

## **ATTACHMENT A. RIDE SHARE PARTNER OUTREACH MATERIALS**

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### **A) OUTREACH LETTER - *Via mail or email***

[Date]

[NAME of Partner Organization]

Address

City, State, Zip Code

Re: Study of the Ride Share Services

Dear [Name/Partner Organization],

[Name of Ride Share Service Organization] is working with NORC at the University of Chicago to recruit adults who use ride share services to participate in a study about their transportation needs and experiences. NORC is conducting the study on behalf of the Centers for Disease Control and Prevention (CDC) at the U.S. Department of Health and Human Services (HHS). The purpose of the study is to assess the barriers and facilitators of older adults' use of ride share services.

Ride share services are for-profit or not-for-profit companies or organizations that provide transportation to people using a private automobile. Examples include a privately owned car, van, truck, or sport utility vehicle. Ride share services include volunteer driver programs, and companies such as Uber, Lyft, and ITN, for example. Ride share services do not include public transportation or rides provided by a commercial van, bus, or taxi. They also do not include rides provided by a friend or family member.

This study will collect information from older and younger adults that are users and non-users of ride share services to understand their experiences and perspectives. The study will result in a written report for CDC that summarizes findings. The report will help CDC to understand older and younger adults' use of ride share services and to identify strategies for meeting older adults' transportation needs.

NORC is working with [Ride Share Organization] to recruit adults who have used ride share services to participate in [a focus group in your community/ telephone interviews]. [Provide any other information about the date/time of the focus group, or timeline for interviews.] NORC will provide a [\$50/\$10] check as a token of appreciation to individuals who participate in [the focus group/an interview].

**We would appreciate your help by posting the attached [flyer] in a public place in [name of Partner Organization] between [X date and Y date] so that interested individuals can contact NORC to participate in this study.**

If you have questions about this project, please contact the study's Project Director, Alycia Bayne, at 908-431-5438.

Thank you for supporting this important study.

Sincerely,

[signed by NORC]

[signed by Ride Share Organization]



**B) REMINDER LETTER - *Via mail or email [forwarded from original email]***

[Date]

[NAME of Partner Organization]

Address

City, State, Zip Code

Re: Reminder: Study of the Ride Share Services

Dear [Name/Partner Organization],

We recently contacted you via [mail or email] regarding a study that [Name of Ride Share Service Organization] is working on with NORC at the University of Chicago. The [letter or email] requested your help by posting the attached [flyer] in a public space in [name of Partner organization between [X date and Y date] so that interested individuals can contact NORC to participate in this study.

We are following up to remind you to please post the attached flyer in a public space. We greatly appreciate your assistance. If you have any questions about this request, please contact the study's Project Director, Alycia Bayne, at 908-431-5438.

As a reminder, we are seeking to recruit adults who use ride share services to participate in a study about their transportation needs and experiences. NORC is conducting the study on behalf of the Centers for Disease Control and Prevention (CDC) at the U.S. Department of Health and Human Services (HHS). Additional information about the purpose of this study is provided below (see letter below).

Thank you for supporting this important study.

Sincerely,

[signed by NORC]

[signed by Ride Share Organization]