V. Goals and Strategies
Developing Strategies to Address Gaps and Needs

Strategies for improving transportation for the ten-county OMEGA Region should address the service gaps and user needs identified in this plan, if they are to be effective. As described, the gaps and unmet needs were based on information obtained from geographic analysis, the attendees participating in the meetings, and responses to the public survey.

Based on information gathered throughout the planning process, OMEGA and the Regional Coordinated Council developed the following strategies to address the gaps and unmet transportation needs. Priority levels are assigned by considering the primary funding sources that could be available to support plan implementation compared to the importance of meeting this unmet need expressed by the public and stakeholders. Not all strategies are activities specifically eligible for funding under the existing programs, nor is it guaranteed that enough funding will be available to achieve every strategy identified. In addition, the local stakeholders will need to provide support and commit to pursuing the strategies if they are to be accomplished. Nonetheless, these strategies have been tailored to 12 of the identified primary gaps and needs. The last four are each ranked 12 since they were public survey comments.

Below is an outline describing the prioritized strategies, for the region and by county, to address each of the identified unmet transportation needs and gaps in service. This will be followed by ongoing collaboration efforts within the region, followed by a summary table of the projects submitted by transportation service providers. Lastly, this will conclude with a summary of success stories that have been shared since the regional planning efforts began by stakeholders coordinating regional transportation.

Regional Goal #1:
Increase Ridership for all Transportation Service Providers and Transit Agencies in the Region.

Need(s) Being Addressed:

1. More Weekend Service
2. More Travel Service & Payment Options
4. Expand Other Types of Transportation Service
5. Improve & Increase Bus Service
6. Expand Non-Medicaid Service Hours
7. Offer Transfers & Improve City Connections
8. Increase Medical Transportation Outside County & State
9. Easy Fare/Rate for Low Income Individuals for Regional Mobility
10. Simplify Public Information (i.e. brochures)
11. Local Area Hospitals Closing Causing Longer Trips for Providers and Patients
12. More Frequent Trips
12. Evening Transportation Service
12. Transportation To and From the Akron/Canton Airport
12. Bus Stop Shelters
12. Day & Seasonal Passes

Strategy 1.1:

Extend service hours of transportation service providers and human service agencies to supplement necessary trips, maybe more on-demand.

Strategy 1.2:

Increase marketing and advertising of transportation services especially in conjunction with the Mid-Ohio Mobility Solutions.

Strategy 1.3:

Coordinate affordable rates for the public that use transportation service in the region.

Strategy 1.4:

Continue regional and local coordination of transportation service providers, human service agencies, and other participating stakeholders.

Timeline for Implementation: Duration of the Plan Implementation

Action Steps:

1. Regional Coordinated Council Quarterly Meetings
2. Continue Monthly/Bi-monthly Mobility Manager Meetings
3. Standardize Fares across all counties
4. Outreach to Regional Stakeholders, Especially Medical Providers
5. Increase Marketing and Advertising of Transportation Services
6. Regional Mobility Manager Coverage – All Counties
7. Increase Wages and provide Better Conditions for Drivers
8. More fixed routes/shuttles for weekend and evening service
9. Issue regionwide transportation pass (Universal Traveler's Card)
10. Central Regional Training for Transportation Service Provider Certifications/Recertifications

Parties Responsible for Leading Implementation:

- SEAT
- CAAofCC
- Guernsey County Senior Center
- OMEGA

Parties Responsible for Supporting Implementation:

- ODOT Office of Transit
- Tuscarawas County JFS
- Tuscarwas County Senior Center, Mobility Manager
- National Church Residences

Resources Needed:

- Central Meeting Location
- Conference Call Software
- Cost-Allocation Model

- Marketing/Advertising Funds & Materials
- Statewide Mobility Managers Program Information
- Operating funds for driver's wages
- Annual/Quarterly Origin-Destination Data
- Fixed Route Maps
- Universal Scheduling Software
- Vehicle Replacement Plan
- Best Practices on Traveler Identification Cards

Potential Cost Range: *Total Projects Cost Estimate: $5.6 million*

Potential Funding Sources: ODOT 5310/5311, Local Match, Revenue Sources, Levy

Performance Measures/Targets:

1. Measure – Number of Regional Coordinated Meetings
   a. Target – Minimum of four meetings annually (one each quarter)
2. Measure – Number of Mobility Manager Meetings
   a. Target – Minimum of six meetings annually (bimonthly meetings)
3. Measure – Cost-Allocation Model Test
   a. Target – Minimum of three Transportation Service Providers Volunteer
4. Measure – Involve Medical Providers (Hospitals and Clinics) on the Regional Coordinated Council that Transportation Providers Frequent
   a. Target – All Medical Providers Located in the Region
   b. Target – At least one Major Medical Provider from each Out-of-Region City (Columbus, Akron, Cleveland, Canton, Youngstown, Pittsburgh, Wheeling)
5. Measure – Marketing and Advertising of Transportation Service Providers
   a. Target – 90% of Transportation Service Providers Advertised in Region
6. Measure – Fixed or Deviated-Fixed Route Services in All Counties in the Region
   a. Target – Develop Fixed or Deviated-Fixed Routes in counties that currently don't have any to assist with local trips
   b. Target – Carroll, Coshocton, Harrison, Holmes, and Tuscarawas Counties
7. Measure – Develop and distribute a region Universal Traveler's Card for the public
   a. Target – Research three Best Practices on how best to implement this resource
   b. Target – Pilot 100 people from the public, 10 from each county, on positives/negatives
   c. Target – Develop a Cost-Benefits Analysis for implementing this card
8. Measure – Annual Centralized Workshops Training Certifications for Regional Transportation Providers
   a. Target – Minimum of one Regional Safety Training Workshop
   b. Target – Minimum of one Regional Vehicle Maintenance, Inspection, ADA, Safety Equipment, and Communications Training Workshop
   c. Target – Minimum of one Regional Employment Screening and Testing (Random, Post-Accident, Suspicion) Training Workshop
   d. Target – Minimum of one Regional Employee Criminal History, Driver's License Record, and Abuse Registry Check Training Workshop

Regional Goal #2:
More Efficient Out-of-County and Out-of-Region Transportation Service.

Need(s) Being Addressed:

7. Offer Transfers & Improve City Connections
8. Increase Medical Transportation Outside County & State
9. Easy Fare/Rate for Low Income Individuals for Regional Mobility
10. Simplify Public Information (i.e. brochures)
11. Local Area Hospitals Closing Causing Longer Trips for Providers and Patients
12. Transportation to and from the Akron/Canton Airport
12. Day & Seasonal Passes

Strategy 2.1:
Cost-allocation, billing, and rates between transportation service providers and human service agencies.

Strategy 2.2:
Utilize and implement a common scheduling technology to be used throughout the region.

Strategy 2.3:
Coordinate and continue regular quarterly meetings and conference calls/webinars for the Regional Coordinated Council, Regional Coordinated Planning Committee, and Regional Mobility Managers.

Strategy 2.4:
Meet with each county Department of Jobs & Family Services individually and as a group.

Strategy 2.5:
Produce and provide a Hot-Spot Analysis of major trips and destinations in and out of the region on an annual basis.

Strategy 2.6:
Establish a committee to develop Best Practices & Memorandums of Understanding (MOUs) for the Region.

Timeline for Implementation: Duration of Plan Implementation

Action Steps:

1. Analyze Cost-Allocation Model Testing Results
2. Council Decision on Scheduling Software for the Region
3. Continue Regional Coordinated Planning Committee (RCPC) Meetings
4. Continue to Collaborate with Each County's Department of Jobs & Family Services
5. Create Map with Annual Origin-Destination Data from Transportation Service Providers
6. Steer the RCPC to draft Best Practices and MOU's for the Region
7. Continue to increase regional call center calls month to month

Parties Responsible for Leading Implementation:
- Tuscarawas County Senior Center, Mobility Manager
- CAAofCC

- SEAT
- OMEGA

Parties Responsible for Supporting Implementation:

- ODOT Office of Transit
- Guernsey County Senior Center
- The ABCD, Inc.
- Tuscarawas County JFS
- SEA Inc.
- National Church Residences
- PrimeTime Office on Aging

Resources Needed:

- Cost-Allocation Model Results
- Scheduling Software Quotes
- Conference Call Capability/Meeting location for RCPC
- JFS Meeting Locations
- JFS MOU for Plan Implementation
- GIS Maps for Annual Origin-Destination Data
- Transportation Service Provider Partnerships & Collaboration
- Medicaid Policy Change
- Medicaid Billing Change

Potential Cost Range: *Total Projects Cost Estimate Involving Goal 2: $3.1 million*

Potential Funding Sources: ODOT 5310/5311, Local Match, Revenue Sources, Levy

Performance Measures/Targets:

1. Measure – Number of Mid-Ohio Mobility Solutions Calls
   a. Target – Increase call volume between 5-10% every month
2. Measure – Cost-Allocation Model Test Results & Analysis
   a. Target – At least one Transportation Service Provider in each county applies results to their fares
3. Measure – Receive quotes on scheduling software for the region
   a. Target – Survey TSPs that participate in the CTS Pilot
   b. Target – Determine software that provides best quality and lowest costs for the region
4. Measure – Number of RCPC Meetings
   a. Target – Four meetings annually (quarterly)
5. Measure – Produce Origin-Destination Maps Annually
   a. Target – At least one Destination Points Map for Minimum 10 Transportation Service Providers
   b. Target – At least one Lines Map for Minimum 10 Transportation Service Providers
6. Measure – Number of meetings with JFS in the Region
   a. Target – Two meetings (bi-annual) with all 10 county JFS, at least one representative

Regional Goal #3:
Reduce Denials and No-Shows of the Riders that Use Transportation Service in the Region.

