



# Greater Region Mobility Initiative Council Meeting

# March 12, 2024

- Welcome & Introductions
- GRMI Plan Update
- Break
- Survey & Focus Group Update
- Questions & Answers
- Networking & Pizza

# 2024 Calendar

## MC Business Solutions Center (Dayton)

- March 12, 2024
- September 10, 2024

## Edison State College (Piqua)

- June 4, 2024
- December 10, 2024

January						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

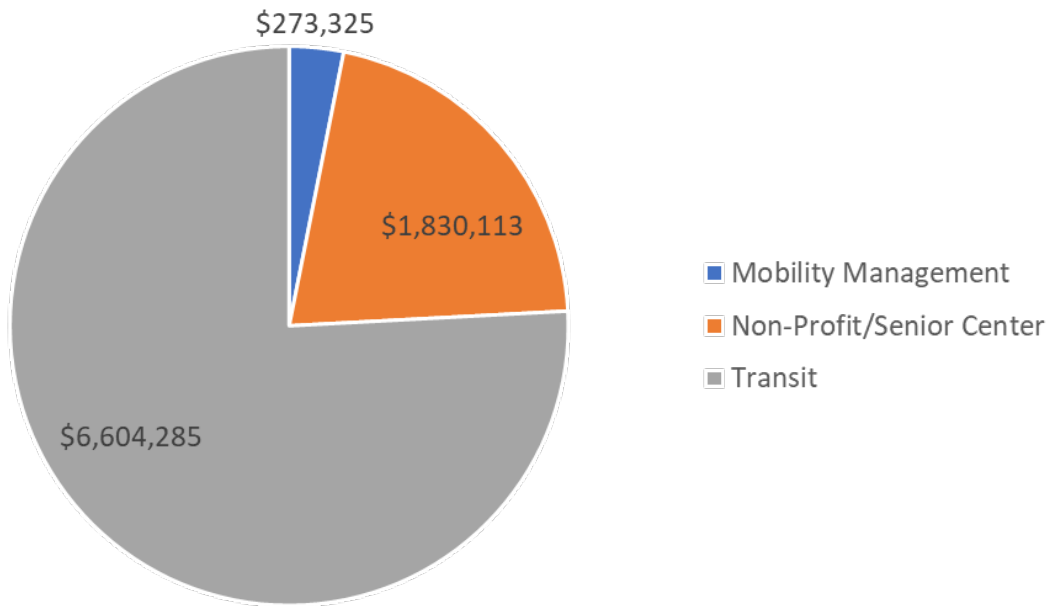
October						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

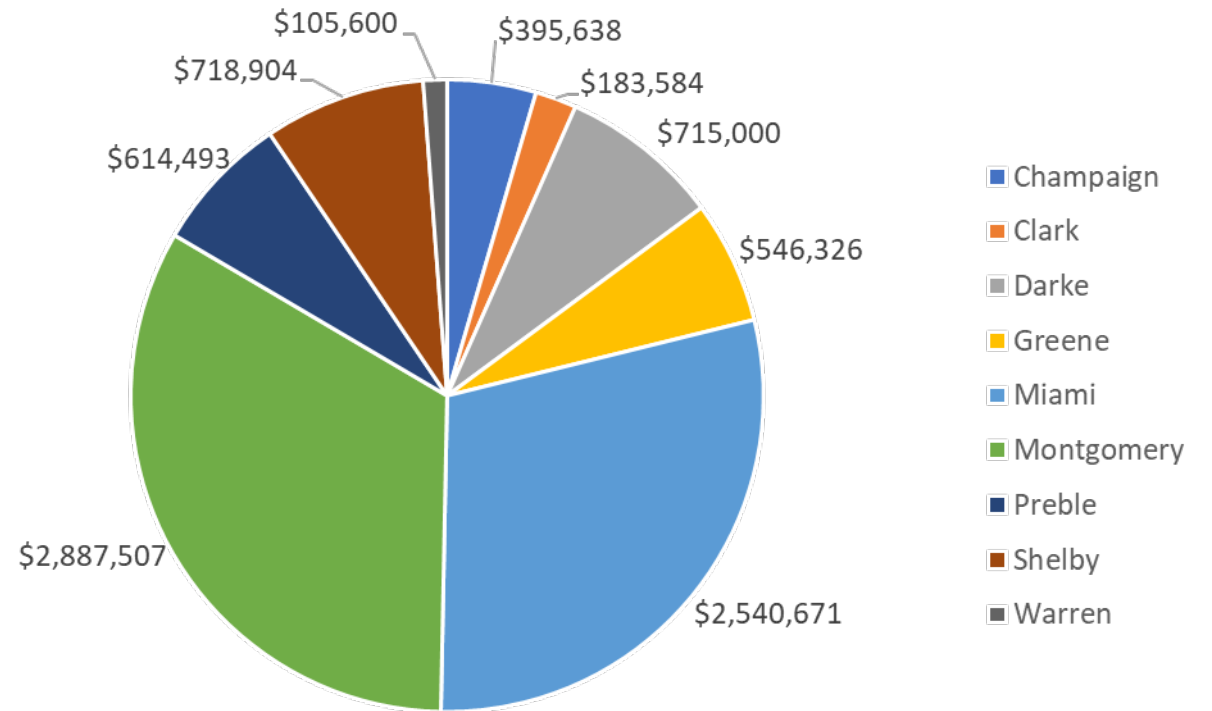
December						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# Office of Transit Awards: 8.7Million

