

Locally Developed Transportation Plan

For

Coshocton County, Ohio

Developed by:
Coshocton Community Leaders for Transportation Services

Adopted by:
Coshocton County Commissioners
October 20, 2008

Lead Agency: Coshocton County Coordinated Transportation Agency

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**Section 5310/JARC/New Freedom
Coordinated Public Transit-Human Services Transportation Plan
FFY 2009 Certification**

The Coshocton County Commissioners have formally adopted by October xx, 2008 a locally developed public transit-human services transportation plan (coordinated plan) from which projects selected for Federal fiscal year (FFY) 2009 funding under the Section 5310 Program, Job Access and Reverse Committee (JARC) Program and New Freedom Program shall be derived.

The Coshocton County Coordinated Transportation Agency has established a public transit-human services transportation committee, known as Coshocton Community Leaders for Transportation Services (Committee) which includes the participation of representatives of public, private, and non-profit transportation and human service providers and members of the public (e.g. individuals with disabilities, older adults, and individuals with low incomes). Although participation by every group listed is not required, the CCCTA has documented its good faith effort to solicit involvement.

Through its comprehensive review, the Committee has identified strategies and/or activities to address identified service gaps and set relative priorities for implementation by determining a prioritized order.

The Committee has developed a coordinated plan (attached) that includes the following elements:

- List of the groups that were represented by participants of the committee
- Documentation of a good faith effort by CCCTA to solicit involvement in the Committee.
- The Committee's identification of strategies and/or activities to address identified service gaps and set relative priorities for implementation.

Deborah Laney, Committee Chair

Date

Gary Fischer Coshocton County Commissioner, Chair

Date

Dane Shryock, Coshocton County Commissioner

Date

Larry Stahl, Coshocton County Commissioner

Date

Attachment (coordination plan)

Introduction

Coshocton County has operated a coordinated transportation program in conjunction with the Ohio Department of Transportation for eight years. It has been nearly 10 years since the community had assessed the county's progress with transportation and identified existing service needs on a comprehensive basis. A committee of representatives from public, private, and non-profit transportation and human service providers and members of the public worked together to complete a locally developed plan bringing Coshocton County in compliance with the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), signed by President George W. Bush on August 10, 2005.

Coshocton County

Coshocton County is a rural Appalachian county with a population of 36,655 in 2000. Covering 564.1 square miles and comprised of 22 townships, Coshocton County is located in the east-central part of Ohio. Bordered by Holmes, Tuscarawas, Guernsey, Muskingum, Licking and Knox Counties, Coshocton is a rich historical area. Since it shares a county line with Holmes County, the largest Amish community in the United States, there are a significant number of Amish in the county.

As is true of many rural counties in Ohio, Coshocton has experienced an economic downturn in the past few years with several large industries closing or leaving the state. Unemployment has been as high as 10% recently. Along with unemployment there is a fairly significant percent of families living at or below the poverty level. There is still some income from farming, manufacturing, and retail/service industry.

Recent History of Transportation

Coshocton County had several failed transportation services in the past, including MOTA, Pine Valley Transit, and S&S Transportation. Even the Greyhound no longer makes a local stop. A common belief was formed by many community members that Coshocton was too small to support transportation.

After three failed applications, Coshocton County was awarded a grant for coordination by the Ohio Department of Transportation in 2001. The grant had been written by the Director of Job & Family Services and the Superintendent of the County Board of MRDD. During the first year of the grant, both men vacated their posts, one due to retirement, the other moved out of the county.

That left a transportation program in Coshocton that was not necessarily viewed as a priority or local need by some community leaders. During the second year of the grant, a local private provider of transportation services went out of business, as did the transportation service overseen by the local Community Action Commission, Kno-Ho-Co.

In 2002, numerous services began to streamline transportation issues to the county's coordinated program. Since then the program has grown to include, Medicaid

transportation, senior transportation services funded by the Area Agency on Aging, all Veteran's Service Commission transportation, transportation for two of five assisted living facilities, adult service for the County Board of MRDD to workshop, Early Intervention service for Hopewell School and all Job and Family Service requests.

Limitations of the Plan

After a comprehensive review by Coshocton Community Leaders for Transportation Services, strategies and activities have been identified to address service gaps and set priorities for future plans. Recent changes in community resources have taken place in the middle of this process.

A partnership with the County Board of MRDD was forged in late August. This new level of coordination now provides 5 new shuttle-type vehicles for use in the coordination project. And because these shuttles are brand new, the impact on service to the community was not able to be accurately measured.

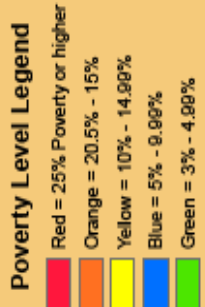
Further limitations would include the inability for certain people to participate in the plan due to health issues, occupational obligations and other unforeseen barriers. For these reasons, CCCTA plans to utilize this as a working document so recent restraints will not prohibit the ongoing usefulness of this plan.

