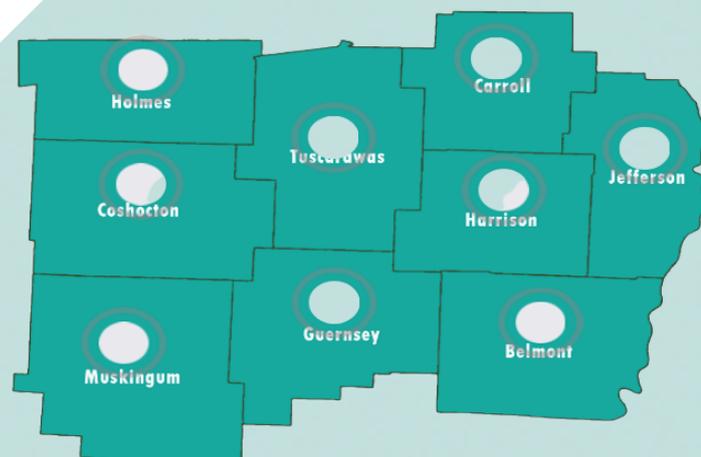




Your Guide to Ride

2021 ODOT REGIONAL SPECIAL FUNDING PROJECTS: REGION 9 RESOURCE GUIDE

*Project Funded by Ohio Department of
Transportation*



SECTION ONE: BACKGROUND AND OVERVIEW

The Ohio Mid-Eastern Governments Association (OMEGA) is organized as a Council of Governments pursuant to Section 167 of the Ohio Revised Code and is designated by the Appalachian Regional Commission as a Local Development District and by the US Department of Commerce, Economic Development Administration, as an Economic Development District. OMEGA's region includes ten counties in eastern Appalachian Ohio: Belmont, Carroll, Columbiana, Coshocton, Guernsey, Harrison, Holmes, Jefferson, Muskingum, and Tuscarawas. OMEGA is a collaborative body of member governments that serves as a facilitator between state and federal government agencies and local entities to provide opportunities in economic and community development through networking, education, planning, research, and allocation of resources. OMEGA's mission is to provide a pathway to enhance community and economic growth in the region.

On January 27, 2016, Former Governor of Ohio John Kasich, pursuant to United States Code, Title 23, Section 135 (m), officially designated OMEGA as an Ohio Regional Transportation Planning Organization (RTPO). The OMEGA RTPO includes all counties previously listed with the exception of Belmont and Jefferson Counties which are served by the Belomar and Brooke-Hancock-Jefferson metropolitan planning organizations, respectively. In January 2018, the Ohio Department of Transportation selected OMEGA to participate in a Regional Coordinated Public Transit/Human Services Transportation Pilot Program. The purpose of this pilot program is to promote effective and comprehensive coordination of transportation services throughout the region and to increase mobility, equity, and ridership especially for seniors and disabled persons. In 2019, Columbiana County made the decision to opt out of the pilot program as their transportation patterns better aligned with another region. The OMEGA Coordinated Public Transit-Human Services Coordinated Transportation Plan includes the counties of Belmont, Carroll, Coshocton, Guernsey, Harrison, Holmes, Jefferson, Muskingum, and Tuscarawas.



In 2020, The Ohio Department of Transportation, ODOT, awarded the OMEGA Region (ODOT Region 9) Coordinated Transportation Pilot Program \$100,000 in special funding in order to promote regional initiatives that advance the coordination, equity, and accessibility of transportation options within the region.

Steering Committee members, which equally represent each of the counties in Region 9, were asked to develop and present for consideration potential project proposals for best utilizing the special funds. At the November 4, 2020, Steering Committee meeting, four special projects were proposed for consideration. Project summaries including proposed budgets and project lead contact information were sent to all members for review, consideration, and comment.

After an adequate review period, a vote was taken at the Steering Committee meeting held on November 17, 2020, to accept and fully fund the four special regional projects. Each project was considered and voted on separately. The vote was to accept the project and award full project-specific funding. Each project was adopted by unanimous affirmative vote.

The projects and their budgets included:

1. An Employment Transportation Feasibility Study centered in Coshocton County.
Project Budget: \$25,000.00
2. Development of a Region 9 Resource Guide: an interactive, online, coordinated resource guide. Project Budget: \$2,000.00
3. A One Call/One Click Regional Call Center Strategic Planning Study.
Project Budget: \$35,000.00
4. A Media Outreach Campaign Project with both regional and local components.
Project Budget: \$38,000.00

OMEGA was responsible for administering the special funds from ODOT. All funds were required to be expended in CY 2021.

SECTION 2: PROJECT DETAILS AND RESULTS

On November 17, 2020, the Steering Committee approved the creation of the Region 9 Resource Guide project with a budget of \$2,000.00. Funds came from ODOT special funding and were administered by OMEGA.

The Region 9 Resource Guide is an interactive regional resource providing a free, online, comprehensive list of all county transportation providers and public transits, the mobility manager contact, Health and Human Services information including counseling and mental/behavioral health services, and social services along with services for seniors and vets. Information about all services is able to be accessed by county for all counties in the Region 9 Coordinated Transportation Plan Pilot Program. The guide is updated by regional mobility managers and is expected to expand its available content to include information regarding homeless shelters, food pantries, recovery services and more.

The project lead contracted with AVC Communications, Inc. to aid in the technical aspects of the website development and functionality issues. The site was populated, and is regularly updated, by regional mobility managers. For the sake of continuity, OMEGA maintains ownership of the website.

Once completed, a live demonstration of the website was presented for review and comment to regional stakeholders at the September 24, 2021, meeting of the Regional Coordinated Council.

