

# Action Planning for Implementation

Planning, Recruitment, Training, Retention, Communication and Momentum

## **General Plans for Implementation**

- Create a list of experts who you can go to for operations advice.
- Review, edit and distribute written volunteer driver policies and guidelines.
- Review and edit (if necessary) written policies and procedures to govern priorities.
- Hold Board of Directors meetings.
- Develop risk analysis from planning phase.
- Purchase insurance for organization and volunteer driver program.
- Review targets for number of drivers, riders and income. Make adjustments as necessary.
- Initiate purchase of ride scheduling and data management software and organize training on its utilization.

## **Your Implementation Plans**

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## **Plans for Implementing Driver Recruitment**

- Undertake strategy for volunteer driver recruitment and retention.
- Use recruitment messages that appeal to volunteers.
- Recruit targeted individuals as volunteer drivers.
- Initiate driving schedules that appeal to potential drivers.
- Revise driver recruitment materials as necessary.
- Meet with and select potential recruitment venues.
- Post recruitment information and hold recruitment meetings in venues.
- Post recruitment announcements in identified locations.
- Use PSAs (public service announcements) for recruitment.
- Present programs to community groups.
- Organize a volunteer driver screening plan initiated in planning phase.
- Implement an orientation program(s) for drivers.

## Your Plans for Implementing Driver Recruitment

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## Plans for Implementing Passenger Recruitment

- Create passenger recruitment messages.
- Revise passenger recruitment strategy as necessary.
- Revise existing and create new messages that appeal to passengers.
- Implement passenger recruitment strategy.
- Post passenger recruitment messages in identified locations.
- Work with community organizations to assist in passenger recruitment.
- Use PSAs (public service announcements) for announcing transportation options for passengers.
- Post recruitment announcements in several strategic locations.
- Present programs to community groups.
- Use earlier developed criteria for screening passengers.
- Organize orientation program(s) for passengers.

## Your Plans for Implementing for Passenger Recruitment

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## Plans for Implementing Driver Training

- Initiate volunteer driver training with internal training capacity or by linking with external training programs.
- Train volunteer drivers using training materials related to: behind the wheel driving, assisting riders, and the volunteer driver program.
- Implement driver training requirements (e.g. requiring recruited drivers to complete background check and complete required training protocol).
- Distribute a driver handbook that includes training requirements and related materials, job descriptions, program description, etc.
- Initiate driver orientation programs about the volunteer driver service, the purpose, and the driving job that will allow drivers to see the “big picture” and
- understand the importance of their effort.
- Implement the driver training plan.

## Your Plans for Implementing Driver Training

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### **Plans for Passenger and Driver Retention**

- Make information available for passenger related to who can ride with the program and how to schedule rides.
- Revise criteria for passenger and driver retention as necessary.
- Explore how to provide drivers with incentives for using their automobiles (e.g. possibility for reimbursing drivers for mileage).
- Respect identified needs of volunteer drivers in scheduling rides (e.g. ensure that volunteers know that saying no to a request is OK.)
- Develop and implement ways to keep the workplace enjoyable (e.g. culture of shared values and open communication).
- Organize an annual volunteer driver recognition program.
- Provide adequate driver orientation and training.
- Activate criteria for driver retention.

### **Your Plans for Driver Passenger and Driver Retention**

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### **Implementation of Communication Plans**

- Implement methods for regular communication (e-mail, telephone, text, in person) with drivers and passengers.
- Encourage driver utilization of internet with possibility of providing training if necessary.
- Identify and activate best methods of communicating with passengers (land lines, cell phones, and e-mail).
- Activate an “open door” policy for volunteers to talk with staff.
- Involve volunteer drivers in creating a location where they can meet with each other and staff.
- Hold regular volunteer driver meetings in agreed to locations.
- Develop a method of allowing for extra time requirements for contacts with riders.
- Distribute surveys to collect feedback from drivers and riders about their experience providing and using the transportation service.

### **Your Plans for Implementing Communication Plans**

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### **Implementation of Momentum Plans**

- Meet requests for rides.
- Use a service slogan that promotes purpose, energy, and commitment of drivers.
- Create a log such as a “things to do today” log to stay organized.
- Initiate (and complete) actions planned for accomplishment during the first six months of the implementation phase.
- Undertake a method developed in the planning phase for documenting feedback from riders and drivers.
- Undertake a driver recruitment plan and revise as necessary.
- Undertake a passenger recruitment plan and revise as necessary. activities.
- Use a communication plan for communicating program accomplishments to the community.
- Ensure that the software package meets the needs of the program (e.g. simple training methods for staff; easy access and usage by staff; easy to use ride scheduling and data management methods; the data base includes basic program information (for volunteers, riders, rides, destinations, costs etc.), and that the software and data retrieval is user friendly.

### **Your Plans for Implementing Your Momentum Plans**

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