

IV. Assessment of Transportation Needs and Gaps

In an effort to better understand the OMEGA Region transportation needs, OMEGA and the Regional Coordinated Council examined research and data, as well as solicited input from the community in an effort to gather information about needs and gaps in transportation services.

The demographic and socio-economic conditions of the study area are discussed in the Demographics Chapter of this plan. The following overview is an evaluation of the gaps in service based upon geographic data as well as from the perspective of the targeted populations, transportation providers, and the general public.

OMEGA and a variety of stakeholders in the region, to solicit input, requested participation from any organization that could potentially be impacted by the coordinated transportation planning process. More information on how the lead agency engaged stakeholder and the general public is available upon request.

The following methods were used to assess transportation needs and gaps:

- Assessment of data and demographics
- Regional Coordinated Council Planning Meetings & Conference Calls
- Regional Coordinated Planning Committee Conference Calls
- Regional Mobility Management Conference Calls
- Public Workshops
- Public Surveys

Regional Demographic and Socio-Economic Data

Data for each target population group were aggregated by Census Block Group for transportation analysis. The demographic and socio-economic data is valuable because the highest and lowest densities individuals who are most likely to need transportation live are identified. This information can then be compared to the locations of major trip generators and available transportation services.

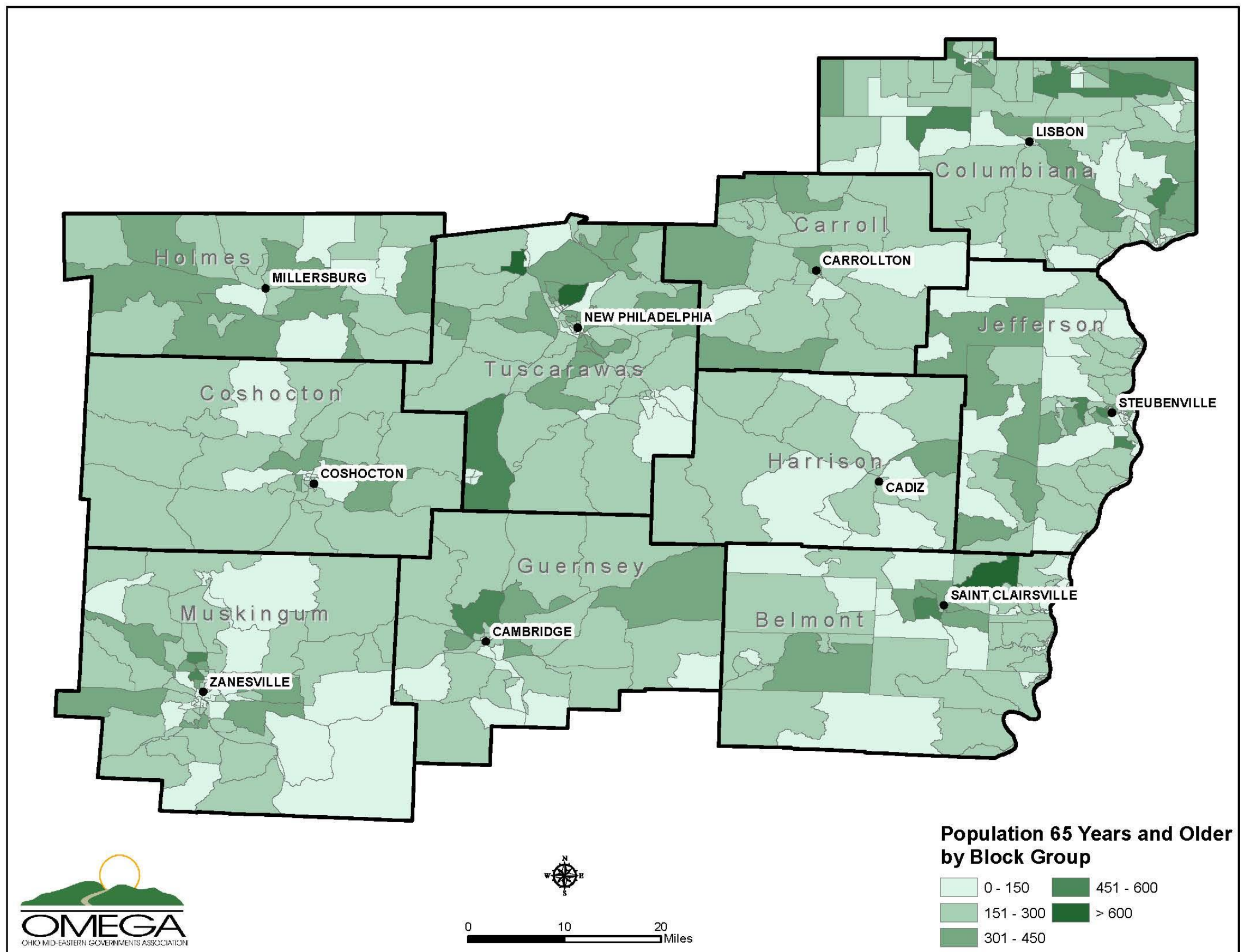
The following exhibit, **Map 4-1**, illustrates the areas where the number of older adults (age 65 and older) have more density per census block in the OMEGA Region. Currently, according to **Exhibit 2-2**, there are 103,768 individuals in the OMEGA Region who are age 65 or older. This represents 18% of the total population by age-group and is the second largest age-group population in the region.

As represented in **Map 4-1**, the region has a few block groups with a high concentration of senior populations, greater than 600 seniors per block group. These areas are primarily located northeast of St. Clairsville in Belmont County, west Steubenville, northeast Columbiana County and west of Lisbon, and north and northwest of New Philadelphia and Dover in Tuscarawas County. Block groups with 301-600 seniors surround most of the county seats but extend and spread out into the more rural county block groups. Lower concentration of seniors from 151-300 seniors per block group are generally spread out in the rural areas of the region outside the county seats. The least concentration, 0-150 seniors per block group, are mostly located in remote block groups of the region, however, transportation assistance to these more remote areas may still be needed.

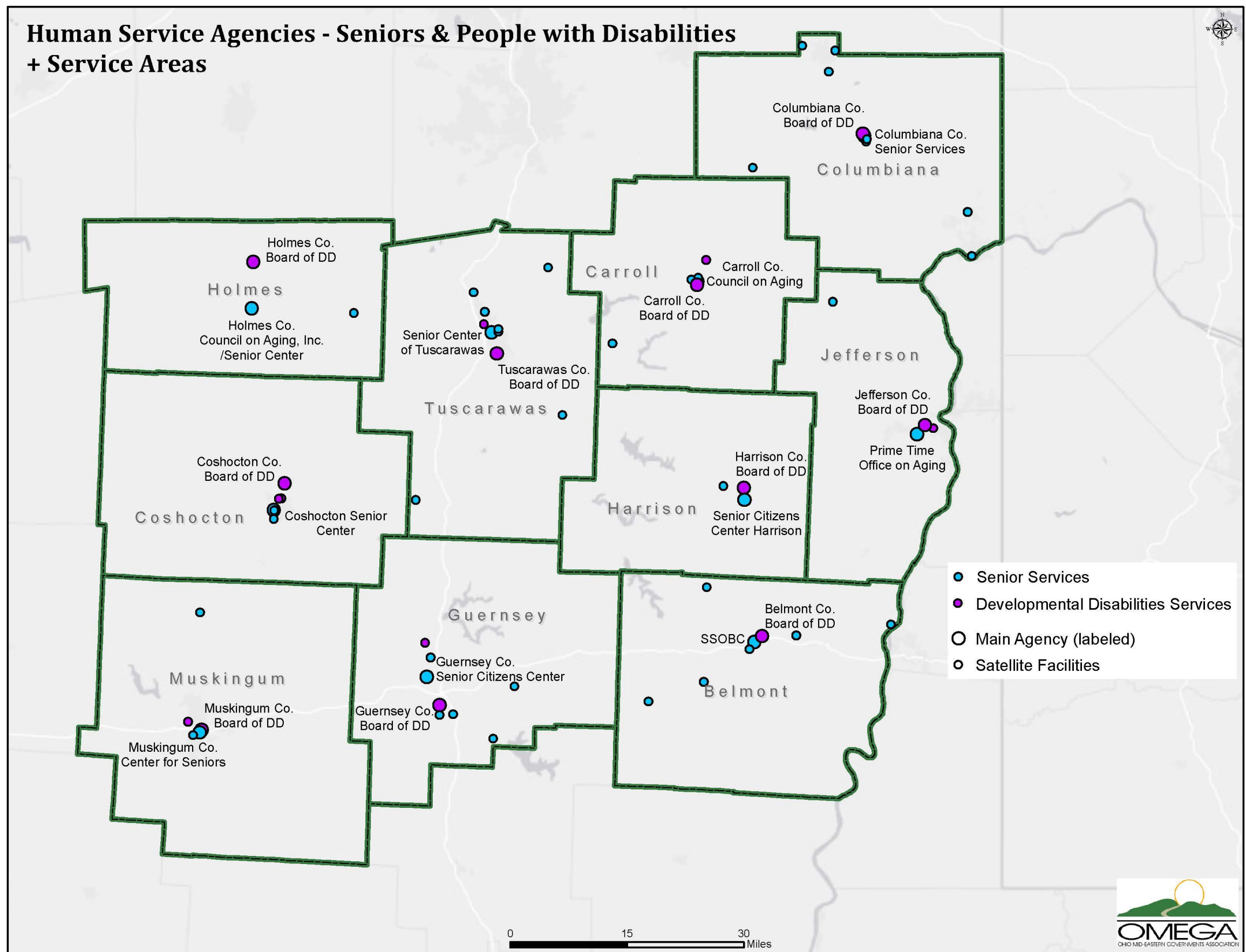
The areas that have a higher concentration of senior population, where the block group has 300 or more seniors, may be in most need of senior services. These areas are, by county:

- **Belmont County:** All around St. Clairsville primarily northeast and in western Belmont County bisected by SR 800.
- **Carroll County:** North of Carrollton and northwestern, west, and southwestern Carroll County.
- **Columbiana County:** Around Lisbon to the northeast and southeast, around Salem to the south, northeastern Columbiana County and in the southeast directly north of East Liverpool.
- **Coshocton County:** Northwest and to the east of Coshocton in Coshocton County.
- **Guernsey County:** North and east around Cambridge and northeast Guernsey County.
- **Harrison County:** Northeast of Cadiz and adjacent to western Jefferson County.
- **Holmes County:** Around the greater Millersburg area to the northeast and south as well as west and northwest Holmes County.
- **Jefferson County:** Western Jefferson County, around greater Steubenville to the west and south.
- **Muskingum County:** Around greater Zanesville to the north, northwest, west and east middle area of the county.
- **Tuscarawas County:** Southwest Tuscarawas County, north, northwest, and south of greater New Philadelphia.

These areas listed above have the highest concentration of seniors in the OMEGA Region and it may be advantageous to locate senior services within these areas. According to the Human Service Agencies Map (**Map 4-2**), most of these agencies are primarily located around the county seat and have satellite offices such as in Belmont, Columbiana, Guernsey, Holmes, and Tuscarawas Counties. It may be beneficial if agencies have satellite offices or another mechanism to connect many of the senior population that live in the more remote rural areas of their counties. This would benefit both the agency and the seniors to have satellite service facilities to decrease the transportation costs for both the agency and the seniors they serve.



MAP 4-1: MAP OF POPULATION DENSITY OF INDIVIDUALS AGE 65 AND OLDER

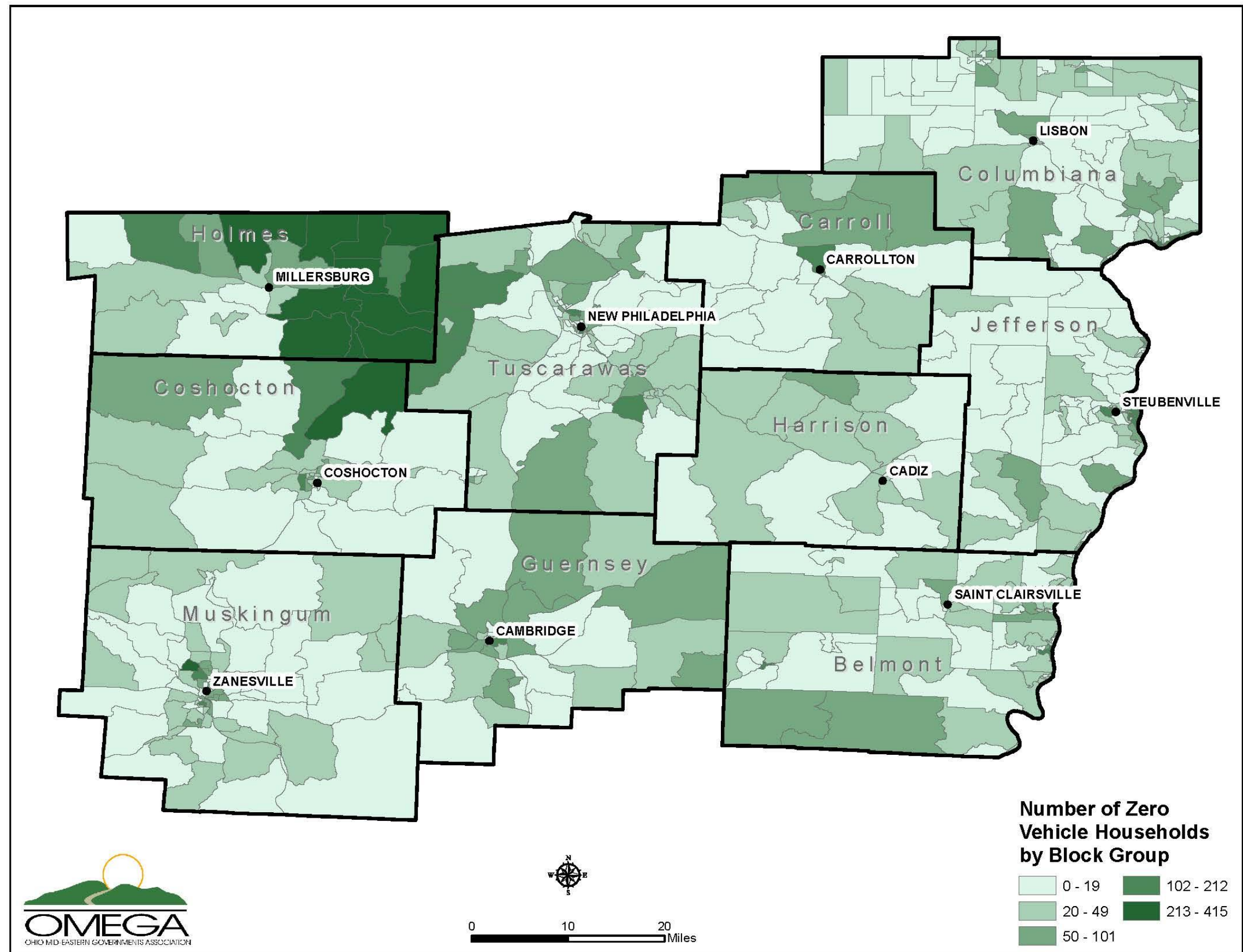


MAP 4-2: MAP OF HUMAN SERVICE AGENCIES THAT SERVE POPULATIONS OF SENIORS AND PEOPLE WITH DISABILITIES

Map 4-3 indicates the areas where the number of zero vehicle households are the highest in the OMEGA Region by block group. The absence of a vehicle in the household is often an indication of the need for transportation services. According to **Exhibit 2-9**, there are 18,642 renter and owner households in the entire region that do not own a personal vehicle. There can be many reasons why a household does not own a vehicle but one of the reasons may be due to financial constraints. This is a major problem as related to employment transportation since many aspiring job applicants are required to have reliable transportation in order to be hired and keep their job. This creates a complex problem where a person who does not own a vehicle may not get an opportunity to work because of a lack of reliable transportation. In this case, more availability of affordable transportation options may be key to help them keep a job to earn an income to pay for expenses such as a personal vehicle. Relying on family and friends may not be the best option because they may not always be available.

According to **Map 4-3**, the areas in the region that have a high concentration of households with zero-vehicles are eastern Holmes County, north and south of Millersburg, north and northeast Coshocton County, and western Tuscarawas County. These areas have a high Amish population which may be an indicator as to why this area is one of the highest zero-vehicle households' group in the region. Other areas that have a high concentration of zero-vehicle households are in north Carroll County, several block groups in Columbiana County, south and east Jefferson County along the river, south and east Belmont County along the river, central and north Harrison County, north central and east Guernsey County, and in Muskingum County surrounding the county seat of Zanesville. These areas of the region may benefit from more available services from human service transportation and public transit. Reliable transportation is vital for a person to obtain employment and to stay employed.

It is also important to relate this data to the poverty statistics as mentioned in **Exhibit 2-5 and Exhibit 2-6**. There are 13.7%, or 58,874, of the households in the region that are considered to be below the federal poverty level. For individuals, there are 87,800 people that have incomes below the federal poverty level, equating to 15.5% of the total population in the region. For people that live in poverty, they may have difficult decisions on how to manage their income when it comes to transportation choice. The zero-vehicle households and the individuals with incomes below the federal poverty line are populations that may be most improved with affordable transportation options available to them on a regular basis.



MAP 4-3: MAP OF DENSITY OF ZERO VEHICLE HOUSEHOLDS

Map 4-4A and **Map 4-4B** illustrate the location of the top destinations for the existing transportation providers as well as major trip generators for the region. There is a diverse mix of trip generators (medical, commercial, recreation, education, human services, and industrial) all throughout the region and most are based geographically and demographically.

