Jefferson County Coordinated Public Transit/Human Services Transportation Plan

2023-2026

Brooke Hancock Jefferson – Metropolitan Planning Commission (BHJ-MPC)
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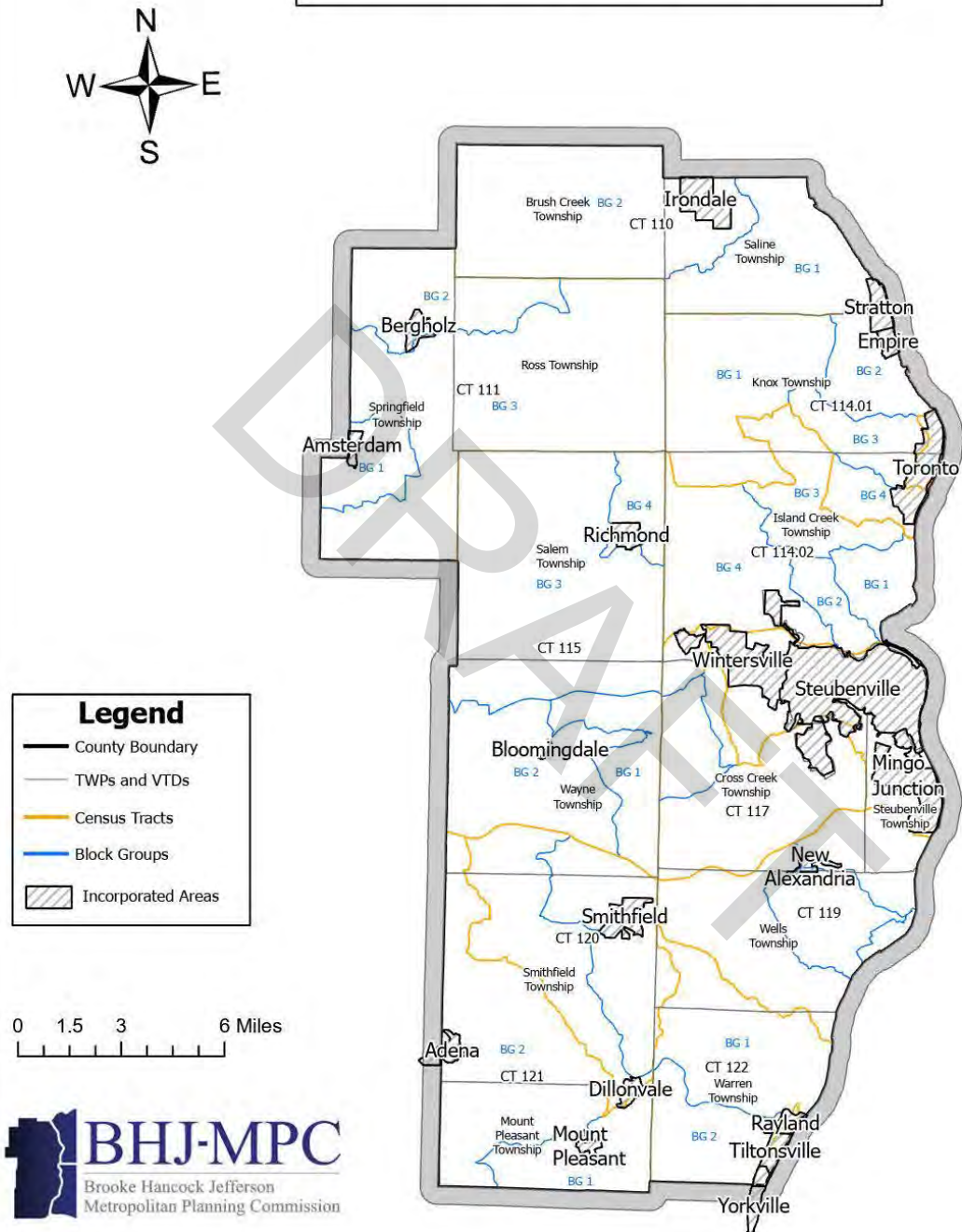
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I. Geographic Area

Jefferson County was established by proclamation in 1797 was named in honor of the third president of the United States, Thomas Jefferson. The county seat of Jefferson County is Steubenville. According to the 2020 Census, The City of Steubenville has a total population of 18,161, and Jefferson County has a total population of 65,249. Jefferson County is approximately 409.6 square miles in area and is located 46 miles west of Pittsburgh, PA, 132 miles southeast of Cleveland, OH, and 136 miles east of Columbus, OH.

Jefferson County is located in eastern Ohio and is located within the boundaries of the Brooke-Hancock-Jefferson Metropolitan Planning Commission (BHJ), the region's Metropolitan Planning Organization (MPO). A Metropolitan Planning Organization (MPO) is the policy board of an organization created and designated to carry out the metropolitan transportation planning process. MPOs are required to represent localities in all urbanized areas (UZAs) with populations over 50,000, as determined by the U.S. Census. BHJ is the MPO for the Weirton-Steubenville Metropolitan Statistical Area, and also serves Brooke County and Hancock County in West Virginia.

Additionally, Jefferson County is a member of the Ohio Mid-Eastern Governments Association (OMEGA), a Local Development District designated by the Appalachian Regional Commission. OMEGA was designated by the Governor of Ohio as a Regional Transportation Planning Organization in 2016 and selected by the Ohio Department of Transportation (ODOT) as the rural region for the Regional Coordinated Human Services Transportation Pilot Program in 2017. Jefferson County shares borders with Columbiana County to the north, Carroll County to the northwest, Harrison County to the west, Belmont County to the south, and to the east are Brooke and Hancock Counties in northern West Virginia.

A map of the Metropolitan Statistical Area can be found in the appendix.

Figure 1: Jefferson County Boundaries

Legend
- County Boundary
- TWPs and VTDs
- Census Tracts
- Block Groups
- Incorporated Areas

0   1.5   3   6 Miles

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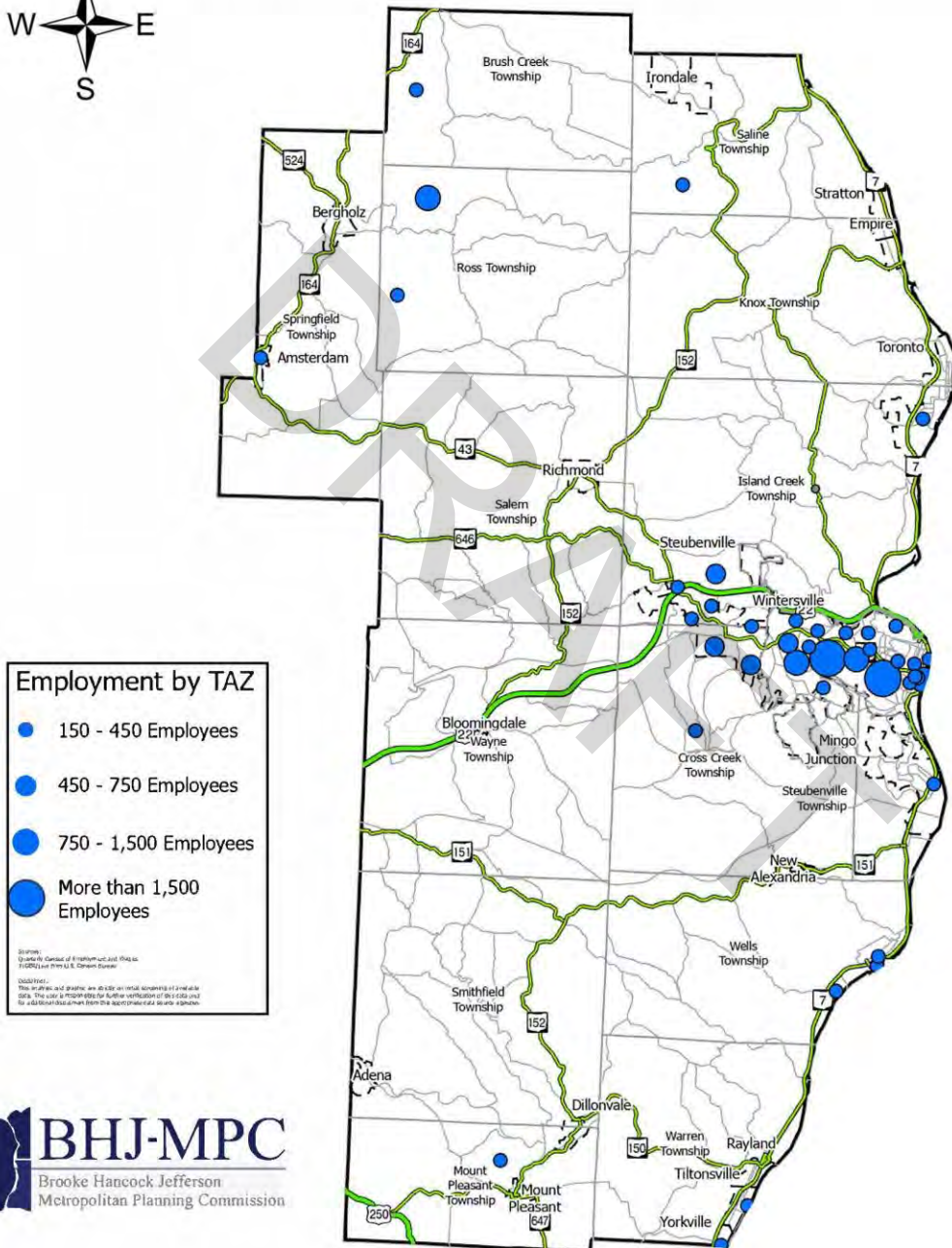Metropolitan Planning Commission

MAP 1: BASIC MAP OF THE GEOGRAPHIC AREA COVERED BY THE PLAN

The location of major trip generators within Jefferson County is vital to understanding the transportation needs and services in the area. The major trip generators used in this analysis use Quarterly Census of Employment and Wages data to reveal the number of Employees in the county's transportation analysis zones (TAZs). The highest concentration of trip generators is in Steubenville. Other trip generator areas are in the City of Toronto, Mingo Junction, Yorkville, Tiltonsville, Ross Township, and Wells Township. Most employment centers are found within the largest City (Steubenville) and along the Ohio River.

Figure 2:
Trip Generators

N W E S

Employment by TAZ

- 150 - 450 Employees
- 450 - 750 Employees
- 750 - 1,500 Employees
- More than 1,500 Employees

Sources:
Quarterly Census of Employment and Wages
(QCEW) and from U.S. Census Bureau

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data. The user is responsible for further verification of this data and
for additional disclaimer from the appropriate data source agencies.

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MAP 2: MAJOR TRIP GENERATORS IN THE GEOGRAPHIC AREA

II. Population Demographics

In Jefferson County, there are several cities, villages, and townships of varying populations. These include the largest city, Steubenville (2020 population: 18,161), which is the county seat; Island Creek Township (2020 population: 10,173); Cross Creek Township (2020 population: 7,870); city of Toronto (2020 population: 5,303); the village of Wintersville (2020 population: 3,765); and the village of Mingo Junction (2016 population: 3,347).

Population Trend and Projection for Every Five Years Until 2050

The Ohio Department of Development predicts steady and continual decline between now and 2050. On average the population is projected to decrease by .82% (536 persons) per year. From 2020 to 2050, it is projected the population will decrease by 24.6% (16,083 persons).
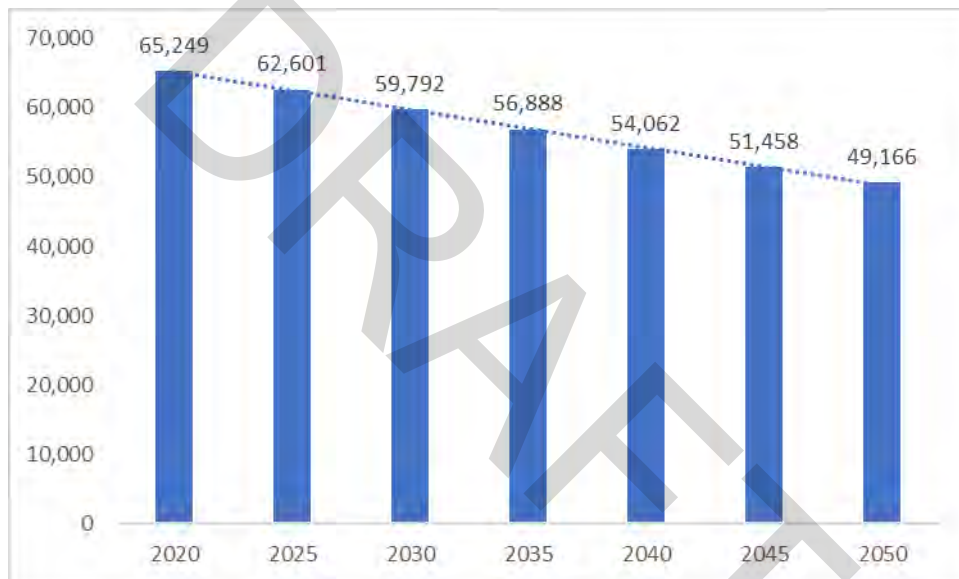

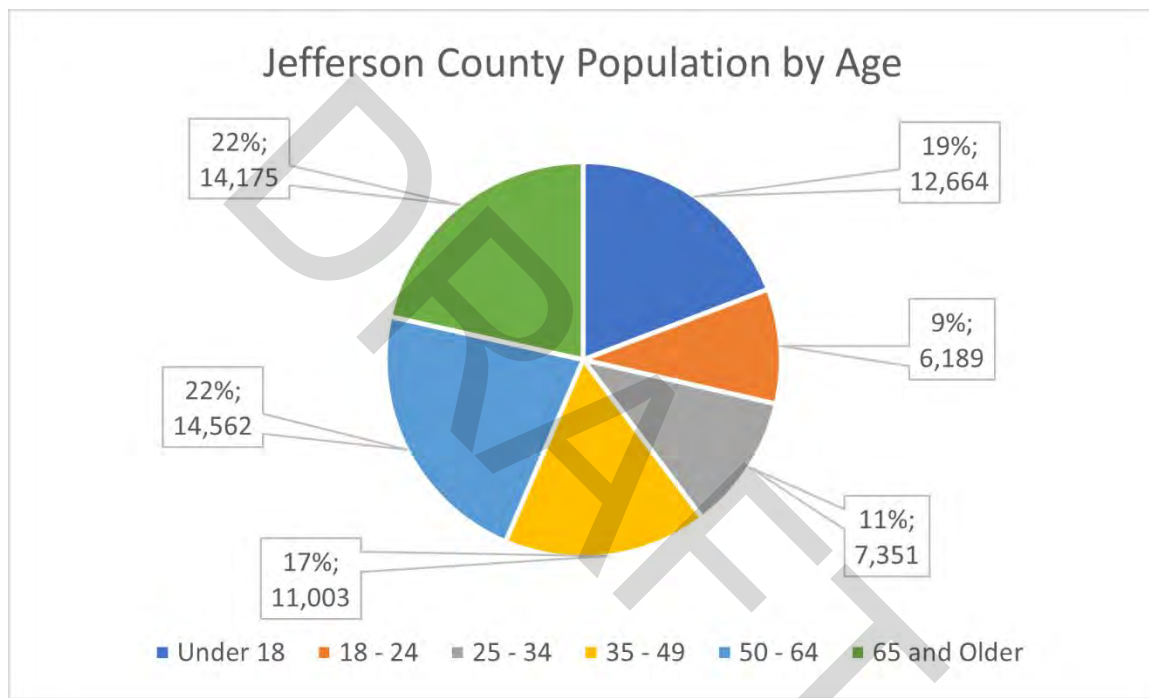**CHART 1: Jefferson County Total Population Trends from 2020 to 2050**

Source: Ohio Department of Development, Office of Strategic Research – April 2023

Total Population by Age Group

The largest segment of the county's population, 22% (14,465), is 65 or older and half the population is older than 45. This is important to consider for transportation services since in the next 10-20 years, the senior population will be one of the larger age groups requiring more senior services. The third largest age group, the Under 18 at 19% (12,664), is also one of the fastest-growing age groups which is a positive indicator on the future of Jefferson County. This age group can offset the growing elderly population provided that the youth remain in the county. A further analysis of age group projection is provided in Chart 2B.

CHART 2: TOTAL POPULATION BY AGE GROUP

Source: U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates

Jefferson County Population by Age

- Under 18: 19%; 12,664
- 18 - 24: 9%; 6,189
- 25 - 34: 11%; 7,351
- 35 - 49: 17%; 11,003
- 50 - 64: 22%; 14,562
- 65 and Older: 22%; 14,175

Total Population Projection by Age Group

As shown in Chart 2B, in the next 10-20 years, the largest age group in population will continue to be the senior population. There is projected to be a decline in all age groups over the next few decades.