Need(s) Being Addressed:

2. More Travel Service & Payment Options
4. Expand Other Types of Transportation Service
6. Expand Non-Medicaid Service Hours
8. Increase Medical Transportation Outside County & State
9. Easy Fare/Rate for Low Income Individuals for Regional Mobility
10. Simplify Public Information (i.e. brochures)
11. Local Area Hospitals Closing Causing Longer Trips for Providers and Patients
12. More Frequent Trips
12. Evening Transportation Service

Strategy 3.1:
Utilize the Mid-Ohio Mobility Solutions as a tool for Transportation Service Providers and Human Service Agencies to coordinate regional trips.

Strategy 3.2:
Coordinate regional trips using scheduling technology/software between the transportation providers.

Strategy 3.3:
Communicate and coordinate with all Department of Jobs & Family Services in the region on local needs.

Strategy 3.4:
Reduce one-person vehicle trips for all transportation providers in the region by coordinating rides.

Strategy 3.5:
Share Transportation Service Provider Inventory or Scheduling Software with Medical Providers in order to schedule rides with medical appointments.

Strategy 3.6:
Establish a satellite mobility solutions center for the eastern part of the region.

Timeline for Implementation: Monthly Comparison of No-Show and Denial Statistics through Duration of Implementation

Action Steps:

1. Market to the Region and Invite All Transportation Service Providers to use Call Center
2. Establish Determined Scheduling Software for the Region
3. Gather Specific Transportation Unmet Needs & Gaps from JFS Clients
4. Encourage multiple ride trips for transportation providers
5. Share TSP Inventory with frequented Medical Providers both in and out of region
6. Research Best Practices of No-Show/Cancellation Policies
7. Develop a Region-wide No-Show/Cancellation Policy
8. Require Call-Backs from Transportation Service Providers to Riders with Scheduled Trips

9. Transportation Service Providers Host Workshops/Webinars on Strategies to Reduce Denials, No-Shows and Cancellations

Parties Responsible for Leading Implementation:

- CAAofCC
- SEAT
- OMEGA

Parties Responsible for Supporting Implementation:

- ODOT Office of Transit
- Horizons Rural Public Transportation
- Guernsey County Senior Center
- Tuscarawas County Senior Center, Mobility Manager
- The ABCD, Inc.
- National Church Residences

Resources Needed:

- Regional Coordinated Council MOU
- Simplified TSP Inventory Brochure, both paper and electronic
- Shared Rides Advertisements
- Unmet Needs & Gaps Report from 10 county DJFS
- Regional No-Show/Cancellation Policy
- Call-back policy for scheduled trips

Potential Cost Range: *Total Projects Cost Estimate Involving Goal 3: $3.1 million*

Potential Funding Sources: ODOT 5310/5311, Local Match, Revenue Sources, Levy

Performance Measures/Targets:

1. Measure – Create No-Show/Cancellation Policy for Transportation Service Providers to Adopt
    a. Target – At least one Transportation Service Provider from each County
2. Measure – Number of No-Shows/Cancellations by Transportation Service Providers
    a. Target – Reduce Monthly No-Shows/Cancellations in region between 5-10%
3. Measure – Number of Denials by Transportation Service Providers
    a. Target – Reduce Trip Denials 5% in region every month
4. Measure – Number of call-backs by all Transportation Service Providers
    a. Target – Increase scheduled trips' call-backs by 50% every month
5. Measure – Regional Workshops/Webinars on Strategies to Reduce Denials, No-Shows, and Cancellations
    a. Target – Minimum two Workshops/Webinars every year (bi-annual)

Regional Goal #4:

Cost-Effective Vehicle Replacement for all Regional Transportation Service Providers.

Need(s) Being Addressed:

1. More Weekend Service
2. More Travel Service & Payment Options
4. Expand Other Types of Transportation Service
5. Improve & Increase Bus Service
6. Expand Non-Medicaid Service Hours
8. Increase Medical Transportation Outside County & State
12. More Frequent Trips
12. Evening Transportation Service
12. Transportation To and From the Akron/Canton Airport

Strategy 4.1:

Document and log vehicle age, condition, mileage and any other important data relating to vehicle usage on an annual basis.

Strategy 4.2:

Explore and create innovative funding options for all stakeholders involved with the regional plan.

Strategy 4.3:

Develop a timeline for vehicle replacement in order for transportation providers to better serve the needs of their service area and the region.

Strategy 4.4:

Establish minimum regional requirements for vehicles and drivers that serve the senior population and people with disabilities.

Timeline for Implementation: Every year beginning in 2021

Action Steps:

1. Continue to log and document regional vehicle mileage, age, and condition
2. Research other funding sources for transportation service vehicles
3. Create a vehicle replacement schedule in line with ODOT 5310/5311 funding deadlines
4. Schedule 5310 Grant Application Workshop and Assistance
5. Schedule 5311 Grant Application Workshop and Assistance
6. RCPC and Mobility Managers to develop a vehicle donation and tax deduction program
7. Create specific vehicle replacement plan for regional transportation service providers
8. Document major repair costs not including routine maintenance

Parties Responsible for Leading Implementation:

- Guernsey County Senior Center
- Tuscarawas County Senior Center
- OMEGA

Parties Responsible for Supporting Implementation:

- ODOT Office of Transit
- Tuscarawas County JFS
- National Church Residences

Resources Needed:

- TSP Electronic Vehicle Document Log
- Regional vehicle replacement schedule
- Workshop location for 5310/5311 grant applications
- Webinar capabilities for 5310/5311 grant applications
- Meeting space
- Software for Rightsizing Fleet
- Transfer program for idle vehicles

Potential Cost Range: *Total Projects Cost Estimate Involving Goal 4: $2.9 million*

Potential Funding Sources: ODOT 5310/5311, Local Match, Revenue Sources, Levy

Performance Measures/Targets:

1. Measure – Regional vehicle of documenting age, condition, and mileage
   a. Target – All Regional 5310/5311 Transportation Service Providers report their fleet data annually
2. Measure – Number of workshops/webinars hosted to train Transportation Service Providers on grant applications
   a. Target – Minimum of two workshops annually (one in person, one webinar)
3. Measure – Program for vehicle donation and/or tax deduction to save money
   a. Target – 5% of vehicle replacements come from donations
   b. Target – 5% of vehicle replacements have tax deductions
4. Measure – Reduce number of idle vehicles by transportation service providers in the region
   a. Target – 25% reduction of idle vehicles by providers or donors every year

Regional Goal #5:

Increase Employment Transportation Options for Jobseekers and Employees.

Need(s) Being Addressed:

3. More Efficient Employment Transportation
4. Expand other types of transportation service
7. Offer transfers & improve city connections
9. Easy fare/rate for low income individuals for regional mobility
10. Simplify Public Information (i.e. brochures)
12. More frequent trips
12. Evening transportation service
12. Day & seasonal passes

Strategy 5.1:
Increase public education and awareness on the transportation options available for employees and job candidates.

Strategy 5.2:
Partner with local and regional businesses to more efficiently track the need for employment transportation.

Strategy 5.3:
Coordinate with job & career training centers in the counties in our region to provide reliable transportation for jobseekers.

Strategy 5.4:
Establish car-share rides across age groups in the employment force.

Strategy 5.5:
Coordinate vanpools/carpools with local coordination planning teams in each county.

Strategy 5.6:
Allow sharing rides between counties.

Strategy 5.7:
Establish a Public Transit Coalition for the region.

Timeline for Implementation: Through Duration of the Plan Implementation

Action Steps:

1. Host public workshops and marketing events
2. Create regional TSP Inventory information brochures
3. Create sub-committee to track regional employee/job candidate transportation needs
4. Distribute scientific survey to partnered businesses, career training centers and university, colleges, and vocational schools
5. County coordinated planning teams coordinate carpools/vanpools with employers
6. Create a Regional Public Transit Coalition to increase reliable transportation to employers

Parties Responsible for Leading Implementation:

- SEAT
- OMEGA

Parties Responsible for Supporting Implementation:

- ODOT Office of Transit
- The ABCD, Inc.
- Guernsey County Senior Center
- Tuscarawas County Senior Center, Mobility Management
- Ohio Department of Developmental Disabilities: Employment First + Community Life Engagement
- SEA Inc.

