



MEMORANDUM

To: Members of the Rappahannock-Rapidan Regional Commission
From: Patrick L. Mauney, Executive Director
Date: April 20, 2021
Subject: AARP Community Challenge Grant Application

Over the past year, Regional Commission staff have provided strategic leadership and direction for the Regional Transportation Collaborative (RTC), building off of and expanding the success of the Foothills Area Mobility System (FAMS) program. The RTC includes participation from key partners including Aging Together, RRCS-AAA, VolTran, Virginia Regional Transit, local Social Services departments, free clinics and hospitals, and has received significant funding from the PATH Foundation as well as the Department of Rail and Public Transportation to support mobility management activities.

One barrier identified by the RTC is awareness of the mobility programs throughout the region. The RTC seeks to address this barrier through the development and implementation of a regional campaign targeted at introducing a new “Trusted Community Partner” (TCP) logo & building community awareness, confidence, & trust in a host of mobility programs partnered under the collaborative that provide increased transportation options for older adults & individuals with disabilities. The proposal to AARP’s Community Challenge grant program includes requests for:

- Outreach and brand awareness materials (vehicle magnets, vests, ID badges, hats, etc. for volunteer driver program use)
- Creation and printing of flyers, rack cards and other printed materials
- Community displays, anticipated to be temporary brand awareness displays developed for benches, sidewalks and signage in community locations

The request is for \$25,000 and requires no matching funds.

REQUESTED ACTION: Approval of application to AARP Community Challenge Grant program and authorization for Executive Director to execute agreements upon successful award