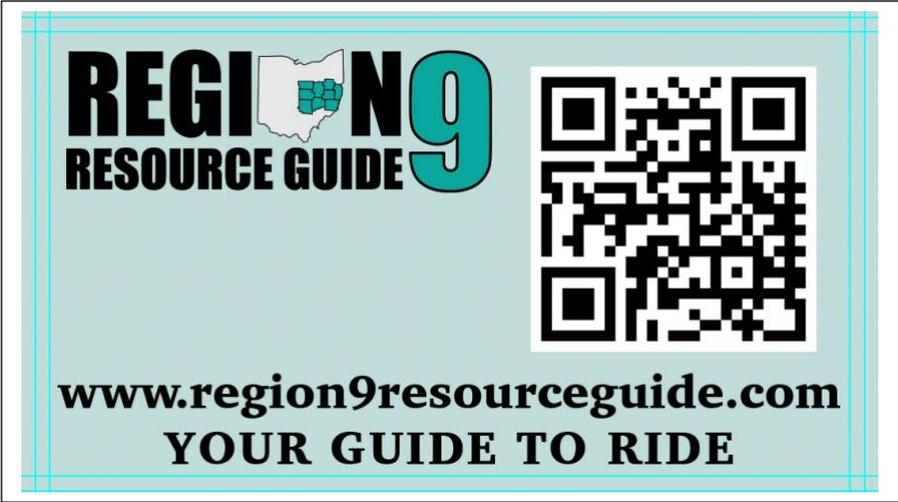
The web address is www.region9resourceguide.com and the site became active to the public on October 12, 2021. Views and interest in the Regional Resource Guide have steadily grown since its introduction. From October 12 to November 1 of 2021, the site received 74 views. The following month, November 1 to December 1 of 2021, the site views increased to 126 and from December 1, 2021, to January 14, 2022, views increased again totaling 222 views. Additionally, several agencies and medical providers have asked to be included in the Resource Guide.

To help promote the Region 9 Resource Guide and alert both residents and HHS services of its availability, magnets were purchased which contain a QR code for ease of use. The magnets were, and continue to be, distributed regionally by the mobility managers and are available to anyone. Magnets may be requested from Nicole Silver at Nsilver@seatbus.org

Also, to promote the new resource, flyers were created in December 2021 and the design was voted on and approved at the Regional Council of Mobility Managers meeting on January 14, 2022. Additionally, the Resource Guide was cross-referenced with the 30 and 60 second Public Service Announcements that were produced through the regional special project, "Media Outreach Project".

Questions concerning the Region 9 Resource Guide may be directed to either Nicole Silver at NSilver@seatbus.org or to Deborah Hill, Regional Transit Planner, OMEGA, at DHill@Omegadistrict.org

Photos of the Resource Guide magnet and flyer can be seen on the following pages.



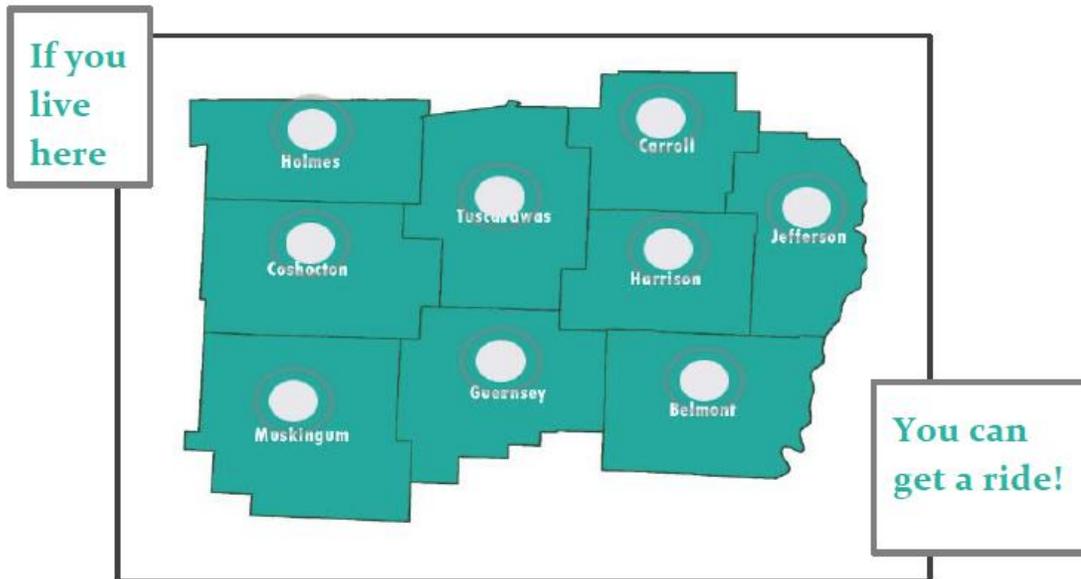
Region 9 Resource Guide
Magnet Prototype

Region 9 Resource Guide
Magnet with QR code



Introducing the Region 9 Resource Guide

“YOUR GUIDE TO RIDE”



NOW AVAILABLE:

Region 9 Resource Guide, an interactive online resource!

The Region 9 Resource Guide was made possible using special grant funding from ODOT. The Resource Guide offers county specific information regarding transportation options, human services, and counseling services in one convenient location! The Region 9 Resource Guide is available for use by anyone needing information about available services within the 9-county region. Scan the QR code below or visit www.region9resourceguide.com!

REGION 9
RESOURCE GUIDE

www.region9resourceguide.com
YOUR GUIDE TO RIDE