Data and Maps

- Poverty Level
- Medical Facilities
- Medical Facilities Inset
- Child Care Providers
- Child Care Providers Inset
- Facilities Serving the Disabled
- Senior Facilities
- Existing Shuttle Route

Coshocton County Townships - Persons Below Poverty Level

Data Source: Census 2000

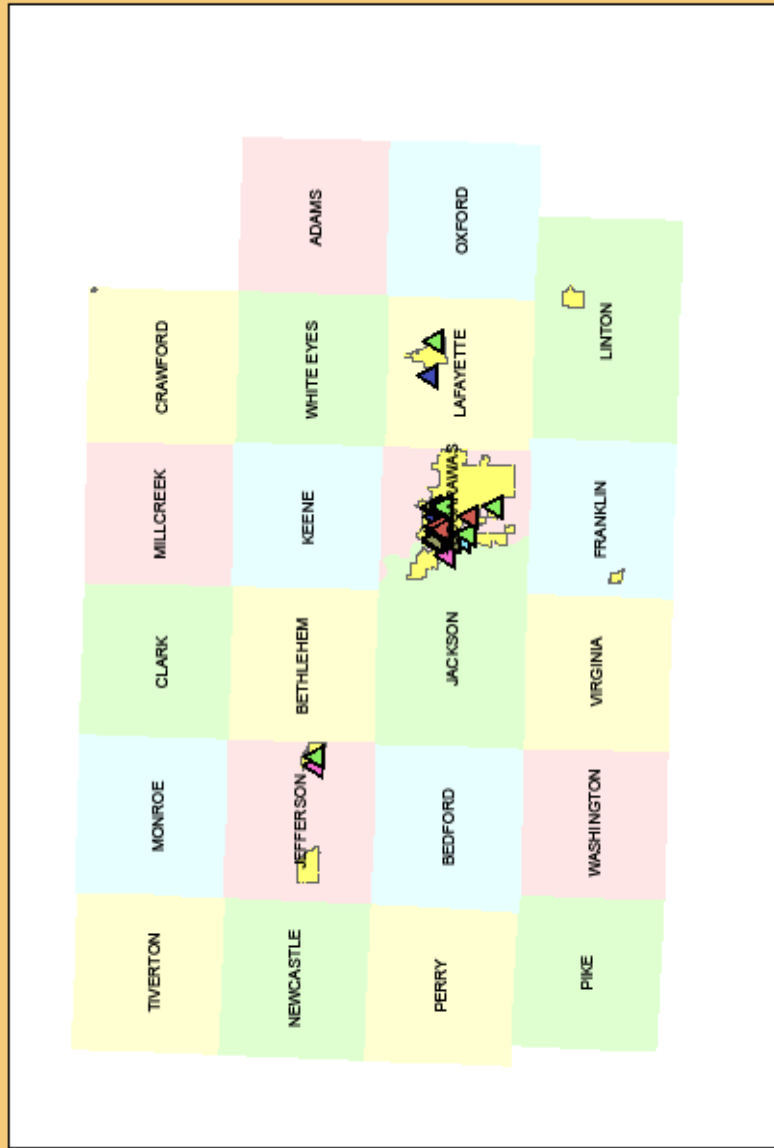


1 inch equals 25,000 feet

Cartography by: Coshocton County GIS Office
 349 1/2 Main St.
 740.622.7373

Coshocton County Townships - Medical Centers

Data Source: CCCTA

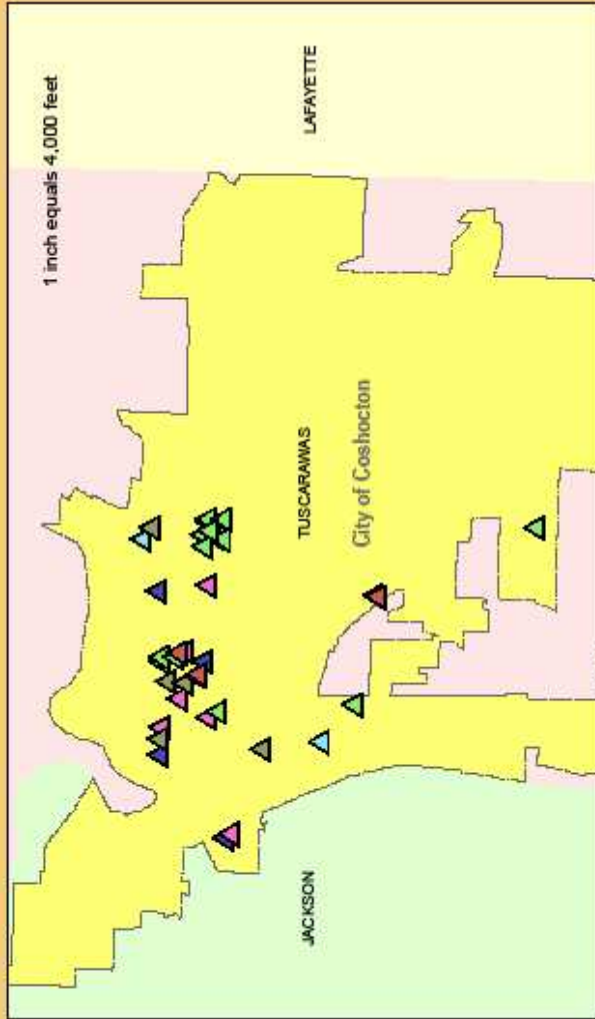


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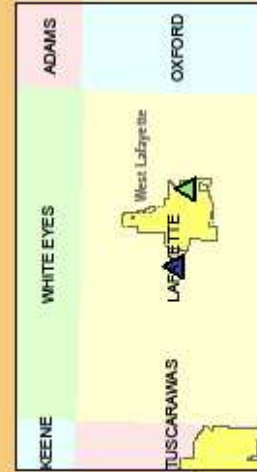
Cartography by: Coshocton County GIS Office
 349 1/2 Main St
 740.622.7373

