



STEERING COMMITTEE

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

Regional Coordinated Transportation Pilot Program

In person at ODOT District 11 October 27, 2022

This meeting is being held in person at the ODOT District 11 conference room with appropriate safety precautions in place.

- 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 within one week.



Agenda

- ❖ Welcome
- ❖ Overview
- ❖ Roll Call
- ❖ ODOT updates including Mobility Ohio Pilot Program
- ❖ Regional Unmet Needs survey results discussion
- ❖ Regional SWOT analysis review
- ❖ Regional Unmet Needs review
- ❖ Next Meeting
- ❖ Open Roundtable for the Good of the Region
- ❖ Adjourn

Roll Call



ODOT Updates :

MOBILITY OHIO Pilot Project



Chuck Dyer, Office of Transit
Chuck.Dyer@dot.ohio.gov

Macie Moore, Office of Transit
Macie.Moore@dot.ohio.gov

Marie Keister, Murphy Epon
Marie.Keister@murphyepson.com

➤ Regional Updates:

Continuing to prepare for the regional coordinated plan revision in 2023.

- * Regional Survey of Unmet Needs - some results
- * Review and Revision of Region SWOT Analysis
- * Review and Revision of Region 9 Unmet Needs

Regional Survey of Unmet Needs



Currently there are just over 1700 responses.

The Regional Survey of Unmet Needs provides the rider/customer POV which needs to be kept in mind as we develop the SWOT and Unmet Needs

1. What types of transportation do you use in a typical year? (Click all that apply)

[More Details](#)

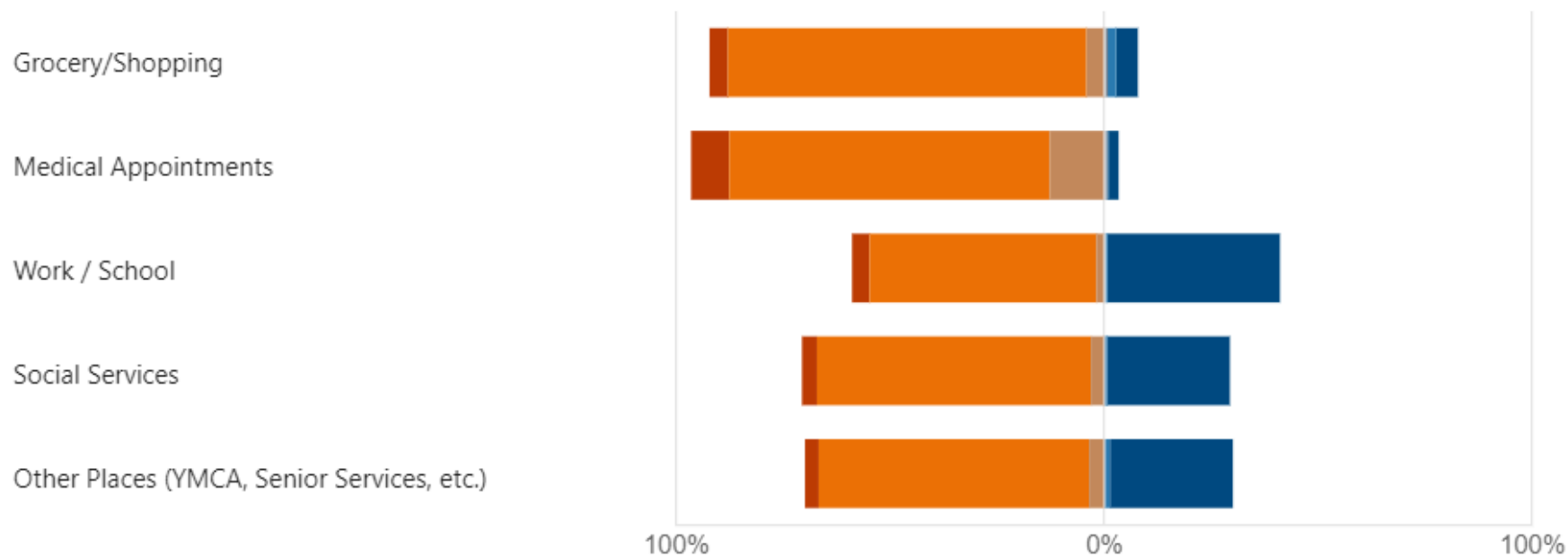
● Driving or being driven in a pers...	1441
● Public Transit	233
● Agency Transportation (example...	239
● Taxi/Uber	49
● Other	138