To reverse this decline, Jefferson County would benefit by bringing in strong employment centers, increase overall quality of life, and basic human services to attracted peoples into the region.
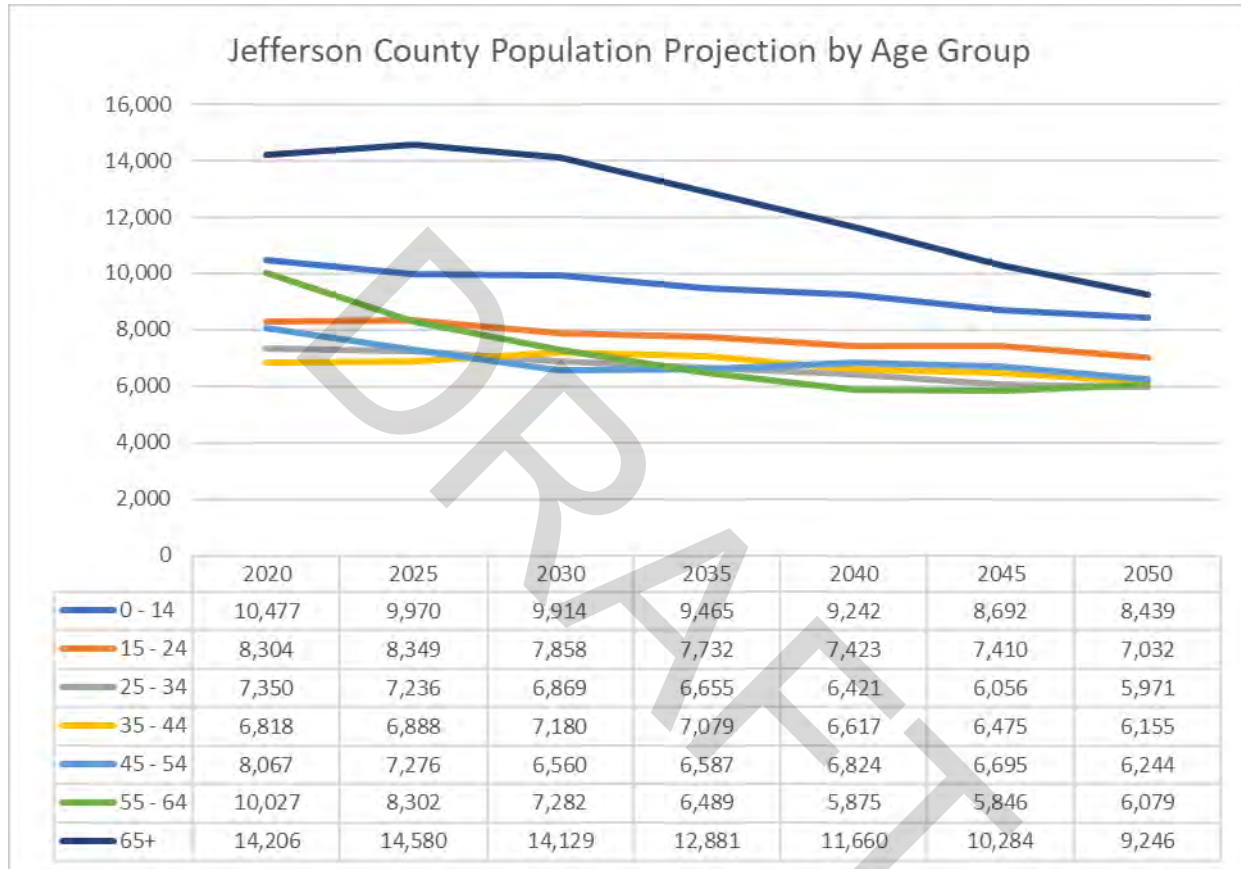
Jefferson County Population Projection by Age Group

	2020	2025	2030	2035	2040	2045	2050
0 - 14	10,477	9,970	9,914	9,465	9,242	8,692	8,439
15 - 24	8,304	8,349	7,858	7,732	7,423	7,410	7,032
25 - 34	7,350	7,236	6,869	6,655	6,421	6,056	5,971
35 - 44	6,818	6,888	7,180	7,079	6,617	6,475	6,155
45 - 54	8,067	7,276	6,560	6,587	6,824	6,695	6,244
55 - 64	10,027	8,302	7,282	6,489	5,875	5,846	6,079
65+	14,206	14,580	14,129	12,881	11,660	10,284	9,246

CHART 2B - AGE GROUP POPULATION PROJECTION

Source: Office of Research, Population Projections by Age 2020-2050 – 2022

Total Population by Race

According to the 2020 Census, Jefferson county has a total population of 65,249, The racial demographics break down as follows: White population of 56,954 (87.3%), Black or African American population of 3,687 (5.6%), American Indian and Alaska Native population of 136 (0.2%), Asian population of 344 (0.5%), Native Hawaiian and Other Pacific Islander population of 33 (0.05%), Some other race population of 454 (0.6%), and two or more races population of 3,641 (5.6%).
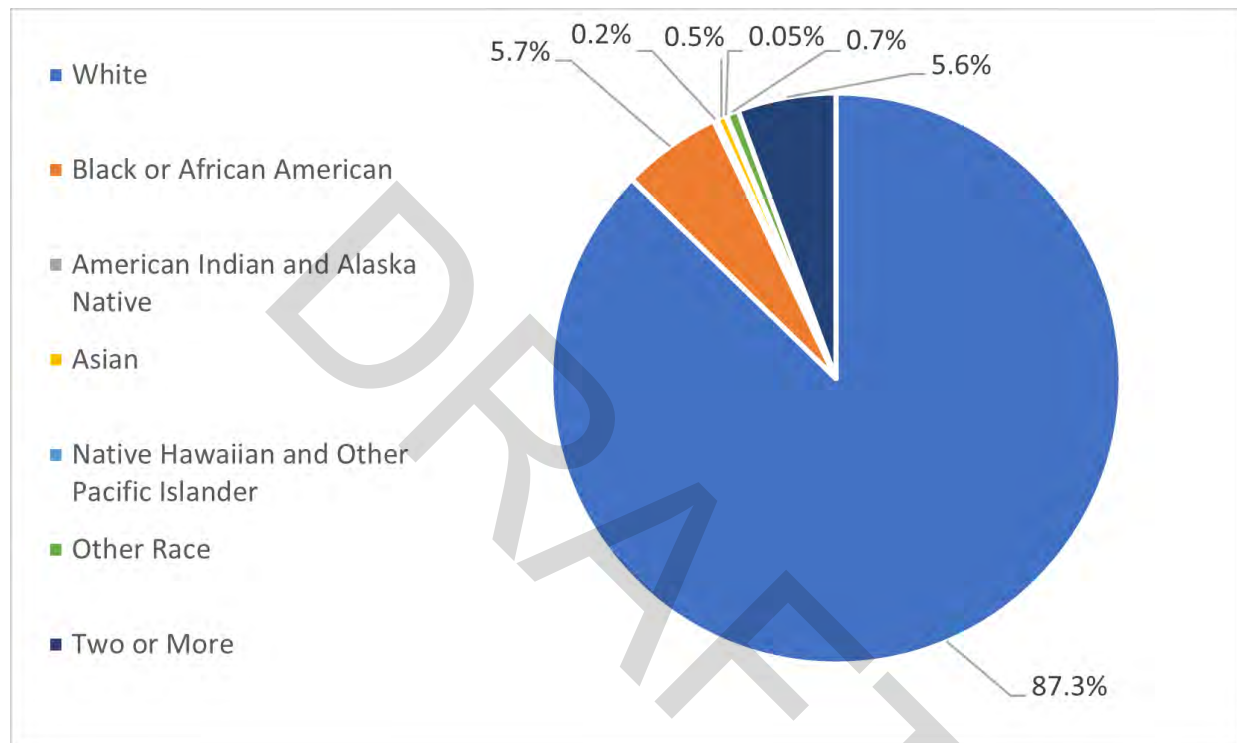

CHART 3: TOTAL POPULATION BY RACE

Source: U.S. Census Bureau, 2020 Census

Figure 3 represents the locations in Jefferson County of the concentration of minority populations by block group. Most minorities are concentrated in eastern Steubenville and Mingo Junction. Additionally, Wintersville and the block group west of Wintersville have minority populations of 21-30%. There is overall a higher percentage of minority populations in Jefferson County since the last update.
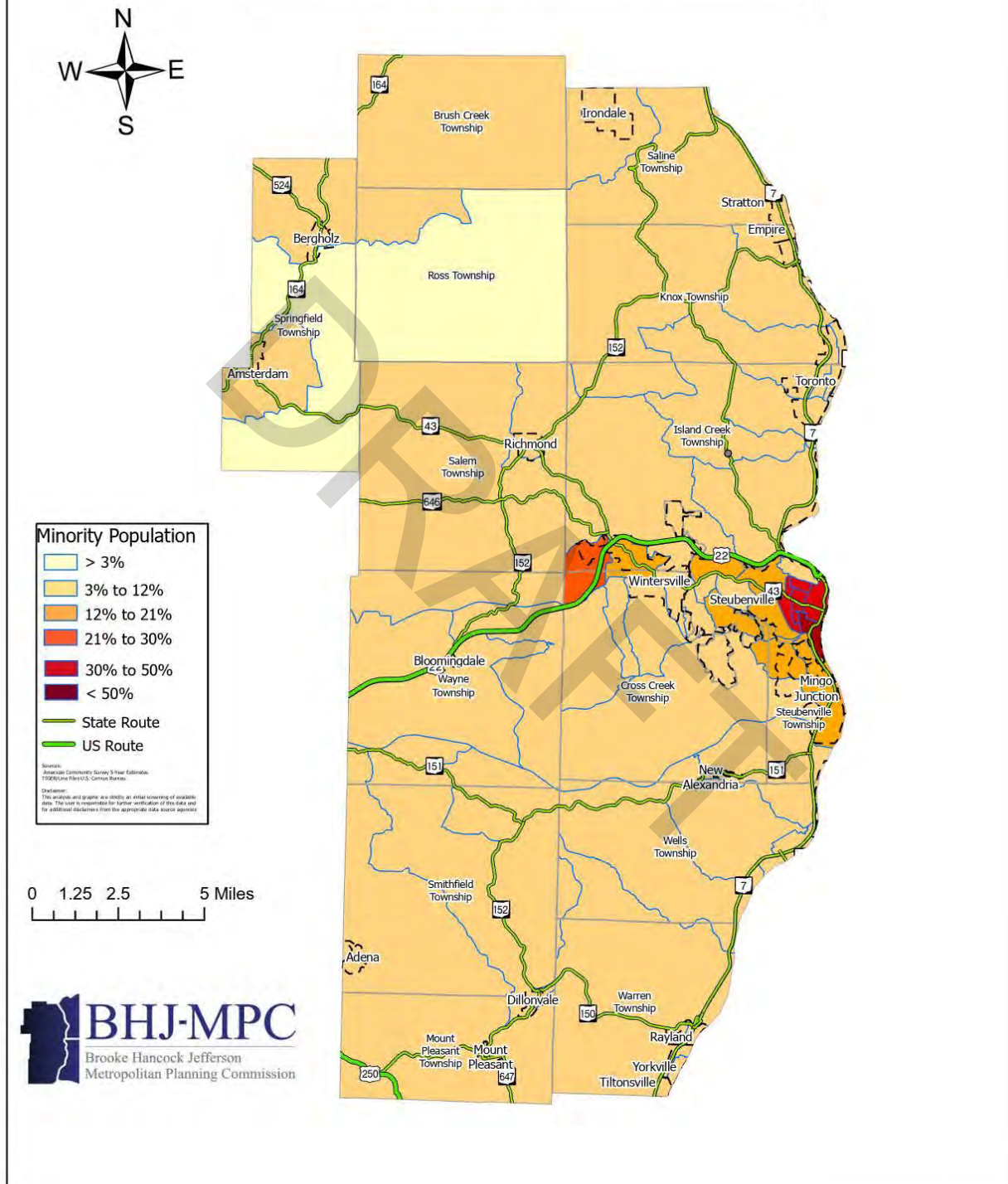
Figure 3: JEFFERSON **C**OUNTY **M**INORITY **P**OPULATION **M**AP

Number and Percentage of People with Disabilities

The disability rate is an important characteristic relating to transit use and human services transportation. Many persons with a disability may have limited transportation options available to them and often rely on transportation services that offer handicap assistance or are dependent upon others for transportation. The present rate of disability in the state of Ohio is 14% of the total population. Currently, the disability rate in Jefferson County is 17.8% of the overall population, equating to 11,619 people. Persons with disabilities may require assistance with transportation on a regular basis for daily activities and services.
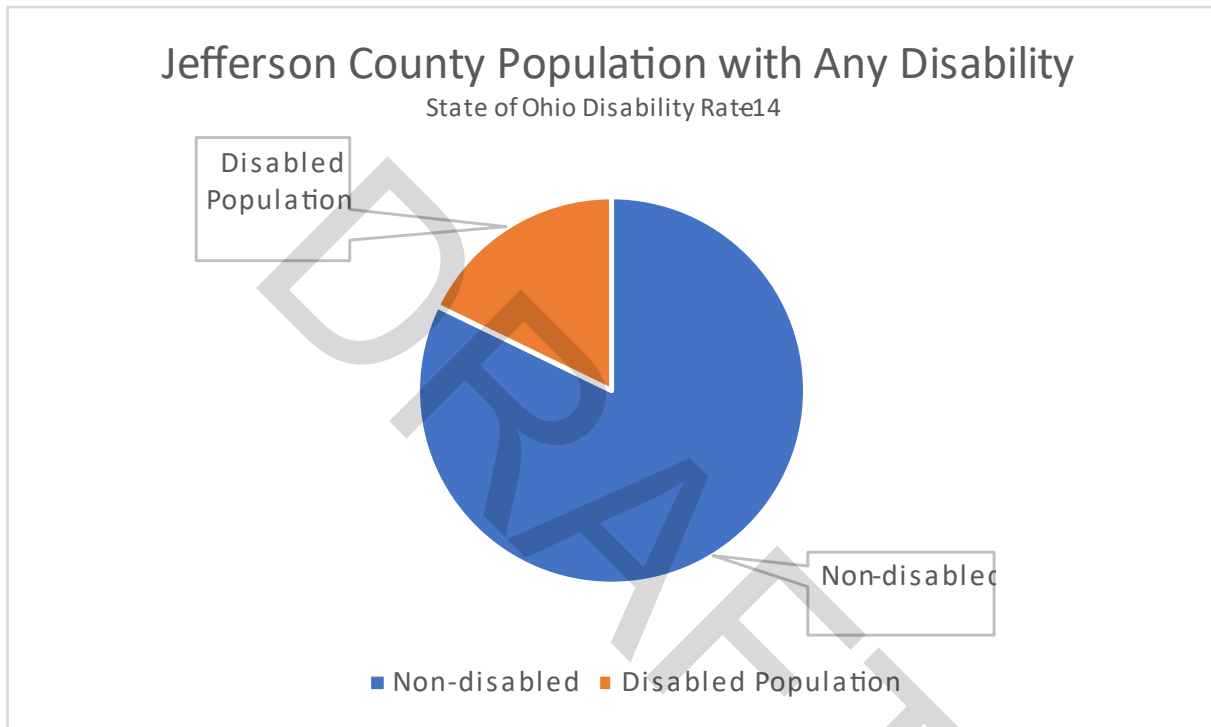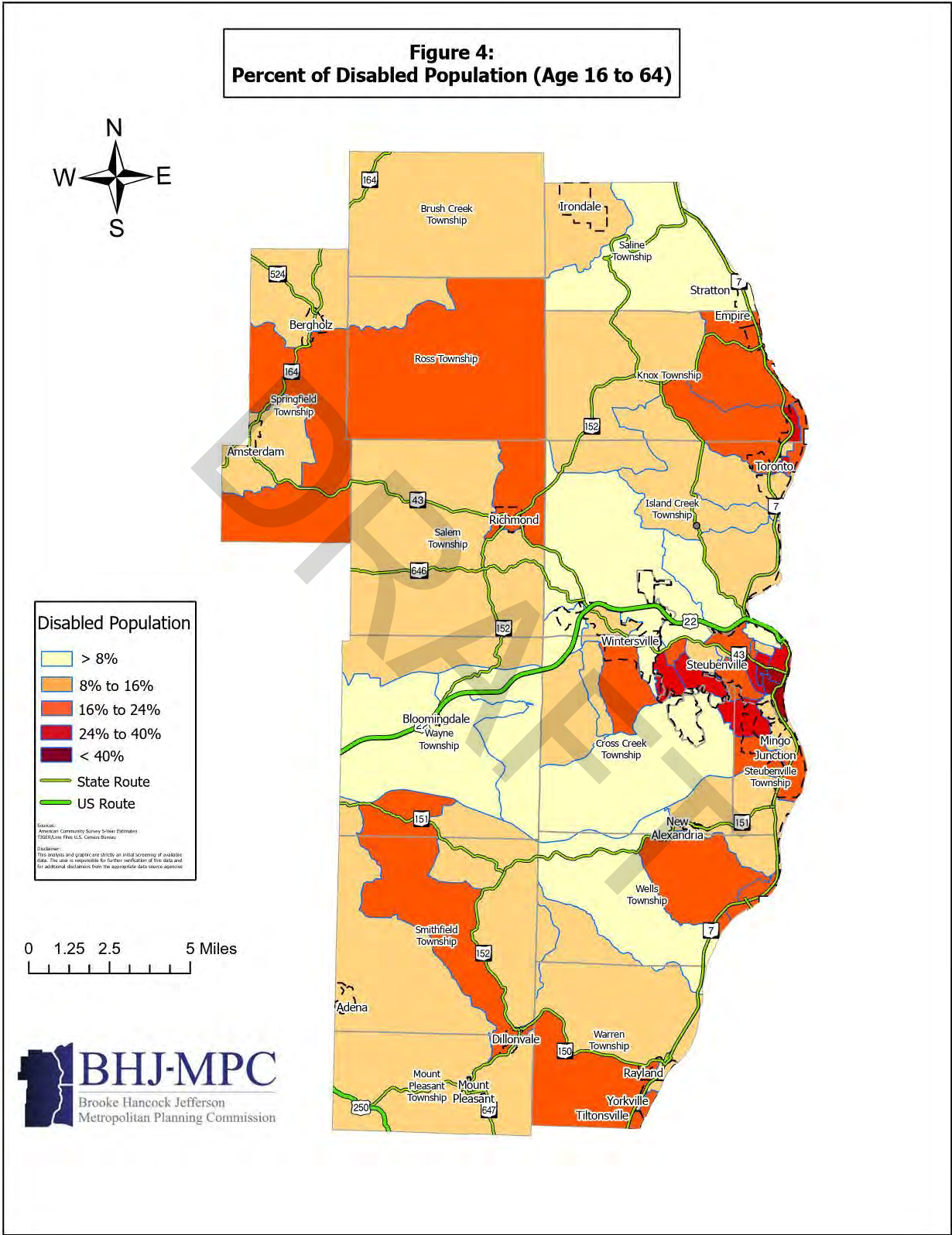

CHART 4: PERCENTAGE OF PEOPLE WITH DISABILITIES

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 4 shows the population with disabilities by block group located within Jefferson County. The Highest rate of disabilities are in eastern Steubenville. Additionally, Wintersville, Toronto, Mingo Junction, Dillonvale, Knox Twp, Ross Twp, Springfield Twp, Wells Twp, Wayne Twp, Warren Twp have disabled populations between 16-24%.

