

September 2025

Pop-Up Engagement Kit

Coordinated Human Service
Mobility Plan Update

Coordinated Human Service Mobility (CHSM) Plan Pop-Up Engagement Kit

Thank you for your interest and willingness to host a pop-up event! These pop-up events are intended to allow you and your clients, constituents, and customers to offer input on strategies to improve human services transportation.

Pop-ups are designed to be wholly organized and staffed by you, at a time and location of your choice — DRPT and the CHSM team will not be present at your event. This packet contains information you will need to be successful, from location suggestions to how to report your event’s input back to the CHSM team.

If you have questions or concerns after reading through this packet, or would like to meet virtually to discuss your event, please contact:

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Print and post the sign(s) near your event, both in advance to advertise and during the pop-up.	
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The factsheet is a handy resource for you and a handout you can use at your event.	
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Use this to gather input from your event participants. Folks can use the QR code to complete the information online, or can fill out a hard copy (if you provide printed copies). Note that printed copies will have to be collected and mailed or scanned by you to report back to the CHSM team.	

How to Host a Pop-Up

Let's get started! This document will help you plan for, carry out, and collect input at a pop-up event. Pop-ups are intended to be held in person, but these materials and instructions also cover how to gather input from folks by e-mail or mail, if that is more accessible to your clients and customers.



STEP 1

Select a Location

Select a location that is accessible and frequented by those you serve. Examples include at your facility, a community center, or independent living common area. Pop-ups usually allow quick, one-on-one interactions, so think about where people will be in transit or in between activities. You know where your clients are, choose someplace that is familiar to you and your clients, and busy at the day and time you select.



STEP 2

Select a Date and Time

As with thinking about location, consider when your clients are most likely to be out and about. Consider various days of the week, times of the day — and confirm that your location will be available for your use during that time. We suggest you identify a two-hour window for your in-person pop-up event. Remember that you will have to provide a staff person to be there to help answer questions and guide folks through the questions for the entire event duration.

Alternative: If you are unable to staff a pop-up, but would still like to create an opportunity for passersby to provide input, you could print and post the Feedback Form in a central location. The QR code can be used to provide input (read more in [Feedback Form](#)).



Scan the QR code to
access the **Participant
Feedback Form**.

**STEP 3**

Determine Staffing and Prepare Materials

Depending on whether your selected location and time are high or low traffic, you may want anywhere from one to three staff people to be present to help participants. Pop-up interactions are usually quick, with participants arriving and leaving often. In general, if you think there will be one or two interactions at a time, one staff person should work; for three to four interactions, two staff people; more than four interactions, three staff members.

Materials to have on hand include:

- Hard copies of the Factsheet
- Hard copies of the Participant Feedback Form
- Pens for participants to use, if you are going to collect Participant Feedback Forms
- *Optional:* One or two copies of the Pop-up Sign to post near you
- *Optional:* Tablet/laptop connected to the internet, with the online Participant Feedback Form loaded
- *Optional:* Free giveaways/branded swag, water, snacks

Alternative 1: If you are unable to actively staff a pop-up event, but want to collect input from people who will be passing through a shared space, print and post the Pop-Up Sign with the QR code. Also make hard copies of the Feedback Form and Factsheet available in the same location, on a table or desk. Consider providing a collection box for people to place their completed feedback forms.

Alternative 2: You may also choose to mail the Participant Feedback Form to clients. The paper form can be printed and mailed, or you may email the link to the online feedback form. Be sure to provide your clients with information on how to return their feedback to you.

**STEP 4**

Invite Participants

It can be helpful to let folks know ahead of time when and where you will be collecting input, if possible. Announcing the pop-up using an e-blast sent to your subscribers list or on your social media channels up to a week in advance of the date can be helpful, as can posting the Pop-Up Sign near where you will be hosting the event. This way, you give folks notice and hopefully encourage attendance.

Alternative: If you plan to collect input only using emailed or mailed Participant Feedback Forms, your invitation will be the form itself.

**STEP 5****Hold Event**

You have prepared and are ready to hold your event. Plan to arrive at your location 15 to 20 minutes before event start to post signs, set out pens, and any other items you want to prepare.

When your event starts, speak with folks and ask them about their experiences. Use the provided Factsheet to share what the CHSM Plan is and why this process is important. Key talking points include the goal of the Plan, the timeline, and where to find more information (e.g., CHSM webpage).