Total Project Awards By Type



Total Project Awards by County



# GRMI Plan Update

Data Collection & Analysis

Public Survey

Focus Groups

Provider Survey

Goals & Strategies

Final Deliverables

- Final Report
- Data dashboards



# Survey Outreach Toolkits



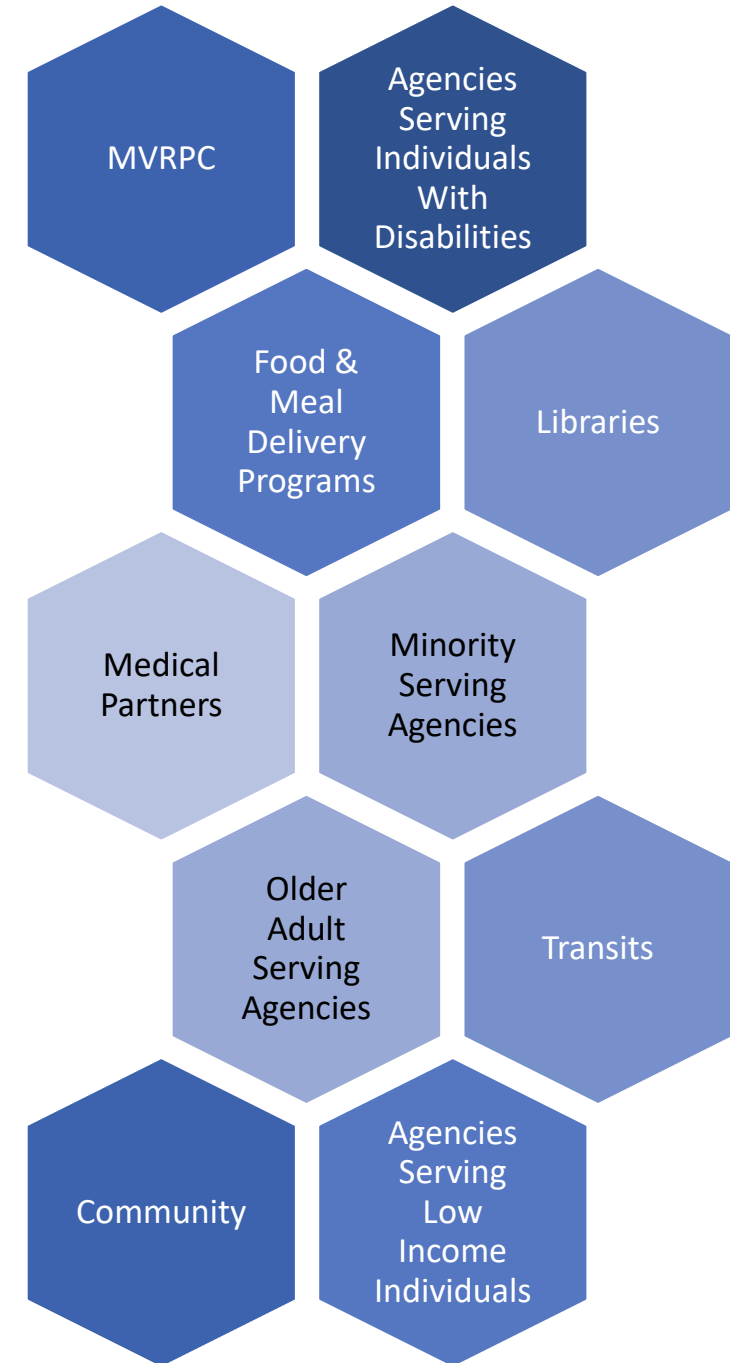
## Survey promotion kit

- Email language
- Social Media language
- Newsletter language
- Flyers in various sizes & formats

