



Minutes of RCC/Steering Committee meeting of September 24, 2021

Madam Chairwoman, Valerie Shaw, called the meeting to order at 10:02 am on September 24, 2021. The meeting was held in person at ODOT District 11 offices in New Philadelphia as well as via the Zoom platform. Housekeeping items were discussed including safety protocols and the availability of masks, hand sanitizer, and social distancing requirements. Also noted, the meeting is recorded for the purposes of notes. Minutes, slides, and presentations are available to the public on the OMEGA website within a week of the meeting.

Transit Planner, Deborah Hill, then took an attendance of those in the room and on zoom. 14 persons attended in person and 13 persons attended via Zoom. She also went briefly over the agenda for the meeting.

Madam Chairwoman then addressed the minutes from the last RCC meeting which was held on June 16, 2021. The minutes were distributed to all members prior to the meeting for review. Madam Chairwoman called for any corrections or additions, and hearing none she asked for a motion to accept the minutes as written. Motion was made by Shannon Hursey with a second by Jill Cunningham. The minutes were unanimously approved by all in attendance in the room.

Next the Steering Committee Reports were presented by Deborah Hill. Reports included a review of the Regional Intake Form, a review of Regional Goals with Strategies, a review of the updated SWOT analysis, Regional Projects updates, and the Regional Survey of Needs update.

The proposed Regional Intake Form content was discussed for final review and comment. The Intake Form had been sent to all members prior to the meeting to allow ample time for review before the meeting. In the section discussing Personal Information, it was noted to add "Native American" to the list of possible ethnicities and to add "emergency contact name and phone number" to this section. In the Mobility section, it was noted to delete "Medicare" and "Insurance Carrier" since Medicaid programs are the ones that include possible transportation benefits. The Appointment, Additional Information, and Assignment sections were not amended in any way. When a vote to adopt is called for later in the meeting it is meant to include the changes listed here.

Next the three Regional Goals were listed and then presented one by one with associated strategies for fulfillment listed under each goal. The goals and strategies had been sent to all members prior to the meeting allowing ample time for review before the meeting. All three goals and their associated strategies were unchanged through discussion. A vote to adopt the regional goals and strategies to be called for later in the meeting will be for goals and strategies as presented.

The revised SWOT analysis was next for comment and review. The proposed SWOT analysis had been sent to all members prior to the meeting allowing ample time for review before the meeting. The "strengths" section

was deemed complete as presented. The “weaknesses” section was also deemed complete as presented. There was a brief discussion about the current state of lack of vehicles and whether vehicle shortages should be a weakness, or a threat, and it was decided that it is, in fact, both. Systemic lack of vehicles is a weakness and the serious current issue of lack of vehicles due to manufacturing issues coupled with the unknown length of vehicle production delay poses a very real threat. The “weaknesses” section was deemed complete with no changes.

The “opportunities” section was amended by the addition of two opportunities.

Opportunity 9: Develop creative transportation funding strategies for those riders who fall outside other transportation program guidelines but still face financial hardship in securing transportation.

Opportunity 10: Overcome negative public perceptions and stereotypes of public transportation.

The “threats” section was also amended by the addition of two threats.

Threat 5. Federal, state, or local laws or regulations which threaten, or conflict with, multi-state transportation initiatives.

Threat 6. The inability to obtain new/additional vehicles sufficient to provide transportation services due to current ODOT regulations, and current vehicle production delays extending for an unknown/unforeseeable period into the future.

A vote to adopt the SWOT analysis to be called for later in the meeting will mean including the changes listed here.

Updates on regional projects funded with special ODOT funding were next presented.

A live demonstration of the Region 9 Resource Guide was given by Nicole Silver, project lead. The Guide will be an online resource available to the public, HHS organizations, and all other stakeholders providing access to all transportation and other HHS service information in all counties of the OMEGA region in one place. The guide will be finalized with a public link available by the end of September and all members will receive the live link and be asked to promote the use of this regional resource. The web address will be www.Region9ResourceGuide.com There will also be a QR code generated to link directly to the Guide.

A report was presented by KFH Consulting, the consultants for the One Call/One Click Strategic Planning Study. The mid-project report was sent to all members prior to the meeting to allow ample time for review before the meeting. Dan Dalton, project lead, presented slides describing the project work completed to date and offering next steps. The floor was open for questions and discussion.

Kennedy Blakley presented both the 30 second and the 60 second Public Service Announcement (commercials) for viewing by the RCC and Steering Committees. These spots each feature all the public transits in the OMEGA region and aim to dispel some of the negative and narrow stereotyping and public perception of public transit services. The links for both spots will be sent to all members by the end of September with a request that they be generously shared on all social media platforms. There is also funding slated to have the spots aired on cable and local TV stations. The details of the cable and local TV station airing of the spots is in progress.

Sixmo Consultants, lead agency for the Employment Transportation Study presented a report that was sent to all members prior to the meeting allowing ample time for review before the meeting. Bret Allphin, project lead for Sixmo, presented four possible employment routes that could be developed. He showed corresponding financial analysis of costs, times of route, stops and schedules for several different scenarios with one of the routes as an example. Next steps are outreach and discussions with identified employers in the area. Routes can be altered or refined based on these employer discussions and further input from participating transits including SEAT and Access Tusc. Bret also opened the floor for questions and discussion.

Finally, the regional survey of needs was discussed. Survey data for the year will be concluded on October 1, 2021. The data will be sorted by county, and used in its entirety, to inform both individual counties and the region about unmet needs. To date, there are over 1,300 survey responses including several hundred each from Belmont, Coshocton, Muskingum, and Tuscarawas counties. The survey link and QR code will remain open, active, and unchanged and any survey responses received after October 1, 2021 will accrue to the 2022 data.

This concluded the Steering Committee and regional updates. Madam Chairwoman, Valerie Shaw, then conducted the voting portion of the meeting.

A motion to accept the Regional Intake Form as amended was made by Tracy Haines with a second by Sonja Trbovich. The motion was passed unanimously by those present in the room.

A motion to accept the Regional Goals and Strategies as presented was made by Tim Turner, second by Shannon Hursey. The motion was passed unanimously by those present in the room.

A motion to accept the revised SWOT analysis as amended was made by Jill Cunningham with a second by Tracy Haines. The motion was passed unanimously by those present in the room.

For the good of the region, Madam Chairwoman asked for any county updates. Hearing none, she made notice that the next RCC meeting will be held on November 17 from 10:00am until noon at a location and format to be determined. At that meeting final reports will be presented by KFH and Sixmo. Additionally, the final regional goals, strategies, and action items will be presented for discussion, vote, and adoption. Also, a new slate of officers will be presented to the group for approval- anyone wishing to offer their time as chairperson or vice-chairperson is urged to email Deborah Hill at dhill@omegadistrict.org

Motion to adjourn was made by Tracy Haines and Madam Chairwoman called the meeting adjourned at 12:03pm.