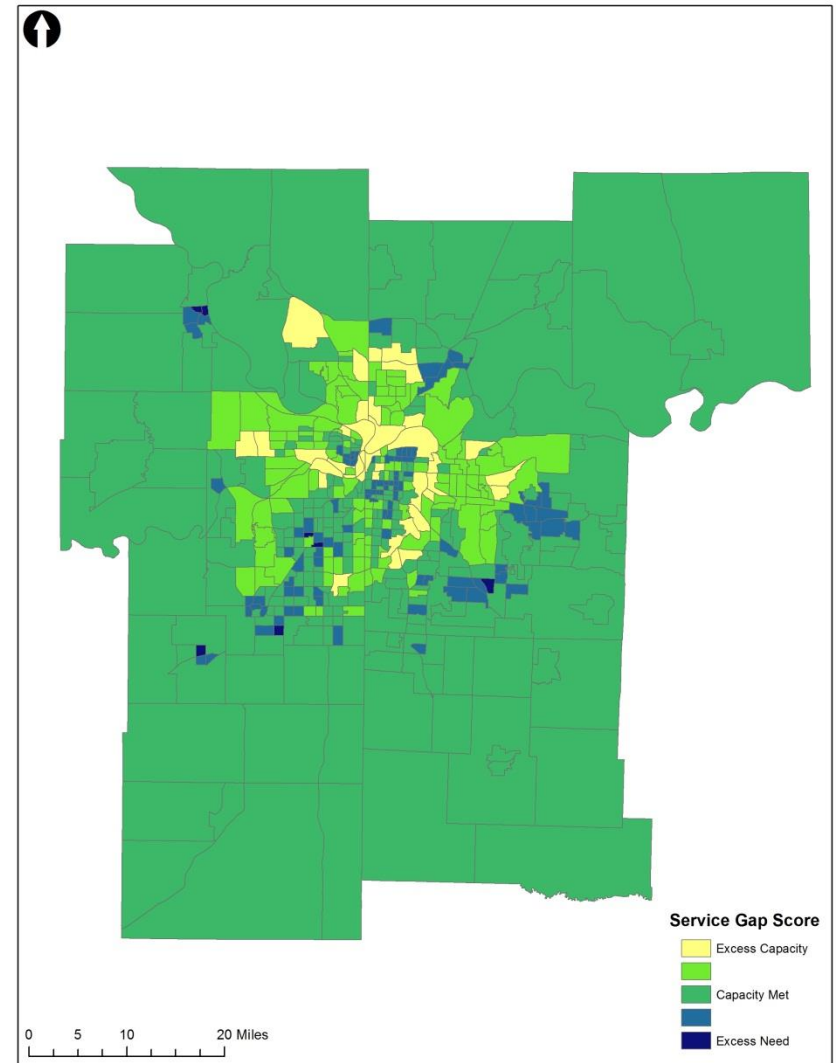




Week	Visits	Unique Visitors	Returning Visitor %	New Visitor %	Pageviews
3/31-4/6	116	81	51.7%	48.3%	2,020
4/7-4/13	101	71	53.5%	46.5%	972
4/14-4/20	280	202	34.6%	65.4%	2,470
4/21-4/27	361	272	31.3%	68.7%	2,887
4/28-5/4	345	289	34.1%	75.9%	2,030



- Pursuing additional funding
 - O&M, add trip planning, coordinate with regional call center
- Regional analysis
 - Identifying service deserts
 - Updating “Coordinated Plan”



- 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

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