



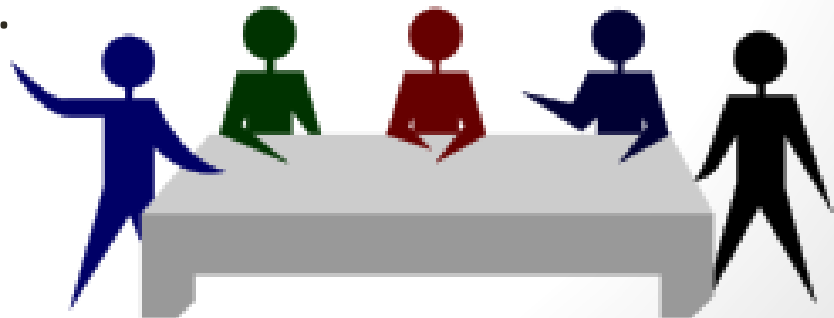
# REGIONAL COORDINATED COUNCIL

REGIONAL TRANSPORTATION PLANNING ORGANIZATION

September 24, 2021

# This meeting is being held in person at ODOT District 11 Offices and alternatively via ZOOM link.

- 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 September Steering Committee meeting as well.
- Social distancing and masking requirements are in place at the ODOT District 11 offices.



# Agenda

- 1. Call to Order. Introductions and Welcome:** Valerie Shaw, RCC Chairperson
- 2. Agenda and 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 Intake Form
  - B. Regional Goals and Strategies
  - C. Regional SWOT Analysis
  - D. Regional Projects
    - \*Regional Resource Guide demonstration: Nicki Silver, Project Lead
    - \*One call/One click Strategic Planning Study Update: Dan Dalton, KFH Consulting
    - \*First viewing of Regional PSA: Kennedy Blakley, Project Lead
    - \*Employment Transportation Study Update: Bret Allphin, Sixmo Consulting
  - E. Regional Survey of Needs
- 5. Vote to Adopt 4 A-C:** Valerie Shaw, RCC Chairperson
- 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 June 16, 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.

- ☐ Regional Intake Form
- ☐ Regional Goals with Strategies
- ☐ Regional Updated SWOT Analysis
- ☐ Regional Projects
- ☐ Regional Survey of Needs Assessment

# PROPOSED Regional Intake Form

Once approved, to be used by all M/M,  
call center staff, and other  
providers as is possible.



Discussion of content: We want to get all information required by all the various JFS departments at the initial call to best be able to discern which programs a customer might be eligible for and provide all options. This will also add efficiencies for the HHS and JFS organizations.

**PERSONAL:**

Date

Name : first, MI, last

Address

DOB

Current age in years

Gender M or F

Identity of Race Caucasian/African American/Hispanic or Latin American/Asian ...  
others?

County of Residence

SSN

Phone, email address, and cell. What is the best way to reach you with information?

What are your primary and secondary transportation needs? i.e. #1 Employment #2

Doctor's appointments

How did you hear about us?



## **MOBILITY:**

Medicaid? Medicare? Insurance Carrier?

Veteran?

Are you medically disabled?

Ambulatory

Cane

Walker

Crutches

Escort/Attendant

Scooter

Lift required?

W/C power or manual? oversized?

The maximum occupancy weight for our W/C lifts is 800 pounds. Do you and your W/C combined meet that requirement? If no, ask if they meet a 1000-pound maximum combined occupancy weight limit.

Guide Dog or other Service animal? Type of service provided to client/species

Special Assistance sight impaired or blind, hearing impaired or deaf, need O2, others??

Are you concerned about the cost of your transportation? Low income?

