



OMEGA STEERING COMMITTEE

Regional Coordinated Transportation Pilot Program

September 22, 2020

Zoom Housekeeping

- Please mute yourself to avoid background noise
- This meeting is being recorded to prepare minutes
- Slides will be available on OMEGA website later today
- Meeting minutes will be provided to all attendees
- Please feel free to ask questions in chat box, or just unmute and speak up at any time
- OPEN DIALOG IS WELCOMED



Agenda

- Welcome & Introductions
- Vision Statement
- Call Center Names
- SWOT Analysis
- Regional Goals
- Updates & Information
- Project Scoring Sneak Peak
- Meeting Dates for CY 2020 & Preview of October Meeting
- 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.

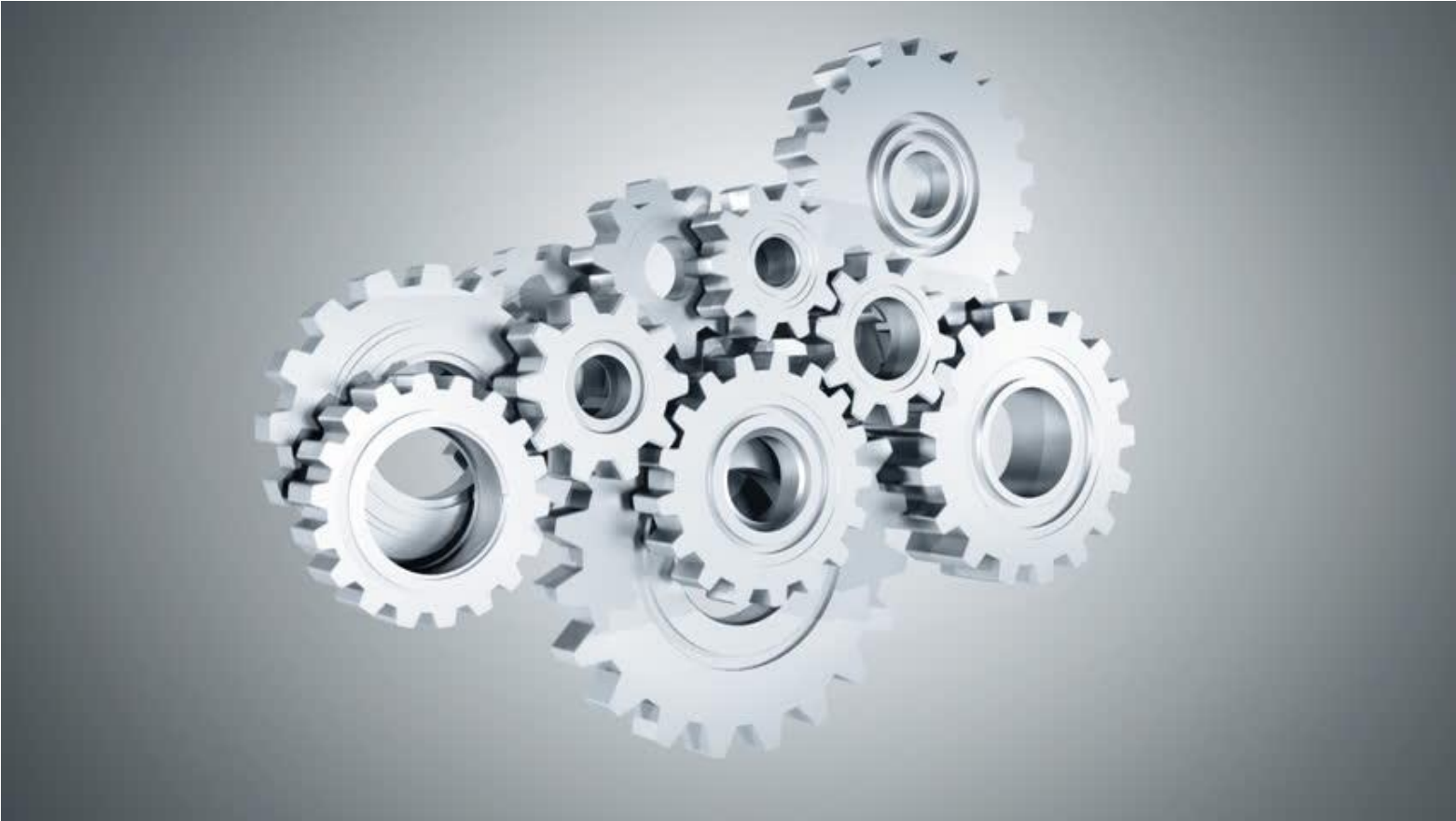
Vision Statement

- Is the “ North Star” determining the direction of what you want the organization to become in the future.
- Vivid statement describing the future state of the organization.
- The Vision for the organization does not change unless there is a crisis causing fundamental change within the organization. It is not updated yearly.