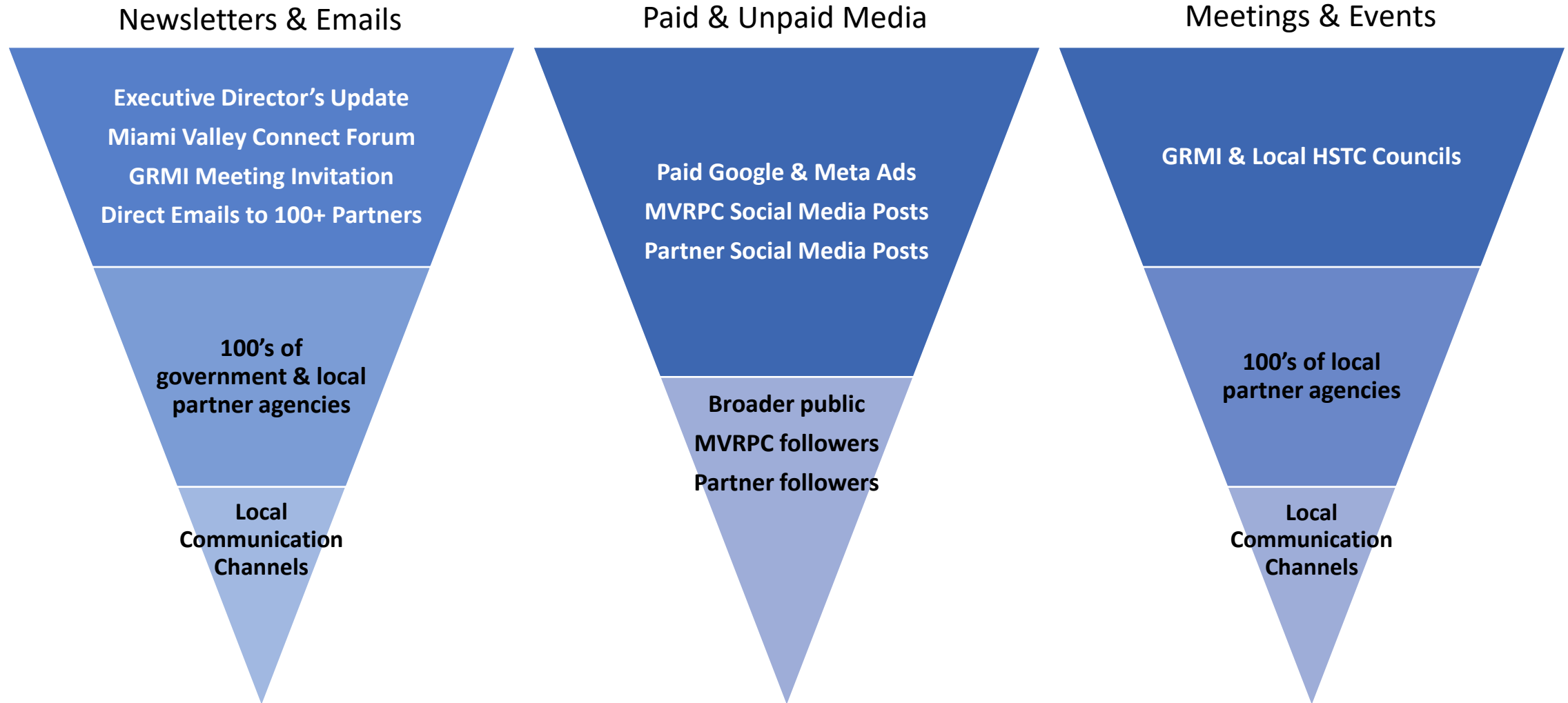


## Survey outreach

- Print version of survey available upon request for those who don't have internet access
- Survey translations into



# Survey Outreach Channels



# Demographic Dashboard

Searchable & downloadable data

Census Data:

- Population Projection
- Population by age group
- Population by race
- Population of people with disabilities
- Low-income households
- Limited English speaking households
- Zero car households

## Population Projections 2050

The Greater Region's population is expected to decline by about 2.5% every decade until 2050.

