



## Improving Veterans' Community Livability through Transportation: Lessons Learned from the Go Vets Outreach Program



2019 ACT International Conference

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## Lessons from VTCLI Grant for Veteran Outreach (2014-2016)

- Lack of success with programs nationwide, 1 Click 1 Call.
- Mostly focused on internet, web-based information

### Why RVTD?

- Greater Medford, Oregon area has over 20,000 Veterans (10%)
- Major Veterans clinic and residential facility
- Prior planning efforts involved Veterans focus groups
- Key partnerships with several agencies serving Veterans



The Go Vets outreach occurred between April-August 2018

Planning started Feb 2017

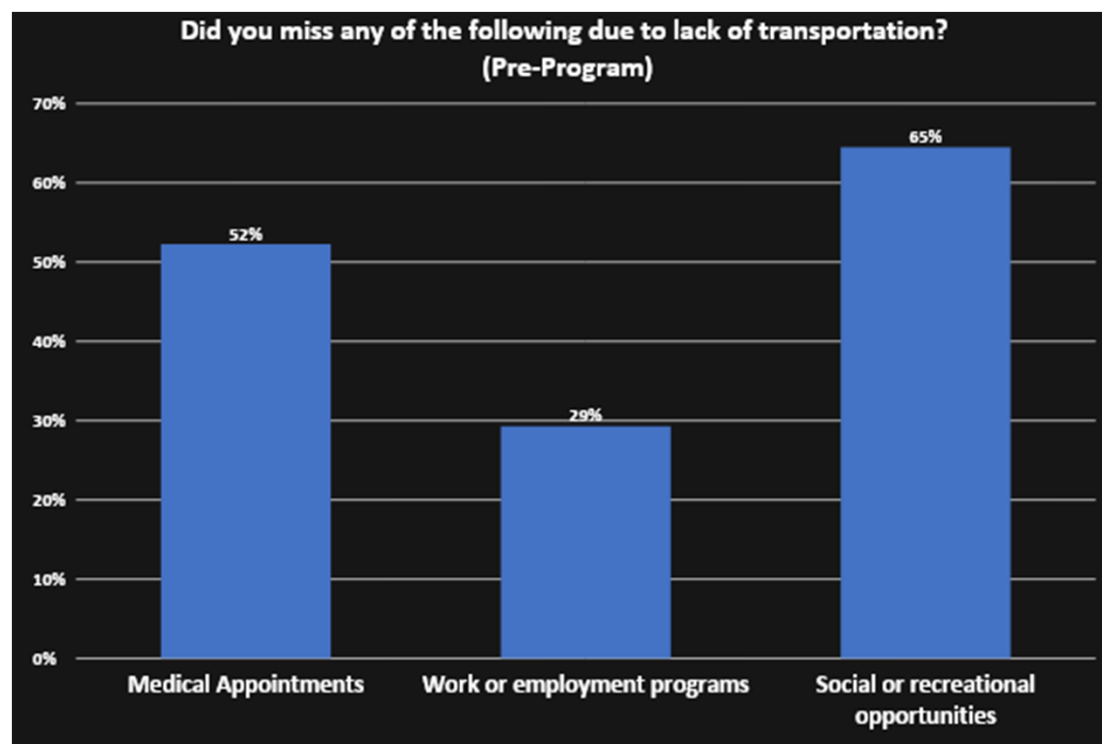
### Program Goals

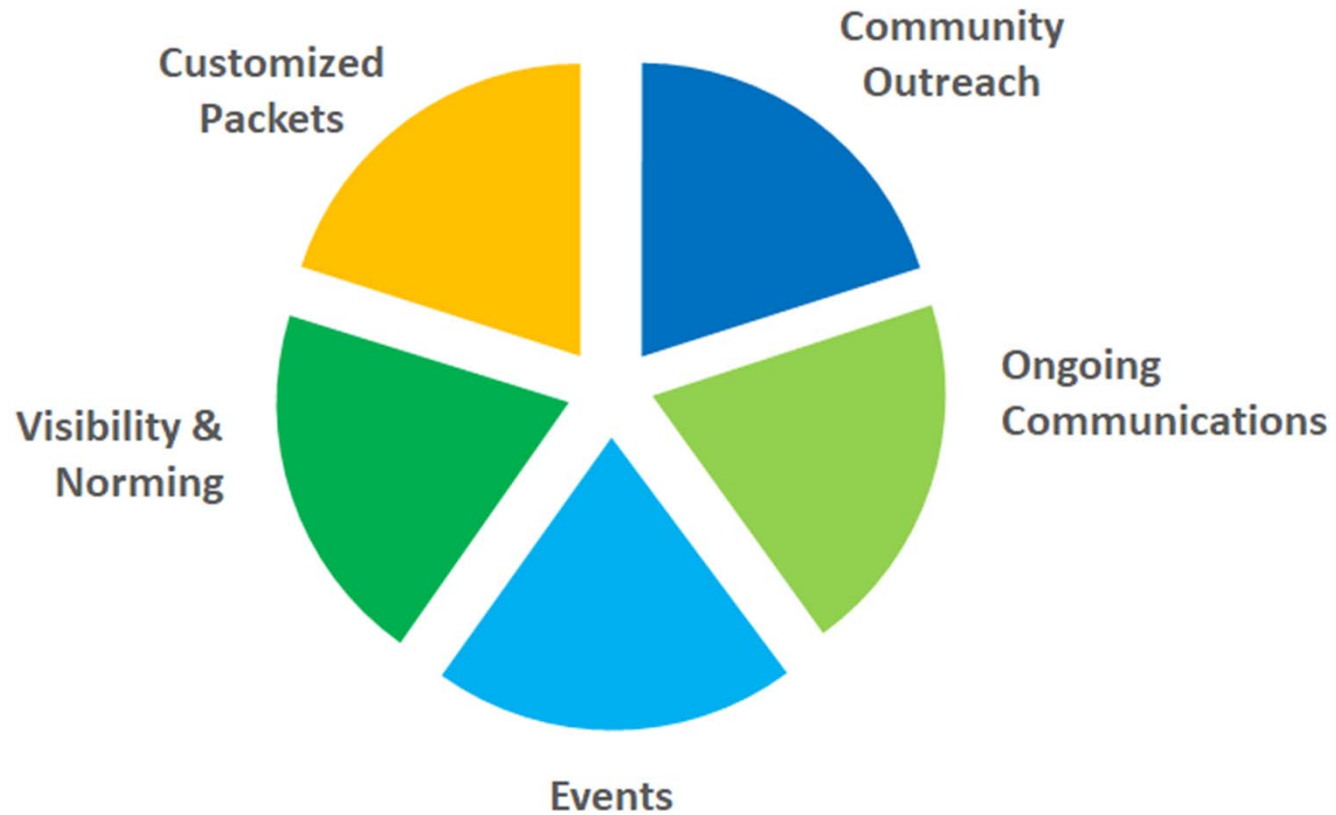
- Mobility:
  - Healthcare
  - Veteran services
  - Employment
  - Social + Recreational



**Reintegration into American Life!**

- Identifying the audience
- Branding
- Gatekeepers
- Direct communication
- Go where they are, do what they want to do
- Travel Training
- Make it multi-faceted
- Have a passion to make a difference





# GO VETS

## Partnerships



### “Go Kit” Travel Tools

- Free Bus Pass
- Veterans Resource Map, Water Bottle, Poncho, Headphones, Safety lights, Pen and Pad of Paper