Coshocton County Townships - Medical Centers

Data Source: CCCTA



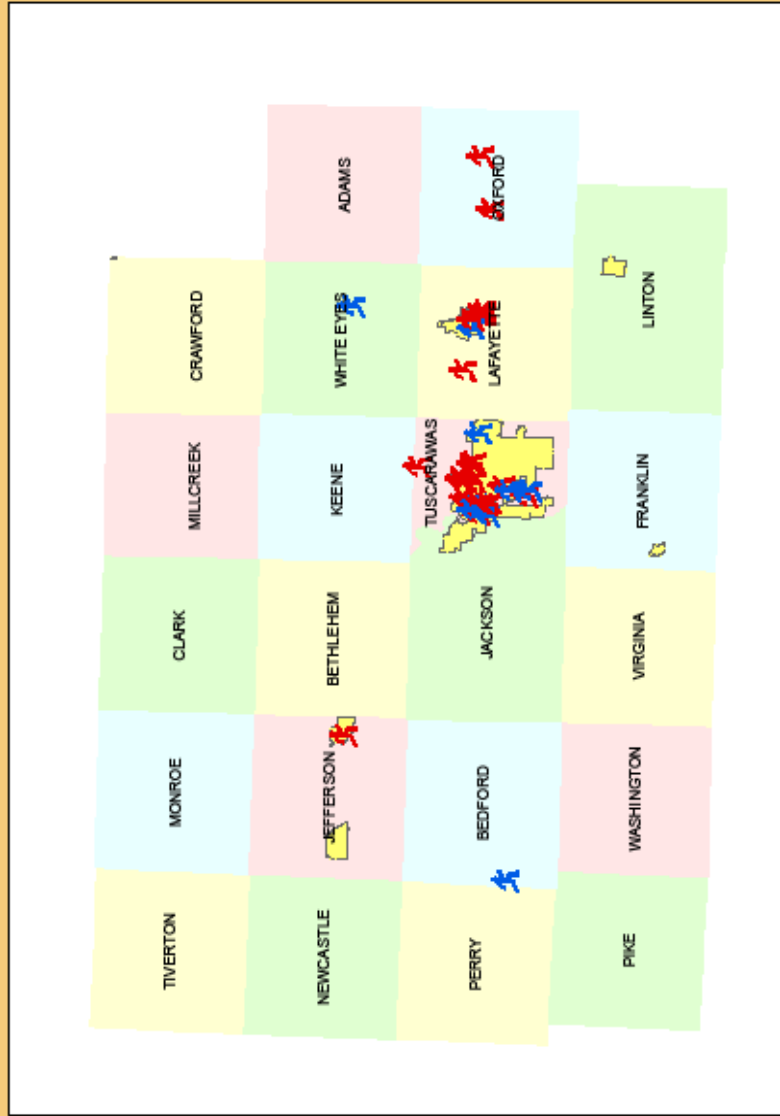
- Medical Centers**
- ▲ Chiropractor
 - ▲ Dentist
 - ▲ Dialysis
 - ▲ Eye
 - ▲ Medical
 - ▲ Mental Health



