



Coordinated Transportation Plan Goals Developed at the Thursday, September 27, 2018 Meeting

Thank you to all the participants at the 4th and final Coordinated Transportation Planning meeting and also individuals that submitted their goals via email. Below are the goals that were developed as a result.

The goals have been grouped into categories that correspond with the Federal Government's former United We Ride framework. The only category that is not listed is funding, because that seems to be key in making all of this work. By moving forward on goals that address the gaps and unmet needs, the County can begin to seek funding opportunities to support the goals. Although the United We Ride program is defunct, the categories and strategies help a community move into action. You can review the former United We Ride Framework here:

The Coordinated Transportation Plan Steering Committee will synthesize the goals listed below into five (5) goals that can be accomplished over the next 5 years in Lorain County. We will do our best to keep the general nature of the goals, yet allow them to be broad and flexible enough to achieve. These goals will be listed in the draft Coordinated Transportation Plan document that will be presented to the public on October 22. There will be a 30-day comment period until November 22, 2018. We will seek Letters of Support from organizations and agencies at that time as well. The final plan will be submitted by December 1, 2018.

If you are submitted an FTA 5310 Letter of Intent, then make sure that it correlates with the essence of collaborating with one or more of the goals listed below. Your FTA 5310 must be submitted by Friday, October 5, 2018.

Customer Service Goals (Marketing & Promotion of Transportation Options):

- Disseminate information widely and through targeted outlets to educate on [transportation] opportunities. (3 votes)
- Educate the community about what is available to make it easier for people to find services. (11 votes)
- Educate general public about benefits of public transportation -economic/environmental. (3 votes)
- Identify gaps in service areas. (5 votes)
- Create a public listing of transportation options to increase awareness of what is available now and a process to update. (7 votes)
 - Supporting tasks, organizations and activities include:
 - Developing a full marketing plan.
 - Brand/identity creation

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- Distribution/awareness plan: flyers/pamphlets, posts with tear-offs, multimedia, hyperlinking with local communities
- Website: long-term goal: app. Use of Facebook & Instagram
- Community Outreach: festivals/events
- Develop measurable metrics
 - Automated system, web analytics, count calls, syncing online data with utilization of services
- Create a list of transportation options to increase awareness of what is available now
- Based on work above, identify gaps in service areas.
- Work with funders at stakeholder organizations to support the work of the Lorain County Mobility Manager to work toward reaching goals
- Redefine stakeholders – rally & engage destinations (such as grocery ownership, hospitals/healthcare, etc. to support this work with their resources.

Leadership Goals:

- Work with funders and stakeholder organizations to support the work of the Lorain County Mobility Manager to work toward reaching goals. (6 votes)
- Foster relationships and collaborations between public/nonprofits and private industry; provide transit that benefits them economically (e.g. shopping, services). (17 votes)
- Improve relations/communication between general public and policy makers. (3 votes)
- Investigate hiring a Contract Grant Writer to maximize grant application opportunities. (Goal was submitted by email.)
- Investigate legal issues, benefits, etc. of using MOVE Lorain County's as the umbrella organization for donations. (Goal was submitted by email.)
- Create a coalition of stakeholders to encourage cooperation and communication (Goal submitted by email.)
 - **Supporting tasks, organizations and activities include:**
 - Coordinate with non-profits (i.e. United Way), existing transportation providers and employers; agencies i.e. Veterans services, etc. that are serving target markets to assess needs and available services.
 - Facilitate funding/provision of services by private businesses that will benefit department stores, shopping centers, medical providers, schools, and employers to provide services (i.e. shuttles) to connect to existing transportation.
 - Increase knowledge of current state/future possibilities and why.
 - LCCC students involvement in marketing strategies.

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- Target marketing efforts towards “pressuring policymakers” and increasing support.
- Focus potential “buy-in” on individuals who may not consider public transportation (car owners.)

Data Collection & Planning Goals:

- Identify strategies to eliminate or reduce duplication in services. (13 votes)
 - **Supporting tasks, organizations and activities include:**
 - Inventory current options
 - Identify potential natural synergies
 - Designate potential lead agencies for the Mobility Manager
 - Collect data such as number of trips, where people are going, by the transportation provider, hours of services, and utilization rates
 - Create strategies to work together.

Transportation Services Goals:

- To grow LCCC’s rideshare program by incentivizing and educating drivers on liability and effective program strategies, including ride scheduling and text alerts. (13 votes)
- Ensure people providing transportation are culturally competent. (7 votes)
- (Email Submission Goal) Create an innovative plan that (Goal was submitted by email):
 - Vets providers (public or private) to ensure safety & security for riders
 - Gives options for “On demand” travel service
 - Promotes efficient utilization of resources
 - Strives for fiscally strong system
- Develop a funding pool dedicated to purchasing transportation passes, tickets, tokens, rides, and vouchers for employment access via a participating transportation provider and enhance transportation service levels. (Goal was submitted by email.)
 - **Supporting tasks, organizations and activities include (primarily for LCCC rideshare program but could be for all above stated goals):**
 - Establish necessary criteria for riders
 - Establish donation fund for rideshare program.
 - Create Mileage based reward system for drivers.
 - Ensure a system that makes rides affordable while being sustainable.

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