- Bike, Carpool, Bus, Safety, and other transportation services
- Go Gear





# Custom and Existing Marketing Materials

**GO VETS**  
Helping Veterans in Community Resources

Visit [RVTD.org](http://RVTD.org) to plan a trip, view maps and schedules, and find fare information.

**CONTACT INFORMATION:**  
Call 541-779-5821 or visit the website at the Transit Center Station at 200 South Front Street Medford, OR 97504  
Phone 9 am - 5 pm

**MEDFORD**

**GO VETS**

**GO VETS**

**VETERANS TRAVEL TRAINING**  
Travel with Confidence!

**WHAT IS TRAVEL TRAINING?**  
Travel training is a FREE, self-paced process where a Veterans, regardless of ability or age, can learn to use RVTD's fixed route system and learn about transportation options like bicycling, walking, and carpooling.

**HOW DOES TRAVEL TRAINING WORK?**  
You can train in a scheduled class in a group or in a one-on-one setting. Individual trainings are available to all Veterans. These trainings are confidential and customized to meet each individual's needs, such as getting to and from a regularly visited destination. Instructors can also help participants learn about bicycling, walking, and carpooling. Group trainings are typically completed within one hour. Travel training times for individuals will vary as instructors are dedicated to ensuring that you are comfortable traveling independently.