Cartography by: Coshocton County GIS Office
 549 1/2 Main St
 740-622-7573

Coshocton County Townships - Child Care Providers

Data Source: CCCTA



Child Care Providers
Center
In-Home

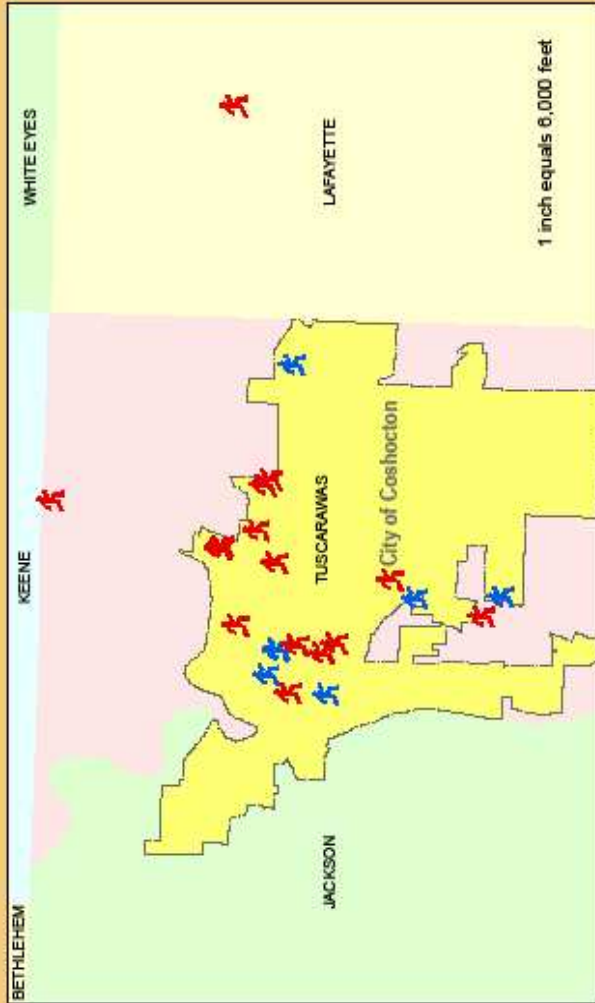


1 inch equals 24,000 feet

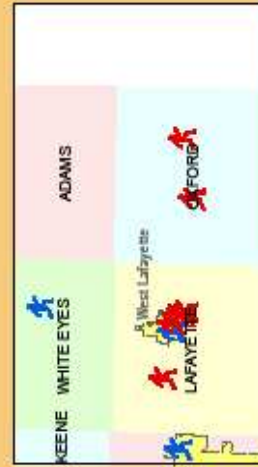
Cartography by: Coshocton County GIS Office
349 1/2 Main St
740.622.7373