**APPOINTMENT:**

Time, date, address and phone number for appointment requiring transportation

Is it recurring or one time only

Do you need transportation both ways

**ADDITIONAL INFORMATION/OTHER SERVICES OR NEEDS:**

Housing, food insecurity, recovery, living alone, need reminder calls

**ASSIGNMENT:**

Assigned to: (example would be M/M Tusc Co)

Call attempt 1: who, date, time, method of contact (email, phone, text), result

Call attempt 2: who, date, time, method of contact (email, phone, text), result

Call attempt 3: who, date, time, method of contact (email, phone, text), result

# PROPOSED Regional Goals and Strategies



The Steering Committee chose a structure of fewer goals and more strategies per goal to express the regional goals to ODOT. This was done to maximize funding opportunities and for ease of use for providers in completing the funding applications. There are three regional goals. Strategies are listed under each goal. Action items will be added after the current goals and strategies are adopted.

# Three Regional Goals

- 1. To maintain and expand transportation services and options.**
- 2. To educate and inform the public, HHS agencies and organizations, and other stakeholders as to the transportation services and options available.**
- 3. To ensure and increase equity, access, inclusivity, and safety in transportation services and options.**

## **GOAL ONE, with Strategies**

### **1. To maintain and expand transportation services and options.**

- A. Support initiatives for cost effective vehicle replacement, fleet expansion, and needed safety adjustments
- B. Increase access to affordable and available employment transportation options
- C. Create more affordable, efficient, and available Out-Of-County (OOC) and Out-Of-Region (OOR) transportation
- D. Create or expand weekend services
- E. Enhance and support the creation and use of regionally beneficial technologies

## **GOAL TWO, with Strategies**

- 2. To educate and inform the public, HHS agencies and organizations, and other stakeholders as to the transportation services and options available.**
  - A. Support and utilize Mobility Management Program
  - B. Continue quarterly RCC and monthly Steering Committee and Regional Council of Mobility Management meetings
  - C. Increase marketing and advertising of transportation services and options
  - D. Enhance and support the use of regionally beneficial technologies
  - E. Continue annual O-D mapping

### **GOAL THREE, with Strategies**

- 3. To ensure and increase equity, access, inclusivity, and safety in transportation services and options.**
  - A. Build collaborative network of new and existing providers and other stakeholder agencies to promote affordable, available, collaborative regional transportation access for all
  - B. Support initiatives that promote broadband, cell phone and internet access, and connectivity, for the region
  - C. Standardize regional forms, policies, and procedures
  - D. Examine current and alternative fare structures
  - E. Utilize and promote Mobility Solutions Center
  - F. Create innovative pilot programs (OOC/OOR, volunteer companions, volunteer drivers, innovative fund braiding, media outreach, etc.)
  - G. Establish and maintain infectious disease/Emergency specific responses (COVID, Natural Disasters, Etc.)

## PROPOSED revised SWOT Analysis





### **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, cell phone service in rural areas
6. Lack of available/affordable Out of County/Out of Region transportation

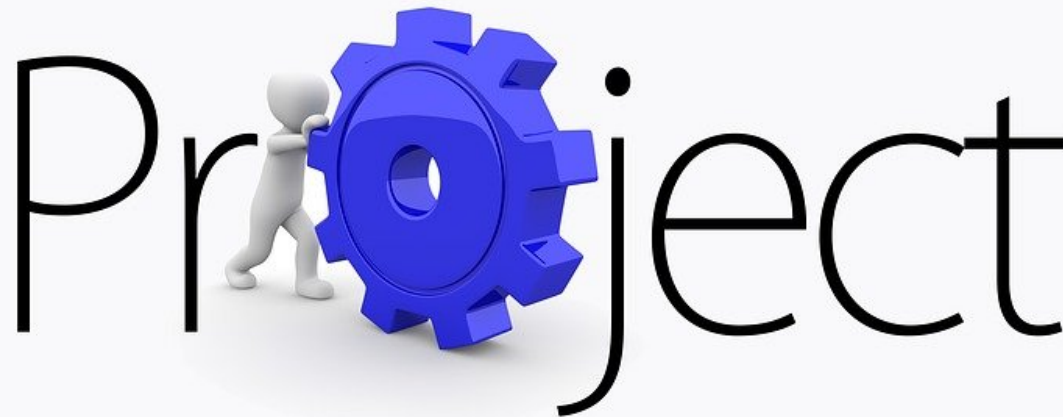
## **Opportunities:**

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

## **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"

**REGIONAL**



**UPDATES**

# 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 is live and available to the public and HHS organizations. Advertising of the Resource Guide is forthcoming. Web address:

[www.Region9ResourceGuide.com](http://www.Region9ResourceGuide.com)

**Demonstration of Guide by Nicki Silver, Project Lead**

# One Call/One Click Strategic Planning Initiative



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

## **MID PROJECT UPDATE:**

- Dan Dalton, KFH Consulting Report draft was sent to all members prior to meeting.

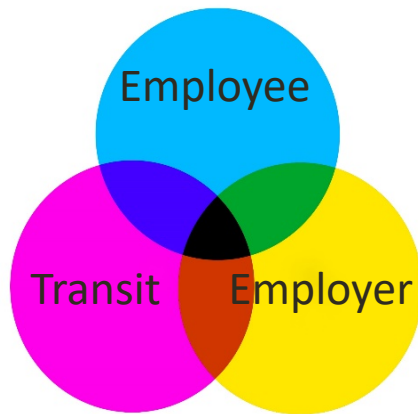
# Media Outreach Campaign



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

**Update :** World Premier, 😊  
“Region 9 PSA”  
Kennedy Blakley

# Employment Transportation Study



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

**Update:** Bret Allphin, Sixmo Consultants.  
Report sent to all members prior to meeting.

**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 year-round from the entire region.

OMEGA requests the assistance of RCC, Steering Committee, and Mobility Manager members to promote the survey.

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

Paper copy format available upon request. Surveys in Latin American Spanish also available.














# Survey Says...

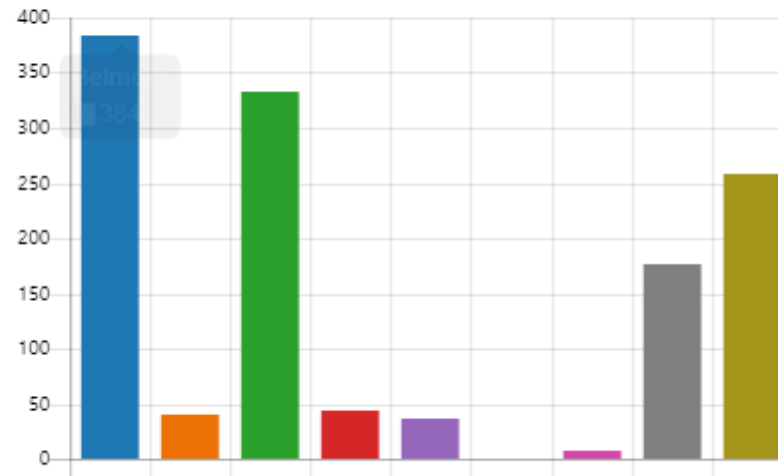
- 1,318 Responses *(as of 9/24/21)*

## 14. What county do you live in?

[More Details](#)

 Insights

	Belmont	384
	Carroll	40
	Coshocton	332
	Guernsey	43
	Harrison	36
	Holmes	0
	Jefferson	8
	Muskingum	176
	Tuscarawas	259



# Vote to adopt...



- Regional Intake Form
- Regional Goals and Strategies
- Regional SWOT

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

- County Updates?
- Announcements ?
- **2021 Meeting Calendar: FINAL RCC meeting for 2021 is November 17 from 10:00 AM to Noon. Location and format TBD.**
- Final study results will be presented.
- Final regional goals, strategies and action steps will be presented for vote.
- New slate of officers for 2022 will be presented for vote. If you are interested in being the Chairperson or Vice Chairperson, please email Deb Hill.

# 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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