Most counties in the region have several national, regional, and local types of commercial businesses for restaurants, groceries, hardware, auto-repair, and other commercial centers. Most counties in the region also have at least one mall or shopping center located within their county which helps centrally locate a mix of these business offerings. Most counties also have several medical service options, since there are hospitals, medical facilities, or doctor offices. Most counties have a healthy collection of recreational facilities either in parks, gyms, golf courses, country clubs, hiking trails, and wildlife areas. Most counties have plenty of educational options from elementary, middle, high school, technical schools, small colleges, state university satellite campuses, such as Ohio University and Kent State, as well as local career centers. Human services are also available to the residents of the respective counties as each has a council on aging, developmental disability board, job and family service, service for veterans, and other services tailored to the specific area. Most of the counties also have plenty of industrial services that provide employment opportunities. In Belmont, Carroll, Columbiana, Guernsey, Harrison, and Jefferson counties, the oil and gas industry is growing. It is also growing in Tuscarawas, with the presence of Schlumberger Technologies and US Well Service Group, as well as the chemical industry. Also, in Columbiana County, there are more metal and material manufacturing, auto and machine industries, and other industries throughout.

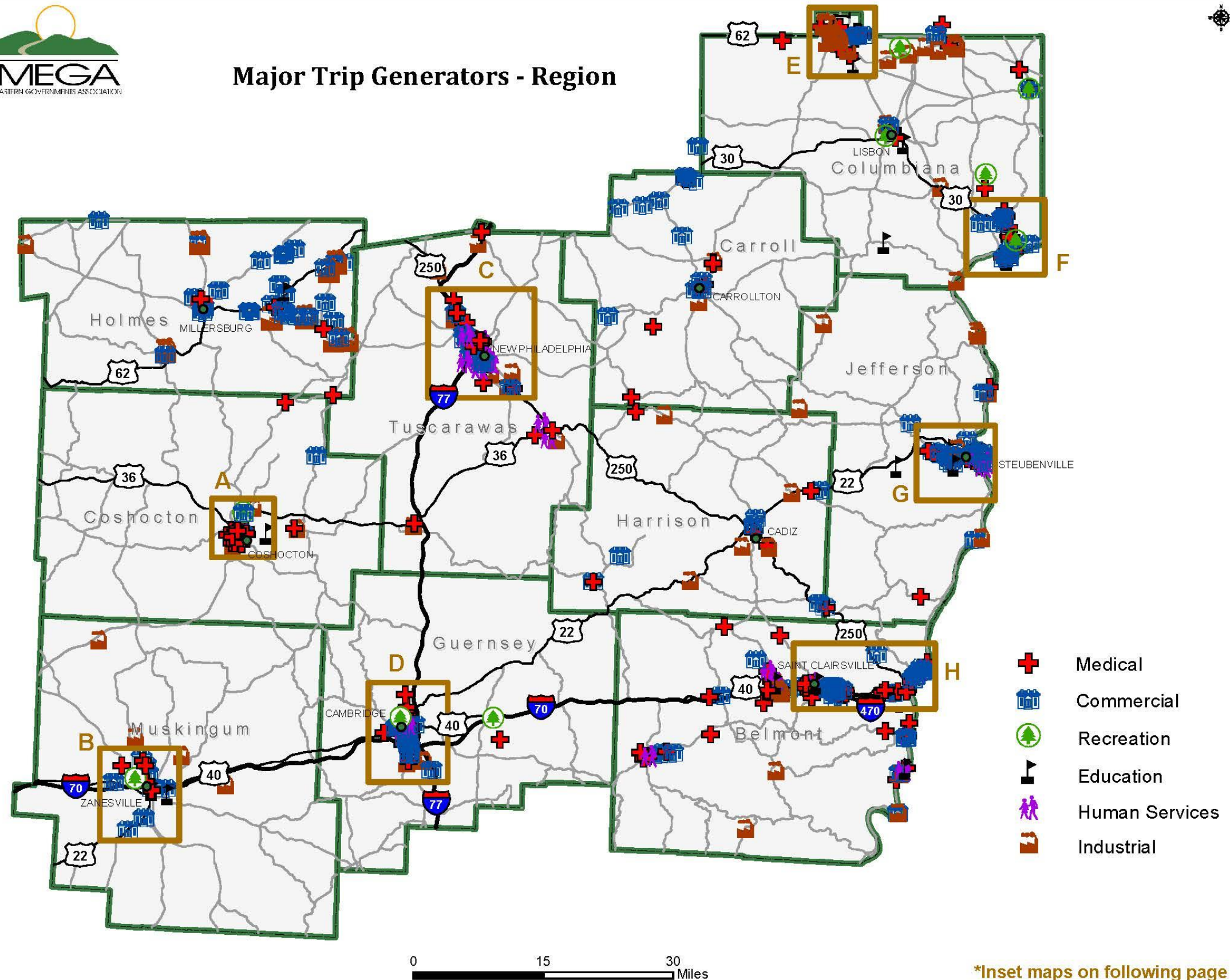
Some local and regional chains and services are naturally located in counties close to their headquarters or where they primarily serve. For instance, Tuscarawas and Columbiana counties in the north have plenty of companies that are based in Northeast Ohio, such as Cleveland Clinic, Giant Eagle, Buehlers, Sherwin Williams, and Goodwill Industries of Greater Cleveland. Belmont, Guernsey, and Jefferson counties have companies from southwest Pennsylvania or southeast Ohio such as Reisbeck's, United Dairy Inc., and Fraley and Schilling Inc. There are a few hospitals that serve the region trips such as Genesis Hospital, Trinity Medical Center, Cleveland Clinic Union Hospital, and Southeastern Ohio Regional Medical Center, but there are very limited primary care facilities. For these trips, many regional residents make the trip to either Cleveland, Canton, Columbus, Wheeling, or Pittsburgh.

The least populous counties such as Harrison, Carroll, Coshocton and Guernsey have greater challenges in providing services. The human services are less comparatively since there is a lower population in these counties, however, the need is just as great. Each county has schools up through High School with a few options for higher education. Carroll and Harrison counties do not have any post-secondary education options other than the Belmont-Harrison Career Center in Cadiz. Coshocton and Guernsey counties have career centers as well as small colleges, Central Ohio Technical College and Zane State College – Willet Pratt Training Center, respectively. There are a good number of chain businesses and industries, but it is challenging to hire candidates if youth leave for school out of the region. There may be a need to encourage the youth to attend vocational schools, colleges, and universities in the region.

