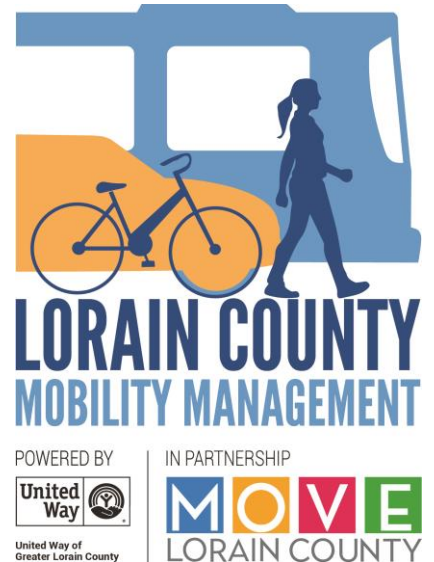




COORDINATED TRANSPORTATION PLAN 5-YEAR REWRITE

Thursday, October 26, 2023



Thank you to
Nord Family Foundation
for supporting the
refreshments and
transportation to this
meeting



This meeting is being recorded and will be made available to everyone. It will also be uploaded to the website at:

WWW.MOVELORAINCOUNTY.ORG

Under coordinated transportation plan videos.

A graphic with the words "ON AIR" in large, white, 3D block letters. The letters are set against a horizontal band of bright red light that appears to be glowing, with a dark red gradient background above and below the band.

ON AIR

Meeting Agenda

Introductions

What is Mobility Management

Veronica Newsome – Lorain City Proposed Transit Routes

Carrie Porter – City of Oberlin Proposed Transit Program

MENTI: Priorities Unmet Needs

GET UP AND VOTE: Which 5 Goals Resonate With You?

Small Group Discussion: How to Achieve Goals & How To Measure

Next Steps

Introductions

Your Name

Your Organization



Refresher: What is Mobility Management



Sharon Pearson
Lorain County
Mobility Manager

What is Mobility Management?

Mobility management means supporting communities and individuals create and manage their mobility (transportation) options i.e. Transit, Senior Transportation, RideShare, Volunteer Transportation, Active Transportation, & Driving Needs:

- encourages innovation and flexibility to reach the "right fit" solution for customers
- strives for easy information and referral to assist customers in learning about and using services
- continually incorporates customer feedback as services are evaluated and adjusted



2023 Mobility Managers in Ohio

This position supports all transportation modes in Lorain County, which **INCLUDES** Transit