Figure 4:
Percent of Disabled Population (Age 16 to 64)

Disabled Population
- > 8%
- 8% to 16%
- 16% to 24%
- 24% to 40%
- < 40%
- State Route
- US Route

Sources:
American Community Survey 5-Year Estimates
TIGER/Line Files U.S. Census Bureau

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0   1.25   2.5   5 Miles

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MAP 4: PERSONS WITH ANY DISABILITIES IN JEFFERSON COUNTY

Number and Percentage of Families with Incomes Below the Federal Poverty Level

The federal poverty level is defined as a four-member household with a combined income below $30,000. According to the 2016-2020 ACS, the State of Ohio had 13.4% of the total families in the state are below the federal poverty level. In Jefferson County, 12.7% (2,144 families) are below the federal poverty level. More and available access to affordable transportation may be more beneficial to households with incomes below the federal poverty level.
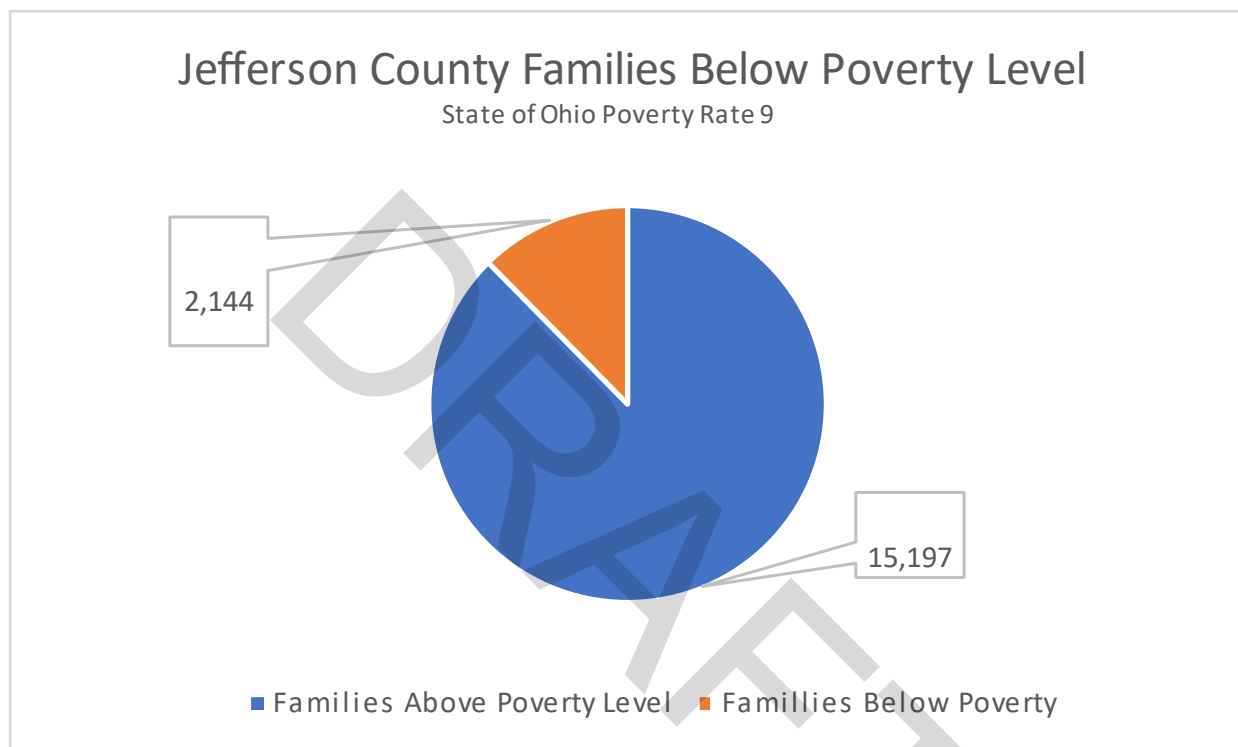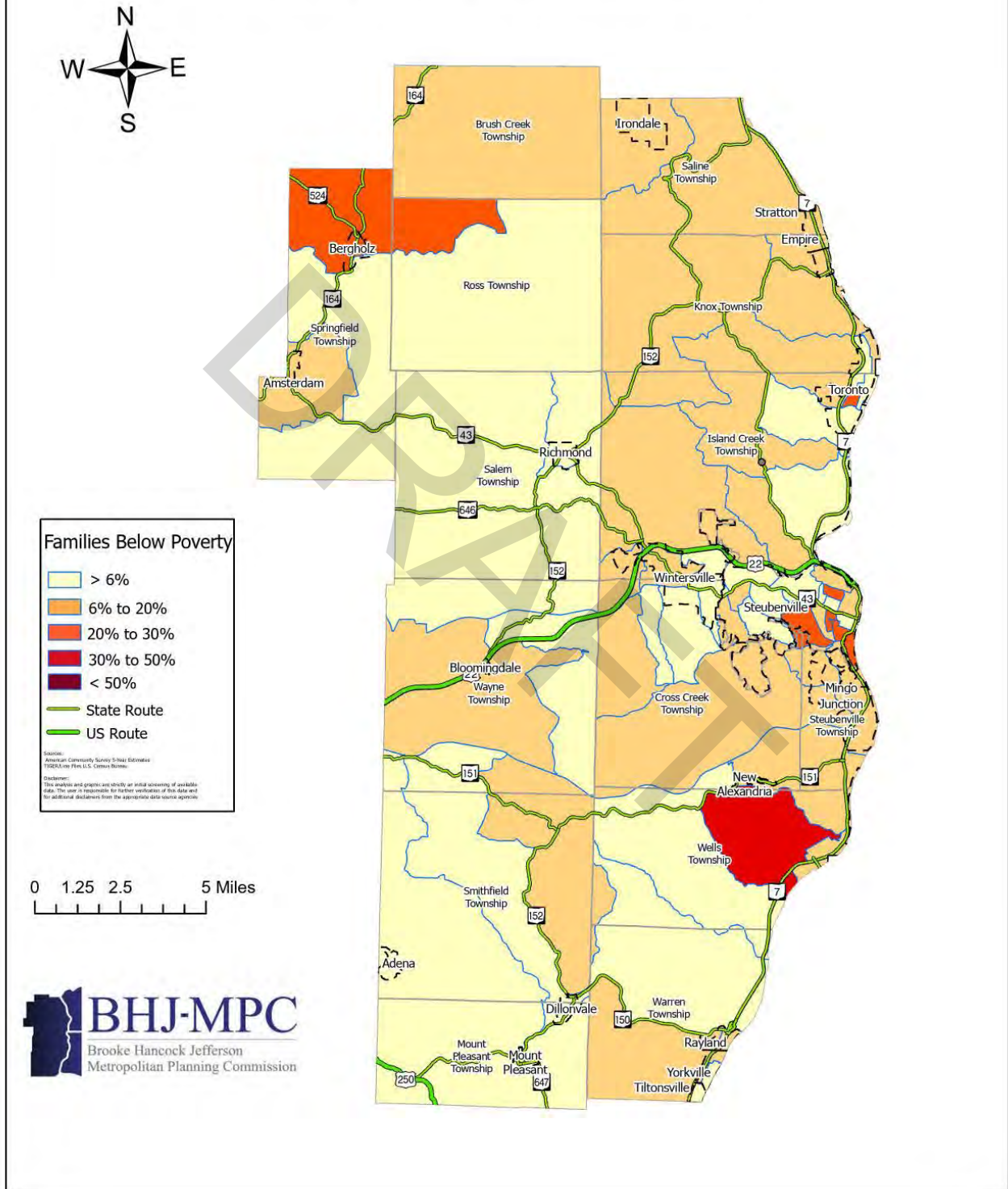

Jefferson County Families Below Poverty Level
State of Ohio Poverty Rate 9

2,144

15,197

■ Families Above Poverty Level ■ Famillies Below Poverty

CHART 5: NUMBER AND PERCENTAGE OF HOUSEHOLDS WITH INCOMES BELOW THE FEDERAL POVERTY LEVEL

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Figure 5 represents the households below poverty by block group in Jefferson County. The areas that have the highest concentration of families below poverty are east Steubenville along the Ohio River, New Alexandria (and surrounding areas) and Bergholz (and surrounding areas).

Figure 5:
Percent of Families Living Below Poverty

Families Below Poverty
- > 6%
- 6% to 20%
- 20% to 30%
- 30% to 50%
- < 50%
- State Route
- US Route

Sources:
American Community Survey 5-Year Estimates
TIGER/Line Files U.S. Census Bureau.

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0   1.25   2.5   5 Miles

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MAP 5: JEFFERSON COUNTY FAMILIES BELOW POVERTY

Number and Percentage of Individuals with Incomes Below the Federal Poverty Level

Individuals who live below the poverty level generally can't afford many basic human services. They may not own a personal vehicle which presents challenges to meeting daily transportation needs. According to the 2016-2020 ACS 5-year estimates, 13.6% of the state of Ohio's total population is below the federal poverty level. In Jefferson County, 10,725 individuals are below the poverty level, accounting for 16.8% of the population. Connecting these individuals to employment opportunities with more transportation options will help strengthen the local economy.
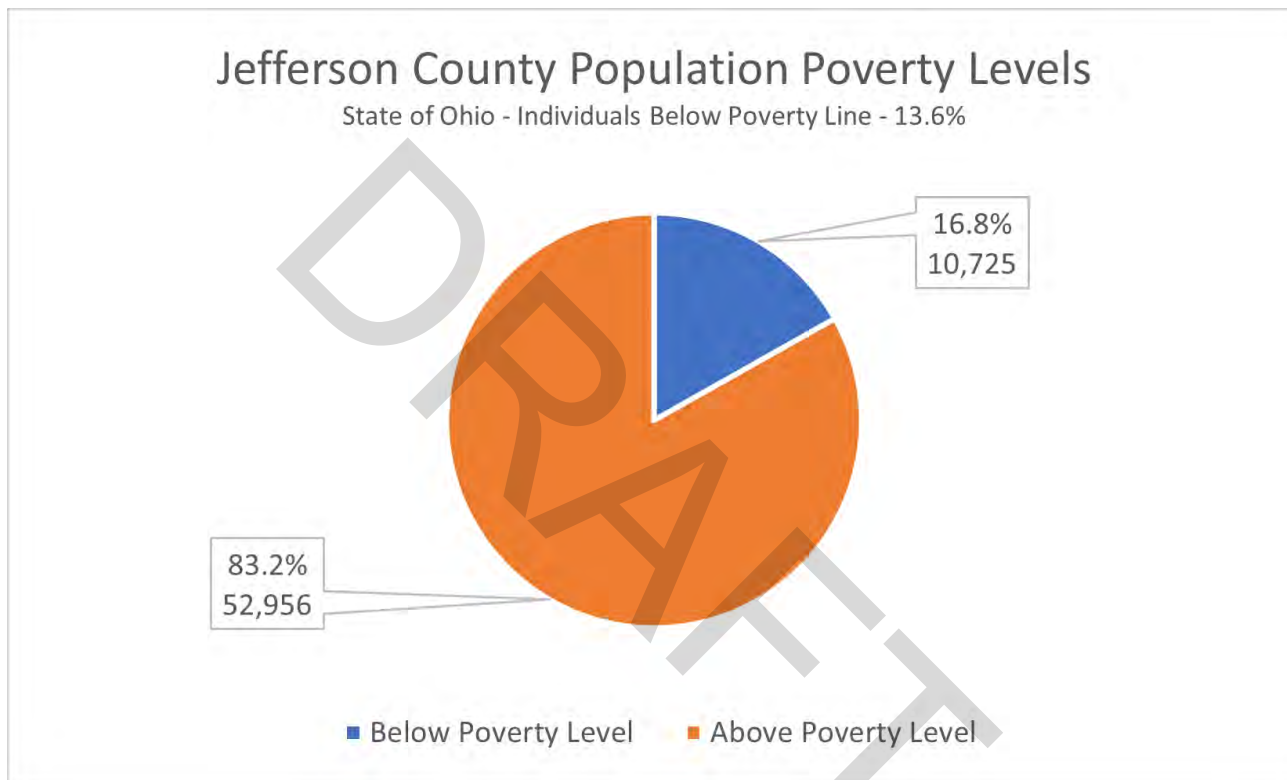

Jefferson County Population Poverty Levels
State of Ohio - Individuals Below Poverty Line - 13.6%

16.8%
10,725

83.2%
52,956

■ Below Poverty Level   ■ Above Poverty Level

CHART 6: NUMBER AND PERCENTAGE OF INDIVIDUALS WITH INCOMES BELOW THE FEDERAL POVERTY LEVEL

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Percent of Population with Limited English Proficiency

According to the 2016-2020 American Community Survey, only 0.8% (512 people) of the population aged five years or older in Jefferson County speak English "less than very well".