Coshocton County Townships - Child Care Providers

Data Source: CCCTA



Child Care Providers
 Center
 In-Home

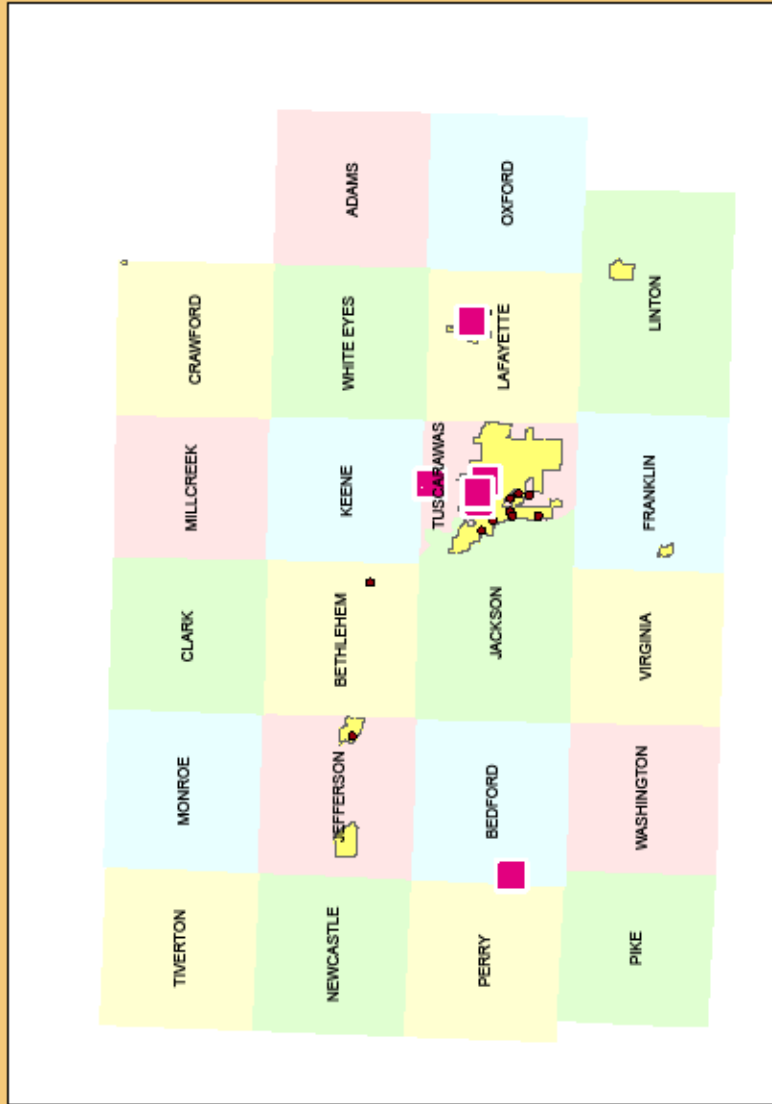


Cartography by: Coshocton County GIS Office
 319 112 Main St
 741 622 2373

Coshocton County Townships - Facilities Serving the Disabled

Data Source: CCCTA

Facilities Serving the Disabled

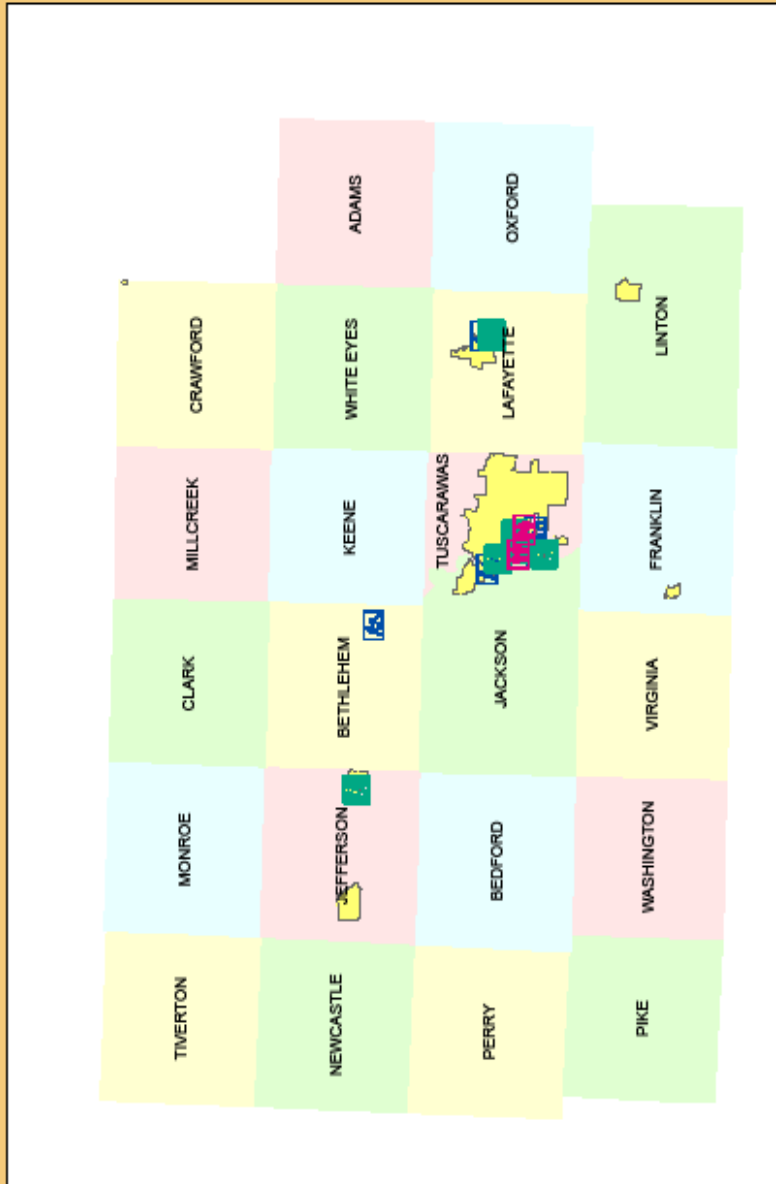


1 inch equals 24,000 feet

Cartography by: Coshocton County GIS Office
349 1/2 Main St
740.622.7373

Coshocton County Townships - Senior Facilities

Data Source: CCCTA



Senior Facilities

- Assisted Living - 5
- Senior Living - 7
- Senior Recreation - 2

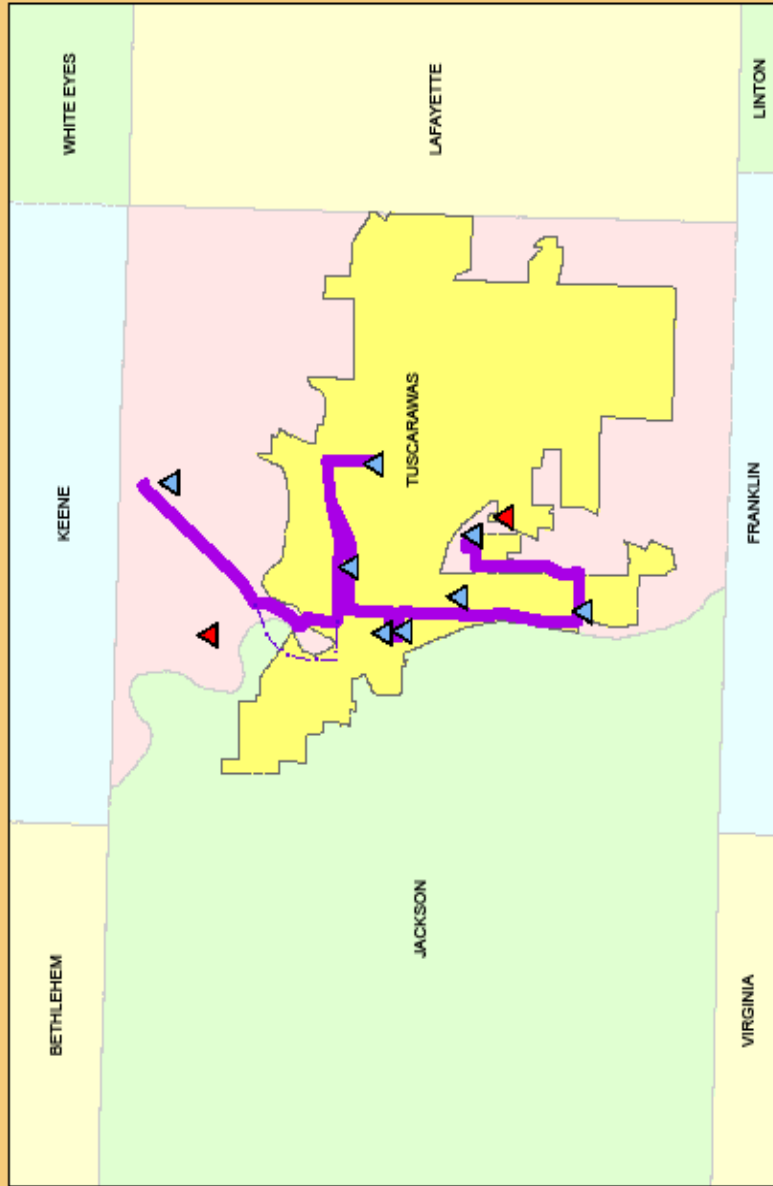


1 inch equals 24,000 feet

Cartography by: Coshocton County GIS Office
349 1/2 Main St
740.622.7373

Coshocton County - Existing Shuttle Route

Data Source: CCCTA



- Existing Shuttle Route**
- ▲ Coshocton Commons
 - ▲ Seaton Apts
 - ▲ Beehlers Food Mart
 - ▲ High Rise
 - ▲ Baker's IOA
 - ▲ Sprint Print
 - ▲ Coshocton Memorial Hospital
 - ▲ Wal-Mart Supercenter
 - ▲ Kids America
 - ▲ Lake Park Recreational Complex
 - Route Option



Cartography by: Coshocton County GIS Office
 349 1/2 Main St
 740.622.7373

1 inch equals 6,000 feet

Stakeholders

The Coshocton County Coordinated Transportation Agency, as the lead agency of this plan, has assembled a cross-section of representatives from organizations that assist older adults, those with disabilities and individuals with low incomes, as well as visible and influential agencies with a strong presence in our community. More than 50 organizations were initially asked to provide representation. Additionally, consumers and representatives from target populations were asked to participate.

The following is a list of invitees requested to participate in the process. All invitees were updated regularly via e-mail, when an e-mail address was available, on the progress of the plan.

Applicable Coshocton County Offices:

- Regional Airport, Bethel Toler
- Emergency Management, Jim Van Horn
- Emergency Medical Services, Bernie Minet
- Engineer's Office, Fred Wachtel
- Family & Children First Council, Aimee Matusik
- Health Department, Becky Beiter
- Help Me Grow, Seth Orban
- Juvenile Court, Doug Schonauer
- Maternal Child Health, Geneva Martin
- OSU Extension, Tami Rogers
- Prosecutor's Office, Bob Batchelor
- Public Defender, Jeffrey Mullen
- Regional Planning, Tiffany Swigert
- Sheriff's Office, Sheriff Tim Rogers
- WIC, Willa Hammersley

CCCTA Board Members

- Dane Shryock, Coshocton County Commissioner
- Duane Beck, Handicapped Society
- Mike Dennis, RHDD
- Dave Dilly, VFW
- Heather Kendall, MRDD
- Becky Mason, DJFS
- J. Michael Stephens, Kno-Ho-Co
- Melinda Jones, TCAS
- Matt Lingo, Veteran Service Commission

Stakeholders Continued

Partner Agencies or Funders:

- American Cancer Society, Robin Godwin
- Area Agency on Aging, Dianne Phillips
- Coshocton Park Home Health Care, Janet Rettos
- Coshocton Behavioral Health Choices, Beth Cormack
- Coshocton City Schools
- Coshocton Literacy Program
- Foster Grandparents
- Ridgewood Schools
- Roscoe Village, Jim McClure
- Seton Apartments, Cindy Bradford
- Wal-Mart

The United Way & applicable Partner Agencies, Amy Hasseman

- American Red Cross, Rod Cook
- First Step
- Rainbow Children's Center
- RSVP, Pat Shryock
- Salvation Army, Captain John and Tricia Cornelius

City of Coshocton, Mayor Steve Mercer
City Department of Health, Vickie Davis

Nursing Home/Assisted Living Facilities:

- Autumn Health Care, Andrea Minnich
- Coshocton Health & Rehab, Lois King
- Jacob's Dwelling, Chris Lofton
- West Lafayette Rehabilitation Nursing Center, Jeff Grewell
- Windsorwood Place, Stacy Guilliams

Additional community entities serving those with transportation needs

- 317 Board, Rod Hollingsworth
- Coshocton County Chamber of Commerce, Carol Remington
- CCMH, Greg Nowak and Crystal Kaiser
- Coshocton County Port Authority, T.J. Justice
- Coshocton Ministerial Association, Ron Uhlige & Jonathan Carlise
- Hospice, Barb Emmonds
- Olde Towne Taxi, Kevin
- Senior Center, Ronda Hobbs
- Shelly Taxi, Shelly McCombs

Existing Transportation Services

*Coshocton County Coordinated Transportation Agency:	4 mini-vans (privately owned by contractors) 1 10-seat WCL van
*Veterans Service Commission	1 six-passenger Mini-van
*RHDD	1 16-seat WCL van 1 8-seat WCL van 1 10-seat WCL van
*County Board of MRDD	5 15-seat van w/ Capacity for 4 WC
Emergency Medical Services	9 Ambulances 2 non-transport supervisor vehicles Ambulette service is contracted out-of-county
Assisted Living Facilities	
Windsorwood	2 vans
Coshocton Health & Rehabilitation	1 van w/ WCL
West Lafayette Care Center	1 van
Oak Point (Shared with WLCC)	See above
Autumn Health Care	1 van w/ WCL
Coshocton County Emergency Management Agency	2 communication Vehicles
Juvenile Court	3 vehicles for court staff and court client transport
Muskingum Valley Coach	21 busses
Shelly Taxi	6 vehicles
Senior Center	4 mini-vans
Area Churches	Unknown

* Signifies vehicles are used to transport people served by CCCTA

Assessment of Existing Services

As of 2008, the Coshocton County Coordinated Transportation Agency is the focal point for area transportation services. Service includes Medicaid transportation, senior transportation services funded by the Area Agency on Aging, all Veteran's Service Commission transportation, transportation for two of five assisted living facilities, adult service for the County Board of MRDD to workshop, Early Intervention service for Hopewell School, all Job and Family Service requests specialty service for students enrolled in public school but receiving educational services out-of-county.