Proposed Vision Statements:

1. To achieve access and mobility through efficient and effective transportation for all.
2. To achieve mobility for all through gold standard regional transportation initiatives.
3. O.M.E.G.A. Orchestrating Mobility for Everyone, Guaranteeing Access
4. Any other suggestions??

Changing gears – next topic



What's in a name?



Setting the tone for the new call center, making it regionally relevant and accepted, focused strongly on the customer.

Proposed Call Center Name

1. The **MOBILITY NAVIGATION CENTER**. We help you navigate your way to wherever you need to go, with accessibility for all. Need some help? Just call the navigator.
2. The **MOBILITY SOLUTIONS CENTER**. Providing transportation options and accessibility for all. Need some help? We'll find a solution that fits YOU.
3. The **RIDE CONNECTOR**. Making ride connections for you with accessibility for all. Need some help? We'll make the connections for you.

New Advisory Panel

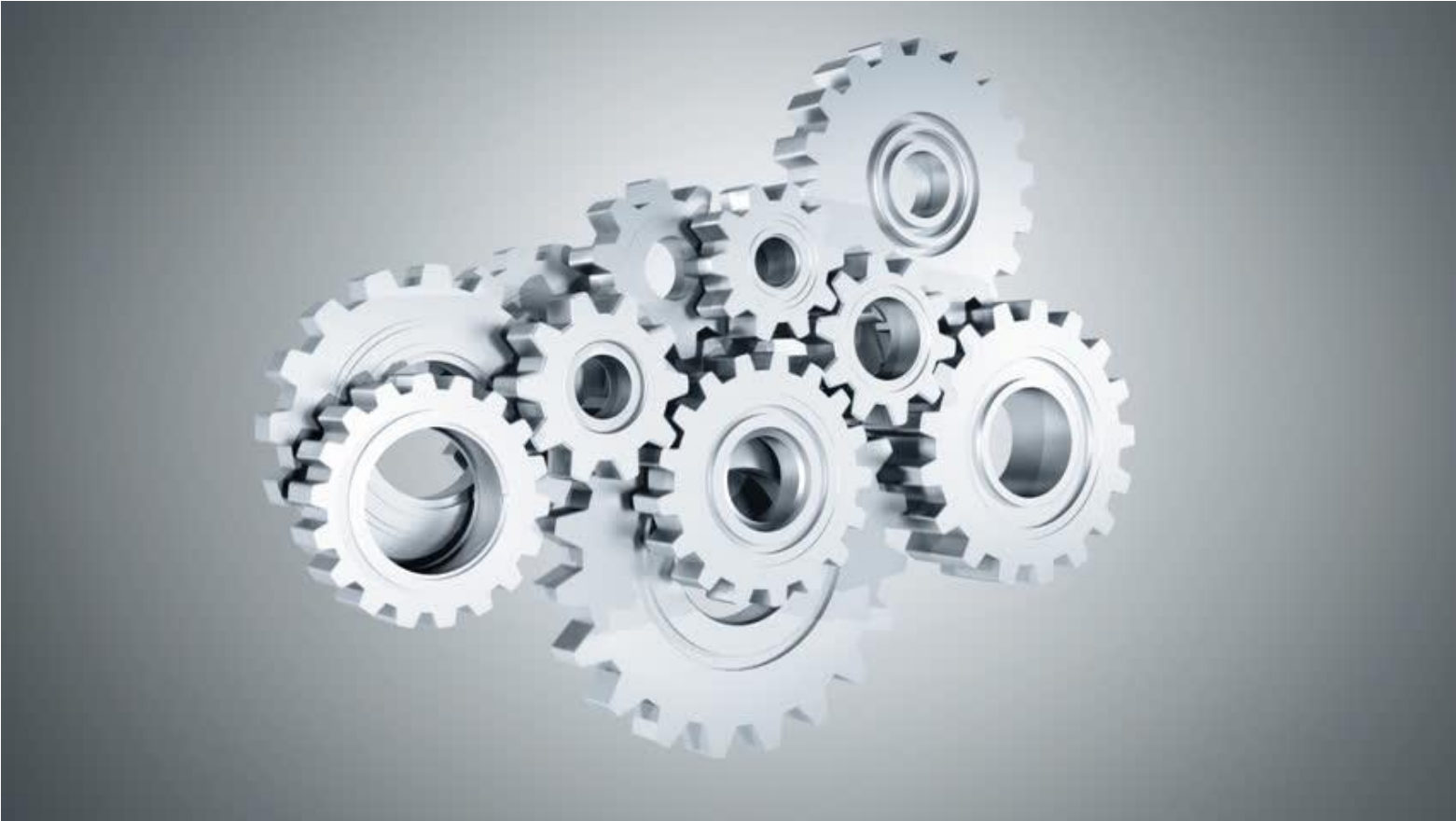
Call Center Advisory Panel:

5-7 persons

Please email me if you are interested to serve on this panel. I will announce a slate to be voted on before the next meeting.

