

RURAL AND SMALL URBAN TRANSPORTATION STRATEGIES: RIDER GUIDES

There are a variety of approaches to supporting your SCSEP participants' transportation needs in rural communities. A rider guide or inventory of transportation options is both an effective and cost efficient approach. SCSEP Case Managers can help their participants overcome transportation barriers by finding or developing a list of all the transportation resources available and sharing it with participants.

Transportation is often a challenge for SCSEP participants, especially in rural and small urban areas. Most social service agencies working with older adults face transportation challenges for their clients who do not drive, especially in rural areas. In their [Mobility & Aging in Rural America Report](#), Grant Makers in Aging reported that about 10 million older Americans live in rural communities, which is almost one quarter of the senior population. Having a comprehensive understanding of the transportation resources in your community can help your SCSEP participants get to and from job and training sites and help you expand to new job sites and partnerships.

Ask yourself, have you checked with *all* the faith based organizations, *all* the community based organizations, state & local governments, department on aging, and local transportation services? These organizations can be allies in your quest for transportation for your non-driving participants. Often they have similar challenges and will share their successful strategies, knowledge and resources with you. Through contacting these service agencies in your area, you may find that a rider guide already exists, you may find a partner willing to assist with creating a rider guide, and/or you may find a new transportation resource for your participants. Often in rural communities, these organizations provide rides for underserved populations in need. Many rural communities have volunteer driver programs that serve mostly older adults. While some of these programs prefer to give rides to medical appointments and not regularly scheduled rides to employment, for SCSEP participants, they may make an exception or find a way to collaborate with your agency.

Rider guides come in all different forms and formats. Their format can range from a photocopied list of transportation providers and phone numbers to a webpage with information about and links to the providers. Rider guides usually include contact information to local transportation providers, including the cost of a trip, eligibility requirements, and service hours. Often area agencies on aging, transit providers, mobility management programs, planning offices, and sometimes libraries will have already produced these guides and sometimes provide information and referral services for free. Here are some **examples** of rider guides developed to serve rural areas.

- Door-Tran, Door County, WI
[Transportation Resource Guide](#) (paper brochure)
- Eastern Connecticut Transportation Consortium, Eastern CT
[Getting On Board](#) (paper booklet)
[Travel Options and Services](#) (online links by type of transportation service)
- Rappahannock-Rapidan Regional Commission, Culpeper, Fauquier, Madison, Orange, and Rappahannock Counties, VA
[Foothills Area Mobility Systems \(FAMS\) Transportation Resource Guide](#) (paper booklet) The [FAMS Call Center](#) also offers free information and referral for transportation to anyone in their service area, for any reason (540-829-5300).

If you are interested in making your own rider guide, the National Center for Mobility Management has a [Transportation Provider Profile](#) template to help identify necessary attributes of transportation providers. The [National Rural Transit Assistance Program Directory of State RTAP Managers](#) provides a searchable directory of state Rural Transit Assistance Program managers who can help you learn more about rural transit options in your area and help residents find transportation, you can call 888.589.6821, or email info@nationalrtap.org for more information.

If you have questions or comments about finding transportation resources in your area, post them in the [Older Workers Community Discussion Topics](#) also, let me know if this topic was helpful for you? Your feedback is important to us—these are your resources and we want to make it something you use and value.

Related WorkforceGPS Resources

[A Report on One Stop Centers and Employment Transportation](#)

The One Stop system is positioned to make significant strides in helping to forge transportation solutions. This report, developed by the Community Transportation Association of America, is intended to be a foundation for ongoing discourse and a forum through which One Stop Centers can share lessons learned and best practices. It includes reference to the impact of local areas that have Disability Program Navigators.

[Facing the Transportation Barrier](#)

Transportation is a factor that everyone has to face when navigating their way to work, school or recreation. This article discuss some of the transportation barriers that youth face and provides ideas on how to help all ages, including older adults.

Persons with Disabilities Seeking Employment and Public Transportation...

Discusses how transportation is a prominent factor in the job search process and presents an overview of survey findings as they relate to public transit availability, usage, importance, and satisfaction.