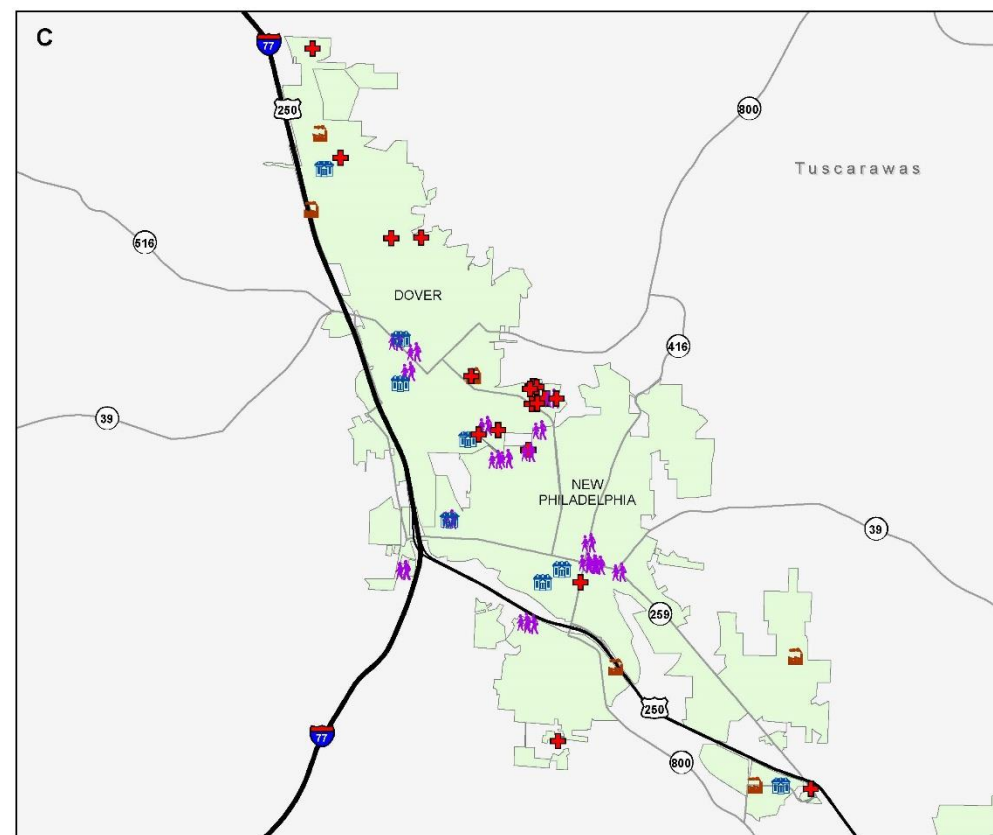
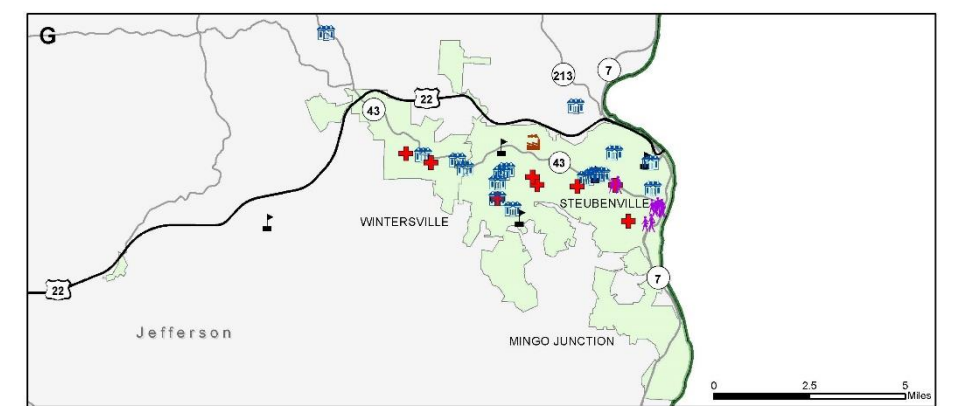
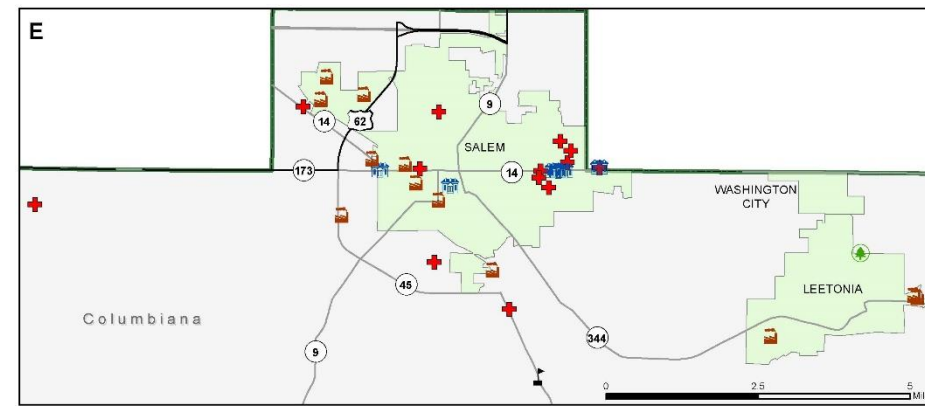
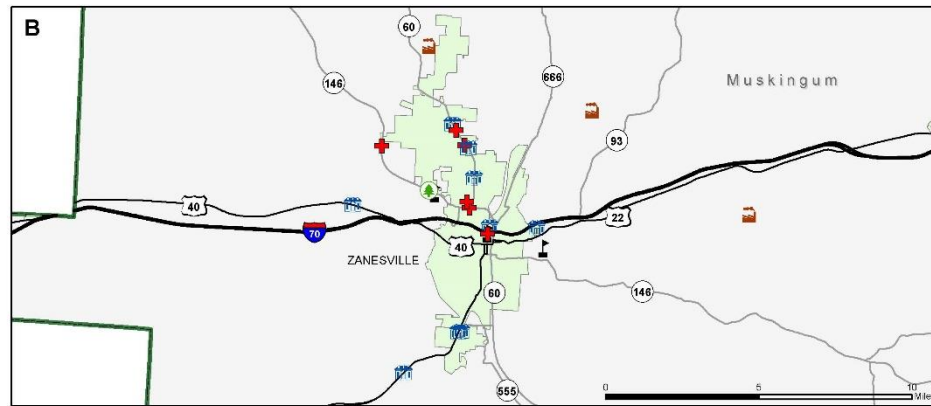
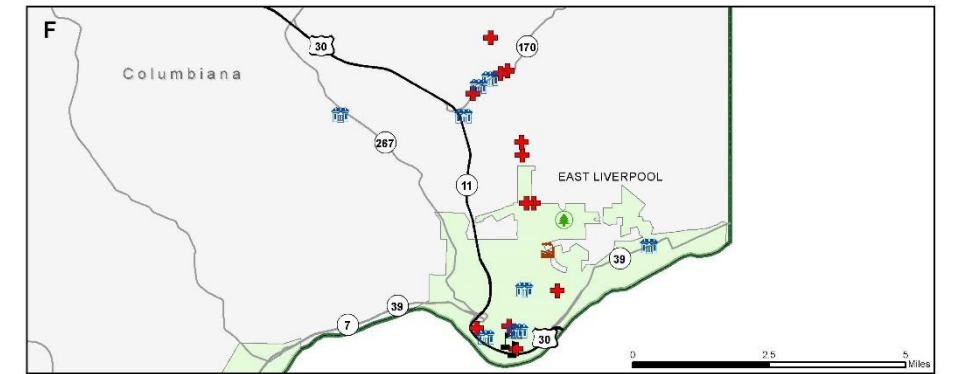
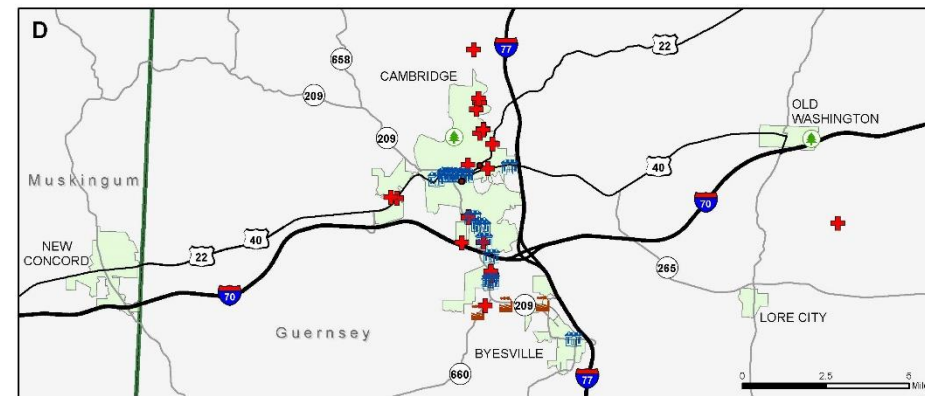
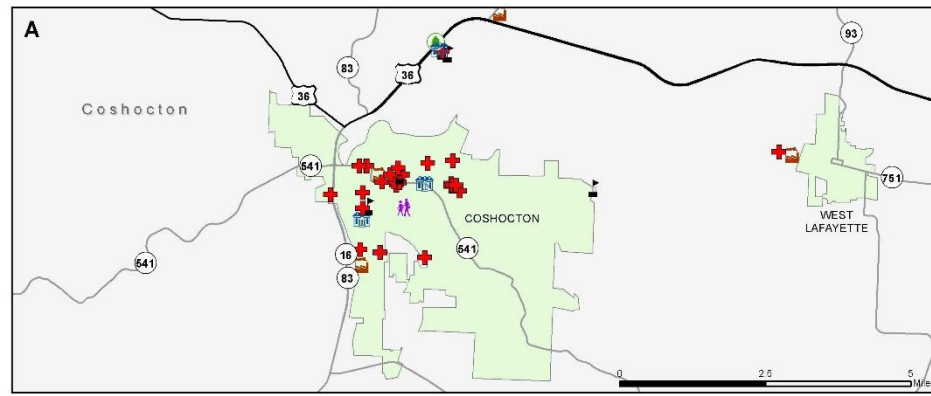
Holmes County has a strong mix of schools available as well as many private businesses which offer job opportunities to its residents. It is deficient on medical facilities since Pomerene Hospital in Millersburg is the largest hospital in the county but may have difficulty serving the county's medical needs. Many residents go north to Wooster or Canton for specialized medical care. There are many industrial

businesses which continues to strengthen their local economy. According to the 2017 US Census American Community Survey, Holmes County leads the region for the lowest unemployment rate (3.5%), lowest poverty rate for individuals (12.9%), poverty rate for households (9.1%), and the lowest disability rate (8.3%). Holmes County does have the highest Limited English Proficiency (20.2%) in the region primarily because they have one of the largest Amish populations.