One Call/One Click training members will update both this panel and the SC.

Changing gears – next topic



Update SWOT Analysis

- Not for brainstorming session but a synthesis of other analysis and experience
- Never the end point. SWOT is used to select the core challenges (goals) that the organization will focus resources on
- **Strengths and Weaknesses** describe the internal forces on the organization
- **Opportunities and Threats** describe the external forces on the organization. (Political, Social, Economic, Environmental and Technical)
- How are we going to go about this virtually?

2017 SWOT Analysis



Strengths – internal

Weaknesses - internal

Opportunities - external

Threats - external

Changing gears – next topic



Regional Goals

- Vision statement and SWOT analysis guide the creation of the goals.
- SWOT analysis and our regional goals are refreshed yearly so they can reflect the current state of affairs, while not losing focus on the long-term vision.

Refresh Current Goals

- Increase Ridership for All Transportation Service Providers & Transit Agencies in the Region
- More Efficient Out-of-County & Out-of-Region Transportation Service
- Reduce Denials & No-Shows of the Riders that use Transportation Service in the Region
- Cost-Effective Vehicle Replacement for All Regional Transportation Service Providers
- Increase Employment Transportation Options for Jobseekers and Employees

Regional Goal One

- Increase Ridership for All Transportation Service Providers & Transit Agencies in the Region

- Is this still valid?
- Does it need amended?
- Does it need deleted?

Regional Goal Two

- More Efficient Out-of-County & Out-of-Region Transportation Service

- Is this still valid?
- Does it need amended?
- Does it need deleted?

Regional Goal Three

- Reduce Denials & No-Shows of the Riders that use Transportation Service in the Region

- Is this still valid?
- Does this need amended?
- Does this need deleted?

Regional Goal Four

- Cost-Effective Vehicle Replacement for All Regional Transportation Service Providers

- Is this still valid?
- Does this need amended?
- Does this need deleted?

Regional Goal Five

- Increase Employment Transportation Options for Jobseekers and Employees

- Is this still valid?
- Does this need amended?
- Does this need deleted?

Other suggestions for regional goals:



- Are there other core goals that better represent the regional needs, values, and priorities at this time?

Regional Goal Additions?

- Any additional goals needed?

- I will summarize both the SWOT analysis and the regional goals and send them to the SC for review and vote before the next meeting. Prioritizing the goals will occur during the voting process.

Ten Seconds of Zen



Changing gears – next topic



Moving on to New Business



1. Regional Software Access Project
2. ODOT Scoring Project- HOME WORK
3. Regional Projects for Special Funding

Regional Software Access Project

- Andrea Dupler, SEAT
- ODOT suggested a combined grant application of OMEGA through 5310 and SEAT through OPT2 to secure the needed funding.
- SEAT was awarded \$900,000 and OMEGA was awarded a nominal amount (< \$5000)
- Goal is to establish and utilize software access regionally

ODOT Project Scoring



A new plan for updating the 5310 scoring system

- ODOT is taking the lead on updating the 5310 project scoring system (excluding mobility management program) to select projects which best advance the goals, address unmet needs, and demonstrate coordination in the region. Some of these projects will be regional in scope and some will be local but still aide in achieving the regional goals.
- **The SC can add the most value to this process by focusing on the sections that pertain to coordination.**

Where can the SC be Most Effective in the Process?

ODOT wishes to be able to better recognize, promote, and fund projects which are regionally relevant and projects which promote coordination, both regionally and locally.

What can the SC do to help?

- The SC can make suggestions about changes, deletions, or additions to the Coordinated Plan Support Document (PSD) that is submitted with each 5310 application.
 - *These suggestions need to be regional in scope, not Region 9 specific.*
- The SC can review and provide comment to ODOT when we receive the draft of the new scoring system

HOMework ASSIGNMENT

- **Review** ODOT Coordinated Plan Support Document. It will be emailed to you after the meeting.
- **Consider** what would you look for in a project that would have it score maximum points for funding.
- **Identify** questions that need to be asked to demonstrate regional and/or local coordination efforts.
- **Identify** questions that need to be asked to demonstrate that the project aligns with regional goals and fulfills regional unmet needs or local critical needs.
- **Identify** information needed to provide equitable consideration for large and small projects