Vehicles Available per Owner Occupied House

According to the 2016-2020 ACS, Jefferson County has a total of 27,541 occupied housing units; of this total, 19,159 (69.5%) are owner-occupied. There are only 3.9%, or 967 owner-occupied housing units, that currently do not own a personal vehicle. Most of the owner-occupied homes, 41%, have at least two vehicles available. The 741 owner-occupied housing units that don't own a personal vehicle would benefit from more readily available transit and human services transportation options.
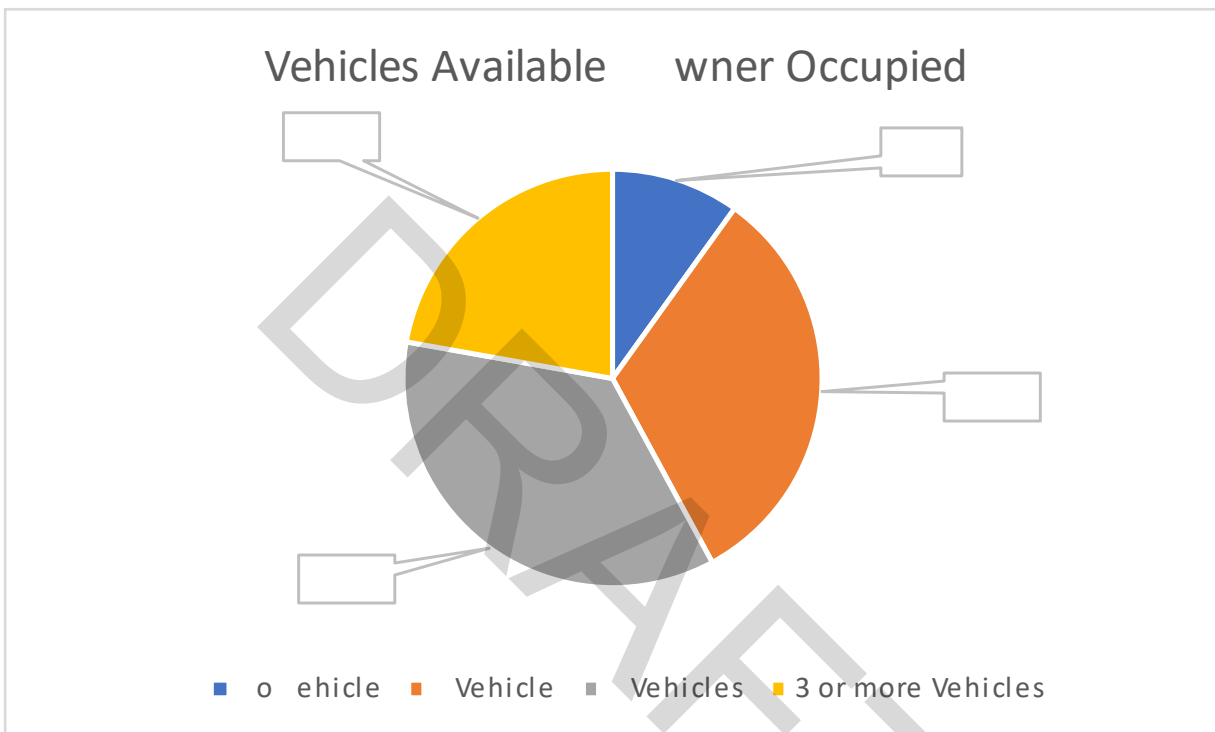

CHART 7 - VEHICLES AVAILABLE PER OWNER OCCUPIED HOUSEHOLD

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Vehicles Available per Rental Occupied House

According to the 2016-2020 ACS, there are 8,388 (30.5%) renter occupied housing units in Jefferson County. Of the renter-occupied housing units, 23.6%, or 1,983 renter-occupied housing units do not own a personal vehicle. This reveals that renters in Jefferson County are substantially less likely to own a car than owners meaning they would greatly benefit from more readily available transit and human services transportation options.
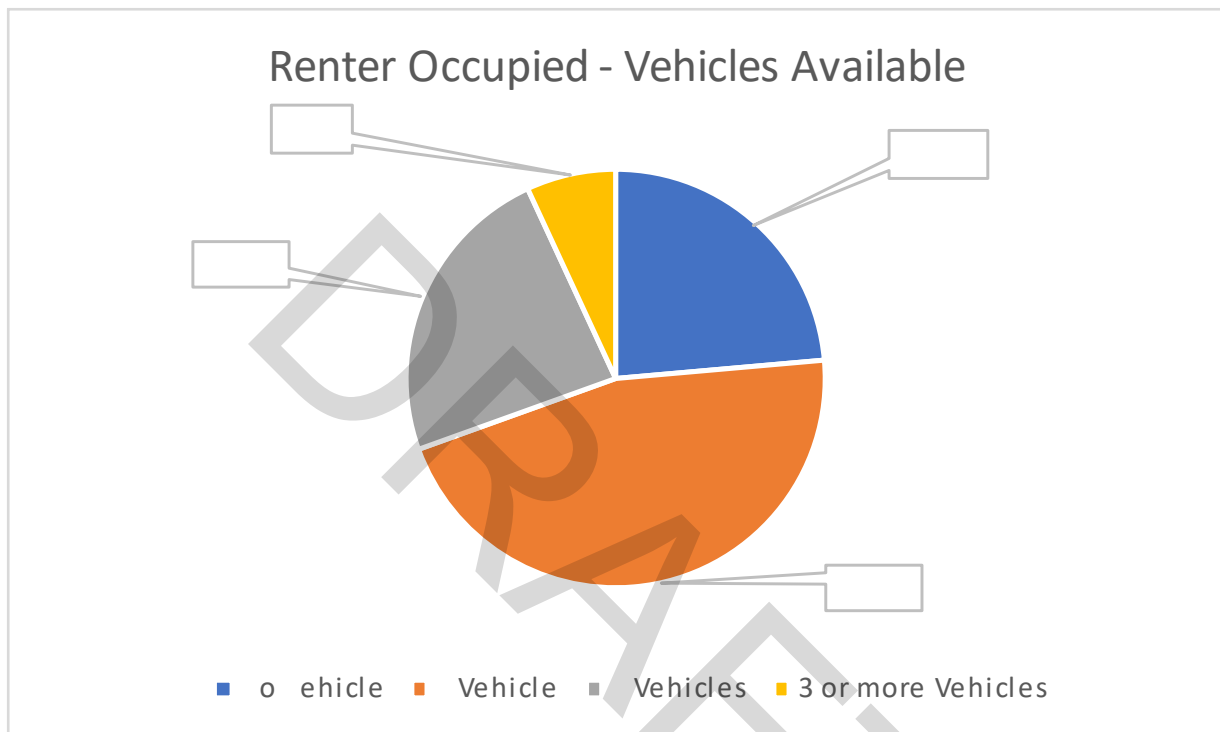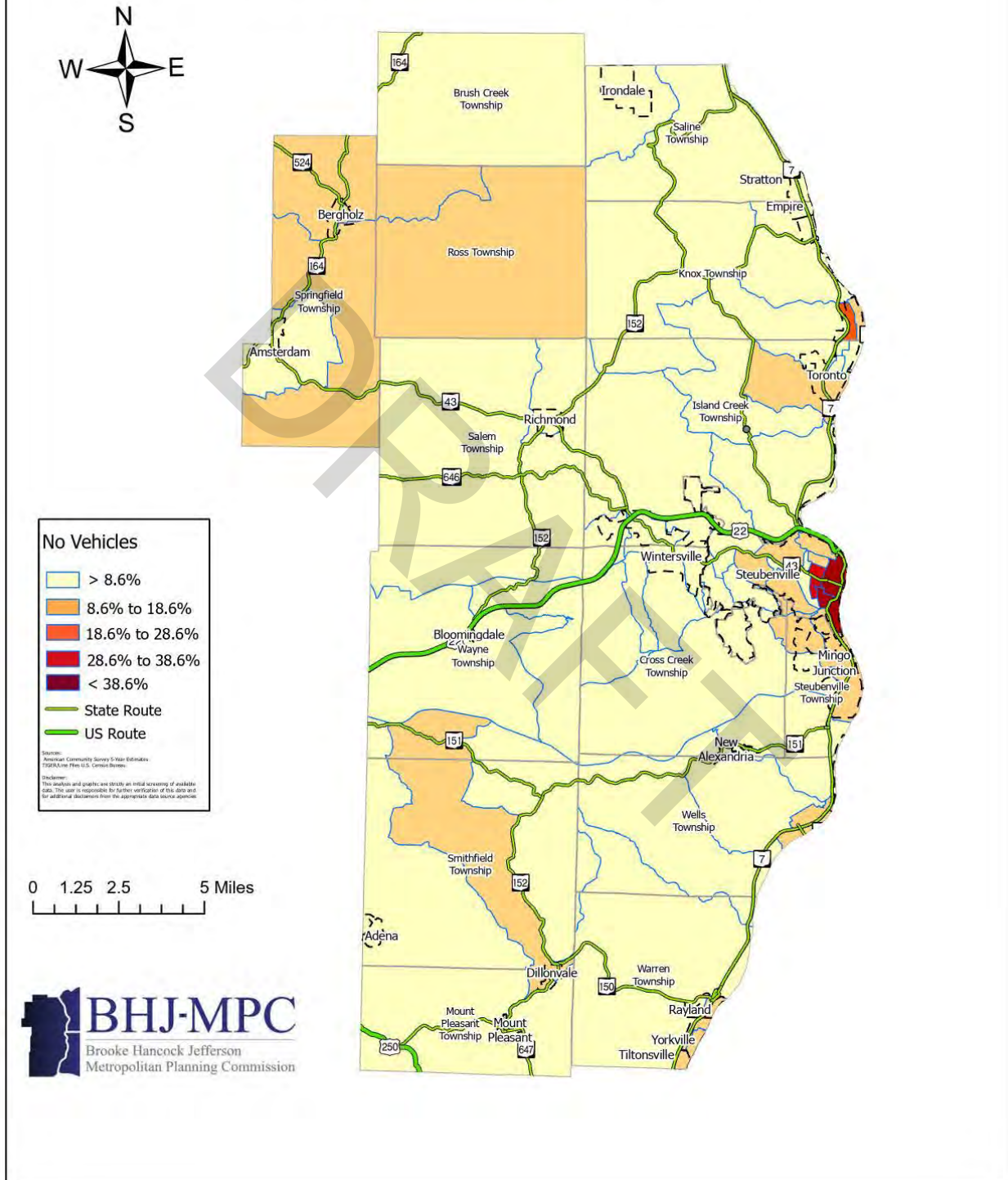

CHART 8 - VEHICLES AVAILABLE PER RENTER OCCUPIED HOUSEHOLD

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

According to Figure 6, the locations in Jefferson County that have a high concentration of households without a personal vehicle are in east Steubenville, Toronto, and Mingo Junction.

Figure 6:
Percent of No Vehicle Available

MAP 6: JEFFERSON COUNTY ZERO VEHICLE HOUSEHOLDS

Jefferson County Commuting to Work

How the civilian labor force in the county commutes to their place of employment matters when it relates to transit issues because these trips make up most trips in the week. According to the 2016-2020 ACS, there are currently 27,652 individuals who are in the civilian labor force (16 and older) in Jefferson County. Of those employed, most of the working commuters, 82.2% (22,730 people), drive alone for employment. The next largest cohort for Jefferson County workers is 6% that carpool. This is a total of 1,659 employees that ride in a carpool with others. The third largest group of commuters are those who walk to work, 4.4% or a total of 1,217 employees. Only .5%, or 138 employees, use public transportation. Additionally, 6.3% (1,742) of total employees work from home. The average commute time for all employees is nearly 24 minutes in Jefferson County. It should be noted, the "Work from Home" population has nearly doubled since the last Coordination Plan Update in 2018.
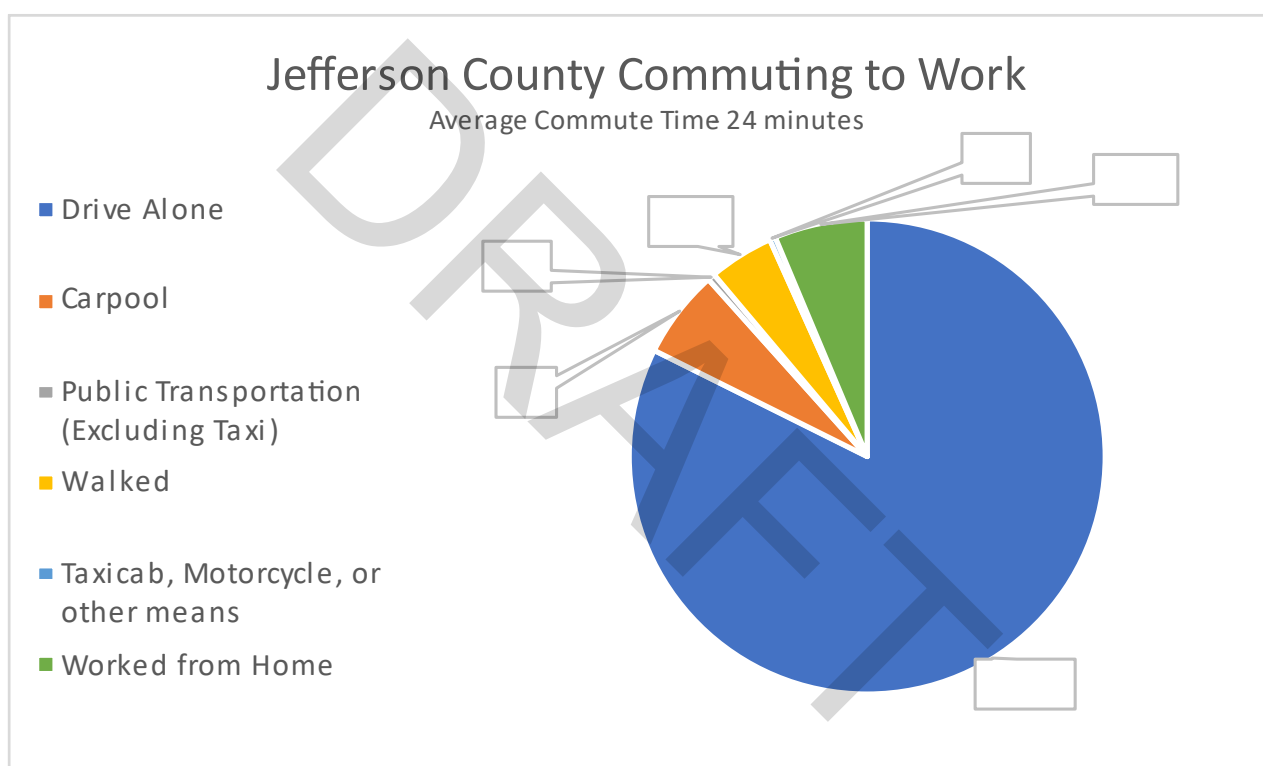

Jefferson County Commuting to Work
Average Commute Time 24 minutes

- Drive Alone
- Carpool
- Public Transportation (Excluding Taxi)
- Walked
- Taxicab, Motorcycle, or other means
- Worked from Home

CHART 9 - COMMUTING TO WORK (TOTAL CIVILIAN LABOR FORCE = 27,652)

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Place of Work

The employed civilian labor force is currently 27,652 persons, and approximately one-quarter, 6,755 individuals, leave the state on a regular basis to work in either West Virginia or Pennsylvania. For those who work in the state, 16% of the labor force or 4,585 leave Jefferson County to work in adjacent counties. A total of 10,158 (36.8%) of Jefferson County's civilian labor force leaves Jefferson County on a regular basis for work elsewhere.

Employment Status

According to the 2016-2020 ACS, Jefferson County has a population of 16 Years or Older of 54,592 individuals; 54.8% are currently in the labor force. Jefferson County currently has a 5.6% unemployment rate, and 46.3% are not in the labor force and may be either retired, in school and have not begun to work, disabled, or are not actively seeking employment. According to the Bureau of Labor Statistics' Local Area Unemployment Statistics, as of February 2023, there are currently 1,516 individuals considered unemployed and actively seeking employment. More transit and human services transportation options available will help them connect to actively seeking employers.
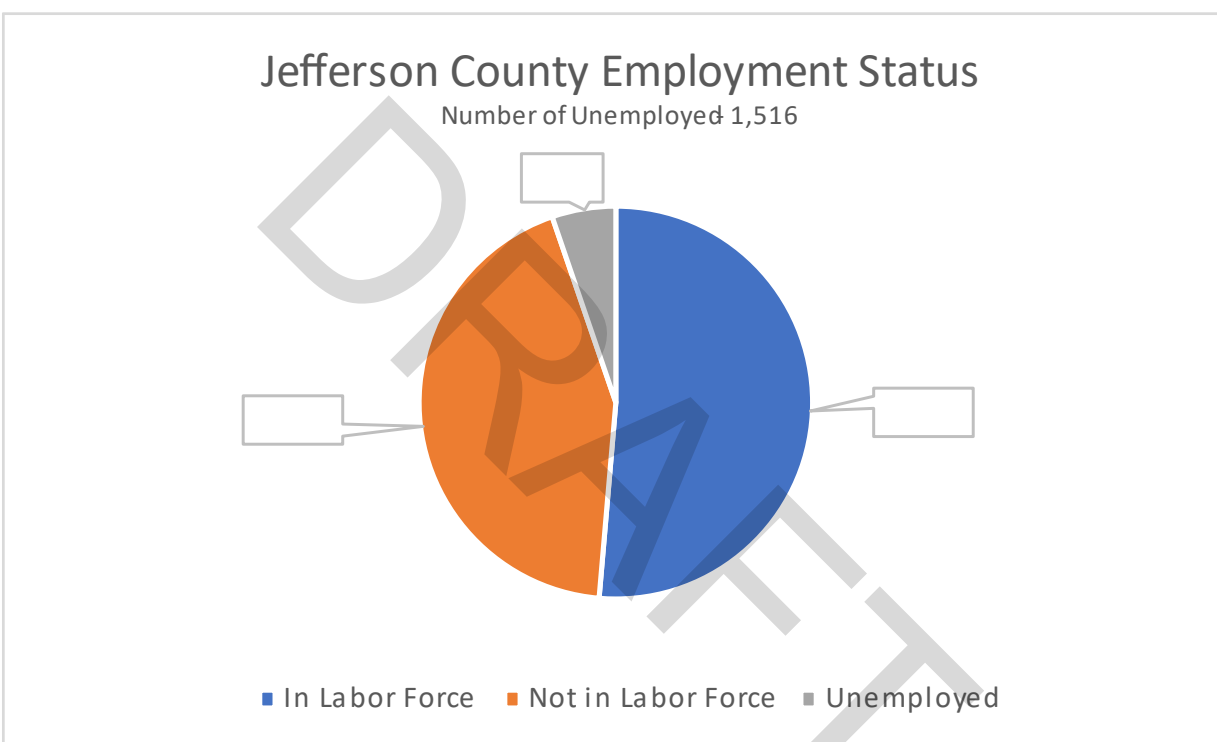

Jefferson County Employment Status
Number of Unemployed 1,516

Legend: ■ In Labor Force ■ Not in Labor Force ■ Unemployed

CHART 10 - EMPLOYMENT STATUS IN JEFFERSON COUNTY

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimate

III. Assessment of Available Services

Conducting an evaluation of service provider capabilities and analyzing the existing gaps and duplications of services for transportation resources in each community, provides transportation planners with the information needed to implement changes that will improve the network of transportation resources and services in Jefferson County and across county lines.

