WHO WE ARE
The Upper Cumberland Human Resource Agency (UCHRA)
- One of nine non-profit organizations established in 1973 by the Tennessee General Assembly
to be the delivery system for human service programs across the state
- UCHRA serves the 14 county area of the Upper Cumberland Region
- Administers both state and federal transportation programs including 5310, 5311, and 5339

SERVICE AREA
- UCHRA Public Transportation is one of nine transit agencies covering all 95 counties in TN.
- 14 county area covering approximately 5,000 land area miles
- Total service area population of 352,206

GOALS
- Provide alternative transportation option, to those 60+, as an additional tool for Mobility Management
- Establish a fully operational Volunteer Transportation Program in Putnam County
- Be a recognizable presence within the community
- Provide a meaningful but convenient volunteer opportunity
- Recruit 10 volunteer drivers, “some” riders and perform a “few” trips by the end of the first year
- Program to be sustainable beyond the three year grant period

MAJOR STEPS TAKEN
- Identified possible transportation options, for those 60+, within the service area
- Secured funding through a grant partnership with the Tennessee Commission on Aging and
  the Area Agency on Aging & Disability
- Fielded established programs in similar geographical and socioeconomic locations
- Developed and implemented a program in response to the identified needs of area riders
- Secured volunteer transportation software, additional liability insurance coverage, and
  volunteer background check procedure
- Developed and implemented policies and procedures for volunteer driver training course
- Begun an educational campaign through various multimedia platforms, including social media,
  internet website, newspaper print, informational brochures, and radio announcements.

RESULTS
- At the end of year one, the MyRide TN program has recruited 21 volunteers, 26 riders,
  and has taken 36 trips to 21 different destinations.

WHAT WE LEARNED
- Focus on recruiting volunteers, the riders will come.
- Newspaper releases do still work but “Word of mouth” is your most effective tool.
- Reach out to people with elderly parents: “Mom, let me pay for you $20 worth of trips.”
- Never stop recruiting even if you have a good base of volunteers, always look for more.

VOLUNTEER AT: MyRideUCTN.com

Be A Hero
MyRide TN is:
A Volunteer Driver Program
Senior Friendly
Door-Through-Door
Supported by Well-Supervised Volunteer Drivers
using their Personal Vehicles

Resources and contact information
Holly Montooth, Mobility Manager
Upper Cumberland Human Resource Agency
580 S. Jefferson Ave., Suite B
 Cookeville, TN 38506
931-520-9613
hmontooth@uchra.com

Upper Cumberland Tennessee
Volunteers Of The Month
SUSAN HOGAN
1-833-FNRIDE
MyRideTN.com

Partnerships with unlikely sources
- First Responders, Realtor Groups, Car Salesmen, Local Elected Officials
- Reach out everywhere, not just chambers and civic groups.
- Assisted Living Facilities, Public Library, Senior Centers
- Employer-Sponsored Volunteerism programs
  - Many employers are asking their employees to volunteer, get on that list
  - Talk to the managers