



# STEERING COMMITTEE

Vision Statement: To Achieve ACCESS and MOBILITY  
Through Efficient and Effective Transportation FOR ALL

Regional Coordinated Transportation Pilot Program  
In Person and via TEAMS      August 18, 2021

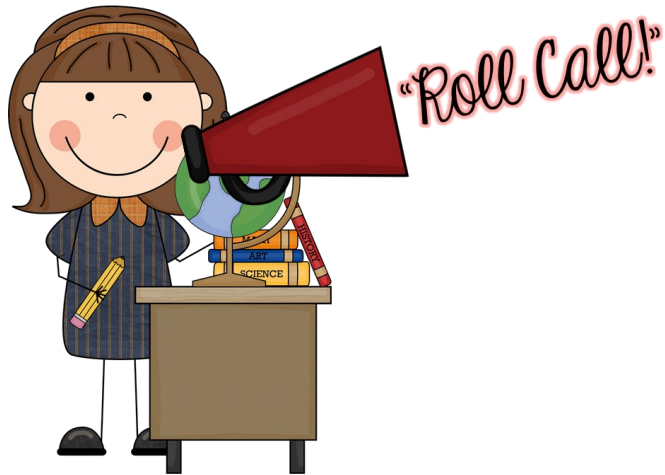
# Housekeeping

- This meeting is being held in person at the ODOT District 11 conference room with appropriate safety precautions in place.
- This meeting is also being live streamed via TEAMS.
- The meeting may be recorded, and if so, is recorded only in order to prepare accurate minutes.
- Presentation slides and meeting minutes will be available on the OMEGA website later this week.

# Agenda

- Welcome & Housekeeping
- Overview
- Roll Call
- ODOT
- Regional Intake Form
- Regional Survey of Needs Assessment
- Regional SWOT Analysis review
- Strategic Planning of Regional Strategies to accomplish Regional Goals
- Regional Projects Update
- Next Meeting Overview and Expectations
- Open Roundtable for the Good of the Region
- Adjourn

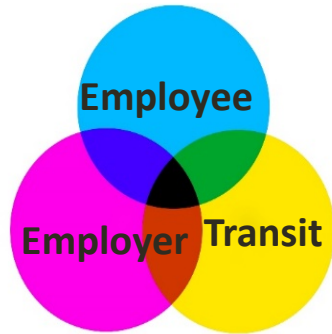
# Roll Call



Please unmute yourself when called and acknowledge your attendance or type in the chat box.

Anyone not called, please acknowledge yourself at the end.

# Update: Regional Projects



## Employment Transportation Study

SIXMO has conducted initial interviews with key stakeholders and developed some initial plans to reach out to businesses and refine some initially proposed work transportation loops.

## OC/OC Strategic Planning Initiative

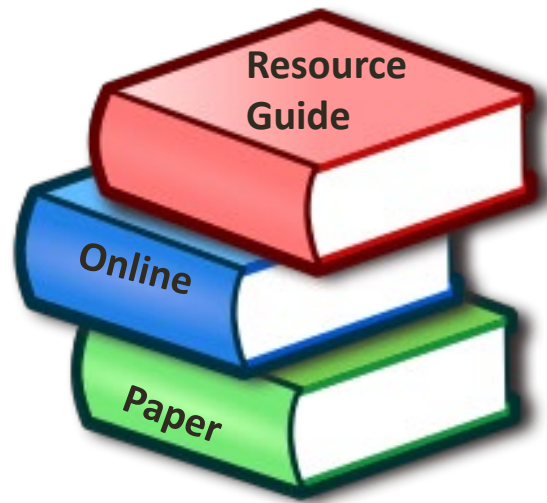
KFH has conducted initial interviews with key stakeholders. Their kick-off meeting was held in conjunction with the June RCC/Steering meeting, and they will present an update to their study at the September RCC/Steering meeting.



# Update: Regional Projects

## Regional Resource Guide

Website development is complete and the site is scheduled to be populated with regional information in August. The website is expected to be live in late August.



# Update: Regional Projects

## Marketing Outreach Program



All OMEGA counties are in process with their county specific media plans.

The regional media outreach, a PSA to be shown on local TV stations as well as to be created in a social media available format, will be filming August 5 & 6. The PSA will feature all public transits in the region.