Brooke Hancock Jefferson – Metropolitan Planning Commission (BHJ-MPC), the lead agency, identified stakeholders to participate in the assessment of available services. These stakeholders included those who were represented in the current or past planning committees, as well as others who the planning committee identified as being appropriate stakeholders.

Interviews were conducted with each of the identified stakeholders. The purpose of the interview was to offer the stakeholders an opportunity to discuss the specific transportation services, gaps, needs, and priorities for their respective service areas or communities. When applicable, information reported in the previous coordinated plan was used to supplement information gathered during this planning effort.

Inventory of Transportation Providers

Primary Transportation Providers

- Prime Time Office on Aging
- TranSmart USA, LLC
- Steel Valley Regional Transit Authority
- PALS Chrysalis Health

Contracted Agencies

- Jefferson County Board of Developmental Disabilities (JCBDD)
- Jefferson County Department of Jobs and Family Services (JCDJFS)

Existing Transportation Services

The following information is based on tabulations from the survey and interview results. A total of five organizations provided information about their services.

List of Transportation Service Providers

Agency Name: PrimeTime Office on Aging
Transportation Service Type: Handicap accessible and regular transportation vans
Other Services Provided: Health and wellness; recreational; arts programs; educational, volunteer, community action opportunities; information and assistance; intergenerational programs; support groups; and special services for local needs
Contact Information: Trudy Wilson, 300 Lovers Lane, Steubenville, Ohio 43953; 740.314.5197, trudywilson@trinityhealth.com
Hours: Monday- Friday, 7:00am-3:00pm
Service Area: Jefferson County
Eligibility Requirements: 60 years old, Jefferson County resident, not income-based
Website: http://www.primetimejeffersoncounty.com/

Agency Name: TranSmart USA
Transportation Service Type: Non-Emergency Medical Transport provider
Other Services Provided: Courier Service
Contact Information: Jeannine Sawon, 1-866-693-6900, jeannine@transmartusallc.com
Hours: Monday- Friday, 5am – 7pm; Saturday. 5am-5pm
Service Area: Tri-State Jefferson, Brook Co, WV, Hancock, Co, WV, Harrison Co, OH. Belmont Co, OH and Columbiana Co, OH
Eligibility Requirements: None
Website: http://transmartusallc.com/

Agency Name: Steel Valley Regional Transit Authority
Transportation Service Type: Public Transportation
Other Services Provided: None
Contact Information: Tim Turner, 740-282-6145, tturner@svrta.com / contact@svrta.com
Hours: Monday- Friday, 3:30am – 8:05pm; Saturday, 4:30am- 7:30pm
Service Area: Steubenville, Mingo Junction, Rayland, Wintersville OH
Eligibility Requirements: Designated recipient – 5307, Steubenville/Weirton Urban Area
Website: www.svrta.com

Agency Name: PALS Chrysalis Health
Transportation Service Type: Non -Medical Transportation –Medicaid (NMT)
Other Services Provided: None
Contact Information: Tracey Thomas CEO Jeffco Services, Inc. 740-266-6167 ext. # 2121, tthomas@jeffco-services.com
Hours: NMT 5:45 am to 9 am and 2 to 5:30 pm
Service Area: Jefferson County
Eligibility Requirements: Developmental Disability over 21
Website: https://www.palschrysalishealth.com/

Agency Name: Valley Logistics Company, LLC
Transportation Service Type: Non-Emergency Medical
Other Services Provided:
Contact Information: Trevor Sebring, P.O. Box 484, Adena, OH 43901, (740) 827-5770, admin@valleylogistics.org
Hours: Non-specific
Service Area: Tri-State Area
Eligibility Requirements: None
Website: www.valleylogistics.org

Agency Name: Saline Township Transportation
Transportation Service Type: Non-Emergency Medical, Courier
Other Services Provided:
Contact Information: Saline Township, 164 County Road 50A, Hammondsville, OH 43932 (330) 532-2195/ (330) 532-2196
Hours: Non-specific
Service Area: Cleveland/ Pittsburgh
Eligibility Requirements: No restrictions
Website: NA

The table below provides a summary of the characteristics of the participating transportation providers and organizations that purchase transportation on behalf of consumers.

Table 1: Organizational Characteristics

Agency Name	Directly Operates Transportation	Purchases Transportation from Another Agency (if Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit,)	Number of Annual One-Way Passenger Trips	Average Number Trip Denials per Week	Are Vehicles Only Available for Human Service Agency Clients (Y/N)*
PrimeTime	Yes	N/A	Non-Profit	N/A	N/A	N/A
TranSmart USA	Yes	No	Private for profit	20,000	38	No
SVRTA	Yes	No	Local government (Transit	153,531	0	No
Saline Township Transportation	Yes	No	Public Non-Profit	632	1/week	No
Valley Logistics Company	Yes	No	Private for Profit	N/A	None	N/A

* Answering "Yes" indicates that your agency is closed door. Your agency is considered closed door if you ONLY provide transportation to your facility as a courtesy or if you ONLY serve a particular clientele that are enrolled in your agency programs (i.e. members of a sheltered workshop, or residents in a nursing home). Answering "No" indicates that your agency is open-door. This means the service is open to the public or a segment of the public defined by age, disability, or low income. For example, if an agency provides general transportation for anyone in the community who is over the age of 60, they are considered "open door". For example, an individual who is 60 or over can request transportation to a doctor's appointment or the grocery store regardless of their affiliation with your agency.

The participating organizations provide a wide range of transportation including fixed routes, ADA paratransit, and on-demand. Four of the participating organizations provide services on weekdays. Four provide transportation services on Saturdays and three on Sundays. Evening services after 5 pm are provided by four organizations. Table 2 depicts the transportation service characteristics by agency.

Table 2: Transportation Service Characteristics

Agency Name	Mode of Service	Days & Hours of Operation	Provides Medicaid-Eligible Trips (Y/N)	Level of Passenger Assistance Provided	Training Courses Required for Drivers
PrimeTime	Handicap accessible and regular transportation vans	M-F, 7am-3pm	No	Wheelchair Door to Door	Defensive Driving
TranSmart USA	On demand/ can wheelchair	M-F, 5am-7pm; S, 5am-5pm	Yes	Wheelchair – curb to curb	Yes
SVRTA	Fixed Route / Paratransit	M-F, 3:30am – 8:05pm; S, 4:30am –7:30pm	No	Wheelchair lifts Curb-curb	Wheelchair

Transportation-related expenses and revenues also differ by organization. Levy funds, AAA-9, Section 5307, Ohio Transit Preservation Partnership Program (OTPPP), Urban Transit Program (UTP), fares, and Medicaid are common revenue sources for transportation operators in Jefferson County. Table 3 provides a summary of expenses and revenues for public and non-profit transportation programs.

Table 3: Transportation-Related Expenses and Revenues

Agency Name	Fare Structure	Donations Accepted (Y/N)	Number of Full-Time & Part-Time Drivers	Number of Full-Time & Part-Time Schedulers/ Dispatchers	Revenue Sources (most recent Fiscal Year)	Total Annual Transportation Expenses
PrimeTime	Free	Yes	N/A	N/A	N/A	N/A
TranSmart USA	Varies	No	18 Full Time 7 Part Time	5	County, Medicaid, Private Pay	N/A
SVRTA	$0.50-Adult $0.25 Senior $40.00 annual pass	No	16 Full Time 2 Part Time 4 Casual	1	Federal 5307 OTPPP-Ohio UTP- Ohio Local Levy – 1.5 mls Fares	2022 - $1,932,282

Table 4 provides basic information about transportation options other than the traditional public and human services transportation. Transportation options might include bike share, ride share, intercity, or taxi services, and more.

Table 4: Alternative/ Active Transportation Options

Transportation Option	Availability	Cost	Usage	Service Area
SVRTA: Not applicable	N/A	N/A	N/A	Steubenville, Mingo Junction, Wintersville,
TranSmart USA: Not Applicable	N/A	N/A	N/A	Tri-State Area
Saline Township Transportation	N/A	N/A	N/A	Cleveland/ Pittsburgh

Table 5 provides basic information about local travel training program options.

Table 5: Transportation Resources

Transportation Resource	Availability	Cost	Usage	Service Area
SVRTA: N/A	N/A	N/A	N/A	Steubenville, Mingo
TranSmart USA: N/A	N/A	N/A	N/A	Tri-State Area
Saline Township Transportation: N/A	N/A	N/A	N/A	Cleveland/ Pittsburgh
SVRTA: N/A	N/A	N/A	N/A	Steubenville, Mingo Junction, Wintersville, OH

Table 6 illustrates the technology used by each transportation provider for scheduling, dispatching, and/or GPS tracking vehicles.

Table 6: Technology

Agency Name	Name of Scheduling Software	Do you have an App for Transportation (Y/N)?	Name of Dispatching Software	AVL System/ GPS (Y/N)
SVRTA	N/A	N/A	N/A	N/A
TranSmart USA	N/A	No	N/A	Yes
SVRTA	N/A	N/A	N/A	N/A

Assessment of Community Support for Transit

According to the Assessment of Available Service in Jefferson County, the primary transit provider is only Steel Valley Regional Transit Authority. Their service area is only in Steubenville, Mingo Junction, and Winterville, Ohio. Additionally, they have routes that travel to the Robinson Town Center and the regional employment center in Imperial, PA. There is a growing need to connect the surrounding communities to Steubenville since according to Map 2 and Map 2B, most of the trip generators are in Steubenville, Mingo Junction, and Wintersville. This area of the county provides the most services for the public, however, connections from other areas of the county to these areas are needed. The only other options for those who live outside of Steubenville, Mingo Junction, and Wintersville are Prime Time if 60 years-old or older, taxi services if affordable, or family and friends. All transportation providers operate independently of one another. The only agencies that are contracted with transportation providers are JCBDD, contracted with PALS Chrysalis Health for adults that need transportation and JCDJFS is contracted with TranSmart for most of their transportation services. JCDJFS also may use SVRTA, gas vouchers, and one self-employed private driver when necessary.

The needs of Prime Time Office on Aging are unknown in this study as the organization refused to participate in the study. A single hour meeting was scheduled with the organization with little participation from members, and the organization's director did not participate in this planning exercise.

Safety

Not all service providers in Jefferson County provide driver training courses for their drivers. Defensive driving, lift training, first aid, CPR, annual orientation are some examples of the courses that may be provided for drivers. All transportation service providers provide passenger assistance, and most have wheelchair assistance. PrimeTime and PALS Chrysalis Health provide door to door assistance. Of all the providers, only TranSmart and PALS Chrysalis Health provide Medicaid eligible trips to their passengers who qualify. Overall, the safety training provided by the transportation service providers in Jefferson County is adequate, but additional safety programs may be beneficial.

Vehicles

A vehicle utilization table is provided in Table 7. There appears to be enough vehicles that provide wheelchair accessible vehicles primarily in the Steubenville area which is covered with fixed route transit. However, outside of Steubenville and Mingo Junction, there is a growing need to provide more wheelchair service in areas such as Bergholz, Toronto, Amsterdam, Richmond, Bloomingdale, and Smithfield. These areas have a high concentration of people with disabilities and may benefit from more wheelchair accessible vehicles.

As vehicles age, they require additional maintenance, may break down more often, and become costlier to operate. Vehicle replacement, based on age and condition, is vital to the overall cost effectiveness of the transportation services provided.

PrimeTime Office on Aging

PrimeTime Office on Aging was repeatedly asked to provide data on its fleet of vehicles, but no information was provided. Several unsuccessful attempts were made to contact the organization's executive director.

Steel Valley Regional Transit Authority

All SVRTA transit vehicles are wheelchair accessible, excluding maintenance vehicles.

Table 7: Vehicle Utilization Table

Veh #	Make	Model	Year	Vin #	Capacity	WC Capacity	Days in Service	Service Hours	Vehicle Condition	Program Vehicle is Assigned	Service Area
Steel Valley Regional Transit Authority											
1335	FORD	E450	2013	1FDFE4FS9DDA26652	16	2	Mon-Sat	3:30a-8:05p	Fair	n/a	Steubenville, Mingo, Wintersville
1336	FORD	E-450	2013	1FDFE4FS2DDA53045	16	2	Mon-Sat	3:30a-8:05p	Fair	n/a	Steubenville, Mingo, Wintersville
1337	FORD	E-450	2013	1FDFE4FS4DDA53046	16	2	Mon-Sat	3:30a-8:05p	Fair	n/a	Steubenville, Mingo, Wintersville
1538	FORD	E450	2015	1FDFE4FS6FDA12033	21	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1539	FORD	E450	2015	1FDFE4FS8FDA12034	21	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1540	FORD	E450	2016	1FDFE4FS9GDC05718	21	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1541	FORD	E450	2016	1FDFE4FS4GDC05715	21	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1942	FORD	E450	2019	1FDFE4FS3KDC17240	20	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1943	FORD	E450	2019	1FDFE4FS6KDC17250	20	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1944	FORD	E450	2019	1FDFE4FS8KDC72962	20	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1945	FORD	E450	2019	1FDFE4FSXKDC72963	20	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
16-1	TESCO	MV-1 DX	2016	57WMD2C63GM100111	3	1	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
16-2	TESCO	MV-1 DX	2016	57WMD2C60GM100356	3	1	Mon-Sat	3:30a-8:05p	Poor	n/a	Steubenville, Mingo, Wintersville
16-3	TESCO	MV-1 DX	2016	57WMD2C68GM100363	3	1	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
0546	TESCO	E350	2005	1FDWE35L15HA8811	8	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville
1547	FORD	E450	2015	1FDFE4FS6FDA30452	10	2	Mon-Sat	3:30a-8:05p	Good	n/a	Steubenville, Mingo, Wintersville

(*) Ready for Contingency / Replace with 2018/19 Life-time Value (LTV) Models

Saline Township Transportation											
1	Dodge	Grand Caravan	2019	2C7WDGBGXKR800916	6	Yes	Mon-Sat	All	Good	N/A	Cleveland/Pittsburgh
2	Dodge	Grand Caravan SE	2010	2D4RN4DE5AR167650	5	Yes	Mon-Sat	All	Good	N/A	Cleveland/Pittsburgh
TranSmart USA LLC											
37 total vehicles	Chrysler	Town and Country	2016-+		Van 7	Yes- 6	6 M-Sat	4 AM-8 PM	Good+	N/A	
	Dodge	Caravan			Car 5						
	Kia										

Summary of Existing Resources

Table 7 describes in detail the 55 different vehicles used by the transportation service providers in Jefferson County.

Steel Valley Regional Transit Authority is the primary public transportation authority in Jefferson County. In Ohio, they only serve the local areas of Steubenville, Wintersville, Rayland, and Mingo Junction. They operate Monday through Friday from 3:30 am – 8:05 pm and on Saturday from 4:30am – 7:30pm. As of this year, they had 18 vehicles in their fleet, two being maintenance vehicles for all their transportation service vehicles. Sixteen vehicles are in good condition. Thirteen vehicles have a wheelchair capacity of two, and three vehicles have a wheelchair capacity of only one.

PrimeTime Office on Aging provides enough coverage for both the senior population and people with disabilities; however, you must be 60 years of over to be eligible to use their services. They operate 7am – 3pm Monday- Friday. The number of vehicles operated by PrimeTime Office on Aging is fourteen.

TranSmart USA LLC is a non-emergency medical transport provider, also provides area and local courier service, and airport transportation. They have 37 vehicles in their fleet, all in good condition; however only two are wheelchair accessible. They operate Monday through Friday from 5am – 7pm and Saturday 5am- 5pm.

Saline Township Transportation is a non-emergency medical transport and courier service transportation provider that offers van, and wheelchair access service. They offer service on an as needed basis.

The only agencies that are contracted with transportation providers are JCBDD, contracted with PALS Chrysalis Health for adults that need transportation and JCDJFS contracted with TranSmart for most of their transportation services. JCDJFS also may use SVRTA, gas vouchers, and one self- employed private driver when necessary.

IV. Assessment of Transportation Needs and Gaps

To better understand Jefferson County's needs, the planning committee examined research and data, as well as solicited input from the community to gather information about needs and gaps in transportation services.

The demographic and socio-economic conditions of the study area are discussed in the Demographics Chapter of this plan. The following overview is an evaluation of the gaps in service based upon geographic data as well as from the perspective of the targeted populations, transportation providers, and the public.

BHJ-MPC and a variety of stakeholders in the area solicited input and requested participation from any organization that could potentially be impacted by the coordinated transportation planning process. More information on how the lead agency engaged stakeholders and the public is available upon request.

The following methods were used to assess transportation needs and gaps:

- Assessment of data and demographics
- Planning Committee Meetings with stakeholders
- Public workshops
- Public surveys

Local Demographic and Socio-Economic Data

Data for each target population group were aggregated by Census Block Group for transportation analysis. The demographic and socio-economic data is valuable to show where the highest and lowest densities of individuals who are most likely to need transportation live. This information can then be compared to the locations of (1) major trip generators, and (2) available transportation services.

