



REGIONAL COORDINATED COUNCIL

REGIONAL TRANSPORTATION PLANNING ORGANIZATION

April 15, 2020

Agenda

- Introductions
- Review and Approval of Meeting Minutes
- Trip Coordination
- No-Show Policy Update
- Marketing Plan Update
- OMEGA Staffing Update
- County Updates, Best Practices, & Success Stories
- Next Meeting: June 10, 2020
- Adjourn

Trip Coordination

Example 1:

Jeannette has a non-emergency medical appointment at the Cleveland Clinic in Cleveland. She has her own vehicle but based upon the treatment she will be receiving; she does not feel that she can drive home safely.

Jeannette lives in Guernsey County, and does not qualify for Medicaid. Her appointment is two weeks from today. SEAT will be able to take her to Dover, but how does she get to Cleveland?



Example 2:

Jeannette's sister, Sandy lives in Coshocton County and has a non-emergency medical appointment in Columbus three days from now. She is Medicaid eligible; however, the Coshocton County Coordinated Transportation Agency is unable to meet the trip request. How will Sandy be able to keep her appointment?

No-Show Policy Update

- No-Show: A rider misses a scheduled trip for reasons beyond control.
- Cancellation: Rider cancels up until **two hours** before scheduled trip without penalty. Late cancellation considered No-Show.
- Driver Wait Time: **5 minutes (15 minutes** for seniors and people with disabilities)
- Suspension (leniency for seniors and people with disabilities)
 - ✓ **One Week:** *First set of three offenses*
 - ✓ **10 Days:** *Second set of three offenses*
 - ✓ **30 Days:** *Third set of three offenses*
- No-Strand Policy for return trip

Marketing Plan Update

- Brainstorming strategies and methods to break stigma (not just for elderly or disabled populations)
 - Ideas
 - Placemats for luncheons/meals
 - Pamphlets
 - Dr offices, hospitals
 - What do we want to convey?
 - Safety
 - Customer service
 - Connectivity
 - Costs of transit vs. costs for vehicle

Marketing Plan Update

- Keyword associations
 - Catchy slogans
- Where do we get promotional items and what types would be useful?
- Specialized plans per agency?

How to Reach Potential Users

- Senior center meetings
- Extravaganza event
- Also targeting to people without steady transportation

Action steps by end of May

OMEGA Staffing Update

- Completed Interviews
- Review Candidate Qualifications and References
- Extend Offer
- Goal: Start Date May 18



County Updates

- Updates by county
 - Belmont
 - Carroll
 - Columbiana
 - Coshocton
 - Guernsey
 - Harrison
 - Holmes
 - Jefferson
 - Muskingum
 - Tuscarawas
- Best Practices or Success Stories?

NEXT MEETING:

June 10, 2020 @ 11:00 AM

ODOT DISTRICT 11

<https://omegadistrict.org/programs/transportation/tac/>