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**Communications Plan for**

**Scaling up Transportation Services**

|  |  |  |  |
| --- | --- | --- | --- |
| **Format** | **Suggested Schedule** | **Audience** | **Page** |
| Press release | Two weeks before beginning | Local press, website | 2 |
| Letter to staff/volunteers | Two weeks before beginning | COA staff and volunteers | 3 |
| Letter to older adults | Two weeks before beginning | Transportation passengers | 4 |
| Newsletter messaging | Issue prior to beginning | COA community | 5 |
| Social media posts | Week of beginning | COA community | 6 |
| Infographics | Include with methods as appropriate | COA community, occupants of center/vehicles | 7 |
| Signage | Post prior to beginning | Occupants of center and vehicles | 10 |

These are sample documents that can be modified to fit your community. Feel free to tailor them to support your policies and practices.

You may want to consult with your Human Resources Department before using these documents.

**Sample Press Release**

[COA Logo]

[Address]

**NEWS RELEASE**

[Date for release]

[Date]

[Contact name]

[Title]

[Phone]

[Email]

**Council on Aging resumes transportation services**

[City/Town], MA – The [City/Town] Council on Aging’s transportation services will resume [date] at [partial] capacity.

Transportation will be provided for [services] on [frequency or schedule] with [limited] capacity. Several new protocols are required for staff and riders to minimize the transmission of the COVID-19 virus.

Drivers will wear masks and follow proper hand hygiene. All passengers must wear a mask except for the reasons specified in the Governor’s order. All passengers must follow proper hand hygiene and maintain social distancing. To maintain social distancing, seating capacity is limited and may be assigned. Additional protocols are in place and will be communicated to staff and passengers prior to the use of transportation services.

“We realize the changes to the transportation may initially impact the number of older adults in need of rides to medical appointments and grocery stores, they are in place to provide a safer experience for everyone,” said [insert name], [title]. “We are balancing the needs of our older adults with our capacity and resources and hope to service as many as possible,” [she/he] added.

The [town/city] Council on Aging was established in [date] and provides health and social services to older adults [aged] and over. The center physically closed [insert date] but Council on Aging staff continued to provide remote services including [examples] as well as other services [examples].

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**Sample Letter to Staff**

[COA Logo]

[Address]

[Date]

Dear [Name]:

I hope you are well as you continue to weather our new normal. Thank you for your patience during this time and overall service to the [City/Town] Council on Aging.

I’m happy to announce the [City/Town] Council on Aging’s transportation services will resume [date] at [partial] capacity.

Transportation will be provided for [services] on [frequency or schedule] with [limited] capacity. Adherence to several new protocols are required for staff and riders to minimize the transmission of the COVID-19 virus.

The new requirements include the following:

* drivers will follow proper hand hygiene
* drivers will wear masks at all times
* drivers will ensure riders maintain social distancing and/or assign seating
* for your safety and the safety of the others, riders must wear a mask except for the reasons specified in the Governor’s order
* there will be no eating or drinking in the vehicles
* there may be screening ahead of and at the time of service
* new vehicle-cleaning protocols, which may impact scheduling

Before transportation services resume, staff will receive training on all the changes and protocols. Because these protocols are expected of all transportation staff and passengers, the required training is scheduled for [date and time] at [location]. [Note: If you have employees who are working remotely, set up a virtual meeting for access.] At that time, you can share your feedback and questions. Bring a mask to the training. Note that seating will be spaced to meet social distancing requirements.

Thank you again for your patience. We look forward to seeing you on the [meeting date].

Sincerely,

Director, Council on Aging

**Sample Letter to Passengers**

[COA Logo]

[Address]

[Date]

Dear [Name]:

I hope you are well as you continue to weather our new normal. Thank you for your patience during this time.

I’m happy to announce the [City/Town] Council on Aging’s transportation services will resume [date] [at reduced capacity?].

Transportation will be provided for [services] on [frequency or schedule] [with reduced capacity?]. Several new protocols are required for staff and riders to minimize the transmission of the COVID-19 virus.

The new requirements include the following:

* drivers will follow proper hand hygiene and wear masks
* drivers will ensure riders maintain social distancing and/or assign seating; this may result in fewer passengers per vehicle
* for your safety and the safety of the others, riders must wear a mask except for the reasons specified in the Governor’s order
* there will be no eating or drinking in the vehicles
* there may be screening ahead of and at the time of service
* new vehicle-cleaning protocols, which may impact scheduling
* [additional procedure if any - note: seven bullets max]

Before transportation services resume, our staff will receive training on all the changes and protocols.

One of our staff members may also review requirements with you over the phone prior to scheduling any transportation service.

If you have questions or concerns, feel free to contact me at [phone]. We are here for you with your safety in mind. Thank you again for your patience. We look forward to seeing you soon.

Sincerely,

Director, Council on Aging

**Sample Newsletter Copy**

I hope this finds you well as you continue to weather our new normal. Thank you for your patience during this time.

I’m happy to announce the [City/Town] Council on Aging’s transportation services will resume [date] [at reduced capacity?].

Transportation will be provided for [services] on [frequency or schedule] [with reduced capacity?]. Several new protocols are required for staff and riders to minimize the transmission of the COVID-19 virus.

The new requirements include the following:

* drivers will follow proper hand hygiene
* drivers will wear masks at all times
* drivers will ensure riders maintain social distancing and/or assign seating
* for your safety and the safety of the others, riders must wear a mask except for the reasons specified in the Governor’s order
* there will be no eating or drinking in the vehicles
* there may be screening ahead of and at the time of service
* new vehicle-cleaning protocols, which may impact scheduling

Before transportation services resume, our staff will receive training on all the changes and protocols. A similar letter was mailed to the older adults in our community informing them of the new changes and requirements for using our transportation services.

We are here for you with your safety in mind. Thank you again for your patience. We look forward to seeing you soon.

**Sample Social Media Posts**

1. Transportation will be provided for [services] on [frequency or schedule] [with reduced capacity?]. Several new protocols are required for staff and riders to minimize the transmission of the COVID-19 virus. Please contact us for the new requirements. [phone] [email].
2. All drivers must wear masks. All passengers must wear masks or face coverings except for those unable to wear one due to a medical condition
3. Due to new social distancing protocols, our transportation services have changed. [Insert your own examples here such as: A plexiglass barrier is in place behind the driver and hand sanitizer must be used by all prior to boarding.]
4. Due to new vehicle-cleaning protocols, scheduling may be impacted.

**Sample Infographics**

A screen shot of a social media post

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**A close up of a sign

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A screenshot of a cell phone

Description automatically generated

**Sample Signage A screenshot of a cell phone

Description automatically generatedA picture containing screenshot

Description automatically generatedA screenshot of a social media post

Description automatically generatedA screenshot of a cell phone

Description automatically generated**