Map 7 illustrates the population densities where the number of older adults (age 65 and older) is in Jefferson County. There are currently 14,1174 individuals in Jefferson County who are age 65 or older. Map 7 shows that the block groups with 40% or more of 65 and older are in southwest Steubenville. Additionally, Multiple block groups in Steubenville, west Wintersville, Ross Township and Springfield Township have block groups between 33% and 40% of 65 and older populations. Considering there are very few transportation options in the western portion of Jefferson County, the aging populations in Springfield and Ross Townships may be left behind.
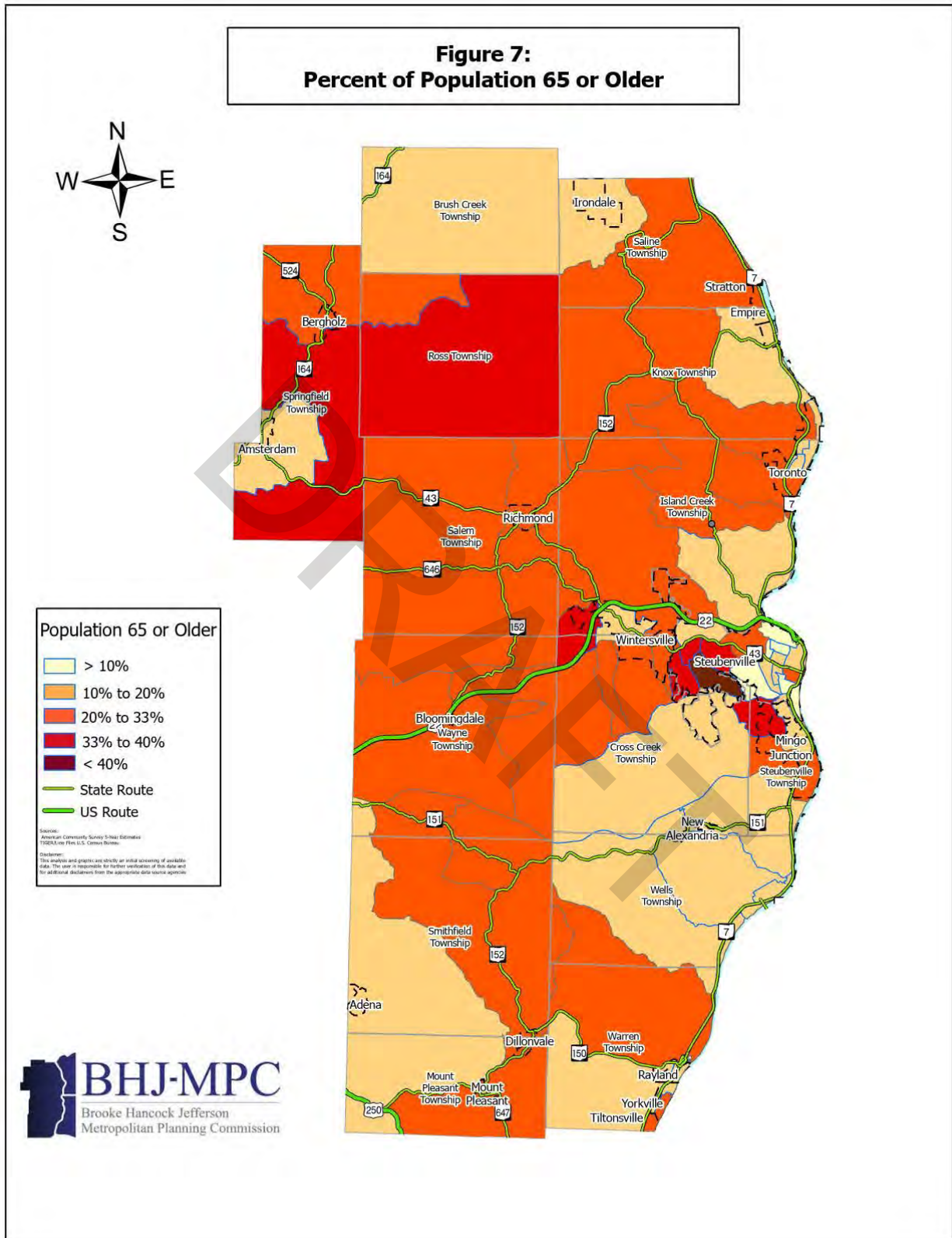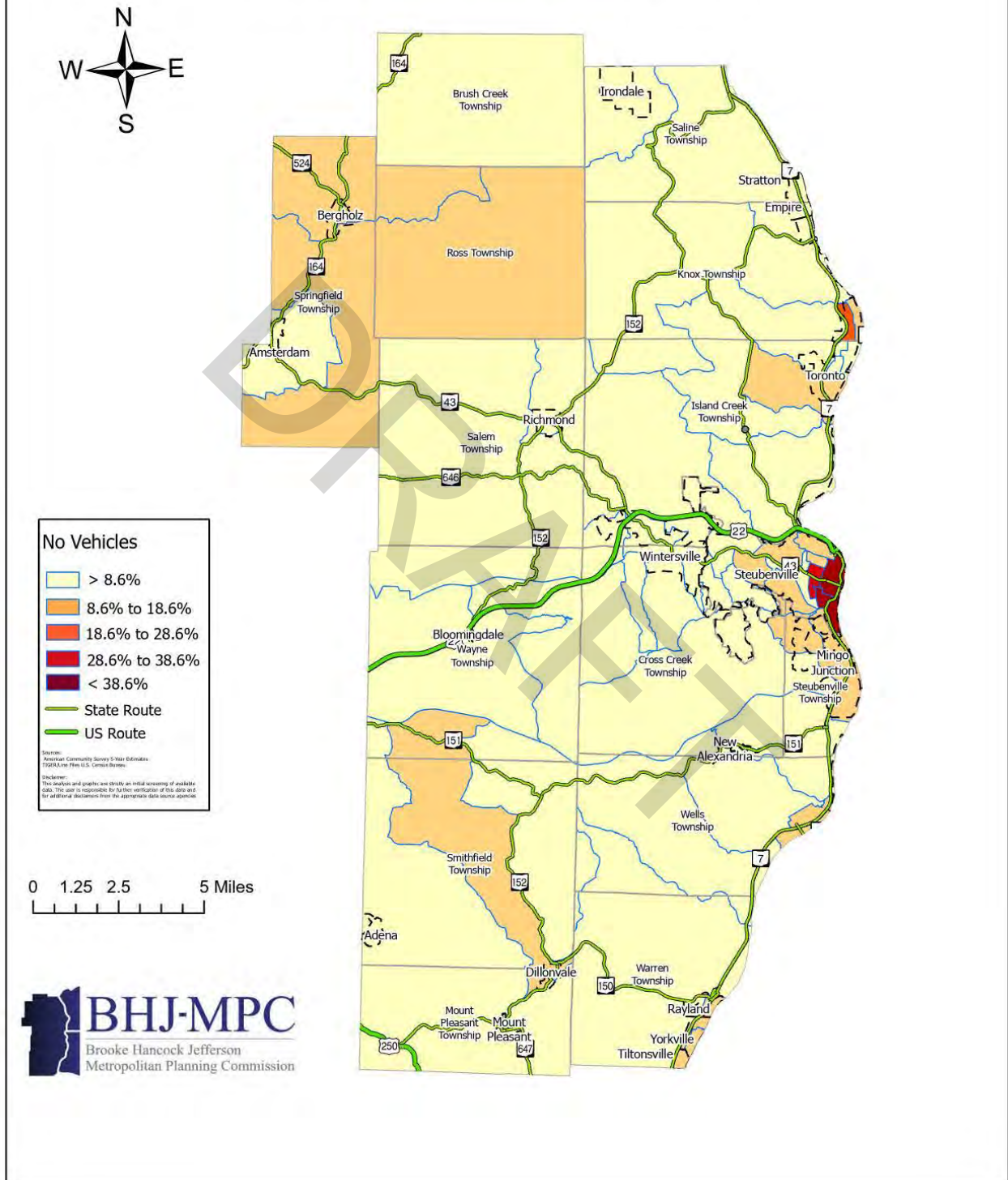
Figure 7: MAP OF **P**OPULATION **D**ENSITY OF **I**NDIVIDUALS **A**GE **65** AND **O**LDER

Map 8 indicates the areas where the number of zero-vehicle households are in Jefferson County. The absence of a vehicle in the household is often an indication of the need for transportation services.

As mentioned earlier in the plan, the locations in Jefferson County that have a high concentration of households without a personal vehicle are in east Steubenville, Toronto, and Mingo Junction adjacent to the Ohio River.

DRAFT

Figure 6:
Percent of No Vehicle Available

No Vehicles

- > 8.6%
- 8.6% to 18.6%
- 18.6% to 28.6%
- 28.6% to 38.6%
- < 38.6%
- State Route
- US Route

Sources:
American Community Survey 5-Year Estimates
TIGER/Line Files U.S. Census Bureau

Disclaimer:
This analysis and graphics are strictly an initial screening of available
data. The user is responsible for further verification of this data and
for additional disclaimers from the appropriate data source agencies

0   1.25   2.5   5 Miles

BHJ-MPC
Brooke Hancock Jefferson
Metropolitan Planning Commission

MAP 8: MAP OF DENSITY OF ZERO VEHICLE HOUSEHOLDS

Figure 9 shows major trip generators for anyone in Jefferson County.

The major trip generators used in this analysis use Quarterly Census of Employment and Wages data to reveal the number of Employees in the county's transportation analysis zones (TAZs). The highest concentration of trip generators is in Steubenville. Other trip generator areas are in the City of Toronto, Mingo Junction, Yorkville, Tiltonsville, Ross Township, and Wells Township. Most employment centers are found within the largest City (Steubenville) and along the Ohio River.
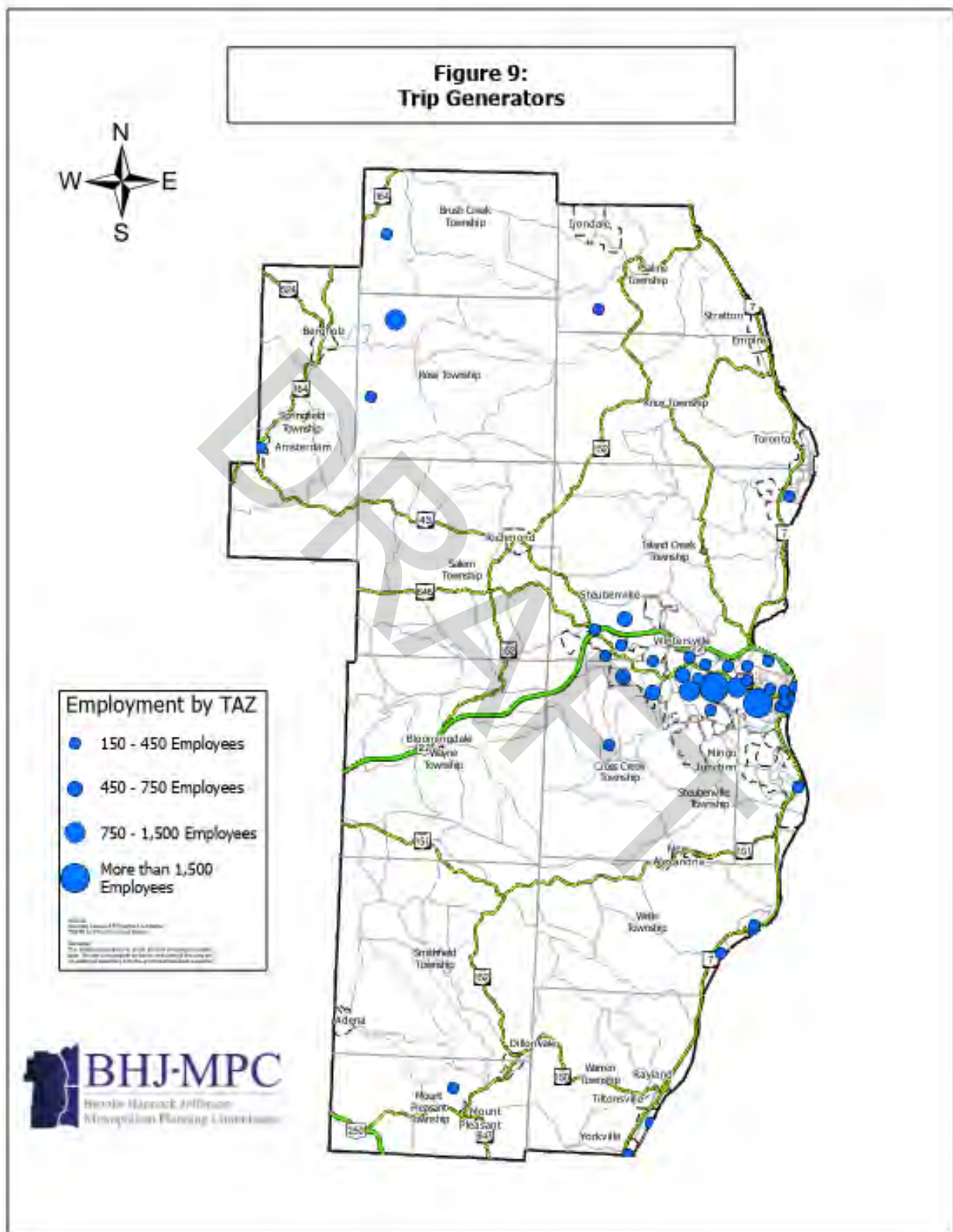
Figure 9 - MAJOR TRIP GENERATORS

Analysis of Demographic Data

Jefferson County is the largest county in the BHJ Region, 22% (14,465), is 65 or older and half the population is older than 45. Even though half the population continues to age, the fastest growing population age group is the 0–14-year-olds which can help offset an aging population. There is potential that both the 0-14- and 15–24-year-olds will grow and be the top two of the top three age groups in population by 2040. Overall, 56,954 (87.6%) of the population is white, however, the County has seen a large increase in the minority population from the 2010 census to the 2020 Census. In 2010, there were 5,632 non-white residents in Jefferson County, in 2020 that number jumped up to 8,295 a 47.2% increase. The minority population lives primarily in Steubenville, Mingo Junction, Wintersville, and Toronto.

Jefferson County has a higher disability rate when compared to the rest of the state of Ohio. The state of Ohio currently has a 14% disability rate of the entire population whereas Jefferson County has a disability rate of 18% accounting for 11,619 persons. SVRTA provides service in Steubenville, Wintersville, and Mingo Junction. People with any disability may benefit from a broader transit coverage area as well as more human service transportation. In Jefferson County, the areas that have higher number of people with disabilities are located throughout the greater county area in and around Richmond, Bloomingdale, Bergholz, Amsterdam; south and west of Stratton and Empire; and south and east of Mingo Junction and New Alexandria.

Household and individual poverty is a major issue when it comes to transportation as there are more challenges for people who live below the federal poverty level. The state of Ohio has a family poverty rate of 9.6% for all the families in the state. In Jefferson County 12.4% (2,144) of families live below the federal poverty level. In Jefferson County, 16.8% of the entire population is living below poverty equating to 10,725 individuals. The concentration of this population in Jefferson County is in the north and west around Bergholz and Irondale, north of US 22 and west of Richmond, around Smithfield in the southern area of the county, east and all along the river and SR 7, and north and west of Toronto.

Zero-vehicle households are another important issue relating to transportation services. In Jefferson County, there are a total of 27,541 occupied households, both renter and owner occupied. Of these households only 11.6%, or 2,950 total households, do not own a personal vehicle. Households without a personal vehicle are in east Steubenville, Toronto, and Mingo Junction. Additionally, there are block groups in Bergholz, Tiltonsville, Yorkville, Rayland, Wells Township, Smithfield Township, Ross Township and Springfield Township where between 8.6% and 18.6% of households are no vehicle households.

There are a total of 27,652 individuals that are currently in the civilian labor force and are employed in Jefferson County. Of these employees, 82.2% drive to work every day and 6% carpool. Since the Covid-19 Pandemic there has been a growth in the number of workers from home from 4% to 6.3%. The rest either walk, bike, or use some other transportation service. Only 0.5% use public transportation to get to work, which is 138 employees. Where these employees are working is also very important to understand for transportation services. Overall, 36.8% of Jefferson County's employment force leaves Jefferson County on a regular basis for work elsewhere. A total of 10,158 employees are leaving Jefferson County to either an adjacent county or another state, either West Virginia or Southwest Pennsylvania, on a regular basis for reasons of employment.

Transportation services play a critical role with the available labor force as access to reliable transportation is needed for employment. The current unemployment rate in Jefferson County is 5.6% of those unemployed in the labor force. There are currently 1,516 individuals considered unemployed and actively seeking employment. More transit and human services transportation options available may help them connect to employment.

General Public and Stakeholder Meetings/Focus Groups

BHJMPC hosted and facilitated two local meetings to discuss the unmet needs and gaps in mobility and transportation. More than fifty participated in the meetings. More information about what meetings were held and attendance at those meetings is available upon request.

During the meetings, representatives from BHJ-MPC presented PowerPoint presentations including relative statistical information. Participants were encouraged to discuss unmet transportation goals and gaps.

