

Action Planning for Start Up

*General Planning, Recruitment, Training, Retention,
Communication, and Momentum*

GENERAL PLANNING

- Get advice from people who have done it before (do not reinvent the wheel).
- Establish written volunteer driver policies and guidelines.
- Establish written policies and procedures to govern priorities.
- Establish a Board of Directors.
- Undertake an initial risk analysis.
- Explore insurance options.
- Establish targets for the numbers of drivers and riders necessary to make the program viable and develop a “break even” analysis.
- Identify, review, and select ride scheduling and data management software.

Your General Planning

DRIVER RECRUITMENT PLANNING

- Develop a strategy for volunteer driver recruitment.
- Identify types of people who might volunteer to provide rides.
- Identify the types of messages that will appeal to volunteer drivers.
- Identify time commitments that might appeal to potential drivers.
- Create driver recruitment materials.
- Identify organizations in the community to assist with recruitment.
- Develop a list of locations for recruiting drivers.
- Explore possibilities for PSAs (public service announcements) in media.
- Review driver recruitment plans with community groups.
- Develop criteria for screening drivers.
- Develop plan for driver orientation.

Your Driver Recruitment Planning

PASSENGER RECRUITMENT PLANNING

- Identify types of people who need rides.
- Develop a strategy for passenger recruitment.
- Identify the types of messages that will appeal to passengers.
- Create passenger recruitment materials.
- Develop a list of locations for recruiting riders.
- Identify community organizations to assist with recruitment.
- Explore possibilities for PSAs (public service announcements) in media.
- Create announcements about the program in strategic locations.
- Review recruitment plans with community groups.
- Develop criteria for screening passengers.
- Develop plan for passenger orientation.

Your Passenger Recruitment Planning

DRIVER TRAINING PLANNING

- Plan for internal training capacity or link with external training programs.
- Identify driver training methods.
- Develop driver training requirements (e.g., require recruited drivers to complete background check and complete required training protocol).
- Create a driver handbook, which includes job descriptions.
- Plan a driver orientation that will allow drivers to see the “big picture.”
- Develop a written plan for driver training.

Your Driver Training Planning

PASSENGER AND DRIVER RETENTION PLANNING

- Develop informational materials so passengers know timeframes for receiving rides and how to schedule them.
- Develop criteria for passenger retention.
- Identify possible incentives to encourage drivers to use their automobiles.
- Identify the needs of volunteer driver scheduling.
- Explore ways to keep the workplace enjoyable.
- Plan an annual volunteer driver recognition program.
- Develop methods for ensuring adequate driver orientation and training.
- Develop criteria for driver retention.

Your Passenger and Driver Retention Plans

COMMUNICATION PLANNING

- Plan a method that will ensure regular communication with drivers and passengers.
- Plan involvement of as many drivers as possible who can use the internet.
- Plan use of multiple channels of communication with passengers, such as land lines, cell phones, and e-mail.
- Plan how to activate an “open door” policy for volunteers to talk with staff.
- Plan for a location for volunteer drivers to meet with each other and staff.
- Plan how and where to hold regular volunteer driver meetings.
- Plan for extra time requirements for contacts with riders.
- Identify or create surveys to collect feedback from riders and drivers about their experience providing and using the transportation service.

Your Communication Plans

MOMENTUM PLANNING

- Plan for how to meet requests for rides.
- Create a service slogan that promotes purpose, energy, and commitment of drivers.
- Plan a method for staying organized.
- Plan actions to accomplish during the first six months of implementation.
- Develop a method for documenting feedback from riders and drivers.
- Plan driver recruitment activities.
- Plan passenger recruitment activities.
- Develop a plan for communicating program accomplishments to the community.
- Purchase, activate, and train staff on a software package that can schedule rides and develop a database that includes information about volunteers, riders, rides, destinations, costs, etc.

Your Momentum Planning