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

[More Details](#)

Public Transit Personal Vehicle Agency Transportation Taxi/Uber Bike/Walk N/A



5. How often do you ride public transit?

[More Details](#)

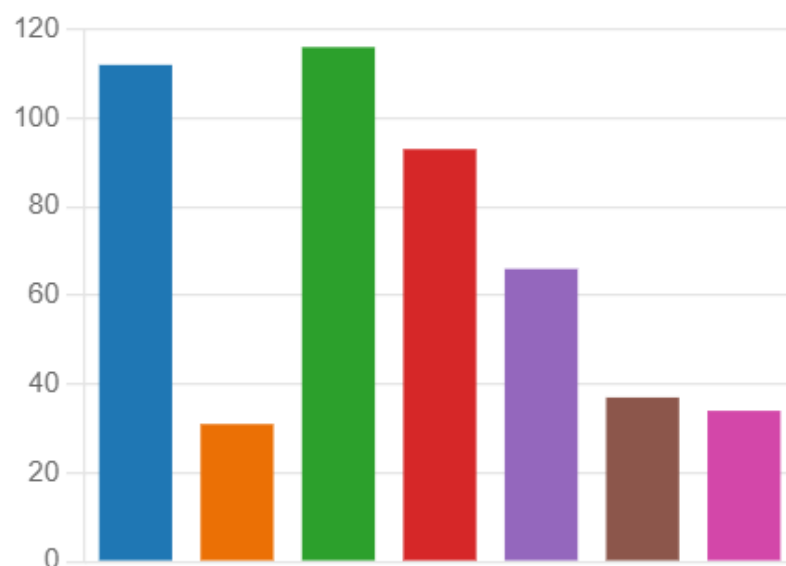
● Daily	46
● 2-4 times a week	86
● 1-4 times a month	161
● Rarely (less than once a month)	103



7. How could transportation services be improved?

[More Details](#)

● Go places outside my county	112
● Start service earlier in the morni...	31
● End service later in the evening/...	116
● Operate service on Saturday	93
● Operate service on Sunday	66
● Non-cash payment options	37
● Other	34



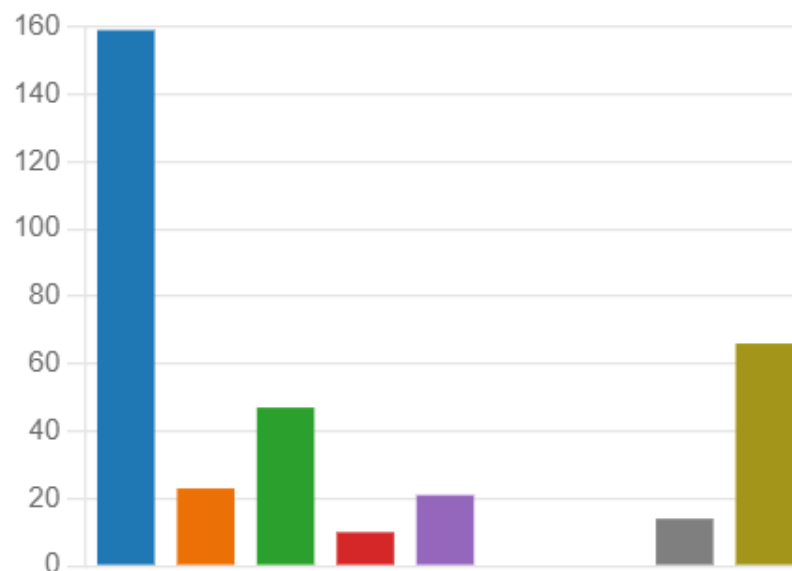
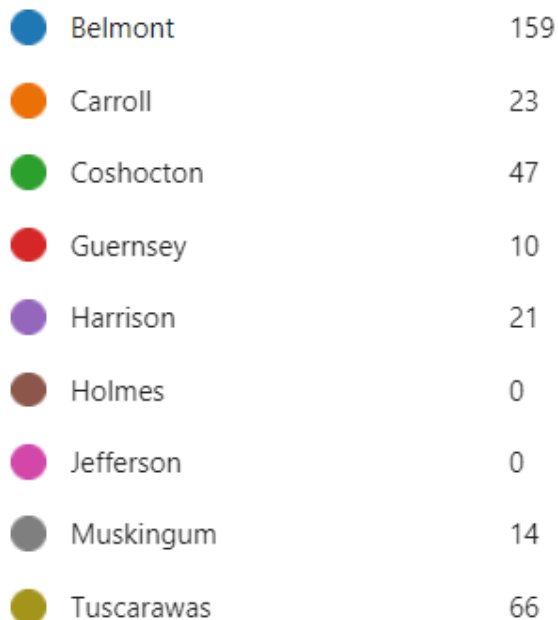
8. Have you needed transportation to a place outside of your area, but had trouble finding a ride?