Following the initial presentation, the stakeholders were asked to review the gaps in transportation services and needs from the previous plan/or update and identify any gaps that were no longer valid and any new needs/gaps, which the facilitator deleted/added to/from a list.

Participants discussed many mobility issues to achieve, preserve, avoid, or eliminate through coordination during meetings. Coordinated transportation stakeholders will continue to consider these unmet needs when developing transportation goals and strategies and grant applications. Table 8 provides a summary of the unmet mobility needs discussed during the meeting as well as the needs identified by the survey results.

Surveys

This section summarizes the results from the surveys that were completed. A total of **102** surveys were received from the general public: **2165**% of which were individuals with disabilities (or had a household member with a **disability**) completed the survey; **36.2%** of which were completed by individuals over 65, **32.4%** were completed by individuals between the ages of 45 and 65, **20.6%** were completed by individuals between the ages of 30 and 44 and, **7.8%** were completed by individuals between the ages of 18 and 29. The percentages calculated from the responses are a representative of the 102 individuals that responded to each question in the survey and not Jefferson County at large.

Question 1: How do you manage your transportation needs?

There were 149 respondents. The top three responses are as follows: there are 108 (72.48%) who drive their own car, 28 (27.5%) who rely on a family member or friend, and 20 (19.61%) who either bike or walk.
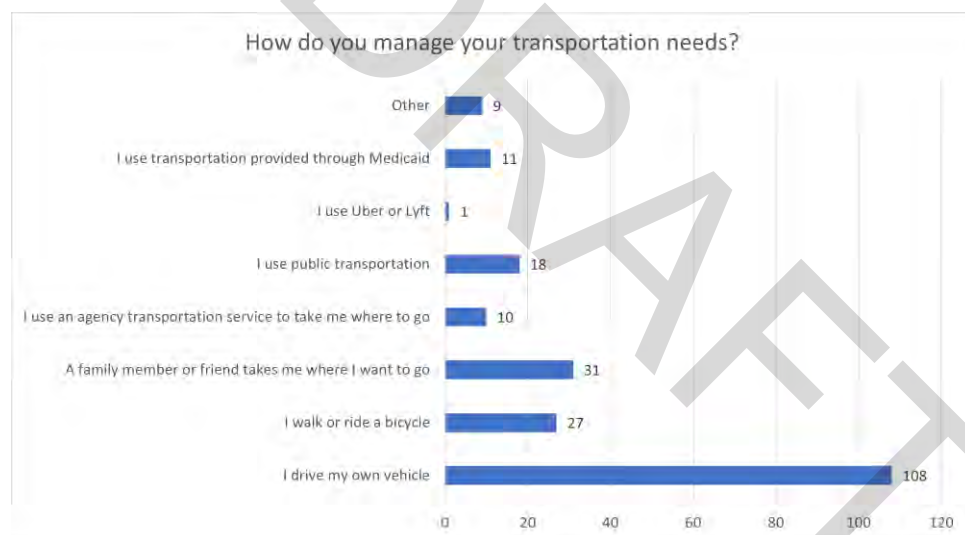

Question 2: Please write in the agency or transportation provider:

There were 17 respondents. The top responses are as follows SVRTA (23.5%), PrimeTime (17.6%), and Transmart (17.6%).

Question 3: Do you have any transportation limitations?

There were 141 respondents. The top responses are as follows: there are 117 (83.0%) who have no transportation limitations, 16 (11.4%) Who are unable to do errands because they lack reliable transportation, and 11 (7.8%) who are unable to make appointments because they lack reliable transportation.
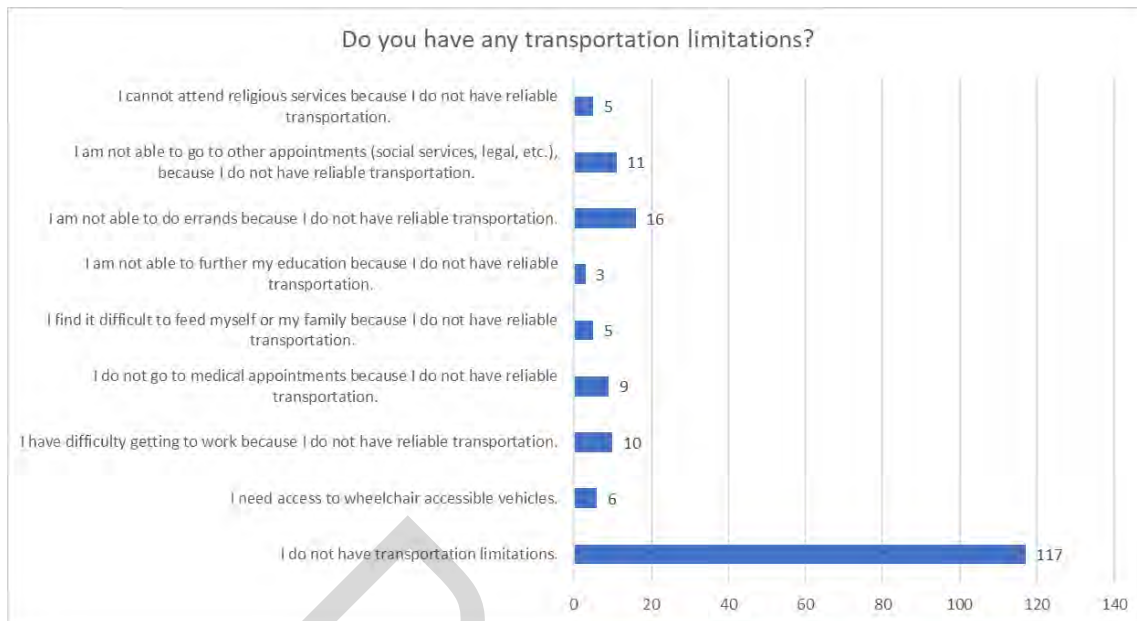
Question 4: Do you have difficulty getting the transportation you need for the following activities: going to work, medical appointments, grocery shopping, going to school, doing errands, other appointments, attending social gatherings, religious services, appointments out of county?

There were 31 respondents. The top responses are as follows: 20 (19.6%) have difficulty getting to medical appointments, 18 (17.7%) have difficulty doing errands, and 15 (14.7%) have difficulty grocery shopping.
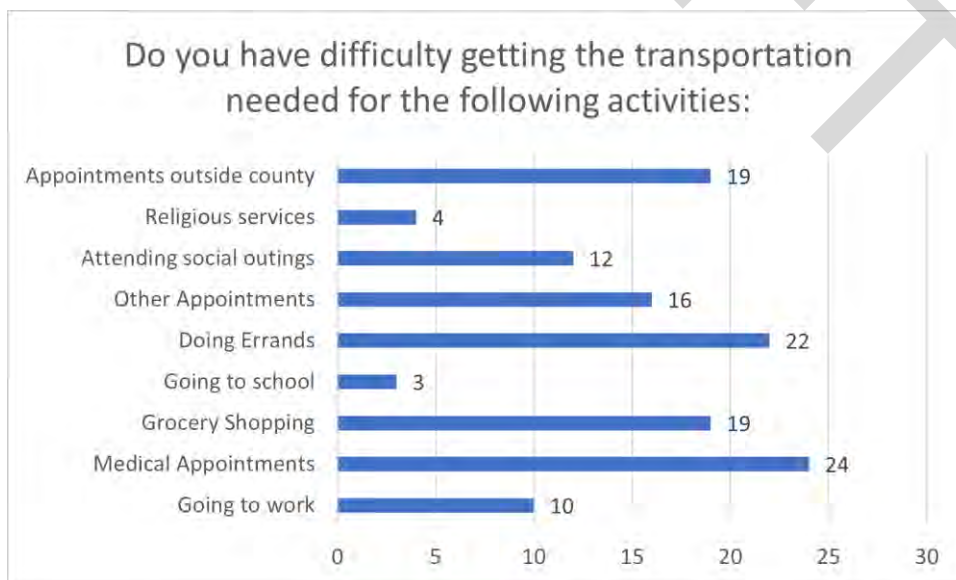
Question 5: Where do you live?

There were 141 respondents: The top responses are as follows: 60 (42.5%) live in Steubenville, 24 (17.0%) live in Toronto, and 14 (9.9%) live in Adena.
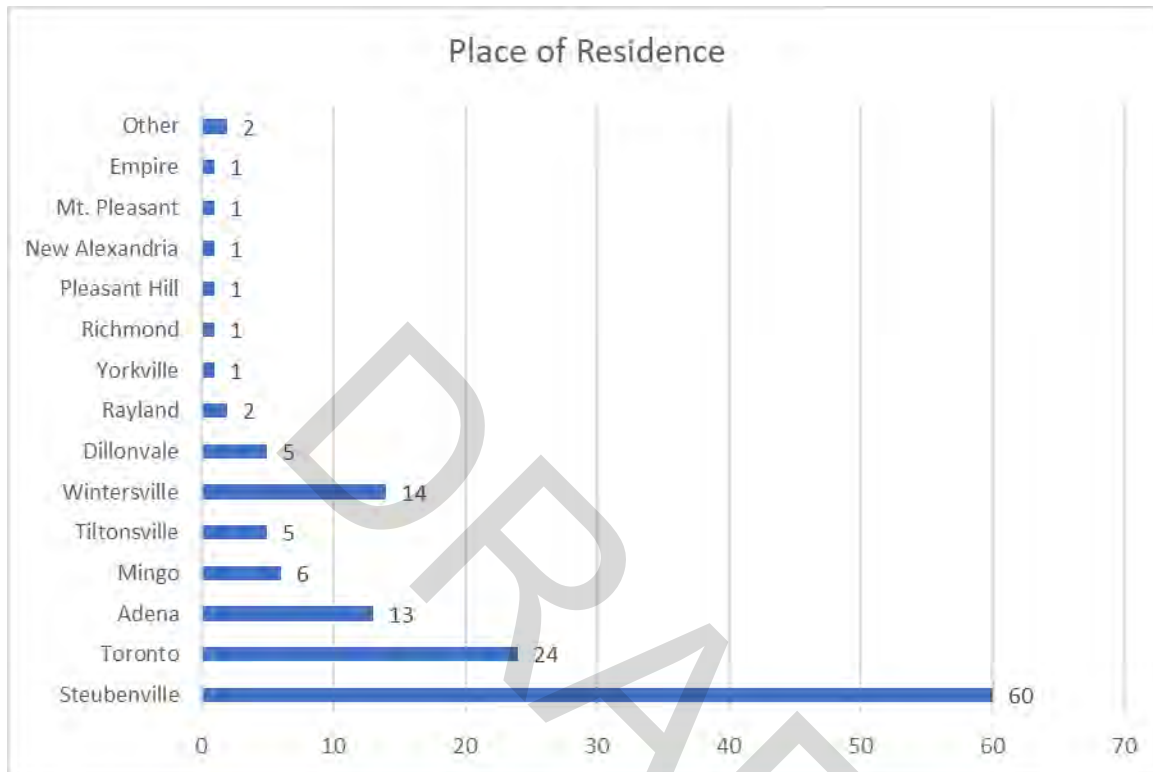
Question 6: If you do not use public transportation, why not?

There were 84 respondents: The top responses are as follows: the top responses are as follows: 60 (71.4%) own a vehicle, 15 (17.9%) claim public transit is not available where they live, and 13 (15.5%) claim public transit does not go where they need to go.
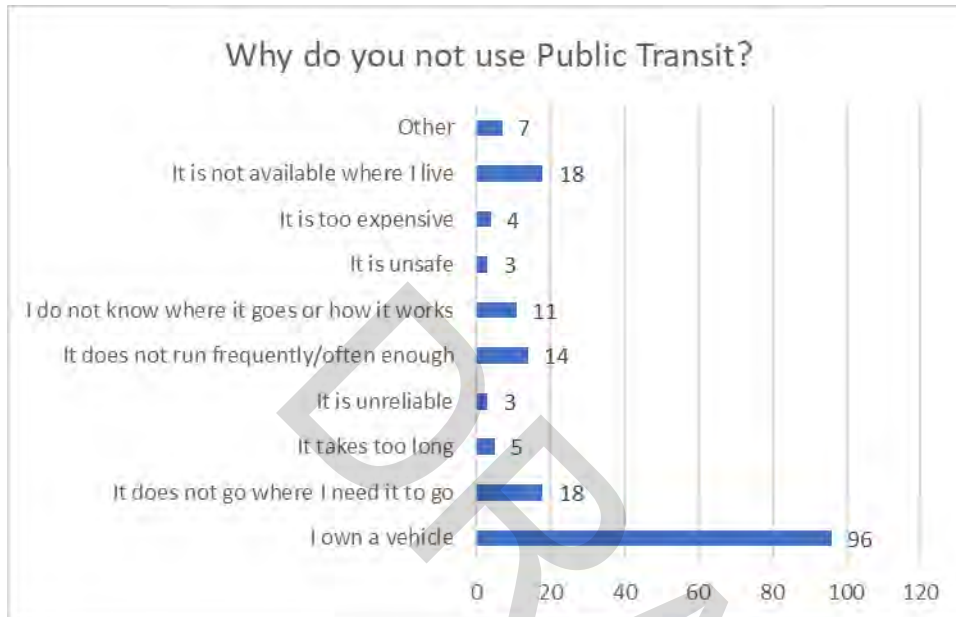
Question 7: When did you need transportation to go your Job?

There was a total of 13 respondents and the results are listed in the chart below.

When do you need transportation to go to your Job?	Count	Percentage
12:00 AM - 6:00 AM	6	4.03%
6:00 AM – 8:00 AM	13	8.72%
8:00 AM – 12:00 PM	14	9.40%
12:00 PM – 3:00 PM	14	9.40%
3:00 PM – 6:00 PM	17	11.41%
6:00 PM – 9:00 PM	11	7.38%
9:00 PM – 12:00 AM	6	4.03%

Question 8: When do you need transportation to go to medical appointments?

There was a total of 44 respondents and the results are listed in the chart below.

When do you need transportation to go to medical appointments?	Count	Percentage
12:00 AM - 6:00 AM	5	3.36%
6:00 AM – 8:00 AM	11	7.38%
8:00 AM – 12:00 PM	35	23.49%
12:00 PM – 3:00 PM	33	22.15%
3:00 PM – 6:00 PM	17	11.41%
6:00 PM – 9:00 PM	7	4.70%
9:00 PM – 12:00 AM	5	3.36%

Question 9: When do you need transportation to go shopping?

There was a total of 41 respondents and the results are listed in the chart below.

When do you need transportation to go shopping?	Count	Percentage
12:00 AM - 6:00 AM	5	3.36%
6:00 AM – 8:00 AM	9	6.04%
8:00 AM – 12:00 PM	28	18.79%
12:00 PM – 3:00 PM	28	18.79%
3:00 PM – 6:00 PM	29	19.46%
6:00 PM – 9:00 PM	16	10.74%
9:00 PM – 12:00 AM	7	4.70%

Question 10: When do you need transportation to go to school?

There was a total of 9 respondents and the results are listed in the chart below.

When do you need transportation to go to school?	Count	Percentage
12:00 AM - 6:00 AM	2	1.34%
6:00 AM – 8:00 AM	6	4.03%
8:00 AM – 12:00 PM	8	5.37%
12:00 PM – 3:00 PM	5	3.36%
3:00 PM – 6:00 PM	5	3.36%

| 6:00 PM – 9:00 PM | 2 | 1.34% |
| 9:00 PM – 12:00 AM | 2 | 1.34% |

Question 11: When do you need transportation for social/recreational activities?

There was a total of 27 respondents and the results are listed in the chart below.

| When do you need transportation for social/recreational activities?	Count	Percentage
12:00 AM - 6:00 AM	4	2.68%
6:00 AM – 8:00 AM	7	4.70%
8:00 AM – 12:00 PM	11	7.38%
12:00 PM – 3:00 PM	12	8.05%
3:00 PM – 6:00 PM	15	10.07%
6:00 PM – 9:00 PM	22	14.77%
9:00 PM – 12:00 AM	11	7.38%

Question 12: When do you need transportation for religious services?

There was a total of 19 respondents and the results are listed in the chart below.

| When do you need transportation for religious services?	Count	Percentage
12:00 AM - 6:00 AM	2	1.34%
6:00 AM – 8:00 AM	4	2.68%
8:00 AM – 12:00 PM	17	11.41%
12:00 PM – 3:00 PM	6	4.03%
3:00 PM – 6:00 PM	8	5.37%
6:00 PM – 9:00 PM	2	1.34%
9:00 PM – 12:00 AM	2	1.34%

Question 13: Please tell us your age.