Try to keep an approximate count of how many folks you interact with. Help people step through the input process, encouraging them to use the QR code to complete the activity. Suggest they use the paper Participant Feedback Form, if they prefer. Ensure you collect any hard copy forms completed, so you can provide them to the CHSM team after the event. Consider placing a collection box at the event or your offices and direct participants to drop off their forms once complete. Each paper form also includes the DRPT team contact information and mailing address to allow participants to mail their forms as well.

At the end of your event, make sure you have collected all hard copy Participant Feedback Forms. Collect any other materials you brought to the site and thank the site host (if in a shared space).

**STEP 6****Tell Us How It Went**

The last step is to tell us about what you heard. Using the online [Pop-up Summary Report](#), enter your name, organization, day and time of your event, and approximate number of participants. You can then upload and attach any scanned copies of forms received.

Alternative: If you chose to collect input by mailing Participant Feedback Forms, provide direction on the form drop-off location or how to return via mail using the DRPT address provided on the form, so participants know where to send their comments. When you receive the forms, scan the pages to create a PDF and upload, using the instructions provided above.



To submit a Pop-Up Summary Report, scan the QR code or visit surveyhero.com/c/eventssummary



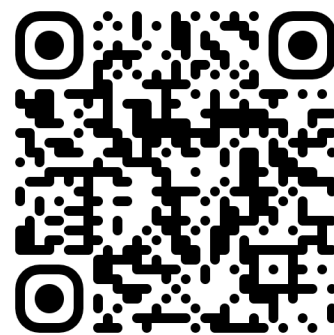
Coordinated Human Service Mobility (CHSM) Plan Pop-Up Event

Join us to learn about DRPT's CHSM Plan! Your input will help us understand what transportation improvements are most important to you, set priorities, and guide decisions to improve mobility across Virginia.

Date:

Time:

Location:



**SCAN TO
COMMENT**



Coordinated Human Service Mobility Plan Update



DRPT Wants to Hear From You!

The Virginia Department of Rail and Public Transportation (DRPT) is updating the Coordinated Human Services and Mobility (CHSM) Plan. The goal of the plan is to build upon the existing network of public, private and human service agency transportation services in a way that will efficiently and effectively improve mobility for older adults, individuals with disabilities, people with low incomes, and the general public.

We would like to know what strategies you think are most important. Share your input to help set priorities and guide decisions to improve mobility across the Commonwealth. A feedback form is available for you to tell us what is most important to you. Please take a minute to participate!

A draft CHSM Plan Update is anticipated before the new year. Visit drpt.virginia.gov to learn about upcoming opportunities to participate.



Scan to Provide Your Feedback.

Have Questions? Contact Our Team!



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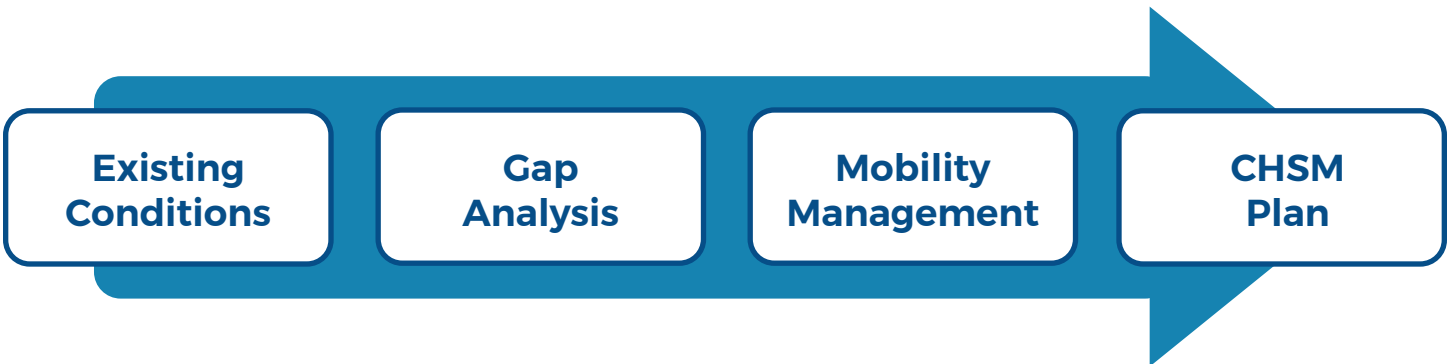
CHSM Website

CHSM Planning Process

DRPT administers FTA Section 5310 program for Virginia's rural and small urbanized areas of Richmond, Roanoke, and Hampton Roads. DRPT is updating the CHSM Plan in accordance with guidance from the Federal Transit Administration to:

- **Identify the transportation needs** of persons with disabilities and chronic medical conditions, seniors, veterans, and low incomes.
- **Provide strategies** for meeting those local needs.
- **Prioritize transportation services and projects** for funding and implementation.

