**Partner Tool Kit**

**Introduction**

Heartland Rides is a partnership with the [Central Florida Regional Planning Council (CFRPC)](https://www.cfrpc.org/), [Heartland Regional Planning Organization (HRTPO)](https://heartlandregionaltpo.org/), and the [Florida Department of Transportation (FDOT)](https://www.fdot.gov/) to help meet the mobility needs of the Heartland Region by:

* Providing information and resources to build awareness of available transportation options.
* Providing mobility and travel training on how to access and use existing transportation options.
* Supporting transportation coordination through cross-sector partnerships.
* Identifying transportation barriers and gaps to advocate for improved mobility services.

**What is Heartland Rides?**

Heartland Rides is a mobility information resource to help connect residents of DeSoto, Glades, Hardee, Hendry, Highlands, and Okeechobee counties with available ride options in their communities.

**How does Heartland Rides work?**

Heartland Rides provides a listing of available ride options based on your starting point, purpose, and any specific needs you may have, such as wheelchair accommodation or assistance to and from the vehicle. Transportation options include public transit, non-emergency medical transportation, shared-ride services, and other specialized services to help get individuals where they need to go, such as medical appointments, employment, education, shopping, social activities, and other life-sustaining services.

**Help us spread the word!**

To reach residents who need transportation, we partner with a wide range of organizations and agencies. Partner with us to help address transportation challenges by:

* Asking clients if they have transportation and assist them with Rider Registration Form completion to help increase independence and mobility.
* Inviting us to host a mobility workshop or outreach event to learn about transportation options and how to use them.
* Distributing informational materials and sharing digital resources with staff and clients to build awareness of transportation options.
* Recommending partners who may benefit from learning about transportation options for their clients.

**Tool Kit Materials**

This tool kit provides resources and tools for organizations and agencies to use. It includes information on partnering with Heartland Rides, materials to share with staff and clients, and content for emails, newsletter, social media, web, and more.

Suggested Newsletter Content

Connect with Transportation Options with HeartlandRides.org

[HeartlandRides.org](http://www.heartlandrides.org) helps individuals living DeSoto, Glades, Hardee, Hendry, Highlands, and Okeechobee counties to remain independent and get where they need to go by connecting them with available transportation options in their community.

[HeartlandRides.org](http://www.heartlandrides.org) is a mobility information resource that provides a listing of ride options based on your starting point, purpose, and any specific needs you may have, such as wheelchair accommodation or assistance to and from the vehicle. Transportation options include public transit, non-emergency medical transportation, shared-ride services, and other specialized services.

For more information or assistance navigating the various transportation options, call (888) 332-1444 or email [info@heartlandrides.org](mailto:info@heartlandrides.org).

Suggested Website Content

Are you looking for transportation?

Finding a ride is as easy as 1-2-3. Visit [HeartlandRides.org](http://www.heartlandrides.org) to connect with available ride options in your area. Share your starting point, purpose, and any specific needs you may have, and we will show you a list of ride options that may be available to you.

Suggested Email Content

Suggested Social Media Content

Get Connected with Transportation Options

Transportation allows individuals to remain independent and get to the places needed to live a healthy life. By exploring and connecting with available transportation options in the community, you can better prepare to get where you need to go.

[HeartlandRides.org](http://www.heartlandrides.org)is a mobility information resource that can help you find available transportation options in your area. The service is easy to use and provides a listing of ride options based on your starting point, purpose, and any specific needs you may have, such as wheelchair accommodation or assistance to and from the vehicle.

Visit [HeartlandRides.org](http://www.heartlandrides.org) and get connected with transportation options.

Follow Us, Like Us, and Tag Us on our Facebook: [@HeartlandRidesFL](https://www.facebook.com/HeartlandRidesFL)

* By knowing what transportation options may be available, you can better prepare and get where you need to go. [HeartlandRides.org](http://www.heartlandrides.org) can help connect you with ride options in your area.
* Finding a ride is as easy as 1-2-3. Visit [HeartlandRides.org](http://www.heartlandrides.org)to connect with available ride options in your area. Share your starting point, purpose, and any specific needs you may have, and we will show you a list of ride options that may be available to you.
* Get connected with transportation options in your area. [HeartlandRides.org](http://www.heartlandrides.org/) is an information resource for exploring ride options to help get to your medical appointment, go grocery shopping, work, school, or other activities.
* Are you looking for transportation? Follow the steps on the tip card below and find your ride options today. Visit [HeartlandRides.org](http://www.heartlandrides.org). (Tip: use Heartland Rides rack cards)
* Prepare ahead and learn what transportation options may be available for you. Visit [HeartlandRides.org](http://www.heartlandrides.org) to get a listing of available ride options and connect with service providers who can help you get where you need to go.

**Printed Materials**

* Heartland Rides rack card (English & Spanish)
* Heartland Rides poster (English & Spanish)
* Heartland Rides customizable event flyer
* Heartland Rides partnership handout

**Get In Touch with Heartland Rides**

* Phone: (888) 332-1444
* Email: [info@heartlandrides.org](mailto:info@heartlandrides.org)
* Website: [www.heartlandrides.org](http://www.heartlandrides.org)
* Facebook: [@HeartlandRidesFL](https://www.facebook.com/HeartlandRidesFL)