**WHAT SKILLS WILL I LEARN?**  
**YOU WILL LEARN TRAVEL SKILLS INCLUDING BUT NOT LIMITED TO:**

- Understanding transit maps and schedules
- Planning your trip
- Buying and using bus passes
- Identifying the correct bus to ride
- Boarding, riding, and exiting the buses or Valley Lift vans
- Crossing streets safely
- Maintaining proper riding etiquette
- Learning safety tips
- Handling unexpected situations and emergencies
- Using the bus bike rack
- Low stress coping skills for Veterans coping with PTSD

**SIGN UP TODAY!**  
Contact RVTD at 541-779-5821 to start the process.  
An RVTD appointed travel trainer will set up an appointment to meet with you to discuss your travel skills and goals.

*The Rogue Valley Transportation District (RVTD) Travel Training program was developed by Veterans for Veterans. The program is open to Veterans who want to learn to travel safely and independently using public transportation.*





Your best  
gate-  
keeper:  
A real  
Veteran



Research-Who  
Questionnaire-What  
Seek Input-Why  
Accuracy- How

goRVTD



Which person is a Veteran?





**GO VETS**

**BBQ**

Friday, June 30  
11am - 1pm  
Don Jones Memorial Park  
Central Point

Calling all Veterans! Join the Go Vets team for a good old fashioned BBQ and learn about the program, local Veteran services and your transportation options!

Hotdogs, burgers, and refreshments will be provided! Join us for this free event!

For more info visit: [RVTD.org/GoVets](http://RVTD.org/GoVets)



**A DAY AT THE BALL  
PARK WITH GO VETS**

Thursday, July 19th  
6pm - 9:30pm  
RSVP Required!

Join the Go Vets program for a Medford Rogues baseball game, a soda and a hotdog! Only 35 spots are available! You must reserve a spot! Please RSVP by emailing: [GoVets@rvtd.org](mailto:GoVets@rvtd.org) or calling 541-608-2423

 **GO VETS**

For more info visit: [RVTD.org/GoVets](http://RVTD.org/GoVets)



**GO VETS**

**BIKE RIDE TO CONCERTS IN THE PARK**

Thursday, July 12th  
6pm - 8pm

Hawthorne Park → Bear Creek Park

Join the Go Vets team for a bike ride to Medford's Concert in the park! We will be meeting at Hawthorne Park and riding to Bear Creek park to listen to 'The Olson Brothers Band'. Bring your own bike and helmet! Snacks and refreshments provided!

For more info visit: [RVTD.org/GoVets](http://RVTD.org/GoVets)



## *Community Events*





## Community Events





## Travel Training Events





## Participant Feedback

*“The Go Vets pass has enabled me to get out of my home and helped me greatly with my depression. Thank you, this program has changed my world.”*

*“I want to thank you very much for all your help. Your kit and the bus pass is currently helping me tremendously to get to and from unemployment office and job opportunities while I seek work. Thank you sincerely”*

*“The Go Vets program helped me get out in the community because I don’t have a vehicle. Bryan was real cool to talk to being a Veteran, and him a part of the Armed Services I can identify. I was going through a new and demanding part of my life mentally and physically; it was made much easier that I had all these resources to help me cope and have fun and feel appreciated”*

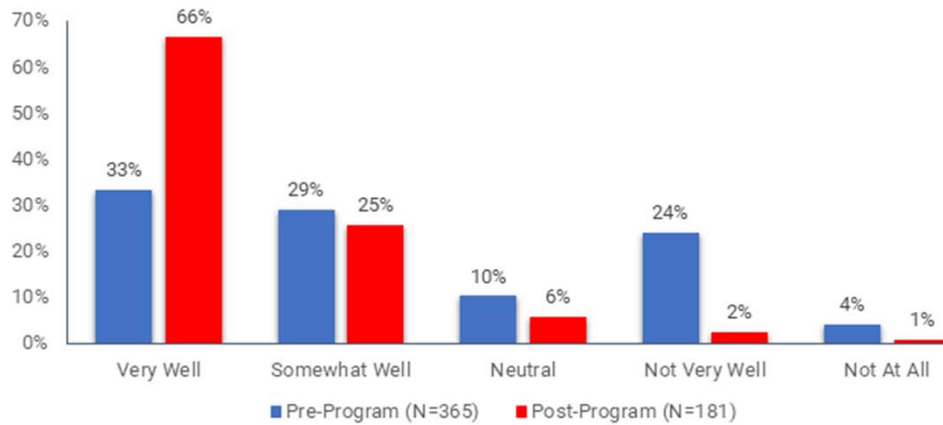


## Methodology

- Baseline survey submitted with Go Kit order
- Follow-up survey sent after Go Kits were delivered