[More Details](#)



9. In what county does your trip begin?

[More Details](#)



10. Where are you trying to go?

[More Details](#)

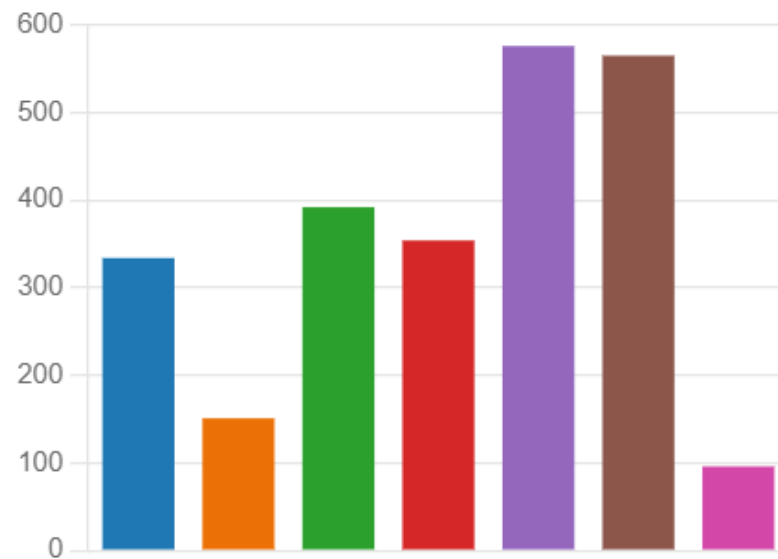
<div></div> Pittsburgh/Wheeling areas	66
<div></div> Cleveland area	13
<div></div> Akron/Canton areas	54
<div></div> Columbus area	55
<div></div> Other	144



11. What is the best way to get information about transportation services to you? (check all that apply)


[More Details](#)

Local TV	334
Cable TV	151
Local Newspaper	392
Radio	354
Social Media	576
Newsletter/Email	565
Other	96



12. What is your age group?

[More Details](#)