Resources Needed:

- Regional Major Employer Inventory
- Marketing Materials
- Regional TSP Inventory Information Brochures – Online and Paper
- Survey Distribution Service – Online
- Public Workshop Locations
- Employer Information from Chambers of Commerce and DJFS

Potential Cost Range: *Total Projects Cost Estimate Involving Goal 5: $2.4 million*

Potential Funding Sources: ODOT 5310/5311, Local Match, Revenue Sources, Levy

Performance Measures/Targets:

1. Measure – Number of Public Workshops for Employment Transportation
   a. Target – Minimum of one annually
2. Measure – TSP Inventory Brochures
   a. Target – Minimum of 1,000 brochures for each county
3. Measure – Number of scientific surveys distributed
   a. Target – One Survey for every employee/job seeker
   b. Target – One Survey for every employer

Future Project Proposals & Implemented Strategies

Transportation Service Provider Regional Projects

To begin implementation of the goals and strategies, each member of the Regional Coordinated Council was asked if there were any projects that they propose to be eligible for future funding opportunities. The categories of projects were separated into three categories: capital (vehicle replacement, adjustment, new vehicles, etc.) operating (services, software, technology, applications, etc.), or Mobility Management (initializing or continuing application for mobility management program). Every project submittal required the agency name, county, service area, funding source, project name, summary, items required to implement, and a total cost estimate. Each project summary is located on the project summary's form listed in **Appendix L.** The 36 projects are listed in the following exhibit, **Exhibit 5-1**, in alphabetical order by county.

2019 REGION 9: TRANSPORTATION SERVICE PROVIDER PROJECT FORM SUBMITTALS

ODOT DISTRICT	AGENCY NAME	COUNTY	SERVICE AREA	GRANT FUND SOURCE	PROJECT NAME	TYPE	ITEMS REQUIRED	COST ESTIMATE	DATE SUBMITTED	GOAL #	FUNDING YEAR
11	National Church Residences Transportation Services, LLC	Belmont	OMEGA Region 9	5310	On-Demand Mobile App Technology	Operating	FTA Funding	$40,000 - $70,000	7/23/2019	Goal 1; Goal 2; Goal 3;	2021
11	National Church Residences Transportation Services, LLC	Belmont	Western Belmont/ Monroe County	5310	Regional Connectivity – Route 800 Belt Line Plan	Capital/ Mobility Management	MOU between Belmont and Monroe Counties Funding Source	$151,400	7/23/2019	Goal 1; Goal 2; Goal 5	2021
11	National Church Residences Transportation Services, LLC	Belmont	OMEGA Region 9	5310	5310 Vehicle Replacement Plan	Capital	FTA Funding	$195,000	7/23/2019	Goal 1; Goal 3; Goal 4	2020
11	National Church Residences Transportation Services, LLC	Belmont	OMEGA Region 9	5310	Technology - Regional Software	Operating	MOU between providers Funding Source	$153,000	8/7/2019	Goal 1; Goal 2; Goal 3; Goal 5	2021
11	National Church Residences Transportation Services, LLC	Belmont	Belmont County	5310	St Clairsville Public Transit Loop Expansion Program	Capital	Funding & Vehicles	$174,000	7/2/2019	Goal 1; Goal 5	2021
11	National Church Residences Transportation Services, LLC	Belmont	OMEGA Region 9 - River Adjacent Counties	5310	Sub-Regional Call Center Pilot Project	Operating/ Mobility Management	Facility Software Hardware, Staff	$112,000	7/8/2019	Goal 1; Goal 2; Goal 3	2021
11	National Church Residences Transportation Services, LLC	Belmont	OMEGA Region 9	5310	Ohio Mobility Management Program	Mobility Management	FTA Funding Office Space Mobility Manager	$54,000	9/6/2019	Goal 1	2020
11	National Church Residences Transportation Services, LLC	Belmont	OMEGA Region 9	5310	Low-income Housing Shuttle Pilot Project	Operating/Capital	Handicap Accessible Van (LTN) Qualified Drivers Maintenance and Operating Cost	$164,000	11/6/2019	Goal 1; Goal 5	2021
11	Carroll County Transit	Carroll	Carroll County	5311	Carroll County Transit Grant Funds	Operating/Capital	Operating Expenses + Capital Funds ($422,381) Maintenance ($69,650) 2 Modified Minivans ($63,414) Transit Vehicle Cameras ($18,400)	$573,845	8/14/2019	Goal 1; Goal 2; Goal 3; Goal 4; Goal 5	2020

See Appendix L for all individual Project Forms with complete project Descriptions

† = Columbiana County will have to refer to their county coordinated plan in order to apply for ODOT funding.

ODOT DISTRICT	AGENCY NAME	COUNTY	SERVICE AREA	GRANT FUND SOURCE	PROJECT NAME	TYPE	ITEMS REQUIRED	COST ESTIMATE	DATE SUBMITTED	GOAL #	FUNDING YEAR
11	Community Action Agency of Columbiana County	Columbiana†	Ohio, Pennsylvania, West Virginia	5310	Coordinated Medical Route System	Operating	Origin-Destination data Multi-County medical needs & gaps Outreach to medical stakeholders/public Develop medical routes & schedules Perform time & feasibility studies Agreed upon fare structure Marketing campaign Same software for scheduling med trips Driver training	*$55,000*	8/30/2019	Goal 1; Goal 2; Goal 3	2021
11	Community Action Agency of Columbiana County/CARTS	Columbiana†	Columbiana County and 50 miles	5311	Trade out 15% of Fleet per Year	Capital	Adding more Accessible Van's (AV) to fleet when the Light Transit Vehicle, Narrow Body (LTN) are ready for disposal 6 vehicles replaced this year (CY 2019) with new busses 5 new vehicles are scheduled for next year (CY 2020)	*$215,000*	8/30/2019	Goal 1; Goal 2; Goal 4	2020
11	Community Action Agency of Columbiana County	Columbiana†	Columbiana County	5310	Make the Connection Shuttle System - Phase 2 & 3	Operating	Origin-Destination data Test Routes Time Schedules Vehicles for Shuttle Service Driver Training Public Marketing Campaign Pilot Period Data Analysis Public Forums	*$65,000*	8/30/2019	Goal 1; Goal 3; Goal 5	2020
11	Community Action Agency of Columbiana County/CARTS	Columbiana†	Columbiana County and 50 miles	5311	Renovate and upgrade current CARTS operations building with a second story addition and covered parking lot structure	Capital	Plans & Bids for expansion Board Approval Construction Office Supplies and Equipment HVAC Maintenance Costs New Staff	*$506,000*	8/30/2019	Goal 1; Goal 2	2020
11	Community Action Agency of Columbiana County/CARTS	Columbiana†	Columbiana County and 50 miles	5311	Purchase Comprehensive Phone System	Operating	Phones and Ancillary Equipment Preferred System Software Coordinate with CTS	*$69,000*	8/30/2019	Goal 1; Goal 2; Goal 3; Goal 5	2020
11	Community Action Agency of Columbiana County/CARTS	Columbiana†	Columbiana County and 50 miles	5311	Purchase larger busses dedicated to current and additional deviated fixed route, county-wide, shuttle system	Capital	6 Busses for Shuttle Fleet ($85K ea) Shrink Wrap 4 busses ($9k ea) ODOT Registration Numbers Ongoing Maintenance	*$555,000*	8/30/2019	Goal 1; Goal 3; Goal 5	2020
11	Community Action Agency of Columbiana County	Columbiana†	Columbiana, Mahoning, and Trumbull Counties	5310	Sub-regional call center- EASTERN BORDER, NORTH	Operating	Origin-Destination data Develop SOP for Sub-Regional Call Center Office/Call Ctr Space Personnel Fare Structure MOU	*$150,000*	8/30/2019	Goal 1; Goal 2; Goal 3; Goal 5	2021

SEE APPENDIX L FOR ALL INDIVIDUAL PROJECT FORMS WITH COMPLETE PROJECT DESCRIPTIONS

† = Columbiana County will have to refer to their county coordinated plan in order to apply for ODOT funding.