# Regional Survey of Needs Assessment

- \*All counties using the same link, same survey = coordinated data.
- \*Link is available year-round, data to be downloaded/cleared periodically.
- \*Link will be permanent so publishing the link, QR code is acceptable.
- \*County specific data can be pulled for county level review of unmet needs.

## Web Link:

Here is the link to the survey: <https://forms.office.com/r/UWjqSVt40x>

## QR Code:



**Paper Copies:** Available from your Mobility Manager in regular print, large print, and shortly in Spanish. Braille available upon request.





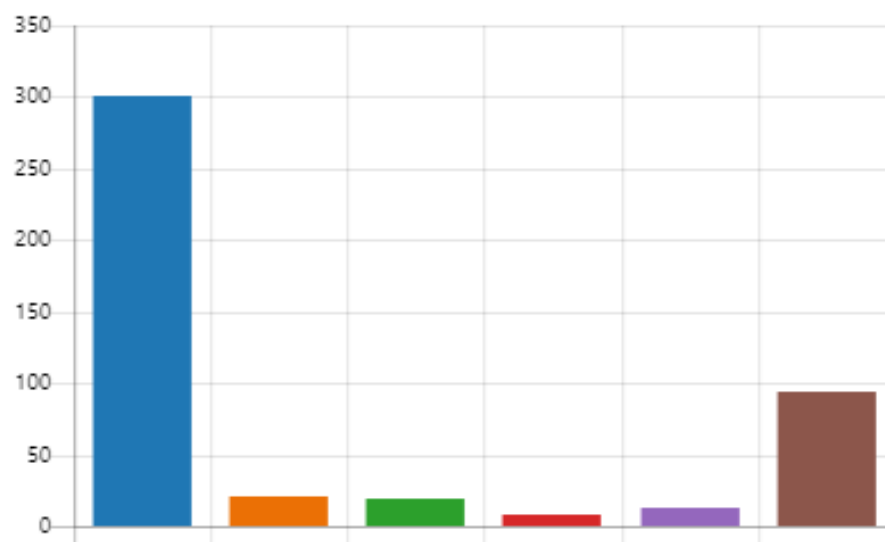
And the  
Survey  
Says! ...

Some preliminary results to date

## 1. What types of transportation do you use in a typical year?

[More Details](#)

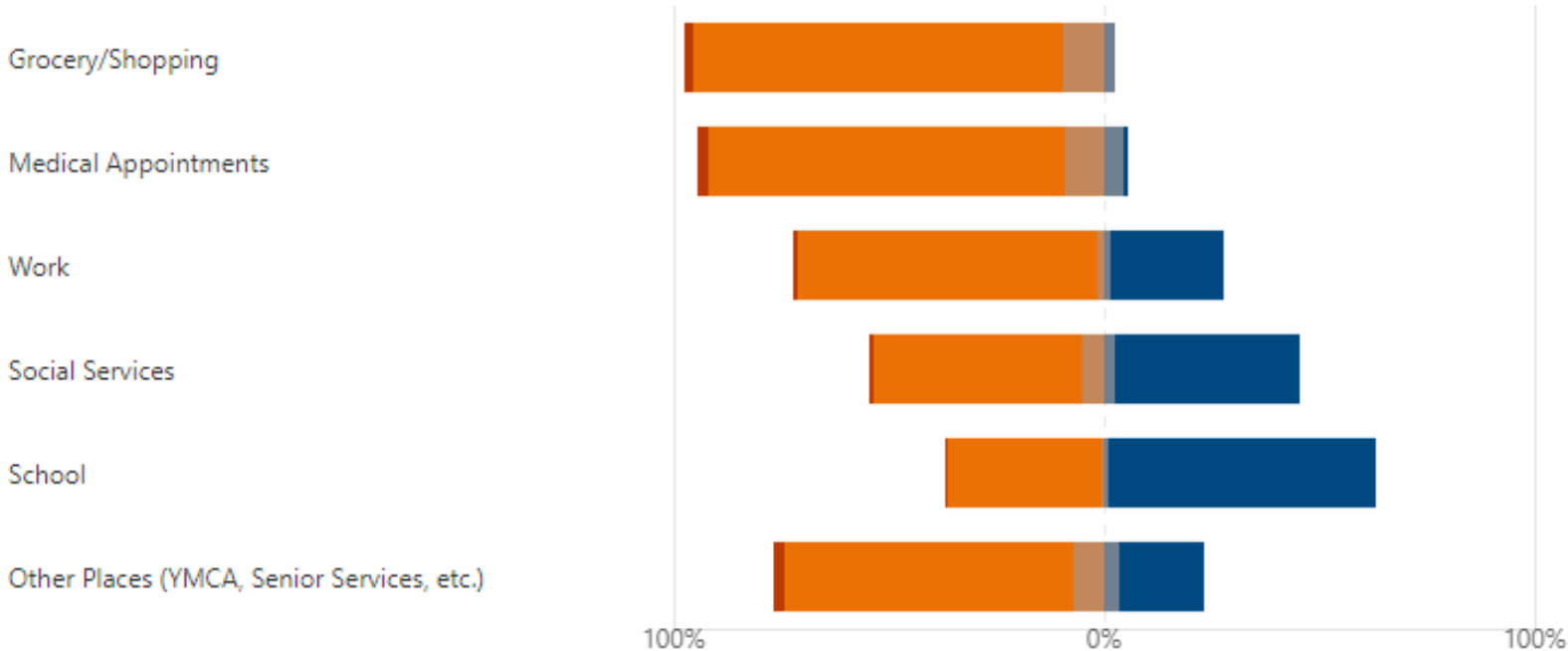
● Personal vehicle	301
● Public Transit	21
● Private Transportation (exempl...	19
● Carpool/Vanpool	8
● Taxi/Uber	12
● Ride with family/friends	94