**Figure 1: Access to Medical Appointments**



**Figure 2: Access to Work**

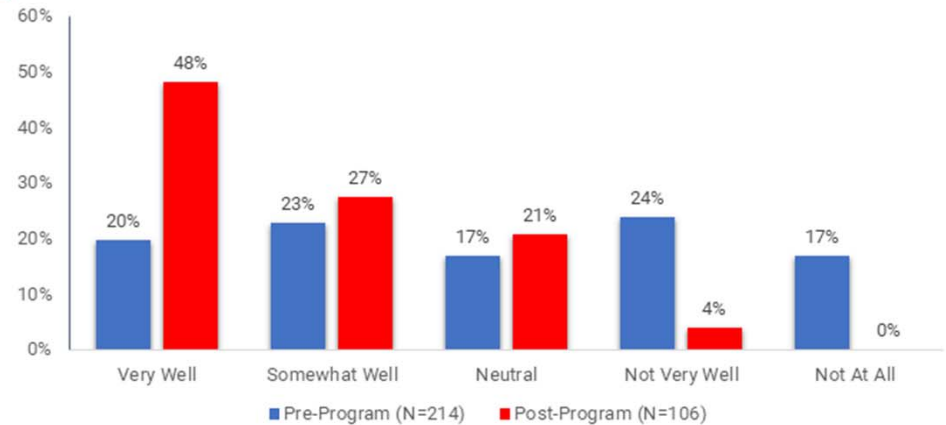
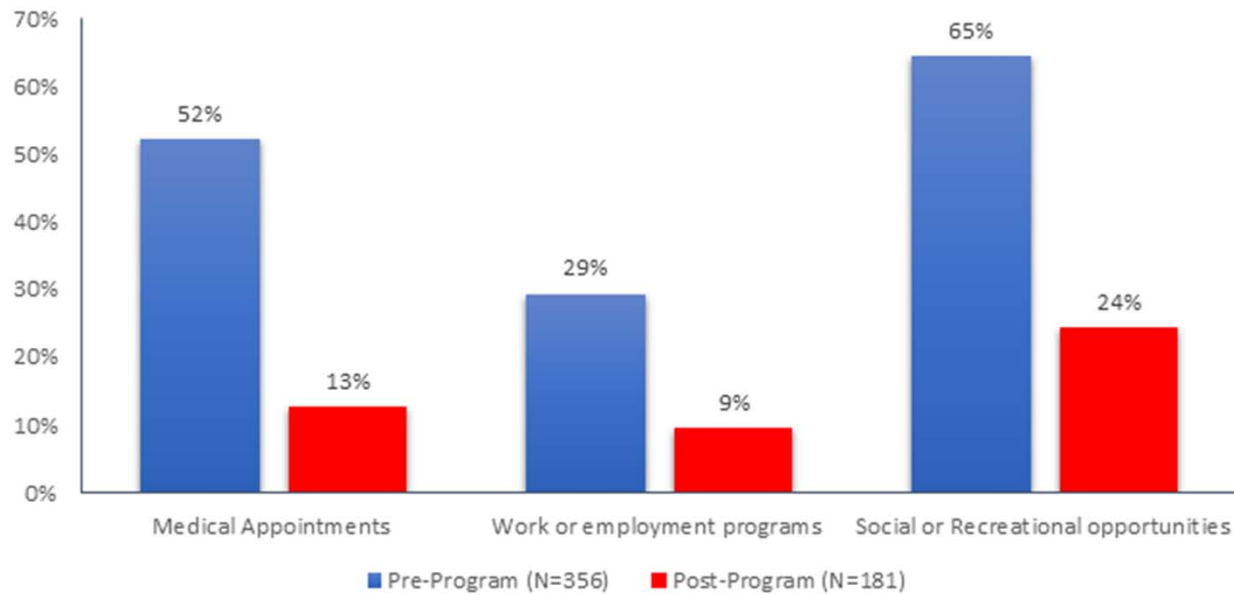


Figure 3: Access to Medical Appointments, Work or Employment, and Social or Recreational Opportunities





## *Additional Findings*

- Regular use of bicycling and riding the bus increased **7 and 33 percentage points**, respectively.
- **84%** feel more connected to the community because of Go Vets.
- **86%** said Go Vets helped them connect to community and Veteran resources.
- **95%** agreed **Go Vets** helped them access destinations and services using transportation options.
- **93%** agreed the **Go Kit** helped them access destinations using transportation options.

- Pedals for Patriots program
- Ongoing Veterans Travel Trainer position
- Stronger partnerships with Veterans service organizations
- Go Vets bus pass created
- Capacity building in the community and within RVTD





2019 ACT International Conference

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