The CHSM Plan undergoes a comprehensive update every six years, and a data update every three years from service provider and rider surveys. The current CHSM Plan update process began in February 2025 and is expected to wrap up by 2026.



Existing conditions included a transportation provider and rider survey and demographic analysis. Analysis revealed a wide range of challenges, and highlighted interest in the accessibility, frequency and reliability, and affordability of transportation options in Virginia.

The analysis identified several gaps in services and unmet transportation needs. DRPT is developing strategies to address those gaps and needs. Your input will help us understand how to prioritize them.

DRPT is also working to better understand organizations that rely on transportation. This consideration of mobility management may identify new opportunities to coordinate and collaborate services, helping to improve access to transportation for all users.

Service Gaps

Three top service gaps identified by DRPT include:



Lack of public transportation



Funding limitations



Travel distance and connectivity

Participant Feedback Form

Coordinated Human Service Mobility Plan Update

About You

1. What county, town, or city do you live in?

3. Do you or someone in your household have a disability that limits mobility?

☐ Yes ☐ No

2. What is your age?

- ☐ Under age 18
☐ 18-34 years old
☐ 35-64 years old
☐ 65 or older

Transportation Usage

4. Which of the following types of transportation do you use to get from place to place?

Check all that apply.

- | | | |
|---|---|--|
| ☐ Public transit | ☐ Taxis and other private providers | ☐ Volunteers |
| ☐ Passenger rail | ☐ Families, friends and neighbors | ☐ Medicaid-funded NEMT |
| ☐ ADA complementary paratransit services | ☐ Uber, Lyft and/or other ridesourcing companies | ☐ Human service transportation programs (outside of Medicaid-funded NEMT) |
| ☐ Other (please specify) _____ | | |

5. What are the top destinations you travel to, when using the providers above? *Check up to three.*

- | | |
|--|---|
| ☐ One-time/annual medical, dental, and other health services | ☐ Other medical trips |
| ☐ Nutrition, restaurants, meal sites | ☐ Grocery or other retail shopping |
| ☐ Education or training (higher education or vocational/trade school, etc.) | ☐ Cultural, recreational, social, and faith-based activities or services |
| ☐ Human services, counseling, or other health or social services | ☐ Personal care including barber/hairstylist, physical fitness |
| ☐ Work or employment (job seekers and employees) | ☐ Childcare |
| ☐ Other (please specify) _____ | |



Transportation Improvements

6. Which of the following transportation improvements would most benefit you? If none of these improvements would be helpful, select “Other” and suggest another improvement. Select up to three.

- ☐ A better way for me to know all the transportation options I am eligible for
- ☐ New or additional vehicles for the services I already use; this would mean more available rides or a greater variety of ride choices (e.g., more accessible, better able to handle powered mobility devices)
- ☐ New or improved local bus and public transit service; the local bus doesn't have a route close to where I live or where I need to go
- ☐ More drivers; I am sometimes told that there aren't enough staff drivers to be able to complete my ride request
- ☐ More help with the technology tools I have to use to schedule rides, and better instruction on when to use them
- ☐ Help coordinating my transportation with my medical and service providers, making sure I can get rides to and from my appointments and procedures
- ☐ Additional rides for my non-medical trips, such as going to the grocery store, pharmacy, or church/temple
- ☐ More availability of weekend or late evening rides
- ☐ The transportation providers I use in my area need more funding overall, so they can provide better service
- ☐ Other _____

How to Submit

Please return your completed form to the event organizer or:

Email to:

Jessica.Maffey@drpt.virginia.gov

Mail to:

Attn: Jess Maffey
600 East Main Street, Suite 2102
Richmond, VA 23219

Please reference “CHSM Plan” in the subject heading when submitting a completed feedback form via email.

You may also submit forms by mail at the address listed above.

Individuals who would prefer to provide feedback digitally can complete an online form at forms.office.com/e/2XbJnXgKeq.



Scan the QR Code to Access the Online Feedback Form.

Additional Comments