ODOT DISTRICT	AGENCY NAME	COUNTY	SERVICE AREA	GRANT FUND SOURCE	PROJECT NAME	TYPE	ITEMS REQUIRED	COST ESTIMATE	DATE SUBMITTED	GOAL #	FUNDING YEAR
11	Community Action Agency of Columbiana County	Columbiana†	Columbiana, Jefferson, Belmont Counties (maybe Monroe & Washington)	5310	Sub-regional call center- EASTERN BORDER, SOUTH	Operating	Origin-Destination data Develop SOP for Call Ctr Office/Call Ctr Space Personnel Fare Structure MOU	$155,000	8/30/2019	Goal 1; Goal 2; Goal 3; Goal 5	2021
5	Coshocton County Mobility Management	Coshocton	Coshocton County	5310	Ohio Mobility Management Program	Mobility Management	Mobility Manager	$71,836	8/27/2019	Goal 1	2020
5	Coshocton County Coordinated Transportation Agency	Coshocton	Coshocton County	5311	Vehicle Fleet Maintenance	Capital	Vehicle Maintenance (Oil Changes, Brakes, Lift Maintenance, A/C Repairs, Tire Repairs) Lift/Shuttle Material	$51,400	9/19/2019	Goal 1; Goal 2; Goal 4	2020
5	Coshocton County Coordinated Transportation Agency	Coshocton	Coshocton County	5311	Operating Assistance	Operating	Salaries & Fringe, CTS maintenance fees, County audit cost, Internet, Copier lease, BCI/FBI Checks, Physicals, Rapback costs, CPR/first-aid, Phone/Tablet, CDL permits, fuel, new tires, insurance premiums	$837,728	9/19/2019	Goal 1; Goal 2; Goal 3; Goal 4	2020
5	Coshocton County Coordinated Transportation Agency	Coshocton	Coshocton County	5339	Replacement Light Transit Vehicle (LTV)	Capital	LTV Replacement Vehicle, 5339 Funding	$63,441	9/19/2019	Goal 1; Goal 2; Goal 4	2020
5	Coshocton County Coordinated Transportation Agency	Coshocton	Coshocton County	5339	Expansion Modified Mini Van (MMV)	Capital	MMV Expansion Vehicle, 5339 Funding	$41,323	9/19/2019	Goal 1; Goal 2; Goal 3; Goal 4; Goal 5	2020
5	Guernsey County Senior Citizens Center, Inc.	Guernsey	Guernsey County (Feature Out-of-County)	5310	Guernsey County Senior Citizens Center Inc. Coordinated Transportation Program	Operating/Capital	2-4 New MMV &/or LTV Vehicles each of the next 3 years (2021, 2022, 2023) New Vehicle Tracking/Software & Hardware Operating Assistance for Weekends & Out-of-County Transport Capitalized Maintenance Assistance DRIVE & other certification courses	$654,000	8/19/2019	Goal 1; Goal 2; Goal 3; Goal 4	2021
5	Harrison County Public Transit	Harrison	Harrison County	5311	Additional Funding for Affordable Transportation	Operating	Funding to allow HCPT to continue to provide between 60-70 trips throughout the county and surrounding counties Funding to maintain a fleet of 13 transportation vehicles	$600,000	11/26/2019	Goal 1; Goal 2; Goal 4	2021
11	Holmes County Board of Developmental Disabilities	Holmes	Holmes County - Village of Millersburg	5310	Low Income Housing Fixed Route - Pilot	Operating/Capital	Route Schedule/Map Public Meeting & Outreach Holmes Co BoDD Driver's Reimbursement	$12,500	6/19/2019	Goal 1; Goal 5	2021
11	Brooke Hancock Jefferson Metropolitan Planning Commission	Jefferson	Jefferson, Brooke, Hancock	5310	Ohio Mobility Management Program	Mobility Management	Funding through the Elderly Individuals and Individuals with Disabilities (Section 5310) Program	$80,000	7/22/2019	Goal 1	2021
11	PrimeTime Office on Aging	Jefferson	Jefferson County	5310	PrimeTime Paratransit Scheduling Software	Operating	Basic Software ($14,000) Monthly Maintenance Fee ($300/mo and $3,600/yr)	$17,600	9/18/2019	Goal 2; Goal 3	2021

SEE APPENDIX L FOR ALL INDIVIDUAL PROJECT FORMS WITH COMPLETE PROJECT DESCRIPTIONS

† = Columbiana County will have to refer to their county coordinated plan in order to apply for ODOT funding.

ODOT DISTRICT	AGENCY NAME	COUNTY	SERVICE AREA	GRANT FUND SOURCE	PROJECT NAME	TYPE	ITEMS REQUIRED	COST ESTIMATE	DATE SUBMITTED	GOAL #	FUNDING YEAR
5	South East Area Transit	Muskingum	OMEGA Region 9	5310	Mid-Ohio Mobility Solutions (The Regional Call Center)	Operating	Staff Building & Utilities Mobility Manager	$125,000	8/2/2019	Goal 1; Goal 2; Goal 3;	2019
5	South East Area Transit	Muskingum	Muskingum County	5310	Ohio Mobility Management Program	Mobility Management	Mobility Manager	$80,000	8/2/2019	Goal 1	2020
11	South East Area Transit	Muskingum	OMEGA Region	5310	Community Health Worker	Operating	Community Health Worker personnel Mobility Management Funds	$25,000	10/9/2019	Goal 1	2020
Region	ALL TSPs	Region 9	OMEGA Region 9	5310/5311	OHIORide	Capital/ Operating	Smart phone for passengers Providers would have to join NEORide (https://www.neoride.org/about-us)	$1,200	8/14/2019	Goal 1; Goal 2; Goal 3	2021
Region	ALL TSPs	Region 9	OMEGA Region 9	5310	Regional Fare Structure	Operating/Capital	Transportation Providers	TBD	9/6/2019	Goal 1; Goal 2; Goal 5	2021
11	Society for Equal Access/ILC	Tuscarawas	OMEGA Region 9	5310	Van Replacement	Capital	15 – Modified Mini Vans in 1 to 3 years 2 – Modified Mini Vans in 4 years	$595,000	7/29/2019	Goal 1; Goal 4	2021
11	Tuscarawas County Senior Center	Tuscarawas	Tuscarawas County	5310	The Tuscarawas County Senior Center Transportation	Capital	Replacement Van X 3 Capitalized Maintenance	$101,000	8/2/2019	Goal 1; Goal 4	2021
11	Tuscarawas County Senior Center	Tuscarawas	Tuscarawas County	5310	Ohio Mobility Management Program	Mobility Management	Mobility Manager	$70,000	8/2/2019	Goal 1	2020
11	Horizons of Tuscarawas and Carroll Counties, Inc. Rural Public Transportation	Tuscarawas	Tuscarawas County	5311	Tuscarawas County Resident Transportation 2020	Operating	ODOT 5311 Grant Match Funds - Horizon's Contracts	$600,000	8/15/2019	Goal 1; Goal 3; Goal 5	2020
11	Horizons of Tuscarawas and Carroll Counties, Inc. Rural Public Transportation	Tuscarawas	Tuscarawas County	5339	Horizons Vehicle Replacement	Capital	2 Modified Mini Vans 1 Light Transit Low Floor Vehicle	$182,397	8/15/2019	Goal 1; Goal 4; Goal 5	2020

PROJECT FORM CATEGORY DEFINITIONS:

ODOT DISTRICT: *Applicable ODOT District relating to Transit Service Provider.*

AGENCY NAME: *Name of the Agency that submitted the project.*

COUNTY: *County the Agency is located.*

SERVICE AREA: *This is the area that the Agency serves or where the project will have an impact.*

GRANT FUND SOURCE: *This is the grant that the Agency is seeking funding for their project.*

PROJECT NAME: *This is the name of the project the Agency has chosen.*

TYPE: *This is the project type that the funding will go towards.*

ITEMS REQUIRED: *These are any necessary items that the agency will need to accomplish the goal of the project.*

COST ESTIMATE: *This is a general total the Agency is estimating the project will cost.*

DATE SUBMITTED: *This is the date that the project summary form was submitted.*

GOAL #: *This is the goal number that the project is correlated to in the regional coordinated plan.*

FUNDING YEAR: *This is the funding year in which the project will be considered for.*

Regional Coordination Success Stories

CTS Scheduling Software Collaboration

Over many months of meetings, collaborating, and sharing information and data, the Regional Coordinated Council determined that an important step to having a successful plan implementation would be to begin working towards having similar scheduling software to coordinate trips. Not all transportation service providers have the same scheduling software, and many don't use software at all to schedule their daily, weekly, and monthly trips. There are a few providers that schedule with pen and paper or use non-traditional software to use for scheduling, such as Microsoft Word or Excel.

Scheduling software can be very expensive, and the pricing can be very complicated depending on many factors such as the number of trips a provider makes, the maximum number of booked trips, trips per day, the size of the vehicle fleet and combination of the trips. The price range can be between $100,000 to $750,000 depending upon fleet size and numbers of trips plus an annual maintenance fee. The financial strain put on a transportation service provider may be cost-prohibitive for some providers and other agencies that contract transportation services. For small agencies, with fleets of 10 vehicles or less, scheduling software may not be an option and for the larger fleets, 30 or more vehicles, they can manage their service more efficiently as long as they are able to afford the software and licensing.