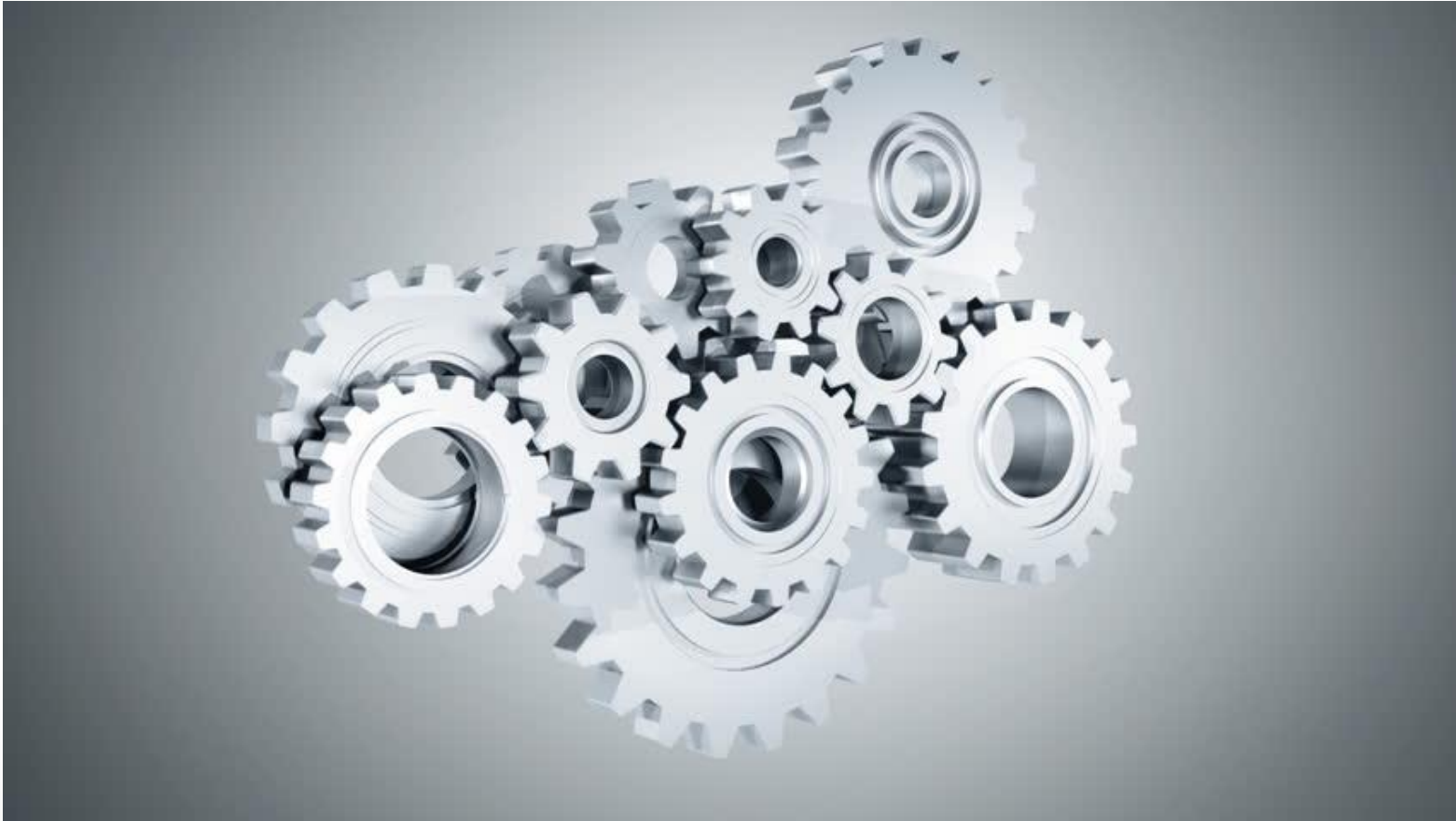
PLEASE MAKE SUGGESTIONS NO LATER THAN OCTOBER 6, 2020.

Regional Projects (Special \$\$)

- \$100,000 in regional funding awarded by ODOT to OMEGA
- Projects **MUST** be regional in scope and relate directly to the regional goal(s)
- Have until [Nov. 17, 2020](#) to consider and propose projects to RCC
- Bring your ideas! Think outside the box.




Changing Gears – Announcements



Meeting Schedule for Q4 2020

- Steering Committee, 8am-10am

- Wednesday, October 21, 2020
- Wednesday, November 4, 2020
- Tuesday, November 17, 2020
- NO MEETING IN DECEMBER 

- RCC Meeting, 10am-11:30am

- Cancelled in September & November
- Thursday, December 3, 2020

October Meeting Expectations

- Slate of members for Advisory Panel for call center presented for vote
- Confirmation of new SWOT analysis
- Confirmation of new regional goals
- Scoring system discussion
- Discussion of regional projects to consider for the additional funding
- Before next meeting:
 - ✓ Email me if you would like to be considered for the Call Center advisory panel
 - ✓ Submit potential regional projects for additional funding
 - ✓ Review of Plan Support Document and **Submit Comments by October 6, 2020**

For the Good of the Order



Questions and Comments



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