



# Movability



..... *get there with care!*

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# Movability

Offers Transportation for Social Engagements:

- Affordable
- Accessible
- Rural
- After Hours of Transit



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Social Movability will:

- Enhance Quality of Life
- Opportunity for Independence
- Decrease Social Isolation
- Give Transportation Options After Transit Hours
- Offered 7 Days a Week
- Offer A Choice of Transportation

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Social Movability Is Available To:

- Older Adults 55+ & their Caregivers
- People Traveling within a 20 Miles Radius of Grand Rapids
- Differently-abled People of All Ages and their Caregivers



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## How to Get the Word Out

- Local Newspaper
- Social Media Outlets, including Facebook
- Work With Marketing Firm
- Distribute Produced Videos
- Distribute Flyers
- Work with Stakeholders





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How to Sustain Social Movability:

- Work With a Grant Writer
- Sliding Fee Base on Income
- Search Out Stakeholders
- Possibility of Opening Transportation for Private Pay
- Search Out Additional Funding Sources

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Itasca  
Life Options







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## Expected Barriers:

- Costs for Transportation and Vehicles
- Cost of Staff
- Limited Vendors to Work With
- Rural Areas
- Awareness
- Who Would Oversee Ongoing Project
- Sustainability





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## Next Steps:

- Interview and Work with Possible Vendors
- Narrow focus on Vendors
- Define Mission
- Develop Partnerships
- Seek Out Stakeholders
- Seek Out Funding Partners



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Social Movability will offer accessible and affordable rural rides to social engagements, after hours of existing transit transportation, to enhance the quality of life, increase independence, and decrease social isolation for older adults 55+ and differently-abled people of all ages within 20 mile radius of Grand Rapids Minnesota.