In order to navigate around the financial barriers, it may be beneficial for the transportation providers on the Regional Coordinated Council to work together to purchase a software that can work for everyone and minimize the financial hardship. While considering this option, several of the larger providers in the region use a scheduling software named TripMaster by CTS Software and had conversations to expand the service in the region. The account executive from CTS decided to provide a database for the coordination efforts for the regional coordinated plan as a pilot project at no charge. This is a temporary solution until a final plan can determine what will be best for the region and all the participating transportation providers. Funding will be needed to implement a more permanent solution.

Determining the shift of technology, funding, coordination and trip patterns will be a top priority to have this pilot be successful for the overall goal of the plan. The offer of any software for any period of time that is free of charge for the transportation providers is a very generous and vital resource to bring coordination efforts to fruition.
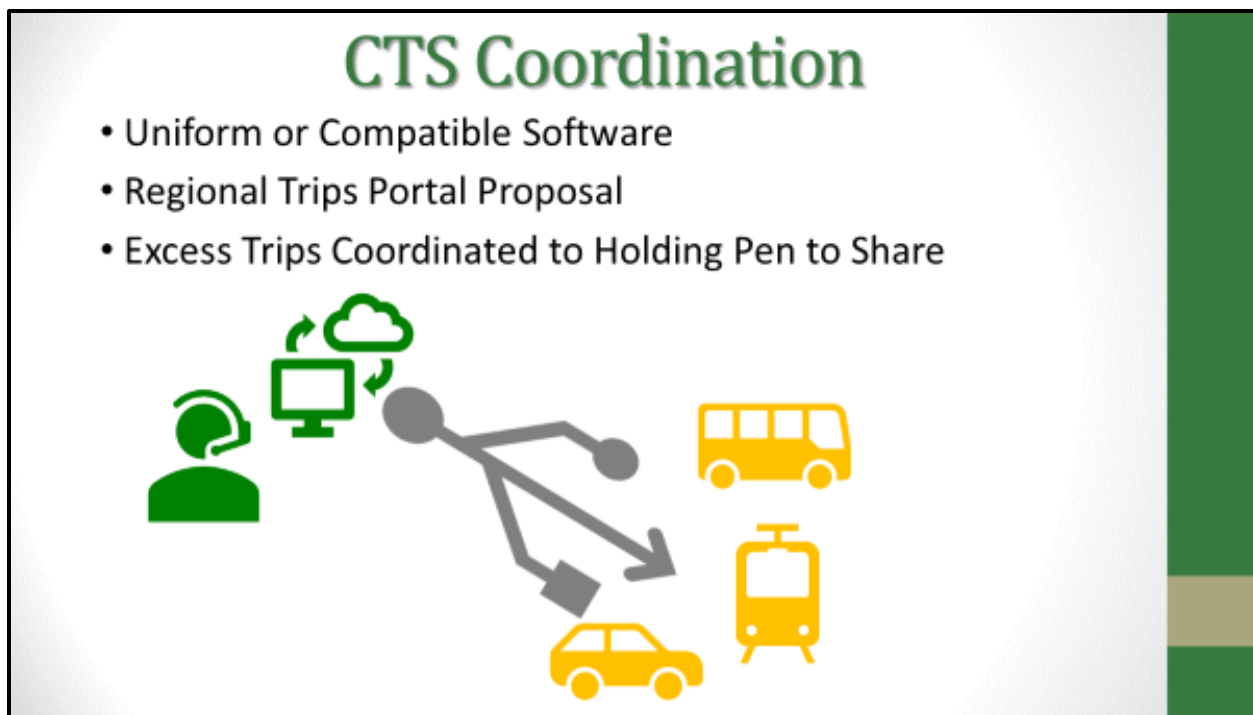
IMAGE 5-1: CTS COORDINATION PRESENTATION SUMMARY

How this will work for the region is that the TripMaster database software will be used as a portal for all regional transportation service providers in the 10-county region to use at their will. Support and training will be provided if needed. Each agency will have their own individual holding pen when they use the software for any trips that they are unable to schedule. There will be an overall region holding pen to move unscheduled trips into the portal to then be scheduled with any transportation service provider that is able to take the trip from origin to destination. The trip is then exported from the region holding pen and imported into the individual database. The program is completely voluntary, and any provider is able to withdraw at any time they find necessary. The overall goal for this pilot is to reduce trip denials.

The Business Associates Agreement (BAA) to participate and use the CTS software offer is included in the **Appendix N.** Each participating agency that signs it does so voluntary and abides by the terms and conditions included in the agreement.

Mid-Ohio Mobility Solutions Collaboration

Website: https://mobility-options.org/

IMAGE 5-2: REGIONAL CALL CENTER OPEN HOUSE FLYER

The CTS portal will work more efficiently and correlate with another pilot project offered to the region in the regional call center. The Mid-Ohio Mobility Solutions was formed as a partnership between the Mobility Manager Shannon Hursey and the Transit Agency SEAT to provide a call center for the 10-county region to do more than just schedule trips but to provide solutions for all mobility issues. This is more evidence of great coordination since it brings together transportation service providers from all areas of the region who before may have never crossed jurisdictional boundaries, yet they provide the same type of service.
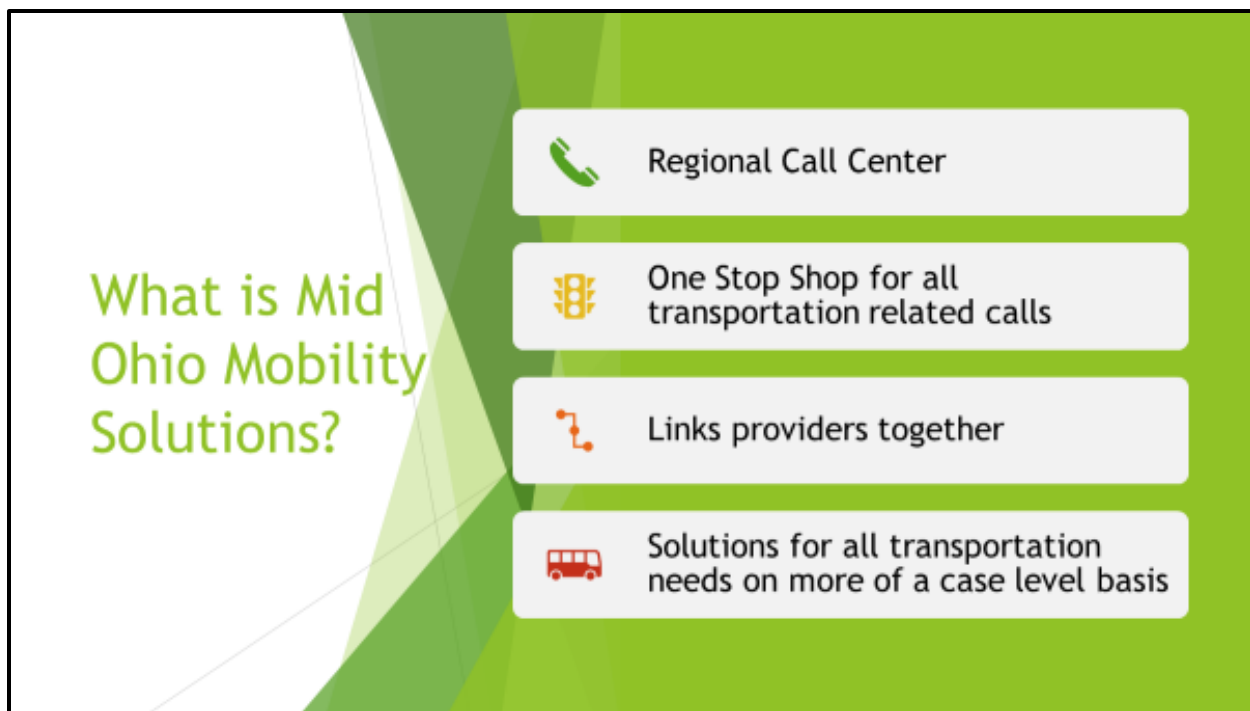
IMAGE 5-3: MID-OHIO MOBILITY SOLUTIONS PRESENTATION SUMMARY

The call center pilot will run until the end of 2019 and utilizes information on all the transportation service providers that this plan has produced and also grants free access to the CTS technology. It currently houses two part-time employees who take calls during regular business hours and who offer information on transportation providers to help people make trips in and out of the region while also solving mobility issues such as equipment for people with disabilities. More of the success stories from the Mid-Ohio Mobility Solutions will be in the next section and also its corresponding **Appendix K** section.

IMAGE 5-4: MID-OHIO MOBILITY SOLUTIONS PRESENTATION PILOT OPTIONS

The goal for Mid-Ohio Mobility Solutions correlates to the overall goal of the regional coordinated plan, that anyone who needs a ride from the region can get a ride, especially seniors and people with disabilities. It is vital to be able to operate as a region whether it helps keep costs lower for the public and the transportation providers and to allow sharing trips since it makes service more efficient.