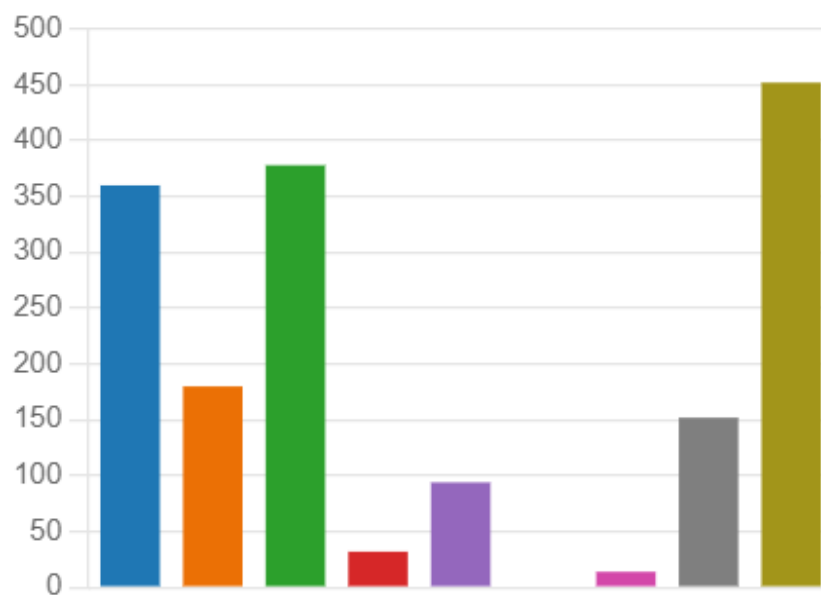
 Under 25	53
 25-50	283
 51-65	373
 65-80	599
 80 and over	348



13. What county do you live in?

[More Details](#)

Belmont	360
Carroll	180
Coshocton	378
Guernsey	32
Harrison	94
Holmes	0
Jefferson	14
Muskingum	152
Tuscarawas	452



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

[More Details](#)

 Insights

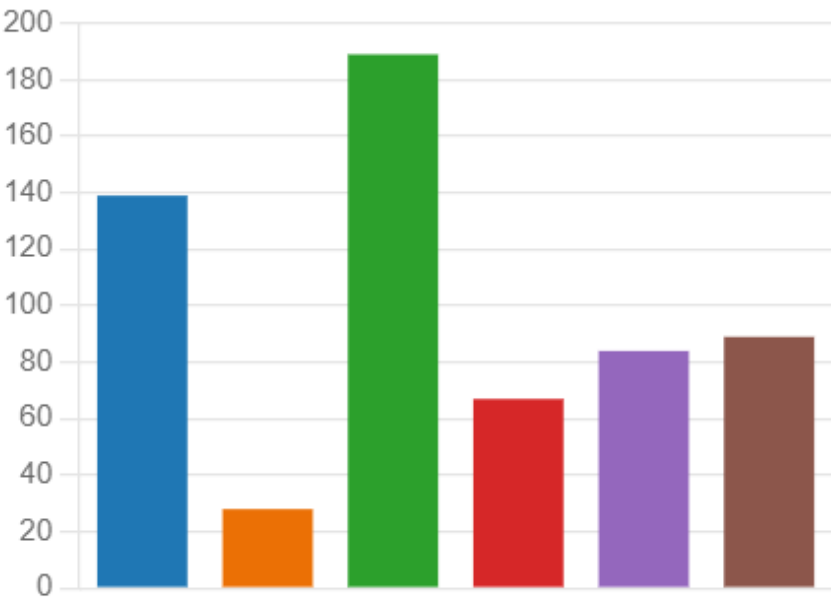
	Yes	511
	No	1120



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






[More Details](#)

Wheelchair lift	139
Schedules in other languages (o...	28
Guardian/travel companion	189
Bike racks	67
Ways to secure or charge an oxy...	84
Other	89



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

[More Details](#)

 Curb ramps	55
 Lack of shelter or benches	77
 Lack of sidewalks or pathways	87
 Lack of bus stops near me	149
 Other	108



Poor lighting was mentioned

Review of Region 9 SWOT Analysis

Need to consider from both the provider point of view and then the rider point of view.