Seniors

Persons with Disabilities

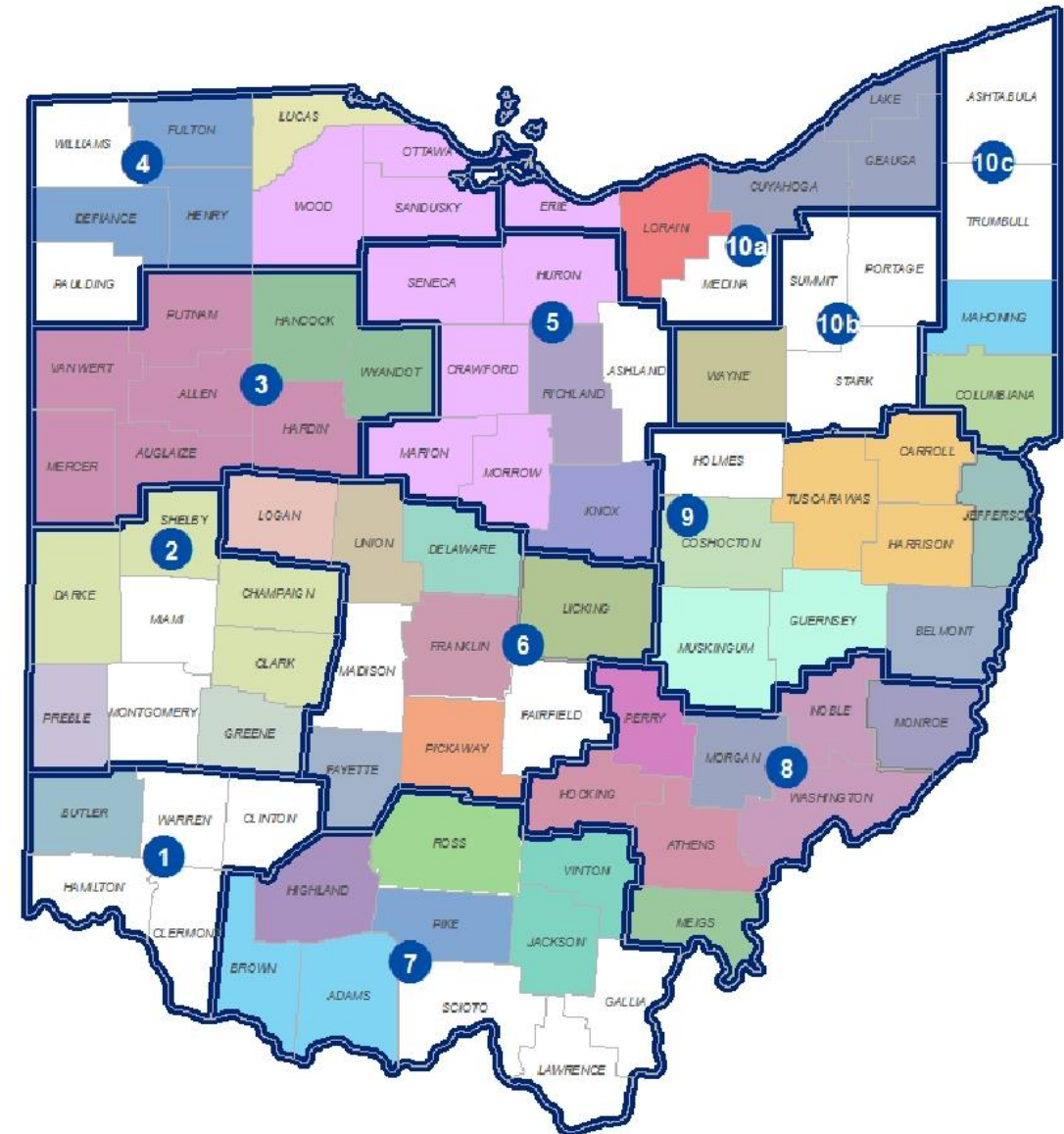
Low-Income

Workforce

Funded by Federal Transportation Administration at 80%.

The other 20% must be locally matched by United Way of Greater Lorain County.

It falls under the Office of Transit at ODOT but it is NOT Transit. I can not drive or dispatch.





Increase Awareness of
Transportation
Options



Developing &
Implement a Mobility
Management Program



Explore Data
Collection & Planning
Synergies



Coordinate
Educational Training
Programs



Explore Transportation
Pilot Projects

5-Year Coordinated Transportation Plan Goals

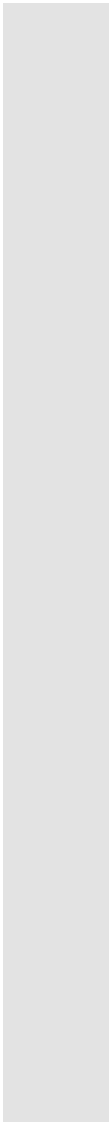
Questions?





City of Lorain Proposed Transit System

**Veronica Newsome
Lorain City Engineer**



Questions?





City of Oberlin Proposed Transit Program

Carrie Porter
City Planner



Unmet Needs Then (2018) and Now (2023)

Prioritized Unmet Mobility Needs Rank Unmet Need

- Improve awareness of transportation options
- Increase access to grocery stores, and drugstores (mentioned again 2023)
- Increase access to doctors and medical services (mentioned again 2023)
- Improve transport for elderly and disabled
- Increase ride-share options
- Increase bike paths and bike-friendly roads (mentioned again 2023)
- Improve sidewalks for walking-friendly roads (mentioned again 2023)
- ~~Develop and implement a Mobility Management Program Coordinated Plan Planning Committee~~
- ~~Continue 5310 funding~~
- Coordinate county-wide efforts
- **NEW 2023**: Lack of clarity and education about the current Lorain County Transit System and the request for more information
- **NEW 2023**: Connect Lorain County Transit with Cleveland RTA
- **NEW 2023**: Add technology to transit yet keep option for phone communication
- **NEW 2023**: Improve resources and access to places of employment

Rank the
Unmet Needs
in order of
Importance

Menti.com

Code is
2148 2743



Rank the Unmet Needs in order of Importance

Menti.com

Live Results





Increase awareness
of transportation
options



Developing &
Implement a
Mobility
Management
Program



Explore Data
Collection &
Planning Synergies



Coordinate
Educational Training
Programs



Explore
Transportation Pilot
Projects

COMPLETED

Current 5-Year Coordinated Transportation Plan Goals

Lorain County Coordinated Transportation Plan Goals Suggestions

Increase awareness of transportation options, through grassroots methods, targeted groups and organizations by:

- **NEW Suggested Annual Measured Targets for Success**
 1. Delivering 500 individual Lorain County Mobility Management promotional items i.e. brochure, giveaways, transportation guides
 2. Attend at least 10 tabling events to distribute information.
 3. Speak at least 6 times to a vested group or organization about Mobility Management (not counting TAC meetings)
 4. Actively participate in 5 organizations or specific meetings on a consistent basis supporting seniors, persons with disabilities, low-income or the workforce
 5. Hold at least 5 Focus groups with the segmented populations of seniors, persons with disabilities, low-income and the workforce each year for feedback on transportation in Lorain County – ask how they obtain information about transportation.
 6. Identify at least 4 positive stories to share about how Mobility Management has been a success in Lorain County and promote on social media

Lorain County Coordinated Transportation Plan Goals Suggestions

ANALYZE DATA COLLECTION AND PLANNING SYNERGIES

(New Annual Goal Addition)

by either completing a survey or extensive focus group discussion with 5 to 10 groups for data collection on an annual basis and being involved in County efforts to ensure the Coordinated Plan goals are voiced.