IMAGE 5-5: MID-OHIO MOBILITY SOLUTIONS PRESENTATION PILOT GOALS

*SEE **APPENDIX K** FOR ALL SUCCESS STORY NARRATIVES FROM COORDINATED TRANSPORTATION*

Columbiana County Deviated Fixed Route Shuttle "Make the Connection"

IMAGE 5-6: COLUMBIANA COUNTY'S MAKE-THE-CONNECTION DEVIATED FIXED ROUTE PILOT PROJECT

The Mobility Manager Deb Hill of the Community Action Agency and CARTS Director Shari Green were thinking about developing a deviated fixed route shuttle for the southeastern region of Columbiana County. Deb parsed the Origin – Destination data for CARTS from December 2018 until March 2019. In that three-month period, there were a total of 5,717 trips for the one zip code they were interested in developing a route. They figured they could use recent trip patterns and frequency to develop a fixed

route that loops through East Liverpool and Calcutta every hour. OMEGA received the trip data and mapped out destination points and line maps for the requested routes.
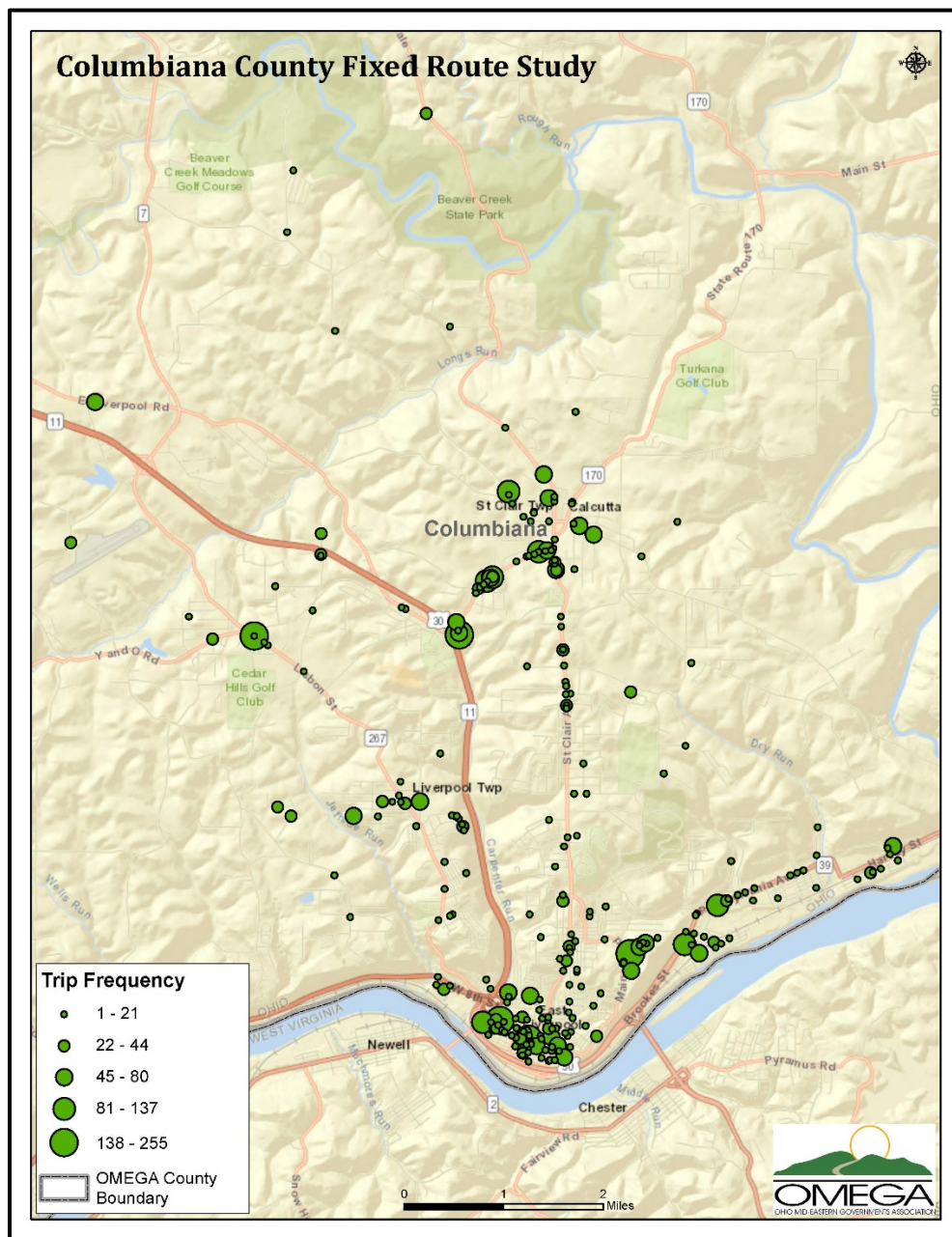
The destination points map helped to determine some of the most frequented stops to help lay a foundation for the route. Another important factor to determine was the trip pattern in which a lines map can help visualize a possible flow for the route.
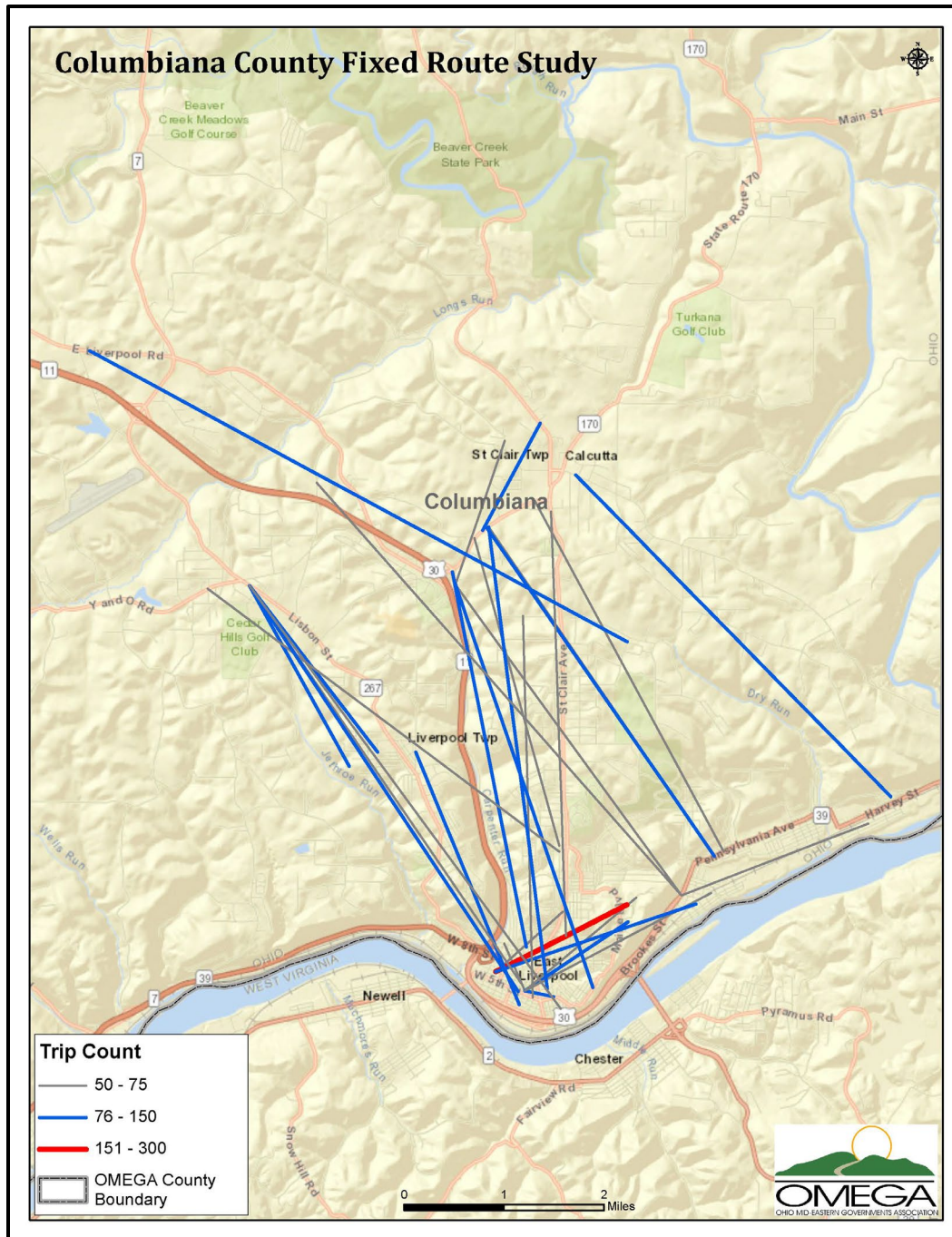
**MAP 5-2: COLUMBIANA COUNTY'S DESTINATION LINES ZIP CODE MAP**