CY 2022 Region 9 SWOT Analysis: Appendix Q Regional Coordinated Plan

STRENGTHS

1. Commitment to provide excellent services
2. Strong and beneficial relationships with clients and stakeholders
3. Steering Committee and OMEGA support
4. History of reliable/dependable services
5. Region 9 Resource Guide

WEAKNESSES

1. Lack of vehicles to meet need
2. Lack of employees/CDL drivers
3. Lack of, or very limited, weekend services
4. Lack of extended service hours for employment transportation/lack of coordinated and local job transportation efforts
5. Lack of broadband, and reliable cell phone service in rural areas
6. Lack of available/affordable Out of County (OOC)/Out of Region (OOR) transportation



OPPORTUNITIES

1. Enhance rider experience through improved customer service
2. Mobility Solutions Center
3. Increase/expand transportation providers in very rural areas
4. Educate and inform the region (public and providers) to produce a common regional knowledge of transportation options
5. Creation of regional standards/best practices/policies
6. Partner and coordinate with all available resources to improve collaboration and enhance mobility options
7. Enhanced initiatives utilizing ODOT support
8. Meet regional performance measures
9. Develop creative transportation funding strategies for those riders who fall outside other transportation program guidelines but still face financial hardship in securing transportation.
10. Overcome negative public perceptions and stereotypes of public transportation.

THREATS

1. Loss/lack of adequate funding and match
2. Loss of personal connection with customers
3. Loss of ridership and other sustained negative effects due to telehealth/COVID
4. "Turfism"
5. Federal, state, or local laws or regulations which threaten, or conflict with, multi-state transportation initiatives.
6. The inability to obtain new/additional vehicles sufficient to provide transportation services due to current ODOT regulations, and current vehicle production delays extending for an unknown/unforeseeable period into the future.

CY 2022 Region 9 SWOT Analysis - STRENGTHS

STRENGTHS

1. Commitment to provide excellent services

*Driver and transit staff commitment/passion for rider needs and satisfaction

2. Beneficial & collaborative relationships with stakeholders

3. Person-centric & supportive relationships with clients

4. Steering Committee and OMEGA support

5. History of reliable/dependable services

6. Mobility Management Network & MM-Led Initiatives, such as Region 9 Resource Guide

CY 2022 Region 9 SWOT Analysis - WEAKNESSES

WEAKNESSES

1. Lack of drivers and staff

2. Lack of, or very limited, same day, after hours, and/or weekend services

3. Lack of extended service hours for employment transportation/lack of coordinated and local job transportation efforts (*primarily but not limited to 2nd/3rd Shift*)

4. Lack of available/affordable Out of County (OOC)/Out of Region (OOR) transportation

5. Lack of actual rider representation

6. Lack of transportation service coverage in more rural areas of counties

7. Lack of transportation funding sources for those not qualified for Medicaid or other funding programs

8. Lack of travel companion for vulnerable populations

9. Lack of ambulette and non-emergency ambulance services and providers

10. Negative public perceptions and stereotypes of public transportation

11. Increased denials due to lack of vehicles, staff, and funding

CY 2022 Region 9 SWOT Analysis - OPPORTUNITIES

OPPORTUNITIES

1. Enhance rider experience through improved customer service
2. Mobility Ohio Pilot Program (RTRC9)
3. Increase/expand transportation providers in very rural areas
4. Educate and inform the region (public and providers) to produce a common regional knowledge of transportation options
5. Partner and coordinate with all available resources to improve collaboration and enhance mobility options
6. Meet regional performance measures
7. Develop creative transportation funding strategies for those riders who fall outside other transportation program guidelines but still face financial hardship in securing transportation.
8. Increasing rider advocacy and participation
9. Create employment transportation initiatives
10. Create travel companion initiatives
11. Develop and include Social ROI in all aspects of transit and regional coordinated plan
12. Establish and enhance specific Transit Access Points
13. Expanding use of technology (operations and administration)