The following local transportation service is not included in the coordinated project:

- Emergency Medical Transportation
- 2 privately owned taxi services
- Senior Center, congregate meals and home delivered meals
- Transportation for three of the four facilities providing transportation service for those with developmental disabilities
- Service for 3 assisted living facilities

Medical Services

CCCTA, in conjunction with Job & Family Services, the Veterans Service Commission, the Area Agency on Aging, and the American Cancer Society provide the vast majority of non-emergency medical transportation. CCCTA provides service to medical facilities statewide including the numerous VA hospitals and clinics.

Access to medical care often requires travel. There are several factors which contribute to this including a low number of physicians in the Coshocton area, a lack of specialist in the area, many medical services are not offered in Coshocton, and some doctors only keep office hours locally one or two days a week.

According to the Coshocton County Job and Family Services Profile published December 2007:

In Coshocton County:

53% of all reported physician visits were outside the county

34.4% of hospital visits were received outside the county

19.4% of residents were enrolled in the Medicaid program

38% of all children were enrolled in the Medicaid program

33.4% of all births were paid by Medicaid

55.7% of mothers receiving Medicaid had two or more risk factors for poor birth outcomes

The Senior Center provides limited service to seniors, if the client can be taken from the senior center to their medical appointment.

Assessment of Existing Services Con't

Employment Services

CCCTA is the only entity providing job-related transportation at the direction of the Department of Job & Family Services or the Bureau of Vocational Rehabilitation Services.

Basic Daily Living Needs

CCCTA provides a shuttle three business days a week that stops at a variety of places including senior living centers, grocery stores, Main Street, the hospital and Wal-Mart. *Please see the map on page 13.*

Additionally, funding from the Area Agency on Aging helps provide broader services for seniors to meet daily needs. There is not funding provided to serve Job & Family Service clients with basic daily needs. Clients with disabilities that are served by the County Board, Residential Housing for the Developmentally Disabled or Lafayette Meadows are given assistance with transportation to meet daily living needs.

Community Involvement

On occasion, specialty events such as the Apple Butter Stir-In, Air Show, Main Street events or other events may contract with CCCTA, or in some instances, local churches, to provide service.

Special Needs Education

CCCTA has provided transportation to all local school districts when students have out-of-county needs and the school district is unable to provide the service at a similar cost.

Private Pay

There are two taxi cab companies in Coshocton that operate 24 hours a day, 7 days a week to provide transportation service on a private-pay basis. No private pay vehicles are equipped to service wheelchair users.

Identified Gaps in Coshocton County Transportation Services

There were three primary sources utilized for identifying gaps in service. Suggestions were made from the staff of CCCTA regarding areas that we realize could be improved. Additionally, we had discussions at committee meetings regarding what community leaders had observed either via their clients or from personal experiences. Lastly, we distributed surveys at heavily traveled stores in two outlying villages and two stores within city limits.

1. Marketing and Promotion

Identified Gaps in Coshocton County Transportation Services Con't

The overwhelming gap in service seemed to be promotional in nature. This became evident when reviewing the public survey. Of the nearly 500 surveys completed, 19% of the suggestions made were already in place and 22% were specifically marketing in nature.

2. Financial Support

The next obvious gap in service appeared to be financial in nature. One reason for the lack of community outreach is the maximized use of resources. CCCTA has not advertised service because all vehicles, and office staff have been stretched near capacity and there has not been funding for expansion. Further, there has been fluctuating funding from existing sources such as ODOT, the American Cancer Society and the Senior Levy. CCCTA is facing further cuts in the coming year as demand for service is increasing.

3. Expanded Service for Non-Medical Needs

While most people seem to be served for medical appointments, there is not a funding source to subsidize the costs of basic daily living needs for those under the age of 60. And the funding for those 60 and older is not adequate for the demand. That means that while transportation is provided, it has to be done on a private pay basis. While CCCTA makes every effort to combine private pay service with other riders so costs can be shared, private pay is not always an option financially for clients. Certainly, private pay becomes less of an option the further riders live from Coshocton City limits, because it is less likely to group the trip and more costly.

Approximately 25% of those surveyed stated that there was a need of more shuttle service. Specifically, those answering the survey requested shuttle service to outlying areas in the county. Others have requested shuttle service at least 5 days a week. Some people would like to see shuttle options later in the day. Lastly, other comments included regular weekend service.

Strategies, Activities and Projects to Address Identified Gaps

1. Marketing and Promotion Strategies

Branding

CCCTA plans to work on its brand by creating a uniform look in signage, possibly uniform-type clothing, developing a logo, and characteristics that easily identify vehicles at a distance as those being operated by coordinated transportation.