The lines map can quite literally help to connect the destination points and help lay a basic route map from which trial and error by driving the route can help narrow down the major stops to make a route. **Map 5-3** shows how the destination points were connected with the lines map.
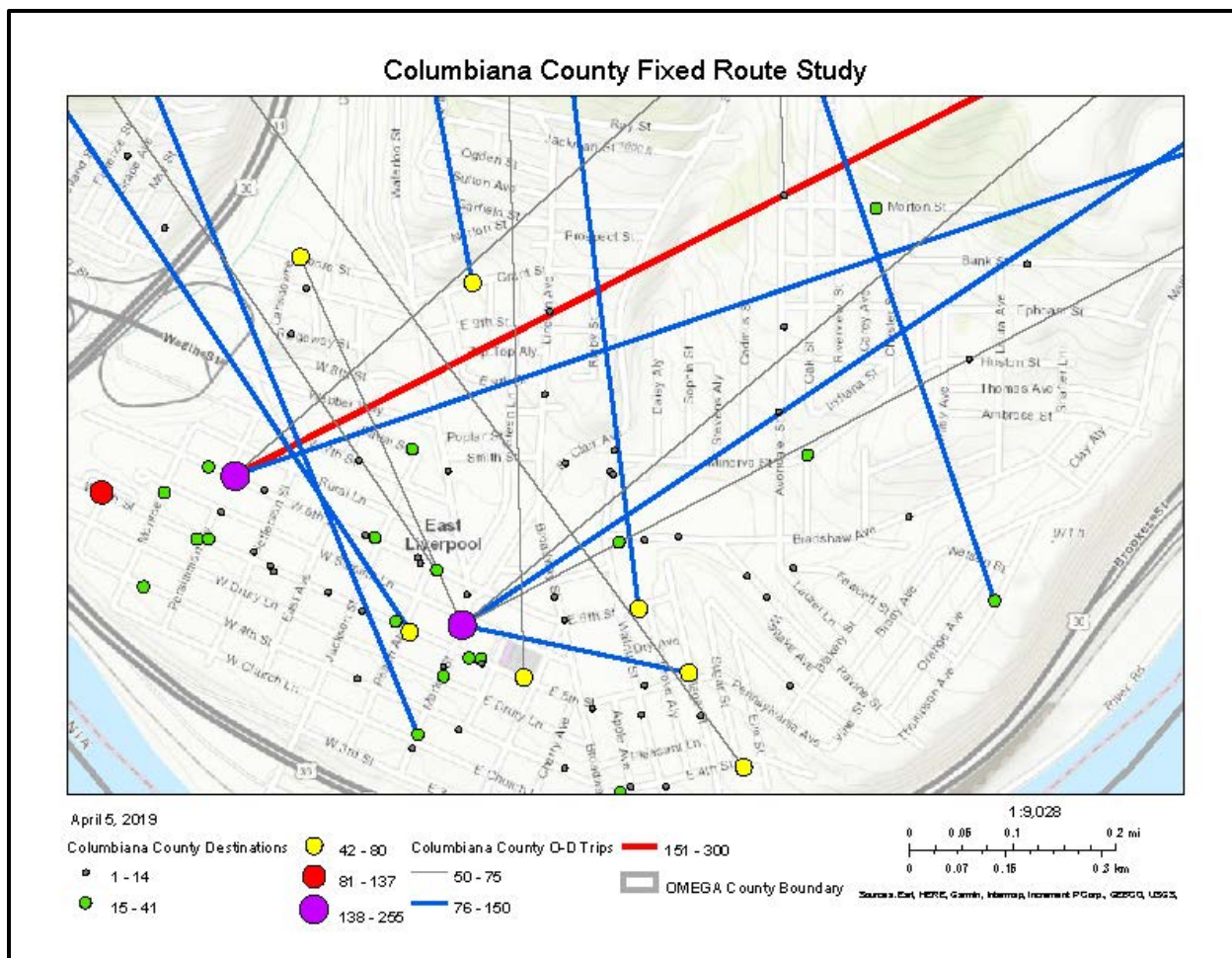
MAP 5-3: COLUMBIANA COUNTY'S DESTINATION POINTS & LINES ZIP CODE MAP

CAAofCC and CARTS met with SEAT in order to get a best practice approach on the route and common traps to avoid. This is another piece of evidence that coordination helps a region grow and flourish by having an experienced transit agency help another one that is 100 miles away by helping to establish and grow its service within the region. This pilot can also help any other transit or transportation service provider apply the same mechanisms if they wish to begin and run a deviated fixed route in their service area.

From the beginning, there were 20 locations that drew interest to map for the route shuttle. After trial and error, the amount of stops for the route dropped to 13. Also, in order to be in compliance with ADA regulations, the entire route had to be kept no longer than 90 minutes in total, including any deviation. The deviated fixed route goes from Stop 1 through Stop 13 with a return route to begin at Stop 1. They planned to keep each stop between 4-5 minutes in case there are any deviations and in order to meet ADA compliance.
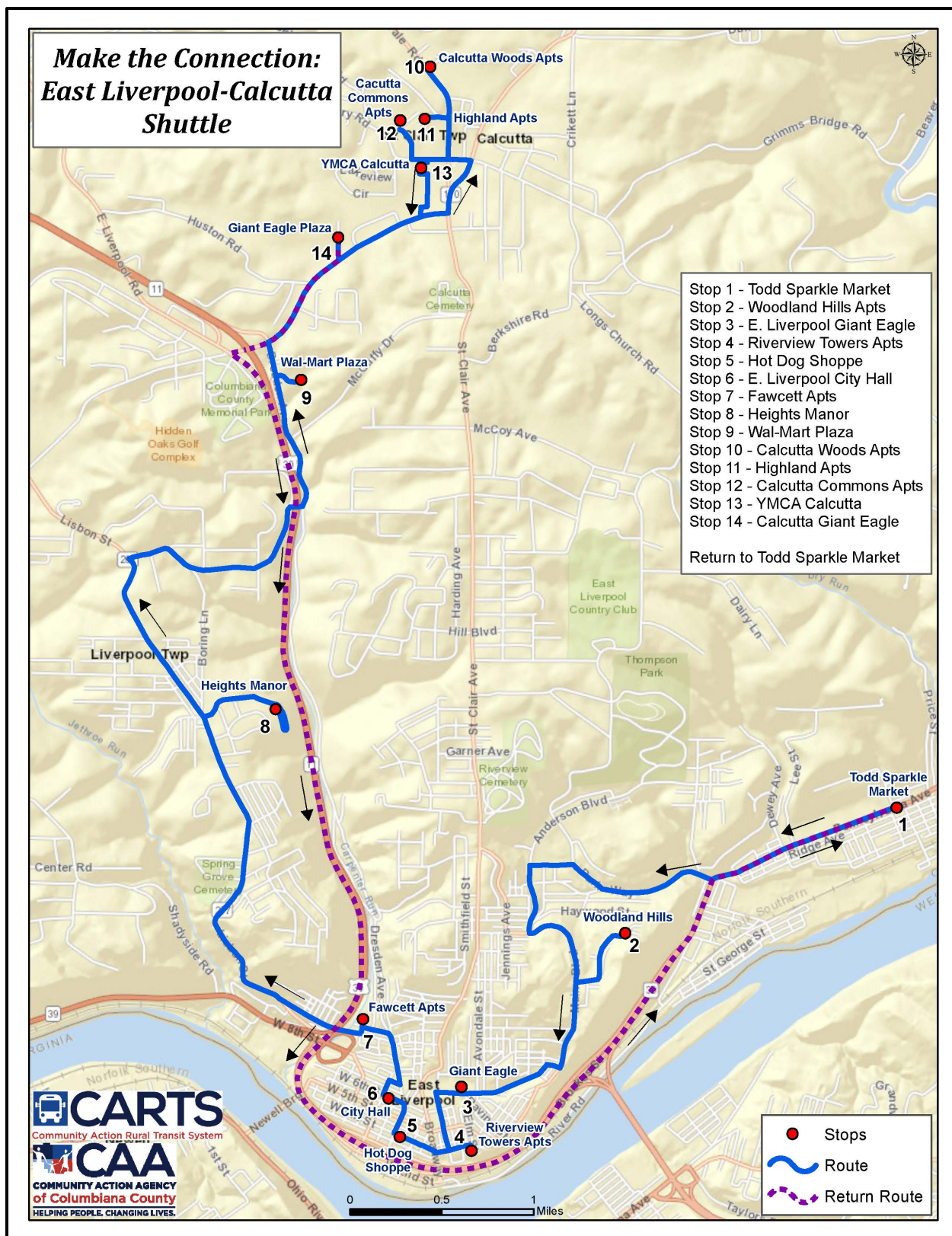
Map 5-4: Columbiana County's Make-the-Connection Fixed Route Map

Success Stories Narratives from Regional Coordination Efforts

More evidence that proves how beneficial coordination of transportation throughout the region has been recorded in anecdotal success stories from all parts of the region. These success stories narratives are located in **Appendix K.** Here is just a summary from each of those success stories from when this pilot program started.