Major Trip Generators - Region

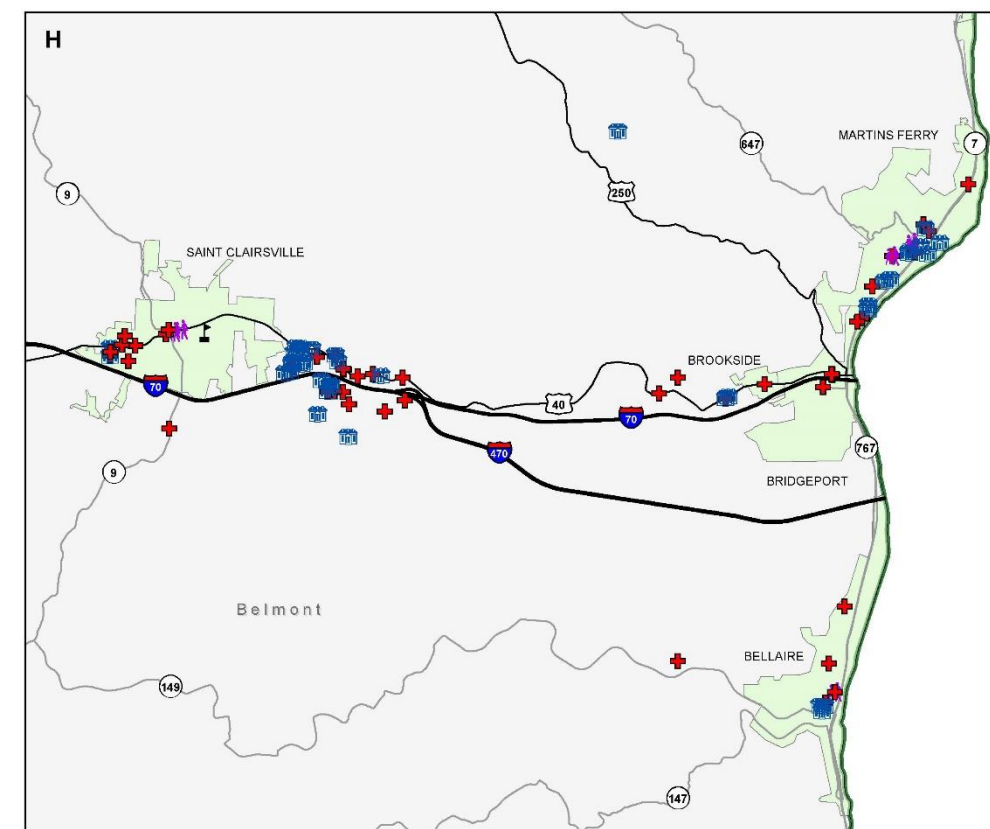


MAP 4-4A: MAP OF MAJOR TRIP GENERATORS



Major Trip Generators - Region Insets

- Medical
- Commercial
- Recreation
- Education
- Human Services
- Industrial



MAP 4-4B: MAP INSETS OF MAJOR TRIP GENERATORS BY MAJOR CITIES AND TOWNS (A – H)

Analysis of Demographic Data

When analyzing transportation needs from the public it is vital to know the demographics in the region. In relation to the ODOT 5310/5311 funding, the primary funding is to help transportation service providers that transport elderly and people with disabilities. This is the reason why knowing what the age demographics are in the region is important. Demographics are summarized by county and by the region in **Exhibit 4-1A** through **Exhibit 4-1K**. In the OMEGA Region, 18% of the population (103,768) people are considered to be seniors, age 65 and over. This percentage can vary as you travel throughout the region as the counties may differ. The disability rate in the region is 15% or 88,860 people with any kind of disability. These are the most vulnerable populations in our region in that they may not have reliable transportation and may benefit from having services available to their demographic. Most of the county seats are located in the middle of the county and may be center of the services which may be far from the vulnerable populations. Other demographics that relate are poverty because people who live in poverty may not be able to afford a personal vehicle or even be able to pay for transportation service. The poverty rate by population, 15.5% or 87,800 individuals, is very close to the disability rate for the region. The household poverty rate in the region is currently 13.7% or 58,874 households in region. It can be very challenging for people in poverty to have their mobility needs met for employment, medical, or commercial reasons.

Employment is a great challenge because having reliable transportation may be a requirement to be gainfully employed. If a person doesn't own a car or relies on family or friends and then may be unable to make it to work regularly, they will be at risk to lose their job. Staying employed can help an individual get out of poverty and work towards saving money to either purchase a vehicle or pay for transportation service. The region unemployment rate is currently 5.5% which equates to 3.1% of the working age population and accounts for 14,100 individuals. Of the total households, there are 8% or 18,842 households that have zero-vehicles. With the growth of specific industries in the region, especially the energy and the petrochemical industries, this may impact the region for new employees. However many new employees this industry hires, reliable transportation to get to work on a regular basis will be required because many of the jobs may be far away from where they currently live.

The OMEGA Region has a growing senior and youth population yielding a diverse mix of young and old populations in the region. The top two age groups by population are the seniors (65 years old and older) and the youth (0 – 14-year-old), both 18%, and are projected to remain as such as well as show some growth for the next 20 years. The projection over the next 20 years is that the age groups between 15 – 44 years old, will neither grow nor decline which proves stability in the age groups in the region. The only age groups projected to show some decline in the next couple decades are the age groups between 45 – 64 years old. The reason for this decline can be twofold in that the individuals in these groups now will become seniors after 20 years as well as the young adults who enter college may leave the region.

As the population continues to age in the region, the rate of people with disabilities may also increase. The current disability rate of 15% may be expected to rise with the population aging and may require more services for the elderly and people with disabilities. There are over 58,000 (13.7%) and 87,000 (15.5%) of households and individuals that are below the federal poverty level, respectively. This is important to know as it relates to the unemployment rate of 5.5% in the region. Connecting people who need jobs with reliable transportation is complex problem. There are currently over 18,000 zero-vehicle households which do not have access to their own personal vehicles. It is especially difficult for people in these households to acquire a stable job when they don't have their vehicle. It may benefit these

households to have more transportation options made available to them so they can earn a job and a stable income.

Based on the 2017 US Census American Community Survey, for the population that currently work (246,200 employees), 82.6% drive themselves and 9.1% carpool with other employees. The lowest group of commuters to work are those that use public transportation, which equates to only 0.3% or 739 employees of the region's workforce. They may use public transportation more if they are aware that it can connect them to their place of employment and that the trip is cheaper for them than driving or carpooling. An important caveat of people's commute to work is their location of employment. In the region, there are over 25,000 employees, or 10.3% of employees in the region that leave the state of Ohio for their regular employment. Approximately, 28.5% of employees in the region, or more than 63,000 employees, leave their county of residence daily to go to work. More than a quarter of the workforce in the region work in an adjacent county or further than that for their job. There are many people in the region that travel far for their work and it can be challenging for them to maintain reliable transportation for them to use in order to sustain their employment.

For specific analyses per county and region based on the demographics already discussed:

BELMONT COUNTY		
Demographic	Population	Percentage
Total Population	70,400	-
Senior Population	13,086	19%
People with Disabilities	10,984	15.6%
Individual Poverty	9,553	15%
Household Poverty	9,528	34%
Unemployed	1,548	4.8%
Zero-Vehicle Households	2,263	8.2%

EXHIBIT 4-1A: DEMOGRAPHIC DATA BY COUNTY – BELMONT COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

CARROLL COUNTY		
Demographic	Population	Percentage
Total Population	28,836	-
Senior Population	5,399	19%
People with Disabilities	3,903	14%
Individual Poverty	3,873	14%
Household Poverty	3,235	29.6%
Unemployed	655	4.9%
Zero-Vehicle Households	504	4.6%

EXHIBIT 4-1B: DEMOGRAPHIC DATA BY COUNTY – CARROLL COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

COLUMBIANA COUNTY		
Demographic	Population	Percentage
Total Population	107,801	-
Senior Population	19,240	18.3%
People with Disabilities	16,390	16.2%
Individual Poverty	15,538	15.4%
Household Poverty	11,532	13.5%
Unemployed	1,771	3.8%
Zero-Vehicle Households	2,787	6.7%

EXHIBIT 4-1C: DEMOGRAPHIC DATA BY COUNTY – COLUMBIANA COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

COSHOCOTON COUNTY		
Demographic	Population	Percentage
Total Population	36,901	-
Senior Population	6,602	17.9%
People with Disabilities	5,328	14.7%
Individual Poverty	5,424	15%
Household Poverty	3,877	12.7%
Unemployed	602	4.3%
Zero-Vehicle Households	1,331	9.3%

EXHIBIT 4-1D: DEMOGRAPHIC DATA BY COUNTY – COSHOCTON COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

GUERNSEY COUNTY		
Demographic	Population	Percentage
Total Population	40,087	-
Senior Population	6,301	15.7%
People with Disabilities	7,087	18.2%
Individual Poverty	7,857	20.2%
Household Poverty	5,951	18.6%
Unemployment Rate	801	4.4%
Zero-Vehicle Households	1,372	8.5%