CY 2022 Region 9 SWOT Analysis - THREATS

THREATS

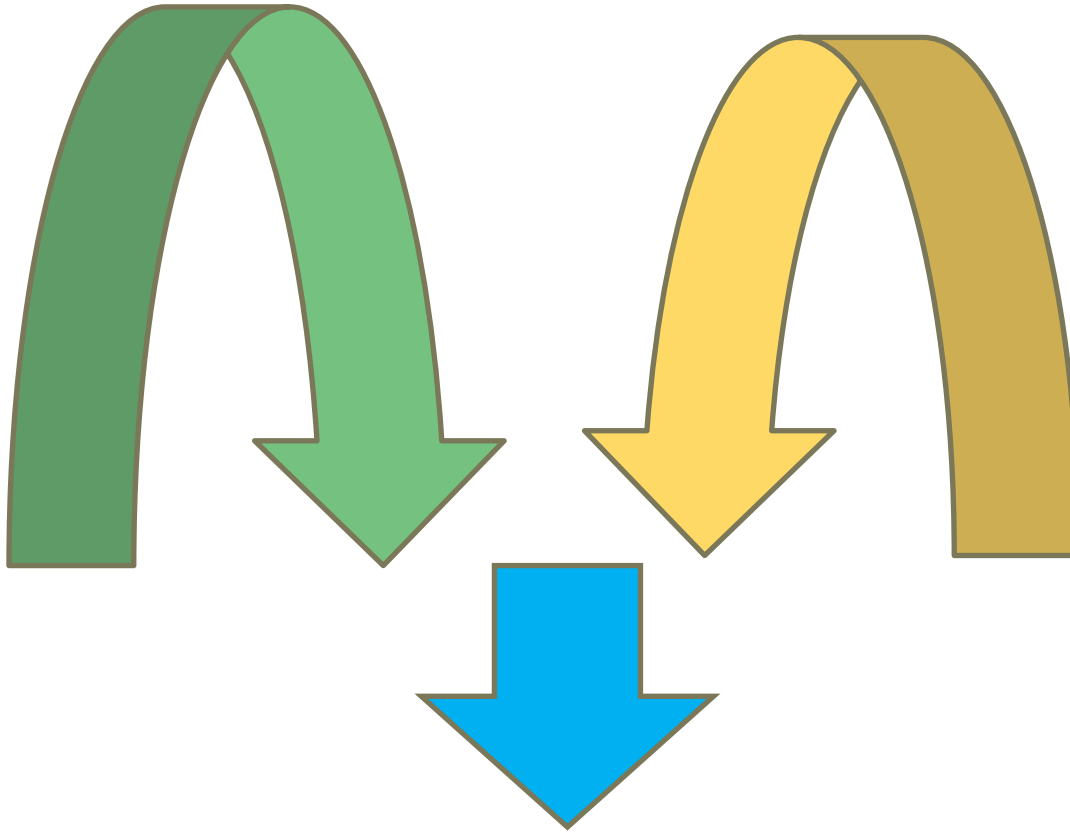
1. **Loss/lack of adequate funding and local match**
2. Loss of personal connection with customers *(RTRC)*
3. Potential loss of autonomy/identity? Threat of the unknown? Threat of loss of funding due to program changes? *(OMEGA to wordsmith this)*
4. Federal, state, or local laws or regulations which threaten, or conflict with, multi-state transportation initiatives.
5. The inability to obtain new/additional vehicles sufficient to provide transportation services extending for an unknown period
6. Increased cost to provide services and lack of adequate reimbursement (loss of recovery)
7. Lack of broadband, and reliable cell phone service in rural areas
8. Increased denials due to lack of vehicles, staff, capacity restraints, and funding
9. Advanced scheduling of trips reduces capacity for same day service *(3 weeks)*

Regional SWOT Analysis

(includes county POV)

Survey of Unmet Needs

(provides rider-specific POV)



Create Regional Unmet Needs

that will drive the regional goals and strategies

Consideration of Region 9 Unmet Needs for CY 2023

REGION 9 UNMET NEEDS FOR CY 2022

1. Expansion of transportation services.
 - Including, non- medical service hours
 - Saturday and Sunday service
 - Coverage in rural areas
 - Service options after hours
 - OOB / OOR transportation
2. Education of, advertising to, and increased awareness by the public of available transportation options, including understanding about funding sources.
3. Short-notice trip services, potentially considering Uber or micro mobility options.
4. Transfer points and development of coordinated routes especially for OOR trips.
5. Adequate funding sources including increased availability of coordinated funding sources.
6. Available and adequate number/sources of rider escorts/rider guardians.
7. Adequate sidewalks and pathways.