2. How do you usually get to the the following?


[More Details](#)


Public Transit Drive Myself Ride with Family/Friends Private Transportation Taxi/Uber N/A



### 3. Do you, or a family member, use public transit?

[More Details](#)

 Insights






 Yes	37
 No	294



#### 4. What is the main reason why you do not use public transit?

[More Details](#)





 Insights

 I have a car or other means of...	248
 It is too expensive	3
 It does not go when I need to ...	7
 It does not go where I need to...	13
 Other	19



#### 5. How often do you ride public transit?




[More Details](#)

 Daily	3
 2-4 times a week	9
 1-4 times a month	4
 Rarely (less than once a month)	21



#### 6. How satisfied are you with the service?

[More Details](#)

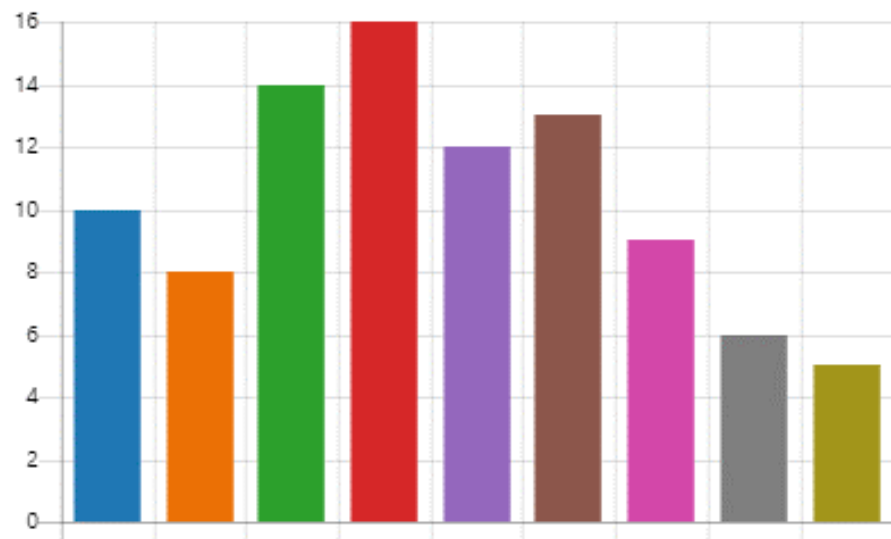
 Satisfied	19
 Neither satisfied nor dissatisfied	14
 Dissatisfied	2



## 7. How could public transit service be improved?

[More Details](#)

Go places outside my county	10
Start service earlier in the mor...	8
End service later in the evening	14
Operate service on Saturday	16
Operate service on Sunday	12
Be more reliable/on time to pi...	13
Shorter wait times	9
Payment options	6
Other	5



