



Steering Committee Meeting Minutes

August 18, 2021

In person at ODOT District 11 and on TEAMS platform

The meeting was called to order just after noon by the transit planner, Deborah Hill. The meeting was held in person at the ODOT District 11 office main conference room with safety protocols in effect, and live-streamed on the TEAMS platform. Housekeeping rules and the agenda were reviewed, and a brief description of the Steering Committee as an ad hoc working group was presented for the benefit of press in attendance. A roll call was taken. There were 8 attending in person, 10 attending on the TEAMS platform, 6 excused and 3 absent. Guests included: Kierra Branch of ODOT, Elizabeth Baxter of Region 2, Dan Dalton of KFH and WTUZ radio.

Kierra Branch, ODOT, spoke briefly. There were no announcements per se though Kierra reviewed that ODOT had made public the 5310, 5311, 5309 and OTP2 awards for CY 2022 in early August. She said that contract language is currently being updated and contracts would be sent to recipients approximately in mid-October. Projects begin January 1, 2022. There were no further questions.

Next a proposed regional intake form was presented. This form has already been reviewed by the regional mobility managers and by Andrea Duplar representing the MOMS call center. The purpose for creating a standardized intake form is to ensure that all required information is gathered from a client once and at the first point of contact. It is hoped that the information gathered might be able to be shared among DJFS and other HHS organizations throughout the region creating efficiencies for all the organizations and creating ease of use and improved customer experience/satisfaction for clients. Once approved, this standardized regional intake form will be expected to be used by all regional mobility managers and by call center staff so that consistent and comprehensive information is gathered. The regional transit planner will send the proposed intake form out to all SC members for a period of review and comment and then the final intake form will be presented to the RCC at the September 24th combined RCC/Steering Committee meeting.

An update on the Regional Survey of Needs assessment was presented. The weblink and QR code were again presented to the group and all members are urged to share these contact links in order to obtain equalized input from all counties. The mobility managers also have paper copies of the surveys in regular print, large print and in Latin American Spanish (to better reach the Guatemalan population in the region). Braille copies will also be made available upon request. Several comments were noted about alterations needed in the surveys and these changes will be made in late September when the current year data is collected and cleared. The links and QR code will remain in effect with no changes, and the minor changes to the form will be made and the revised version will be available when data is cleared. The changes requested include: changing the online survey so the more than one choice can be made for each line item in question 2; clarifying what is meant by public transit vs. private transportation (and potentially listing private providers

like JFS, senior centers, etc.); clarifying the question that asks if “you” or “a family member” utilize public transit and making sure that the drop down questions that follow are consistent with the choice; and the addition of active transit methods like walking or biking to the transportation options in question 2. Again, these are minor adjustments. All data will be collected at the end of September or the end of the first week in October and at that time county specific data will be pulled and made available to each OMEGA county to be used in the development of county level unmet needs. The data collectively will be used to help determine regional unmet needs. The data will then be cleaned from the system and all survey entries after that date will accrue to the next years data collection.

Tracy Haines also mentioned that Holmes County has reached out to her. They have a volunteer driver program through a faith-based organization. Holmes county is under-represented in the needs assessment data.

Following the survey update was a discussion of the SWOT analysis. The current 2020 SWOT analysis was presented for discussion and review. There was discussion by the group about each line item in each of the sections and it was determined that several items previously considered weaknesses or threats had actually been eliminated or moved to opportunities. Several new opportunities were also presented for consideration. Both the current and the proposed SWOT analysis will be sent to each member for review and comment before being presented at the September 24th combined RCC/Steering Committee meeting. It is worth noting that the movement of items from weakness and threat columns to opportunities and strengths shows clearly the substantial positive progress and growth that Region 9 has accomplished.

Regional goals and strategies were next up for review and discussion. At the July meeting it was decided to present regional goals in a new, strategically beneficial way to ODOT. Three main goals were decided upon. It was understood that there would be more strategies associated with each goal. A list of all strategies discussed prior as well as all strategies currently listed in the regional coordinated plan was presented. Several of these items were better positioned as action steps and these were also included so that the group could see that no prior work on goals and strategies was deleted or omitted, though several items were repositioned to better fit the more advantageous reporting structure. The goals with proposed strategies will be sent to all SC members for review and comment before being presented to the RCC at the September 24th meeting. Action steps will not be included in this review but will be added at a later time and presented for discussion, review and comment. The newly reviewed regional goals, strategies, and action steps, once approved, will be submitted to ODOT in December 2021 in the yearly update to the regional coordinated plan.

An update for Regional Special projects was given.

KFH which is the lead consultant for the OC/OC Strategic Planning Study will present a mid-project update at the September 24th RCC/SC meeting. Sixmo, lead consultants for the Employment Transportation Study will also present an update at that meeting. Both studies are on track.

The Region 9 Regional Resource Guide website is in beta testing now. It is slated to be live to the public by September 24, 2021. A live demonstration of the website will be given at the September 24th RCC/SC meeting. The confirmed web address for the Guide will be www.Region9ResourceGuide.com

The media outreach projects are all in process. Several counties are using billboard advertising, and several are using newspaper ads. The regional mobility managers were reminded to send photos of billboards and copies of newspaper ads to OMEGA so that a report can be made a presented to ODOT. The regional PSA will finish filming on August 20th. It is hoped that a draft of the PSA might be available for viewing at the September 24th

RCC/SC meeting. The PSA will be available for TV viewing this fall and is being created in formats suitable not only for TV but for all social media platforms as well.

All meetings of the Steering Committee and the RCC will be in person only going forward – pending unforeseen additional guidelines or restrictions from the CDC, FTA and/or ODOT. The current plan is to hold the next meeting, which will be a combined RCC and Steering Committee meeting, **in person only**, at the ODOT District 11 office main conference room on September 24, 2021 from 10am until noon. This change in date, time, and venue will be sent to all SC and RCC members in plenty of time for schedule adjustments. At this meeting there will be several presentations as well as discussion and vote to adopt the regional intake form, the revised SWOT analysis, and the regional goals and strategies. All members will have all necessary information well in advance of the meeting allowing for sufficient time to review and provide comment.

There was no additional information for the good of the region and the meeting was concluded at approximately 1:20 pm.