COMMISSIONERS PROMOTE PUBLIC TRANSPORTATION IN TUSCARAWAS COUNTY

The goal was to increase public awareness by transporting the commissioners from the County Courthouse to the Tuscarawas County Senior Center for a lunch with public transportation officials. This was a good example that public transportation is available to anyone in the public regardless of demographics, age, or income. Public transportation has the ability to help anyone in need of transportation to and from work, for medical appointments, and any other conditions even if an individual is unable to afford trips. The effort between the transportation providers of Horizons, SEA Inc., and the Senior Center to coordinate together to help those in need of transportation is a strong example of successful coordination.

PUBLIC TRANSIT AND COMMUNITY HEALTH – MUSKINGUM COUNTY

A Lean Six Sigma project that includes data to demonstrate the increase in rides and mobility as well as effectiveness of improving transportation to health appointments by coordination was coordinated by the Muskingum Valley Educational Service Center. There had been an ongoing problem that 16% of no-shows and same day cancellations were because of a lack of transportation to health appointments. The goal was to reduce no-shows and same day cancellations from the lack of transportation by 50% in six months. SEAT using CTS technology was able to contribute to schedule and coordinate same day trips utilizing fixed routes and demand response. Using data, technology, and collaboration, of the 90 patients that participated in the pilot, no-shows and cancellations were decreased by 71%. This is a good example that can be used throughout the region to help solve common issues.

CROSS COUNTY TRANSPORTATION SERVICE

On June 18, 2019, both Mobility Managers from Coshocton County and Tuscarawas county were able to help a man travel 34 miles across the Tuscarawas-Coshocton County border to pick up his car from a repair shop. Horizons picked up the man in Uhrichsville and dropped him off at a Park & Ride at the intersection of US-36 and SR 751. He was then picked up by Coshocton County Coordinated Transportation to finish the trip for him to get to his destination and pick up his car. His original quote from a different transportation service provider was $150, this coordinated trip cost him only $29.12 giving him a total savings of $120.88.

REGIONAL NETWORKING TO SCHEDULE AN OUT-OF-REGION TRIP

On May 16, 2019, a woman approached the OMEGA Transit Planner at the public workshop and senior wellness event at the Tuscarawas Senior Center. At the event, OMEGA was handing out public surveys and recording unmet needs and gaps from the public for transportation service. After completing a survey and recording a comment, the woman asked the Transit Planner if he knew of any transportation service to and from the Akron/Canton Airport for November 2019. The Transit Planner shared with her the contact information of the Mobility Manager for Tuscarawas County in order for her to schedule her

transportation for her trip. This is important since it is one leg of not only an out-of-region trip but since she is flying out it connects her to an out-of-state trip as well.

MULTI-MODAL TRANSPORTATION OUT-OF-REGION TRIP

In May 2019, a gentleman had a request for transportation service for June 20th. He was scheduled to fly his small airplane into Harrison County for painting repairs and needs to return home to Dayton afterwards. He originally was going to catch a Greyhound bus out of the Wheeling area. However, when he was put in contact with the Mobility Manager, he was rerouted to connect with the Greyhound bus out of Zanesville saving on the distance needed to return to Dayton. The total cost of the coordinated trip was $26 plus the cost of the Greyhound ticket. This is evidence of the flexibility of service for mobility options within the region as well as saving time and money on an overall out-of-region trip.

CROSS COUNTY MOBILITY SERVICE FOR LOW INCOME VICTIM OF DOMESTIC VIOLENCE

On July 27, 2019, a social worker from the Trinity Twin City Hospital in Dennison called about a young man in the ER due to domestic violence needed to go to a domestic shelter in Carrolton but had no money for transportation. The Mobility Manager called all providers in Tuscarawas County to see if there was any available transportation, but nothing was available. The Mobility Manager called Carroll County Transit and scheduled a pick-up in Uhrichsville for $8.50 to take him to the shelter. The Mobility Manager had funds in their Santa Fund and was able to provide a ride for him, another good example of agencies working together across county lines to provide transportation solutions.

TRANSIT REDESIGN JOB BUFFER

In June 2019, SEAT in Muskingum County went through a fixed route redesign for their service in Zanesville. They mapped out all the jobs available within a ½ mile from the fixed route line. This serves as a great resource, one that can be replicated throughout the region, as to show job availability and reliable transportation for employees to use to get to work. The ongoing issue of job applicants needing reliable transportation in order to be hired for a job can be helped by knowing information like this.

CROSS COUNTY PUBLIC TRANSIT AGENCY EMPLOYMENT TRANSPORTATION COORDINATION

On June 20, 2019, the Mobility Manager from Tuscarawas County scheduled a short-term trip between Horizons Rural Public Transportation and Harrison County Rural Transit for a 69-year-old woman for work at Harcatus. Her work transportation route is from Dennison to Cadiz 4 days a week. Until she can secure her own person vehicle, Horizons will pick her up in Dennison and transport her to a Park & Ride at US-250 and SR 151 while Harrison County will pick her up there and finish the ride by taking her to Cadiz. The same trip will work in reverse for her return trip home. Horizons and Harrison working together shows coordination can work across county lines.

OUT-OF-REGION & OUT-OF-STATE TRANSIT SERVICE

In December 2018, Steel Valley Regional Transit Authority (SVRTA) began a roundtrip service from Steubenville, OH to Robinson, PA that costs $5 each way. The route connects to stops from beginning at SVRTA, to Eastern Gateway Community College, Weirton Medical Center, Giant Eagle at Settler's Ridge, and the mall in Robinson. The expansion of service is a great accomplishment for the region because it can help support employment, medical, educational, commercial, and recreational trips all on one transit line that travels out-of-region and out-of-state. From December 2018 to April 2019 the line

served 444 passengers with 54 of them on Saturdays. This is a good example of a transit service that helps support trips for the public that makes many out-of-region trips for the services they may seek.

MID-OHIO MOBILITY SOLUTIONS, REGIONAL CALL CENTER, SUCCESS STORIES

Since the inception of the regional call center in July 2019, there have been many anecdotes as to how the public has utilized this service in order to find solutions to their mobility issues. Here is just a handful of summaries of those stories.

1. A woman had been visiting her husband 3 times a week at a nursing home in Muskingum County for only $12 a week by SEAT. For an unknown reason, her husband had been transferred to a nursing home in Morgan County and she wanted to continue to visit him. SEAT and Morgan County Public Transit worked on a standing order together in order to provide her continual service by utilizing the call center. Morgan County worked out a reduced fare for her as well as SEAT, after waving some fees, gave her a reduced rate for her trips. The plan was for SEAT to pick her up at her residence and drop her off at the Morgan County line where Morgan County Public transit would pick her up and take her to the nursing home and in reverse for her return trips. Her cost is slightly more than her original trips but at a reasonable cost for using both services at $16 a week for 2 out-of-county round trips. She was very happy with the plan and that she can continue to visit her husband. This is a great example of two different transit agencies working together across county lines to better serve the public.
2. A man was released from prison and had a prepaid ticket for Greyhound and $50 credit for a cab. His trip was to take him from Portsmouth, OH to northern Kentucky and from there take a cab to a homeless shelter. The Greyhound bus didn't show up and he was at risk of losing his bed in the homeless shelter. The call center worked with SEAT and researched the events to discover that it was at no fault to the passenger. SEAT covered the cost of a new Greyhound ticket, wrote a letter defending the man and the call center contacted the correctional facility in Belmont County about the cab fare and he was able to make his destination and keep his bed.
3. A woman was sent to the call center from Genesis of Cambridge. She was going to be receiving treatment in Columbus at the cancer center and she was not eligible for Medicaid or public assistance. The Call Center found the cheapest option was SEAT with a round trip ticket that cost $190.00 for four appointments. The Call Center also communicated with the Cancer Coalition for funding options. The Call Center connected her with them, and they were able to fund all the transportation costs for every appointment. SEAT transported her to and from her appointments. This solution eased personal stress.
4. A SEAT passenger was brought to the call centers attention from People to People Counseling for an issue he has in a new apartment complex he resides that has no wheelchair access. Due to safety concerns for both the man and the SEAT driver moving him up and down the stairs, a better and safer solution was needed. The call center discovered that he had a portable wheelchair ramp at his previous residence but required a few people to transport it. The call center started contacted Zemba Brothers who were eager to help and jumped on the opportunity. All the necessary information was given, and they helped relocate the ramp to his new apartment helping make life much easier and give him the quality of life he deserves. A person with disabilities deserves solutions the call center can provide.

*SEE **APPENDIX K** FOR ALL SUCCESS STORY NARRATIVES FROM COORDINATED TRANSPORTATION*