8. Have you, or a family member, needed transportation outside of your county, but had trouble finding a ride?

[More Details](#)

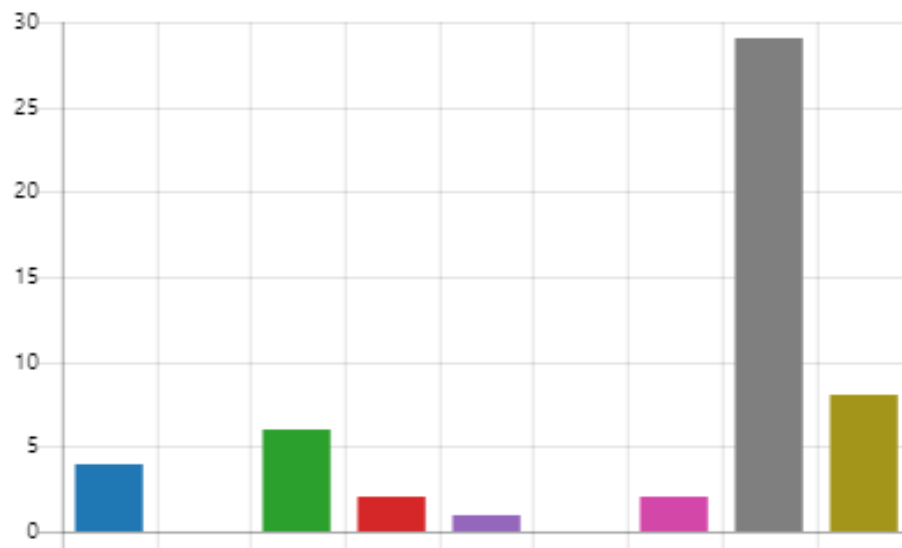
Yes	55
No	266



9. In what county does your trip begin?

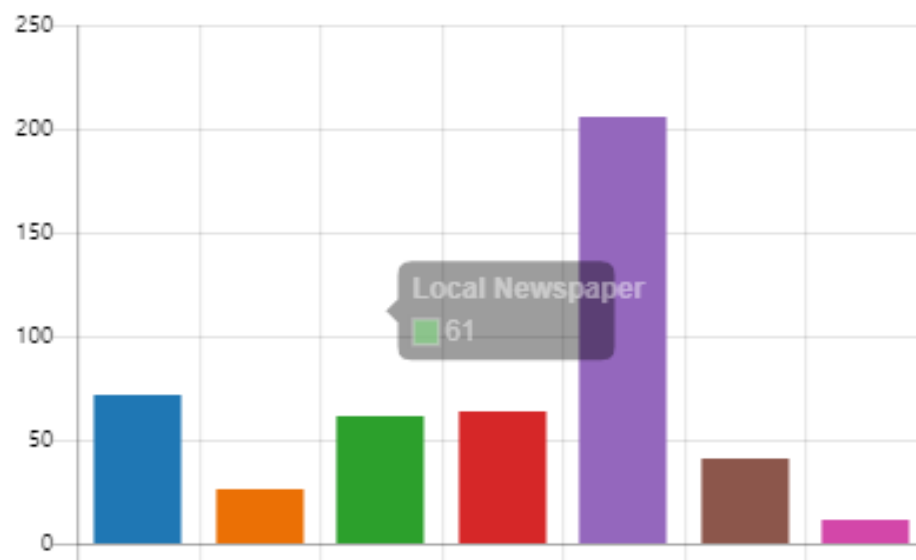
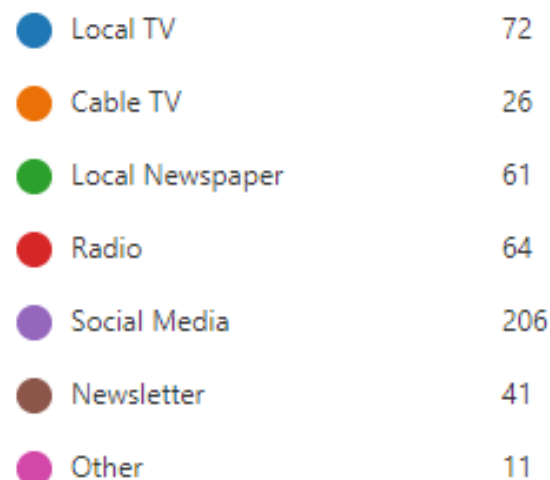
[More Details](#)