Lorain County Coordinated Transportation Plan Goals Suggestions

COORDINATE EDUCATIONAL TRAINING PROGRAMS

(New Annual Goal Addition)

by providing regularly established bus ride along on fixed routes. Also learn how to use a variety of transportation modes to assist with training others how to use them. Develop and promote transportation mode tips and training at least once a month.

Lorain County Coordinated Transportation Plan Goals Suggestions

CURRENT GOAL:

Explore Transportation Pilot Projects

Revised Goal:

Explore, lead or support at least 2 pilot projects related to one of the specific 4 segmented groups over the next 5 years.

Lorain County Coordinated Transportation Plan Goals Suggestions

Current Goal

Secure Resources and Upgrade the Infrastructure to make Public Transit more user friendly

Revised Goal: Support Lorain County Transit and other transportation mode efforts to expand service offerings to be friendly and inclusive

**NEW Possible
Goals based
on Focus
Groups and
Surveys**

Improve Clarity and Awareness of Lorain County Transit System

Raise awareness and understanding of the Lorain County Transit System by developing and implementing effective education and communication strategies, including providing more information about routes, schedules, and services.

**NEW Possible
Goals based
on Focus
Groups and
Surveys**

Support & Enhance Regional Connectivity

Support seamless travel between Lorain County and the Cleveland area, as well as across county lines, by assisting with transportation solutions that bridge these regional gaps at an affordable cost.

**NEW Possible
Goals based
on Focus
Groups and
Surveys**

Increase Access to Reliable Medical and Food Locations by 25% over 5 years

To establish a dependable transportation system that ensures residents can access medical appointments and general shopping with a focus on pharmacy and grocery stores.

NEW Possible Goals based on Focus Groups and Surveys

Create transportation options that meet the needs of five Lorain County Employers, improving access to job opportunities and reducing transportation-related barriers to employment over the next 5 years.

Addresses the specific needs of the local workforce, promoting job access, reducing transportation-related barriers to employment, and supporting economic growth.


NEW Possible Goals based on Focus Groups and Surveys

Support Opportunities for Accessible Transportation for All

To make transportation more accessible to individuals with disabilities, the elderly, and other underserved populations by implementing enhancements that cater to their specific needs by 25% over the next 5 years.

Questions?





Get Up & Vote for Your Top 5 Goals to Achieve 2024- 2028

These Top 5 Goals by Vote

- 1
- 2
- 3
- 4
- 5

Small Group Discussion

Answer These Questions:

We will have _____ minutes for small-group discussion. Please have one person as a scribe and another one that will report out.

- What “Unmet Needs” is the goal addressing?
- General thoughts that may lead to action steps to successfully complete this goal.



LORAIN COUNTY TRANSIT RIDE ALONG WITH SHARON 2023 SCHEDULE

Friday, January (Rescheduled)
Friday, February 24 @ 10 am
Friday, March 24 @ 1 pm
Friday, April 28 @ 10 am
Friday, May 19 @ 1 pm
Friday, June 23 @ 10 am

Friday, July 28 @ 1 pm
Friday, August 25 @ 10 am
Friday, September 22 @ 1 pm
Friday, October 13 @ 10 am
Friday, November 17 @ 1 pm
Friday, December 8 @ 10 am

**COST IS \$2 CASH. UP TO 5 SPACES AVAILABLE
EACH MONTH. BOOK YOUR RIDE BY EMAILING
OR CALLING SHARON PEARSON.**

SHARON PEARSON, LORAIN COUNTY MOBILITY MANAGER
EMAIL: SHARON.PEARSON@UWLORAINCOUNTY.ORG
PHONE: 440.538.6307





POWERED BY
United Way

IN PARTNERSHIP
MOVE

NOW HIRING FULL TIME MOBILITY MANAGER

SCAN QR CODE TO APPLY



Click here or search Indeed.com.

Next Steps

Finalize a Draft By November 9th

**Release to Public for Review Until
December 1**

**MOVE Lorain County Board Approval by
December 8th**

**Presented to Lorain County Commissioners
for approval by the end of the year**

Thank You!

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United Way of Greater Lorain
County
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Phone: 440-538-6307

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y.org