EXHIBIT 4-1E: DEMOGRAPHIC DATA BY COUNTY – GUERNSEY COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

HARRISON COUNTY		
Demographic	Population	Percentage
Total Population	15,864	-
Senior Population	3,125	20%
People with Disabilities	2,623	16.9%
Individual Poverty	2,756	18.1%
Household Poverty	2,084	33.2%
Unemployed	323	2.5%
Zero-Vehicle Households	400	6.4%

EXHIBIT 4-1F: DEMOGRAPHIC DATA BY COUNTY – HARRISON COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

HOLMES COUNTY		
Demographic	Population	Percentage
Total Population	42,366	-
Senior Population	5,453	13%
People with Disabilities	3,846	8.8%
Individual Poverty	5,504	12.9%
Household Poverty	1,003	9.9%
Unemployed	746	3.7%
Zero-Vehicle Households	3,706	29.6%

EXHIBIT 4-1G: DEMOGRAPHIC DATA BY COUNTY – HOLMES COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

JEFFERSON COUNTY		
Demographic	Population	Percentage
Total Population	69,709	-
Senior Population	13,193	20%
People with Disabilities	12,310	18.4%
Individual Poverty	11,208	17.2%
Household Poverty	9,920	35.5%
Unemployed	1,935	6.6%
Zero-Vehicle Households	2,486	8.9%

EXHIBIT 4-1H: DEMOGRAPHIC DATA BY COUNTY – JEFFERSON COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

MUSKINGUM COUNTY		
Demographic	Population	Percentage
Total Population	86,074	-
Senior Population	14,441	16.8%
People with Disabilities	13,967	16.4%
Individual Poverty	13,877	16.6%
Household Poverty	10,130	14.6%
Unemployed	1,572	4%
Zero-Vehicle Households	2,545	7.4%

EXHIBIT 4-1I: DEMOGRAPHIC DATA BY COUNTY – MUSKINGUM COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

TUSCARAWAS COUNTY		
Demographic	Population	Percentage
Total Population	92,582	-
Senior Population	17,053	18.4%
People with Disabilities	12,856	14%
Individual Poverty	12,610	13.8%
Household Poverty	9,104	11.9%
Unemployment Rate	1,503	3.4%
Zero-Vehicle Households	2,709	7.4%

EXHIBIT 4-1J: DEMOGRAPHIC DATA BY COUNTY – TUSCARAWAS COUNTY
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

OMEGA REGION		
Demographic	Population	Percentage
Total Population	584,566	-
Senior Population	103,768	17.8%
People with Disabilities	88,860	15.2%
Individual Poverty	87,800	15.0%
Household Poverty	58,874	13.7%
Unemployment Rate	14,100	5.5%
Zero-Vehicle Households	18,642	8.1%

EXHIBIT 4-1K: DEMOGRAPHIC DATA BY COUNTY – OMEGA REGION
 (Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

General Public and Stakeholder Meetings/Focus Groups

OMEGA and other stakeholders hosted and facilitated five local meetings and focus groups to discuss the unmet transportation needs and gaps in mobility and transportation. Over 200 people participated in the meetings. Of those, **55.2%** self-identified as older adults and **29.8%** self-identified as being a person with a disability. More information about what meetings were held and attendance at those meetings is available upon request.

During the Regional Coordinated Council meeting, OMEGA provided an overview of the activities conducted to date associated with the development of the Regional Coordinated Public Transit/Human Services Transportation Plan.

Following the formal presentation, the stakeholders were asked to discuss the gaps in transportation services and needs. The focus of the discussion was transportation services for older adults, individuals with disabilities, and people with low incomes. However, several topics also discussed were the impact of mobility options for the general public.

Each participant was asked to rank the needs/gaps using colored dots representing a high, medium, or low priority and whether or not to delete any of the needs or gaps in transportation services.

Participants discussed more than 49 mobility issues to achieve, preserve, avoid, or eliminate through coordination during the meetings. A major focus of this regional plan is to make certain that these unmet needs are considered and addressed by the goals and strategies identified in this plan. The exhibit at the end of this section provides a summary of the unmet mobility needs discussed during the meetings as well as the needs identified by the survey results.

Surveys

The following survey summary includes the information gained from the surveys that were completed. OMEGA received 1,209 surveys from the general public. Of those responding to the survey, 29.8 % of individuals with disabilities completed the survey and 55.2% of older adults completed the survey. This was a non-scientific survey and may not be representative of the public in the entire region. It only represents the public that answered the surveys.

A thorough graphical representation of the survey results can be found in **Appendix M**.

The percentage of responses by age are:

- Age 65 and older - 55.2%.
- Age 55 to 64 - 15.5%.
- Age 45 to 54 - 9.8%,
- Age 35 to 44 – 7.1%
- Age 25 to 34 – 6.4%
- Age 15 to 24 - 5.5%
- Age 0 to 14 - 0.5%.

This age spread of survey responses may be due for two reasons. One, referring back to **Chart 2**, the senior population for the age group of 65 and older is second largest age cohort for the entire region at 18% and continuously growing. Referring back to **Chart 1B**, this age cohort is growing quickly and by 2020 is expected to be the largest age cohort. The second reason is that a majority of the public workshops were organized in conjunction with a county senior event or hosted at a senior center.

The percentage of response by county are:

- Guernsey County – 19.4%
- Jefferson County – 19.1%
- Belmont County – 18.4%
- Tuscarawas County – 10.3%
- Carroll County – 9.6%
- Columbiana County – 9.2%
- Coshocton County – 8.4%
- Muskingum County – 4.5%
- Harrison – 0.7%
- Holmes – 0.4%

The survey results are not correlated with population and are merely reflections of those who participated and responded to the survey.

Responses to the transportation options that have been used in the last year by the survey respondent or anyone in their family:

- Personal Vehicle – 73.4%
- Public Transit – 22.8%
- Senior Service Agencies – 22.1%
- Taxi Service – 9.4%

- Carpool/Vanpool – 9.1%
- Uber/Lyft – 4.1%
- Faith Based Organizations – 2.6%
- No Answer – 1.6%
- Family/Friends – 0.9%
- N/A – 0.3%
- Bike/Walk – 0.3%

The main reasons that would make using transportation service/public transit more appealing:

- Low Cost/Save Money – 63%
- Flexibility – 41.2%
- Personal Access – 37.0%
- Handicap Assistance – 31.4%
- Saves Time Per Trip – 16.0%
- Not Applicable – 2.7%
- Other – 1.3%

Some of the Other responses consisted of “another option when family can’t drive”, or “available to individuals who live in rural areas”, and “maybe when I can’t drive anymore” are just a few examples. Many of the respondents may seek out public transportation more if the cost per trip was less than them or their family members driving them.

The top overall responses for the types of trips taken regularly throughout the week were:

- Commercial (Shopping) – 57.3%
- Medical – 56.4%
- Recreational/Social/Church/Family – 52.7%
- Work – 32.4%
- Education – 9.8%

Since respondents could answer as many choices as they preferred, the total percentage exceeds 100%.

Outside of their local area, the destinations travelled more frequently were:

- An Adjacent County – 54.9%
- West Virginia – 25.6%
- Columbus, Central Ohio Region – 20.1%
- Pittsburgh, Southwest Pennsylvania Region – 17.7%
- Cleveland, Northeast Ohio Region – 9.2%
- Youngstown, OH – 5.6%
- Not Applicable – 3.4%
- Other Regional Counties/Towns – 1.9%
- Akron/Canton – 1.1%
- Don’t or Can’t Leave – 0.9%
- South Ohio – 0.5%
- Northwest Ohio – 0.5%

From the public perspective, the survey respondents tend to make frequent local trips but second to that are trips to West Virginia. This can be assumed from the 47.5% of the respondents from Belmont, Columbiana, and Jefferson Counties that many trips come from these three counties in the region since they all border West Virginia. The other trips to Columbus, Pittsburgh, and Cleveland may be related to the number of Medical trips that are taken out of the region for specialty care.

Since respondents could answer as many choices as they preferred, the total percentage exceeds 100%. The changes that the public suggests for improving transportation services in the region were:

- More Availability – 64.7%
- Reduce Wait Time – 31.9%
- Payment Options – 24.9%
- Advertising Services – 20%
- Shorter Trips – 13.0%
- Improve Vehicles – 12.6%
- N/A – 0.7%

Of the few short answer responses that were left for this question, some want to improve “the frequency of trips”, offer a “wider range of area of service”, as well as “expand service hours and vehicle size”. Something also to take into consideration especially for medical trips is that it may be “difficult to wait for others if they are worn out or in pain from an appointment and the trip”. Based upon these responses, expanding service hours and adding vehicles and drivers to increase the transportation service in the region appears to be a priority.