Belmont	4
Carroll	0
Coshocton	6
Guernsey	2
Harrison	1
Holmes	0
Jefferson	2
Muskingum	29
Tuscarawas	8



## 12. What is the best way to share important information with you?

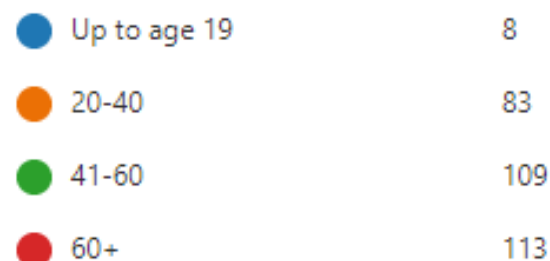
[More Details](#)



## 13. What is your age group?

[More Details](#)

Insights












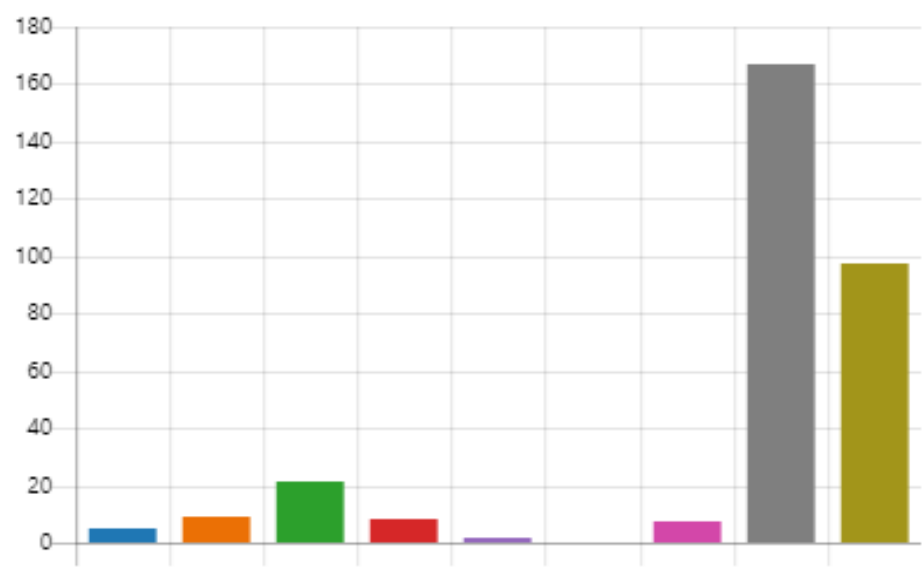


14. What county do you live in?

[More Details](#)


 [Insights](#)

	Belmont	5
	Carroll	9
	Coshocton	21
	Guernsey	8
	Harrison	2
	Holmes	0
	Jefferson	7
	Muskingum	167
	Tuscarawas	97



15. Do you use a mobility device such as a cane, walker, wheelchair, or other device?

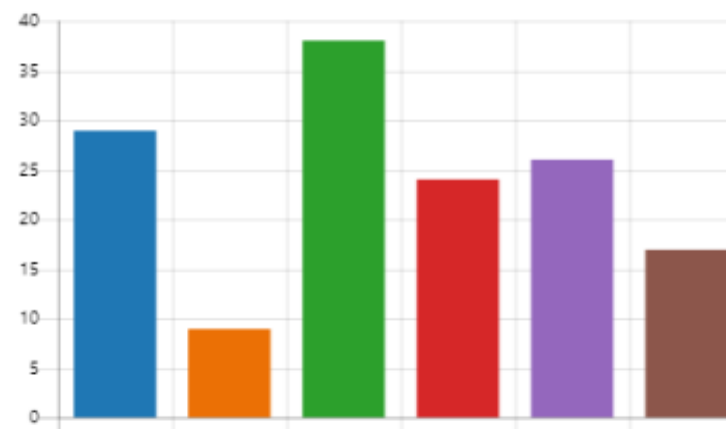
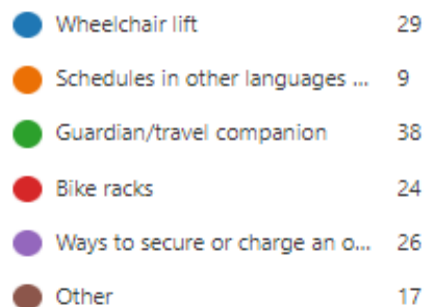
[More Details](#)