Strategies, Activities and Projects to Address Identified Gaps Con't

Outreach

CCCTA would like to develop a 24-month program that would concentrate each month (excluding December) on one of the county's 22 townships that do not border the City of Coshocton. The program could possibly utilize volunteers to work with office staff to get the word out about transportation options in Coshocton. Initial ideas would involve talking with township trustees, churches and grange organizations to help distribute literature and assist in getting the word out.

Bridging the Gap Medically

CCCTA wants to focus on developing a systematic process to insure that doctors' offices have literature about our services and knowledge of what services CCCTA can offer patients for more referrals.

Activities

CCCTA would like to organize quarterly "Ride Free" days. Ideas for service include the county fair, voting booths, events at Roscoe Village, or service the general shuttle route and Lake Park Aquatic Center.

2. Financial Strategies

Foundation Assistance

Coordination has never asked Coshocton's local foundations for financial assistance. Once specific marketing plans are in place, CCCTA will seek funding to try a program or to serve an unsubsidized population. The goal being that the foundation will fund a project for a specified amount of time in hopes that it can become self-supporting or find other supporters.

Organize a Fundraising Board of Trustees

Form a non-profit board whose sole objective is to fundraise for transportation services. The board would be similar to Friends of the Park or Friends of the Animal Shelter locally. The board would focus on issues such as levy viability, grant identification and capital campaign fundraising.

Consider a Levy

In order to fund transportation services in Coshocton, CCCTA would like to research and/or place a levy issue on a ballot at some point in the future to support more diversified services, especially for those in need outside of city limits.

Selling Advertisement Space

CCCTA is interested in finding ways to sell advertising space either on vehicles or in brochures to help generate funding to support service.

Strategies, Activities and Projects to Address Identified Gaps Con't

3. Strategies to Expanding Service for Non-Medical Appointments

Identify a Specific Project

The Advisory Board of CCCTA will be asked to develop a plan that will focus on expanding one area of need that is not currently being served, such as week-end service, county shuttle service, expanded hours on existing shuttles or adding specific event service, for example First Fridays.

Create a long-term plan

CCCTA will ask the board or a separate committee to prioritize a list of non-medical options so that several ideas can be introduced to the community on an ongoing basis depending upon financial support and participation.

Fundraising

A variety of searching for grants, seeking foundation support, advertising sales opportunities and fundraising may likely need to be done to support pilot projects that expand service.

Opportunities to Achieve Efficiencies

Over the past seven years, most transportation services have become part of the local coordination project. However, after limiting services provided by the Senior Center in 2002, there seems to be an increase in transportation needs at the senior center. The Senior Center purchased one vehicle in late 2007. Often CCCTA vehicles pass Senior Center vehicles on a regular basis. This service is the most redundant of local transportation in regards to the coordination project.

As of August 25th, 2008 CCCTA began to provide service for adults attending the County Board of MRDD workshop. Since there are two other facilities providing similar services, there are likely ways to coordinate transportation to all three facilities. Since this partnership is less than two months old, it is premature to determine if other facilities could be combined with the existing service.

Prioritized Recommendations

- I. CCCTA will develop a long-term marketing plan by March 2009. Marketing plans for 2009 will be complete by December 2008. Community outreach will begin by January 2009.

Goals of marketing will include better educating users of all the services that are offered, informing those who do not currently use the service of private pay options and branding the department so CCCTA is visually identifiable to the community. Indirect goals of marketing will include more community support in the form of partnerships and funding.

Prioritized Recommendations Con't

- II. Form a non-profit board whose sole objective is to fundraise for transportation services. The board would be similar to Friends of the Park or Friends of the Animal Shelter locally. The board would focus on issues such as levy viability, grant identification and capital campaign fundraising.
- III. Design a system that will address the non-medical needs of low-income residents of the county, particularly those living outside city limits, including social options for seniors, those with disabilities and low-income members of our community.
- IV. Continue to support the role of the Coshocton County Coordinated Transportation Agency in assisting Coshocton residents with access to education, medical care, employment and training opportunities, and to meet daily basic living needs.
- V. Revisit the Locally Developed Plan on a community-wide basis annually.
- VI. CCCTA will continue to try to build relationships with facilities providing senior transportation services.
- VII. Launch a pilot transportation program from the information derived from this process that addresses new areas of need not previously served by the county coordinated system that is derived from the survey results of the locally developed plan process. Some goals would include service to more private pay clients that could encourage better long-term support financially as well as de-stigmatize the use of public transportation.
- VIII. Develop a schedule for replacing the existing vehicle fleet providing service for the coordination project.
- IX. Identify and prioritize city infrastructure needs that create barriers or restrictions of mobility for pedestrian traffic, wheelchairs users, bicycle riders, those with strollers, and other types of non-vehicle travel. As part of addressing infrastructure needs, a citizens committee could be formed to make recommendations to City Council on sidewalks, curbing, handicap ramps, paving and similar issues to assist mobility options for those using commons areas within the city limits. The committee may also research options for achieving goals including fundraising, grant research and volunteerism to make improvements.