The top responses on what prevents the respondents from using transportation services on a regular basis are:

- Still Drive Yourself – 51.1%
- Family Provides Trips – 16%
- Transportation Options Unclear – 11.1%
- Schedule Conflicts – 9.7%
- Cost – 5.5%
- Driver’s License – 3.9%
- Safety – 2.3%
- Other – 0.4%

It is interesting that cost was not selected more as a reason to prevent someone from using transportation services regularly when Low Cost was the top response in the fourth question for someone to have transportation more appealing to them. A total of 67.1% of the respondents answered that either they or a family member drives them on a regular basis. Increased awareness of the transportation options available or eligibility may increase use of public transit or human service transportation. At a couple of the public workshops, many seniors that took the survey reported they still drive themselves and mentioned they would use transportation services during the evening and night if available. Many seniors may be unaware that they are eligible for transportation from Senior Services. An extension of evening and night service hours may be beneficial.

The respondent's knowledge on the conditions of transportation service and/or public transit in the region are:

- Stayed the Same – 57.5%
- Improved – 29.2%
- Declined – 12.8%
- N/A – 0.5%

The next two questions were relevant to people with disabilities and populations that may be in need to use specific human services for their demographic. Regarding whether or not the respondent had a disability that requires them to use a cane, walker, wheelchair, or any other device or equipment to help them be mobile:

- Yes – 29.8%
- No – 70.2%

Whether or not the respondent or their family member currently use any transportation services available to them through Human Services benefits:

- Yes – 27.2%
- No – 72.8%

This may be because there is a lack of awareness of the services available to them on a regular basis and what they may be eligible to use.

A more specific analysis of this data, of those who responded as being a person with a disability:

- 27% responded "Personal Access" as more appealing to use public transit/human service transportation
- 53% responded "Handicap Assistance" as more appealing to use public transit/human service transportation

Of those who responded that they or a family member use transportation service available through human service benefits:

- 37% responded "Personal Access" as more appealing to use public transit/human service transportation
- 42.1% responded "Handicap Assistance" as more appealing to use public transit/human service transportation

The last two questions dealt with the times of the day and days of the week that the respondents prefer to use human service transportation/public transit if it were available to them. Based on the responses, the day of the week does not appear to matter since the responses only varied by a small percentage.

Challenges to Coordinated Transportation – Stakeholders

In addition to identifying needs, the Regional Coordinated Council gathered information from stakeholders and used their own professional experience to identify challenges to providing coordinated transportation services. These challenges include the following:

- Limited Funding
- Local Match
- Limited Resources/Technology
- Limited Broadband Service
- Insufficient Marketing
- Outreach to Public
- Incompatible Technology among Agencies
- Trip Duplications
- Transportation Service Provider Barriers/Limitations to Serve Public
- Trip Denials
- Eligibility Requirements
- Maintaining Qualified Drivers
- Sustainable Staff Size
 - Drivers
 - Schedulers
 - Dispatchers
- Trip Billing Across the Region
- No Set Fees for Out-of-Region Trips
- Transportation Across County Borders
- Each County Department of Jobs & Family Services Operate Independently
- Local Hospitals Closing
- Lack of consistent policies across all agencies, such as for no-shows or denials

Summary of Unmet Mobility Needs in Region – Stakeholders

The following exhibit describes the unmet transportation needs identified by the regional stakeholders and the method used to prioritize each need. Needs are listed in order of their rank in highest to lowest priority.

EXHIBIT 4-2: PRIORITIZED UNMET MOBILITY NEEDS – STAKEHOLDERS

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	Employment transportation <ul style="list-style-type: none">• Weekend service for DD Employment• Service for third shift	<i>Regional Coordinated Council Meeting; Council Rank</i>
2	Transportation for medical outside county	<i>Regional Coordinated Council Meeting; Council Rank</i>
3	Transportation for medical outside state	<i>Regional Coordinated Council Meeting; Council Rank</i>
4	Funding source for scheduling software and cost	<i>Regional Coordinated Council Meeting; Council Rank</i>
5	Expanded service hours if not Medicaid	<i>Regional Coordinated Council Meeting; Council Rank</i>
6	Able to go outside county because of high demand within county	<i>Regional Coordinated Council Meeting; Council Rank</i>
7	Local area hospitals closing causing longer trips for providers and patients	<i>Regional Coordinated Council Meeting; Council added at August 2019 Meeting</i>

On the following page is a graphic of the SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) that was complete during the Inaugural Regional Coordinated Council meeting. It also includes the Unmet Needs that the council revealed and how they relate to both the weaknesses and the threats that pertain to the region. The Goals and Strategies relate to the points that were developed in the strengths and opportunities within the analysis.

REGIONAL COORDINATED COUNCIL SWOT ANALYSIS + UNMET NEEDS

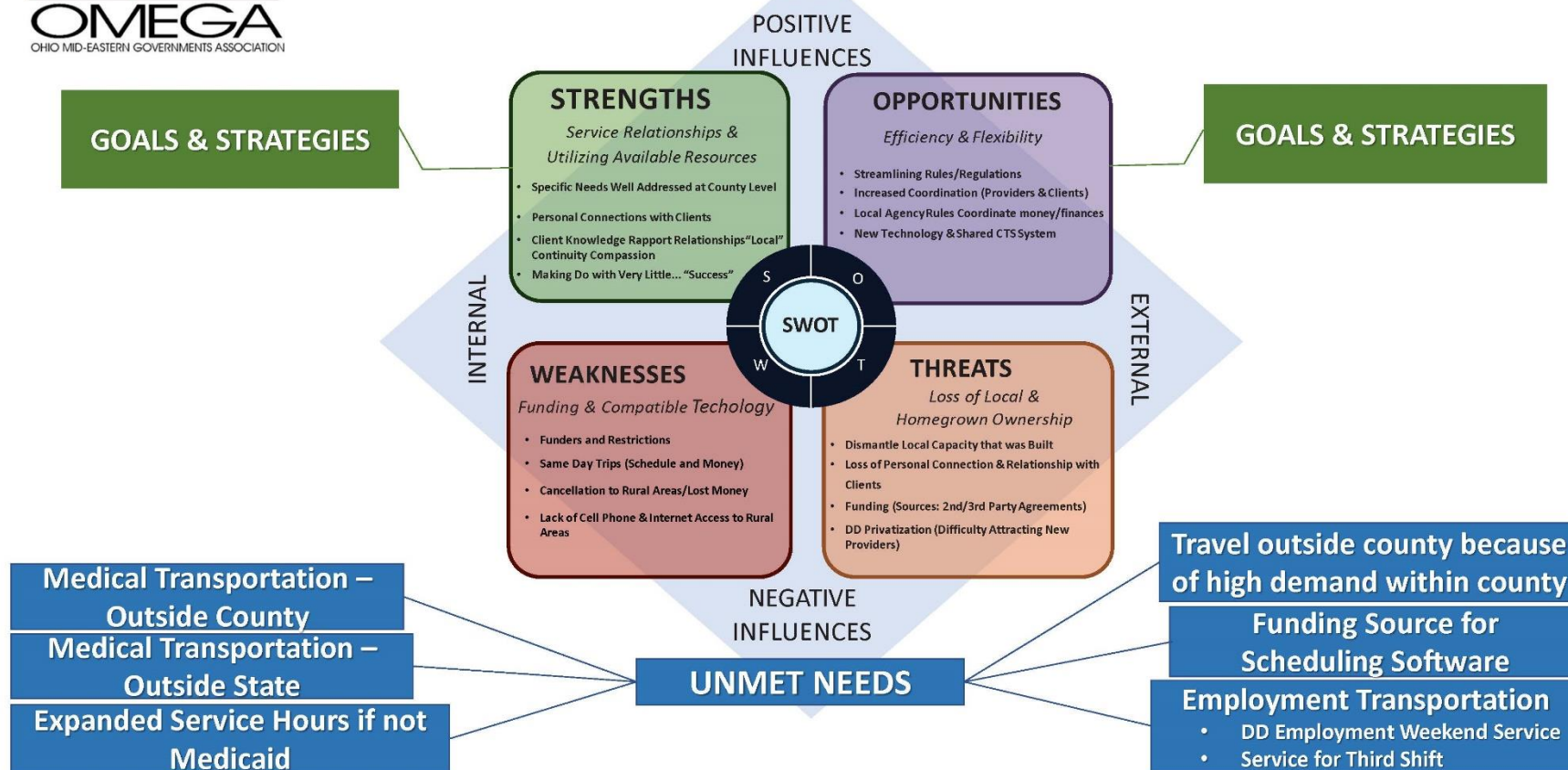


EXHIBIT 4-3: OMEGA REGIONAL SWOT ANALYSIS ASSOCIATED WITH UNMET NEEDS

Summary of Unmet Mobility Needs in Region – Public

The following tables describe the unmet transportation needs identified by the public at various public meetings and the method used to prioritize each need. Needs are listed in order of their rank in highest to lowest priority.