 Insights



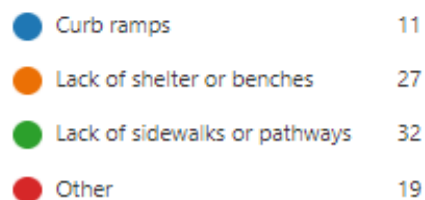
16. What additional accommodations would make it easier to access transportation?

[More Details](#)



17. Do you have any transportation issues reaching transit services?

[More Details](#)



# Strategic Planning for Regional Goals and Strategies

Incorporate lessons learned from 5310 funding process.

Strategically choose goal *format* for ease of use and effectiveness for funding. The goals themselves will be based on unmet needs but the format for those goals is under our discretion. We are looking at strategic structure but NOT changing content.

Two strategies for regional goal presentation to ODOT.

## Two Strategies to consider:



Current Design  
Funnel  
Many goals,  
fewer strategies for fulfillment

VS.



Proposed Design  
Inverted Funnel  
Fewer Goals,  
more strategies for fulfillment

# Reminder: ALL goals needs to be **SMART**

**S**pecific: What specifically do you want to achieve?

**M**easurable: How will you know when the goal is achieved?

**A**ttainable: Is this something you have control over?

**R**elevant: Why is this applicable?

**T**ime-Based: When do you want the goal achieved?

Regionally, we often use the strategies to define these aspects of each goal.

# 2020 Regional Goals*(by priority)*

1. Maintain ridership and increase availability of transportation services to safely meet unserved and underserved needs.
2. Increase access to affordable and available employment transportation options.
3. Build a collaborative network of new and existing providers and other stakeholder agencies to promote affordable, available, collaborative regional transportation access for all.
4. Support initiatives that promote connectivity (Broadband, cell phone and internet access) for the region.
5. Create more efficient, affordable, and available Out of County and Out of Region transportation.
6. Develop and implement Regional Best Practices to better meet client needs, provide better customer satisfaction, and to better define coordination.
7. Support initiatives for cost –effective vehicle replacement, fleet expansion and needed safety adjustments.

## PROPOSED MODEL

Basically, there are three fundamental goals:  
**maintain and expand** transportation options,  
**inform and engage** potential users of transportation,  
do it all in **fair and safe** ways.

1. To maintain and expand transportation services and options including those to unserved and underserved persons.
2. To educate and inform the public, HHS, agencies/organizations, and other stakeholders as to the transportation services and options available.
3. To increase equity, inclusivity, and safety in transportation services and options.

## Potential Considerations

### Current model:

- Not all projects easily fit within the top goal or top three goals
  - Can hurt with trying for maximum funding points.
- Some of the “goals” were strategies or action steps, not true goals.
- Regional performance measures did not fit well.
- Was difficult to identify with regional goals for funding.

### Proposed model:

- All projects would fit in top three goals – maximum funding points. 😊
- All goals are SMART – the strategies and action steps provide the SMART details
- Regional performance measures fall into place as strategies and actions steps with these goals.
- Easy and effective coordination between goals and projects for funding.



# DISCUSSION OF GOALS AND MODEL FOR PRESENTATION OF GOALS



# Meeting Dates for 2021

- Alter every third Steering meeting to RCC quarterly meeting to best respect everyone's time.

## MEETING DATES:

- August 18 – Steering
- **September 22 – RCC** (moved by one week because of OPTA)
- October 20 – Steering
- **November 17 – RCC**
- December 15 – Steering (*if needed*)

## **FOR THE GROUP....**

Do we want to continue with virtual only meetings?

A hybrid model of virtual and in person?

Or begin in person only?

# For the Good of the Region

- Open Roundtable for Announcements, Questions, Comments

Other announcements, or additions?

[illegible]

# Deborah Hill, MBA

Phone: (740) 439-4471 ext. 212 office

Email: [dhill@omegadistict.org](mailto:dhill@omegadistict.org)

<https://omegadistrict.org/programs/transit/rcc/steering/>