There was a total of 143 respondents. The breakdown of the results are as follows: 54, (37.7%) were over 65, 51 (35.7%) were between the ages of 45 and 65, 27 (18.9%) were between the ages of 30 and 44 and, 10 (7.0%) were between the ages of 18 and 29.
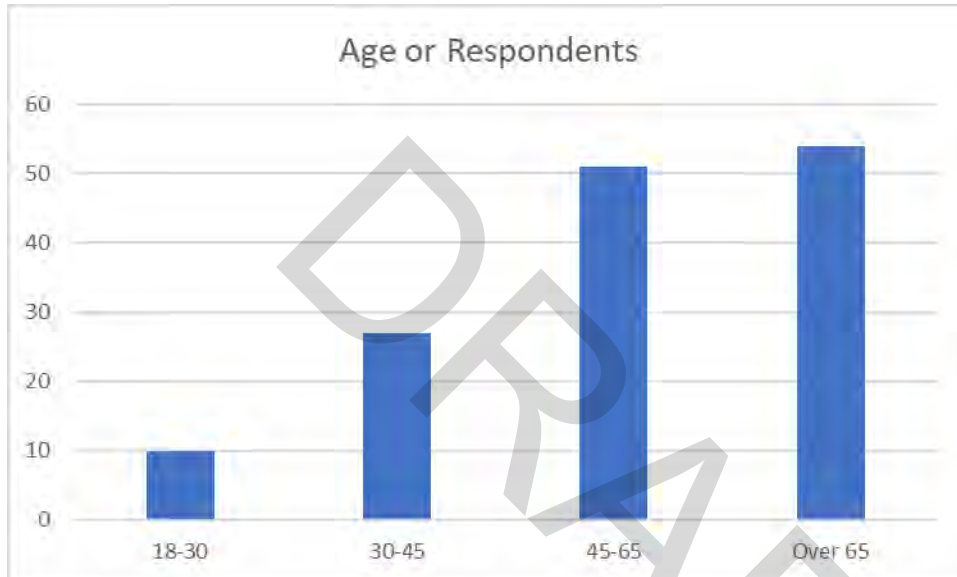
Question 14: Is there someone in your household with a disability that limits their mobility?

There was a total of 147 respondents. 117 (80%) answered no and 30 (20%) answered yes.
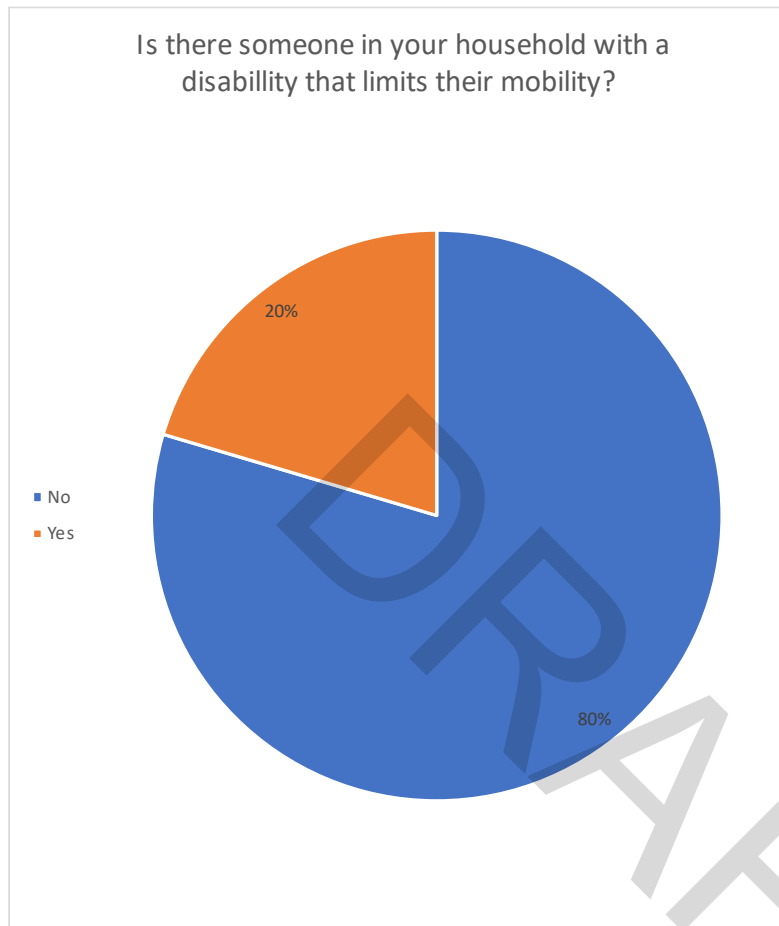
Challenges to Coordinated Transportation

In addition to identifying needs, the planning committee gathered information from stakeholders and used their own professional experience to identify challenges to providing coordinated transportation services. These challenges include the following:

- Limited options outside Steubenville
- Few connections between cities and towns
- Few vehicles accommodate elderly & disabled
  o Easier access entering & exiting buses/vans
- Gap between PrimeTime & Medicaid Patients
- Not Sufficient Weekend Service
- Transportation for Veterans
- Affordability – Sliding Scale
- Efficient Medical Transportation
  o On-Time Appointments
- Number of Vehicles and low frequency of trips of the transit and other transportation providers

Summary of Unmet Mobility Needs

The following table describes the identified unmet transportation needs that were identified, and the method used to identify and prioritize each need. Needs are listed in order of their rank in highest to lowest priority.

Table 8: Prioritized Unmet Mobility Needs

Rank	Unmet Need Description	Method Used to Identify and Rank Need
1	Expanded geographic coverage area in the county (Amsterdam, Bergholz, Springfield, Richmond, Toronto, Brilliant, etc.)	*Stakeholder Meetings, Public Workshops, Public Surveys*
2	Transit service from Toronto to Steubenville – once or twice a week	*Stakeholder Meetings, Public Workshops, Public Surveys*
3	Transportation service provider outreach in areas without internet/wireless coverage and expansion in local communities	*Stakeholder Meetings, Public Workshops, Public Surveys*
4	More transportation service for Veterans	*Stakeholder Meetings, Public Workshops, Public Surveys*
5	Rider assistance (either a volunteer or paid position) for groceries, medical appointments, recreation	*Stakeholder Meetings, Public Workshops, Public Surveys*
6	More transportation options for education and employment for general population and those with disabilities, especially those who are blind or visually impaired	*Stakeholder Meetings, Public Workshops, Public Surveys*
7	Expanded service hours for transportation	*Stakeholder Meetings, Public Workshops, Public Surveys*
8	Transit Option to connect Younger Populations to Employment Opportunities	*Stakeholder Meetings, Public Workshops, Public Surveys*
9	Shopper Shuttle for the county	*Stakeholder Meetings, Public Workshops, Public Surveys*
10	More Medical trips outside the county/state	*Stakeholder Meetings, Public Workshops, Public Surveys*
11	Vouchers, sliding scale for payment from population in poverty	*Stakeholder Meetings, Public Workshops, Public Surveys*
12	More services for commercial, recreational purposes	*Stakeholder Meetings, Public Workshops, Public Surveys*
13	More out-of-state trips	*Stakeholder Meetings, Public Workshops, Public Surveys*
14	Consumer Education/Marketing/Senior Advocacy & Outreach – Mobility Management	*Stakeholder Meetings, Public Workshops, Public Surveys*
15	More Weekend Service	*Stakeholder Meetings, Public Workshops, Public Surveys*

V. Goals and Strategies

Developing Strategies to Address Gaps and Needs

Strategies for improving transportation for Jefferson County should address the service gaps and user needs identified in this plan if they are to be effective. As described, the gaps and unmet needs were based on information obtained from geographic analysis, the attendees participating in the meetings, and responses to the public survey.

Based on information gathered throughout the planning process, BHJ developed the following strategies to address the gaps and unmet transportation needs. Priority levels are assigned by considering the primary funding sources that could be available to support plan implementation compared to the importance of meeting this unmet need expressed by the public and stakeholders. Not all strategies are activities specifically eligible for funding under the existing programs, nor is it guaranteed that sufficient funding will be available to achieve every strategy identified. In addition, the local stakeholders will need to provide support and commit to pursuing the strategies if they are to be accomplished. Nonetheless, these strategies have been tailored to 16 of the identified primary gaps and needs.

Below is an outline describing the prioritized strategies to address each of the identified unmet transportation needs and gaps in service.

Goal #1:

Enhance coordination and provide transportation services in a more efficient and cost-effective manner to increase mobility.

Need(s) Being Addressed: More out-of-state trips; expanded geographic coverage; expanded service hours; Veteran trips; transit options to connect to employment; more medical trips outside the county/state; transit option to connect younger populations to employment opportunities; shopper shuttle for the county; more weekend service.

Strategy 1.1:

Explore the Opportunities for bridging the gap between public and private transportation service providers and expanding services.

Strategy 1.2:

Research and adopt best practices from other states using the "Best Practices in Rural Regional Mobility" Report

Strategy 1.3:

Continue bi-monthly transportation providers and stakeholders' meetings

Strategy 1.4:

Assess a uniform scheduling software for all transportation service providers

Timeline for Implementation: Continuous through the duration of implementation from the plan.

Action Steps:

1. Continue to schedule bi-monthly meetings throughout the year and decide on a common central location
2. Share "Best Practices in Rural Regional Mobility" Report with all participating transportation service providers and stakeholders
3. Assess feasibility of utilizing a common scheduling software across all the providers

Parties Responsible for Leading Implementation: BHJMPC, transportation service providers, stakeholders, commissioners

Parties Responsible for Supporting Implementation: OMEGA, ODOT

Resources Needed: Best Practices Report, Meeting Space for Coordinated Meetings, Scheduling Software

Potential Cost Range:

Cost Estimate: One time Set up fees- (Software base, Integrated Mapping Module, Automated Scheduling) $ 14,000 + (Training) $7000 = $21,000 Total. Seat License (up to 6x Users): $500 Each

Recurring Charges: Software Base: $ 500 Per month / Fleet Fee: $10 Per vehicle per month

Potential Funding Sources: Section 5310

Performance Measures/Targets:

1. Measure – Assess opportunities for improving mobility management
   a. Target – Assessment completed by 3rd quarter 2019
2. Measure – Bi-monthly meetings with all Jefferson County Transportation Service Providers and stakeholders
   a. Target – Six meetings every year
   b. Target – Minimum of five representatives for all the participating Transportation Service Providers
   c. Target – Minimum of one representative for the Lead Agency BHJMPC
   d. Target – Complete assessment of scheduling software with potential purchase within 24 months

PRIORITY POINTS: 100

Goal #2:

Build upon existing public/private partnerships for Jefferson County Transportation Service Providers as needed.

Need(s) Being Addressed: Expanded geographic coverage, more services for commercial and recreational purposes, more out-of-state trips, more weekend service, vouchers, more medical trips outside the county/state, transit service from Toronto to Steubenville, more transportation service for Veterans, expanded service hours for transportation, transit options to connect younger populations to employment opportunities

Strategy 2.1:
Establish sub-committee from the coordinated providers

Strategy 2.2:
Restructure Funding Silos

Strategy 2.3:
Expand existing ride share (ex. CommuteInfo.org) and assess/attract other services such as Uber/Lyft or other type of chauffer service for Steubenville and the surrounding communities

Timeline for Implementation: By the end of the 1st quarter of 2024.

Action Steps:

1. Determine the sub-committee to follow the initial coordinated providers meeting
2. Establish partnership**s** between a public and a private agency(ies) as needed
3. Explore the opportunities for inviting and establishing a rideshare service such as Uber/Lyft
4. Explore opportunities for app-based services

Parties Responsible for Leading Implementation: BHJMPC, transportation service providers, stakeholders, commissioners, coordinated providers committee

Parties Responsible for Supporting Implementation: OMEGA, ODOT

Resources Needed: meeting location and space

Potential Cost Range: TBD

Potential Funding Sources: Section 5310, Shared Revenue

Performance Measures/Targets:

1. Measure – Create sub-committee
    a. Target – Six meetings per year
2. Measure – Explore opportunities for a chauffeur service
    a. Target – Permit at least one rideshare service such as Uber/Lyft

PRIORITY POINTS: 95

Goal #3:
Improve access and services for veterans, elderly, and persons with disabilities.

Need(s) Being Addressed: More out-of-state trips; expanded geographic coverage; expanded service hours; Veteran trips; more medical trips outside the county/state

Strategy 3.1:
Handicap Accessible Van for Veterans (DAV)

Strategy 3.2:
Explore opportunities to provide travel training for veterans, elderly, and persons with disabilities

Timeline for Implementation: Immediately upon approval of the plan and ongoing throughout the duration of the plan.

Action Steps:

1. Purchase and acquire handicap accessible van(s)
2. Sub-committee from the coordinated transportation providers to focus on veterans, elderly, and persons with disabilities
3. Map locations of communities that have high concentrations of veterans, elderly, and persons with disabilities
4. Organize trips from these communities to places of interest or locations with services for these populations

Parties Responsible for Leading Implementation: BHJMPC, Coordinated Transportation Committee, Veteran Services, BODD, Prime Time Office on Aging

Parties Responsible for Supporting Implementation: OMEGA, Commissioners

Resources Needed: Funding, Maps for each demographic, Marketing Tools

Potential Cost Range: $42,000 per vehicle, $1,000 Marketing Materials

Potential Funding Sources: Section 5310

Performance Measures/Targets:

1. Measure – Create sub-committee to focus on specific demographics
    a. Target – Meet six times a year, in between each committee meeting
2. Measure – Draft Maps for specific demographics of populations to connect to services needed
    a. Target – Annual Origin-Destination Map
3. Measure – Strategic replacement of high-mileage vehicles that are nearing end of useful life with wheelchair access vehicles
    a. Target – Purchase at least one van for 2020, and another by 2nd quarter 2021

PRIORITY POINTS: 90

Goal #4:

More available employment transportation for the public and persons with disabilities.

Need(s) Being Addressed: More out-of-state trips for employment; expanded geographic coverage; expanded service hours; transit options to connect to employment; option to connect younger populations to employment opportunities

Strategy 4.1:
Employer Survey for transportation service needs

Strategy 4.2:
Employee Survey for transportation service needs

Strategy 4.3:
Sub-committee to target connections between employers, transportation service providers, and students with disabilities

Timeline for Implementation: Begin by 2Nd quarter of 2025 and continue through the duration of the plan.

Action Steps:

1. Draft transportation service surveys for employees and employers
2. Distribute to JCBDD, Career Centers, Schools, and Employers
3. Committee decides the most efficient means to begin connecting students to employers

Parties Responsible for Leading Implementation: BHJMPC, JCBDD, Local Schools, Local employers

Parties Responsible for Supporting Implementation: OMEGA, Commissioners

Resources Needed: Paper surveys, internet access for online surveys

Potential Cost Range: Composed and completed all on-line

Potential Funding Sources: N/A

Performance Measures/Targets:

1. Measure – Draft Employer Surveys
   a. Target – 50 surveys for possible hiring employers
2. Measure – Draft Employee Surveys specifically for students and students with disabilities
   a. Target – 5,000 surveys for student population looking for employment
3. Measure – Create a pipeline for students to hiring employers
   a. Target – Partner with a minimum 10 employers
   b. Target – Involve at least 100 students with disabilities to be able to work

PRIORITY POINTS: 90

Goal #5:

Improve and enhance marketing for all transportation services and providers.

Need(s) Being Addressed: Marketing, Transportation service provider outreach in areas without internet/wireless coverage and expansion in local communities

Strategy 5.1:
Explore opportunities for marketing

Strategy 5.2:
Involve transportation service providers and stakeholders to assist with marketing

Strategy 5.3:
Work with public and private transportation providers to seek funding opportunities

Timeline for Implementation: Immediate upon approval of plan

Action Steps:

1. Involve a local commitment from transportation service providers, public agencies, stakeholders, and local businesses to allow space and ability for marketing of transportation services
2. Connect transportation service providers to areas without internet access

Parties Responsible for Leading Implementation: BHJMPC, Coordinated Transportation Committee

Parties Responsible for Supporting Implementation: OMEGA, Commissioners

Resources Needed: Marketing Materials, county-wide plan, local commitment, commissioner buy-in

Potential Cost Range: $1,000-$5,000 for marketing materials and advertisements

Potential Funding Sources: Section 5310

Performance Measures/Targets:

1. Measure – Explore Marketing Opportunities
   a. Target – Transportation providers develop marketing strategy
2. Measure – Involve local businesses to provide space for marketing and advertising
   a. Target – At minimum involve 10 local businesses throughout the entire county
3. Measure – Explore expansion of local transportation services
   a. Target – Increase ridership
   b. Target – Connect to areas without internet in Jefferson County by 2020 with the primary goal to support transportation services

PRIORITY POINTS: 85

VI. Plan Adoption

The Jefferson County Coordinated Public Transit-Human Services Plan planning process:

- The Coordinated Plan was developed with inclusion from older adults, individuals with a disability, veterans, members of the public, and representatives from public and nonprofit transportation and human services providers.
- The Coordinated Plan will be distributed to the planning committee following the last stakeholders meeting
- Jefferson County Planning Committee will meet to discuss necessary changes to the coordinated plan
- Stakeholder meetings were scheduled by the BHJ-MPC community planning director and the Lead Agency.
- Public Surveys were distributed to various stakeholders via email, public libraries, and an online link.
- Surveys were emailed to committee members.
- The plan, survey, and survey results were posted to BHJ's website on the appropriate county transit page
- There was one month from the last public meeting to provide comments and there was a 10-day period for the final comments to be submitted from stakeholders
- After the last stakeholder meeting, the plan will be finalized and sent to the commissioners for their approval and adoption