May 8, 2019 – AAA9 Older Adult Extravaganza, Guernsey County

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	More weekend service • Especially all-day Saturday	Senior Event/Public Workshop; Public Vote
2	Night Transportation • For the visually impaired	Senior Event/Public Workshop; Public Vote
3	Morning service and on Sundays for church services	Senior Event/Public Workshop; Public Vote
4	Coordinate Trip scheduling with Doctor Appointments Ex. Prescription/Shopping with Appointments	Senior Event/Public Workshop; Public Vote
5	More efficient Employment Transportation for Job Security	Senior Event/Public Workshop; Public Vote
6	Supplemental bariatric services	Senior Event/Public Workshop; Public Vote
7	More Cab service	Senior Event/Public Workshop; Public Vote
8	Autonomous cars for seniors	Senior Event/Public Workshop; Public Vote
9	Expanded Fixed Route Service	Senior Event/Public Workshop; Public Vote
10	Free service for seniors	Senior Event/Public Workshop; Public Vote
11	Easy load ramps and lifts for vehicles	Senior Event/Public Workshop; Public Vote
12	Simplify Public Information (i.e. brochures)	Senior Event/Public Workshop; Public Vote

EXHIBIT 4-4A: PRIORITIZED UNMET MOBILITY NEEDS – GUERNSEY COUNTY PUBLIC WORKSHOP

**May 13, 2019 – PrimeTime Office on Aging, Senior Lunch,
Jefferson County**

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	More frequent trips	<i>Senior Event/Public Workshop; Public Vote</i>
2	Better transfer service	<i>Senior Event/Public Workshop; Public Vote</i>
3	Extended hours <ul style="list-style-type: none"> • Sundays • Holidays • Nights/Evenings 	<i>Senior Event/Public Workshop; Public Vote</i>
4	More door-to-door service <ul style="list-style-type: none"> • Include Toronto, Ohio 	<i>Senior Event/Public Workshop; Public Vote</i>
5	Can't get out of town	<i>Senior Event/Public Workshop; Public Vote</i>
6	Updated (newer) vehicles	<i>Senior Event/Public Workshop; Public Vote</i>
7	Free trips	<i>Senior Event/Public Workshop; Public Vote</i>
8	Educate the public to use public transit & human services transportation	<i>Senior Event/Public Workshop; Public Vote</i>
9	Better roads/improve conditions	<i>Senior Event/Public Workshop; Public Vote</i>
10	Greyhound lines bus stop in Steubenville using SVRTA Intermodal Building – Possibly Mega-Bus connections	<i>Senior Event/Public Workshop; Public Vote</i>

EXHIBIT 4-4B: PRIORITIZED UNMET MOBILITY NEEDS – JEFFERSON COUNTY PUBLIC WORKSHOP

May 16, 2019 – Wellness Day Event, Tuscarawas County

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	Transportation to and from the Akron/Canton Airport	Senior Event/Public Workshop; Public Vote
2	Uber/Lyft services	Senior Event/Public Workshop; Public Vote
3	Van available 7 days a week/Van available 5 days a week	Senior Event/Public Workshop; Public Vote
4	Out of county Transportation from Tuscarawas County to Stark County for medical appointments	Senior Event/Public Workshop; Public Vote
5	Bus to Dover-New Philadelphia <ul style="list-style-type: none"> CCUH* North – Dover CCUH* Central CCUH* South – New Philadelphia 	Senior Event/Public Workshop; Public Vote
6	Better connections to larger cities – More buses	Senior Event/Public Workshop; Public Vote
8	More payment options other than cash	Senior Event/Public Workshop; Public Vote
9	Public bike racks with rental box	Senior Event/Public Workshop; Public Vote
10	Jitney (van that follows transit bus, runs on the line in between buses for people that miss connections)	Senior Event/Public Workshop; Public Vote

EXHIBIT 4-4C: PRIORITIZED UNMET MOBILITY NEEDS – TUSCARAWAS COUNTY PUBLIC WORKSHOP

* Cleveland Clinic Union Hospital

May 20, 2019 – New Castle School of Trades Public Workshop, Columbiana County

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	Easy fare rate for low-income individuals to move throughout the region <ul style="list-style-type: none"> • Summer Pass/Seasonal pass • Day pass – one fare all day 	<i>Public Workshop; Public Vote</i>
2	Weekend travel <ul style="list-style-type: none"> • Commercial <ul style="list-style-type: none"> ○ Malls ○ Shopping Centers • Recreational <ul style="list-style-type: none"> ○ Parks ○ Lakes/Fishing ○ Highlandtown 	<i>Public Workshop; Public Vote</i>
3	More travel options for public transit Ex. Deviated Fixed Route Pilot in East Liverpool	<i>Public Workshop; Public Vote</i>

EXHIBIT 4-4D: PRIORITIZED UNMET MOBILITY NEEDS – COLUMBIANA COUNTY PUBLIC WORKSHOP

June 10, 2019 – Public Workshop, Muskingum County

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	Bus Stop Shelters	<i>Public Workshop; Public Vote</i>
2	Saturday Service <ul style="list-style-type: none"> • More Options • Vans 	<i>Public Workshop; Public Vote</i>
3	More Friendly Staff <ul style="list-style-type: none"> • Drivers 	<i>Public Workshop; Public Vote</i>

EXHIBIT 4-4E: PRIORITIZED UNMET MOBILITY NEEDS – MUSKINGUM COUNTY PUBLIC WORKSHOP

Public Survey – Questions 4, 7, 8 & 9: Short Answer Comment Summary

Unmet Need Description
Question 4: What would make using transportation service/public transit appealing to you?
Able to complete work/reading/other activities
Limited Personal Mobility Options
Services for handicapped and seniors
Can be regional instead of just per municipality
I would rather be able to walk. Suburban development is hurting the communities

Cleanliness
Cheap fare
No car
Safe
Direct access
More service than a taxi to have access in Coshocton
Better use of resources
A well-known and reputable program in the community
Cannot drive myself anymore
That they show up on their scheduled time
Available to individuals who live in rural areas
Better for the environment
Bike rack
Car seat ability
Don't like to drive where I don't know where I am going
Courtesy of Drivers
Do not have to do the driving
Carroll County needs more options for public transportation other than just 8a to 4p
Can't drive to Cleveland Clinic
If own car is not working or unavailable, and can't drive myself
Need more transit to and from jobs
Having the availability
Question 7: What changes do you suggest to improve transportation services?
Frequency of trips
Wider Range of Area
Longer hours for transportation till 7, bigger buses and transportation on weekends
Sometimes it's difficult for people to wait for others when they are in pain or worn out from services and trip
Expanded Hours
Question 8: What prevents you from using transportation services on a regular basis?
Not enough seats
Have not needed services at this time
Time
Can drive myself right now but parents are 85
Question 9: To your knowledge, have conditions regarding transportation service and/or public transit:
Not native to this area
More Services Available
Not enough seats
Difficulty for elderly to get to appointments and Medicaid services cost of providing services have increased
Expand hours and add more coverage

EXHIBIT 4-4F: PRIORITIZED UNMET MOBILITY NEEDS – PUBLIC SURVEY RESPONSES

EXHIBIT 4-5: SUMMARY OF PUBLIC UNMET MOBILITY NEEDS IN THE REGION

Rank	Unmet Need Description	*Method Used to Identify and Rank Need
1	More Weekend Service	<i>RCC, Public Workshop & Survey Comments</i>
2	More Travel Service & Payment Options	<i>RCC, Public Workshop & Survey Comments</i>
3	More Efficient Employment Transportation	<i>RCC, Public Workshop & Survey Comments</i>
4	Expand Other Types of Transportation Service	<i>RCC, Public Workshop & Survey Comments</i>
5	Improve & Increase Bus Service	<i>RCC, Public Workshop & Survey Comments</i>
6	Expand Non-Medicaid Service Hours	<i>RCC, Public Workshop & Survey Comments</i>
7	Offer Transfers & Improve City Connections	<i>RCC, Public Workshop & Survey Comments</i>
8	Increase Medical Transportation Outside County & State	<i>RCC, Public Workshop & Survey Comments</i>
9	Easy Fare/Rate for Low Income Individuals for Regional Mobility	<i>RCC, Public Workshop & Survey Comments</i>
10	Simplify Public Information (i.e. brochures)	<i>RCC, Public Workshop & Survey Comments</i>
11	Local Area Hospitals Closing Causing Longer Trips for Providers and Patients	<i>RCC, Council added August 2019 Meeting</i>
12	More Frequent Trips	<i>Top Public Workshop Comment</i>
12	Evening Transportation Service	<i>Top Public Workshop Comment</i>
12	Transportation to and from the Akron/Canton Airport	<i>Top Public Workshop Comment</i>
12	Bus Stop Shelters	<i>Top Public Workshop Comment</i>
12	Day & Seasonal Passes	<i>Top Public Workshop Comment</i>

*All unmet needs have been collected from stakeholder and public participation from the Regional Coordinated Council meetings, public workshops, and comments in the regional public surveys. Specific county unmet needs are referenced in **Appendix H** listed in each county's coordinated plan. The top needs of each county are related generally to the region's unmet needs in **Exhibit 4-5** and more specifically in all exhibits from **Exhibit 4-2** through **Exhibit 4-4F**.