Consider these from opportunities (SWOT) and Regional Unmet Needs (rider POV):

8. Add adequate access to match funding sources
9. Add adequate numbers of drivers/staff to provide the demanded services
10. Add employment transportation options
11. Add creative funding strategies for those that fall through the cracks
12. Add rider advocacy and participation especially seniors and disabled persons
13. Add understanding and measurements for social ROI issues

Meeting Schedule for remainder of 2022

Meetings are 9am - 11am

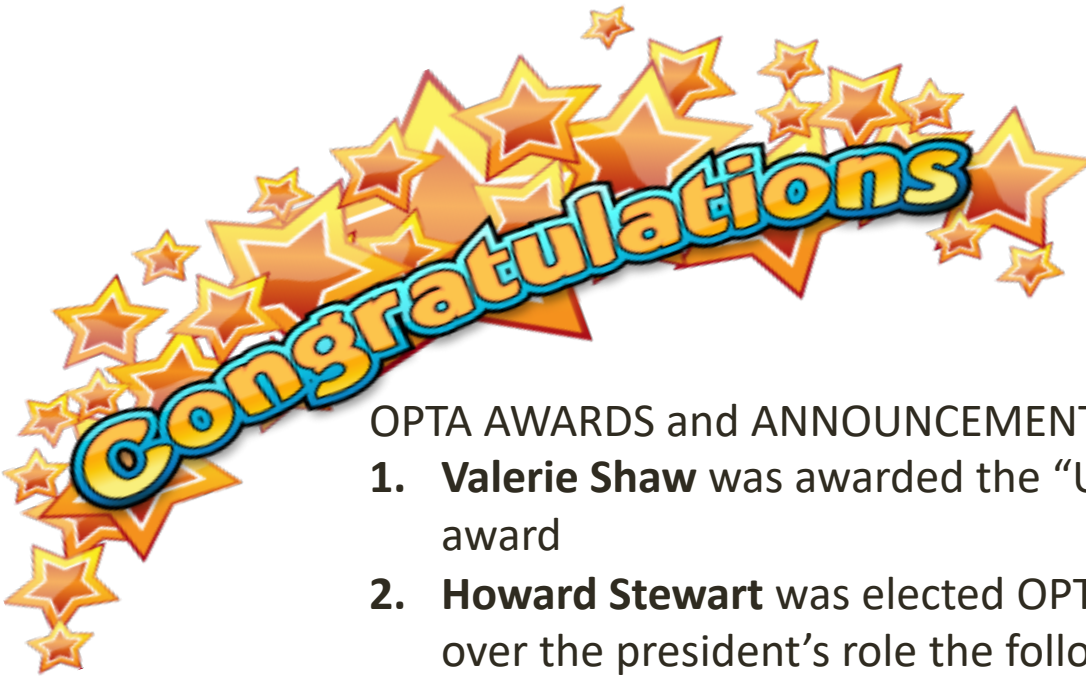
November 16	RCC/Steering	Tuscarawas Senior Center (Dover)
	PRESENTATION TOPIC: Veteran's Services and The United Way	
	Also vote to adopt revised SWOT and Regional Unmet Needs	
December 14	only if needed	

DISCUSSION: do we want to keep current meeting schedule of the third Wednesday of every month at ODOT District 11, with every fourth meeting in conjunction with the RCC meetings whose locations vary? Would Steering participation be better if we allowed the Steering meetings to “travel “ as well?

For the Good of the Region

Kevin Buettner has returned to OMEGA !

**WELCOME
BACK**



OPTA AWARDS and ANNOUNCEMENTS:

1. **Valerie Shaw** was awarded the “Under 40 Rising Star Excellence” award
2. **Howard Stewart** was elected OPTA vice-president and will take over the president’s role the following year.
3. **Lisa Leckrone** (Region 8) was awarded Mobility Manager of the Year.

PEER conference was held – any summaries from the event?
Other announcements or updates?



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