



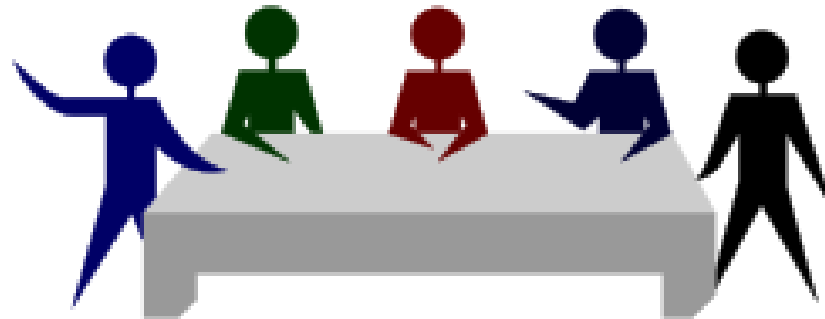
# REGIONAL COORDINATED COUNCIL

REGIONAL TRANSPORTATION PLANNING ORGANIZATION

June 16, 2021

# ZOOM Code of Conduct

- Please mute yourself to avoid background noise.
- This meeting is being recorded to prepare minutes.
- Slides and minutes will be available on the OMEGA website within one week.
- This meeting is serving as the June Steering Committee meeting as well.



# Agenda

- 1. Call to Order. Introductions and Welcome:** Valerie Shaw, RCC Chairperson
- 2. Roll Call:** Deborah Hill, OMEGA Transit Planner
- 3. Review and Approval of Meeting Minutes:** Valerie Shaw, RCC Chairperson
- 4. The Steering Committee Reports:** Deborah Hill, OMEGA Transit Planner
  - a. Regional Projects
  - b. Adoption of Regional Performance Measures
- 5. KFH OC/OC Strategic Planning Study, Kick-off meeting:**  
Dan Dalton, KFH Consultants
- 6. For the Good of the Region:** Valerie Shaw, RCC Chairperson
- 7. Call for Adjournment:** Valerie Shaw, RCC Chairperson

# Roll Call



- If you are attending the meeting by phone, or your name is not called, please make sure I acknowledge your presence at the end of the roll call.
- Alternatively, please put your name in the chat box to acknowledge your attendance.

# Meeting Minutes

- Minutes from the RCC meeting held on March 24, 2021 were distributed to members prior to the meeting.



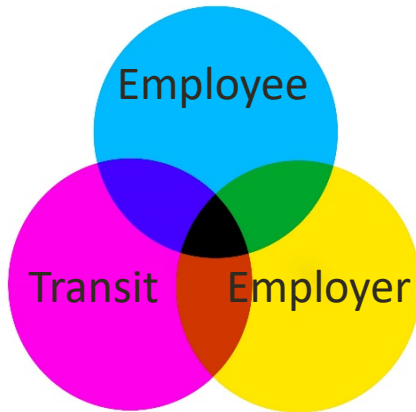
# Steering Committee Reports

## Vision Statement:

To Achieve ACCESS and MOBILITY  
Through Efficient and Effective Transportation  
FOR ALL.

- Four Regional Projects
- Regional Performance Measures
  - Regional Unmet Needs Assessment Survey

# Employment Transportation Study



**Goal:** Conduct Feasibility Study for Coshocton, Tuscarawas and Southern Holmes Counties to Assess Employment Transportation Needs.

**Current Status:** Consultant selected: SIXMO Group

**Next Step:** Kick-off meeting was held June 2, 2021. Employer and core stakeholder interviews have begun.

# Regional Resource Guide



**Goal:** Develop a Coordinated Web-Based Regional Resource which includes Transportation Information and HHS Information for each OMEGA County.

**Current Status:** Website in development.

**Next Step:** Information collected from M/M is being input. Expected live online by end of summer.



# One Call/One Click Strategic Planning Initiative



**Goal:** Explore Best Practices and Model Structures to Recommend Best Regional Implementation for a Regional Call Center.

**Current Status:** Consultants selected: KFH Group

**Next Step:** Regional Kick-off meeting is today! Interviews with key stakeholders have begun.

# Media Outreach Campaign



**Goal:** Provide County Media Outreach Tailored for Each OMEGA County, and Regional Marketing to Highlight Regional Transit.

**Current Status:** Contracts between OMEGA and each county have been sent out and most have been signed and returned.

**Next Step:** Kennedy Webb-Blakley has begun reaching out to each county to help develop specific media outreach plans. A regional-level outreach campaign is being developed and will be a PSA highlighting all regional transit agencies.

# Regional Performance Measures

1. Increase general ridership by 3% per year.
2. Increase Senior Citizen ridership by 3% per year.
3. Increase Disabled/Otherly Abled ridership by 2% per year.
4. Decrease “No Shows” by 2% per year.
5. Decrease Trip Denials by 2% per year.
6. Decrease Trip Refusals by 2% per year.
7. Decrease Overtime hours by 3% per year. (Some systems do not permit overtime hours.)
8. Increase On-Time trips by 3% per year.
9. Increase same day trips by 3% per year.

**Regional Needs Assessment Survey** – in order to help collect performance measures data, and to aid in the yearly review of the unmet needs, goals and strategies of the region, surveys will be taken from June until September every year.

OMEGA requests the assistance of RCC, Steering Committee, and Mobility Manager members to promote the survey. The surveys are active now and will remain open until the end of September.

LINK <https://forms.office.com/r/UWjqSVt40x>

Paper copy format available upon request.



# KFH Consultants

Dan Dalton, Lead Consultant

## OC/OC Strategic Planning Project Kick -Off Meeting

# Regional Round Table, for the Good of the Region, and County Updates

- County Updates?
- Announcements ?



- **2021 Meeting Calendar:** Next RCC meeting is September 22 and **MIGHT be in person (TBD)**. The final meeting of 2021 will be November 17 all at 8:30 am. The Steering Committee will share these meeting times in September and November.

Thank you  
for the privilege  
of your time.



Meeting slides, minutes, and related documentation can be accessed here: <https://omegadistrict.org/programs/transit/rcc/>



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