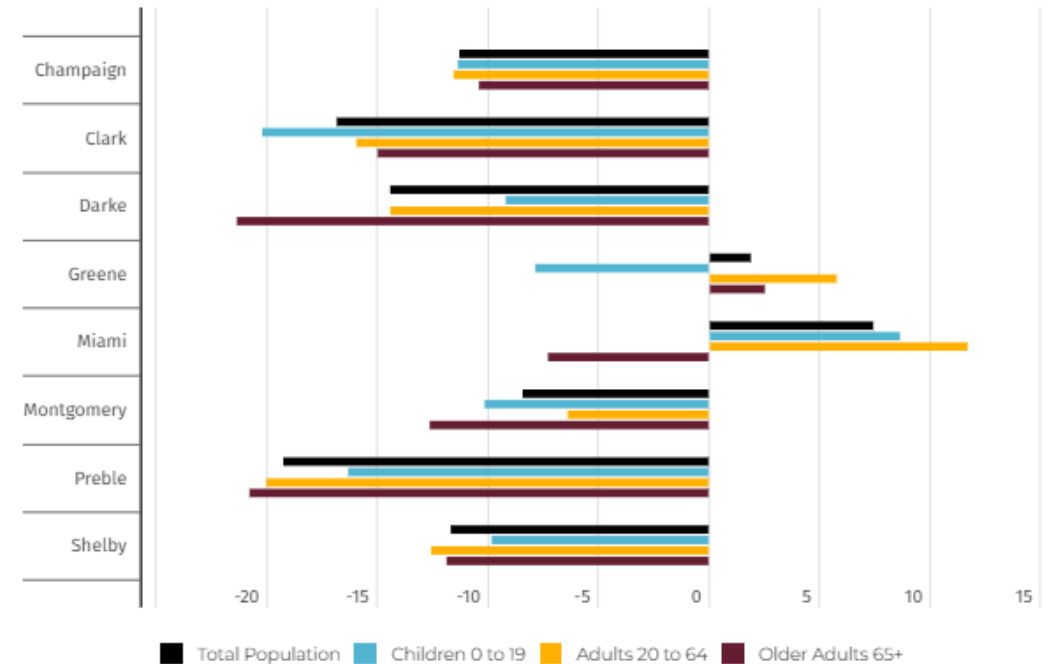
The Greater Region is anticipated to have 184,003 Older Adults by 2050.

*The greatest changes will occur with adults 65+, anticipating rapid increase in older adults by 2030, followed by a sharp decline by 2050.*

Adults 65+ is expected to account for 17.6% of the total population by 2050 or

 1 in 6

## Population Percent Change from 2020 to 2050



 Download data



Break





# MIAMI VALLEY

Regional Planning Commission

Shaping Our Region's Future Together

# Greater Region Mobility Initiative

## Survey & Focus Group Project



# OUR TEAM

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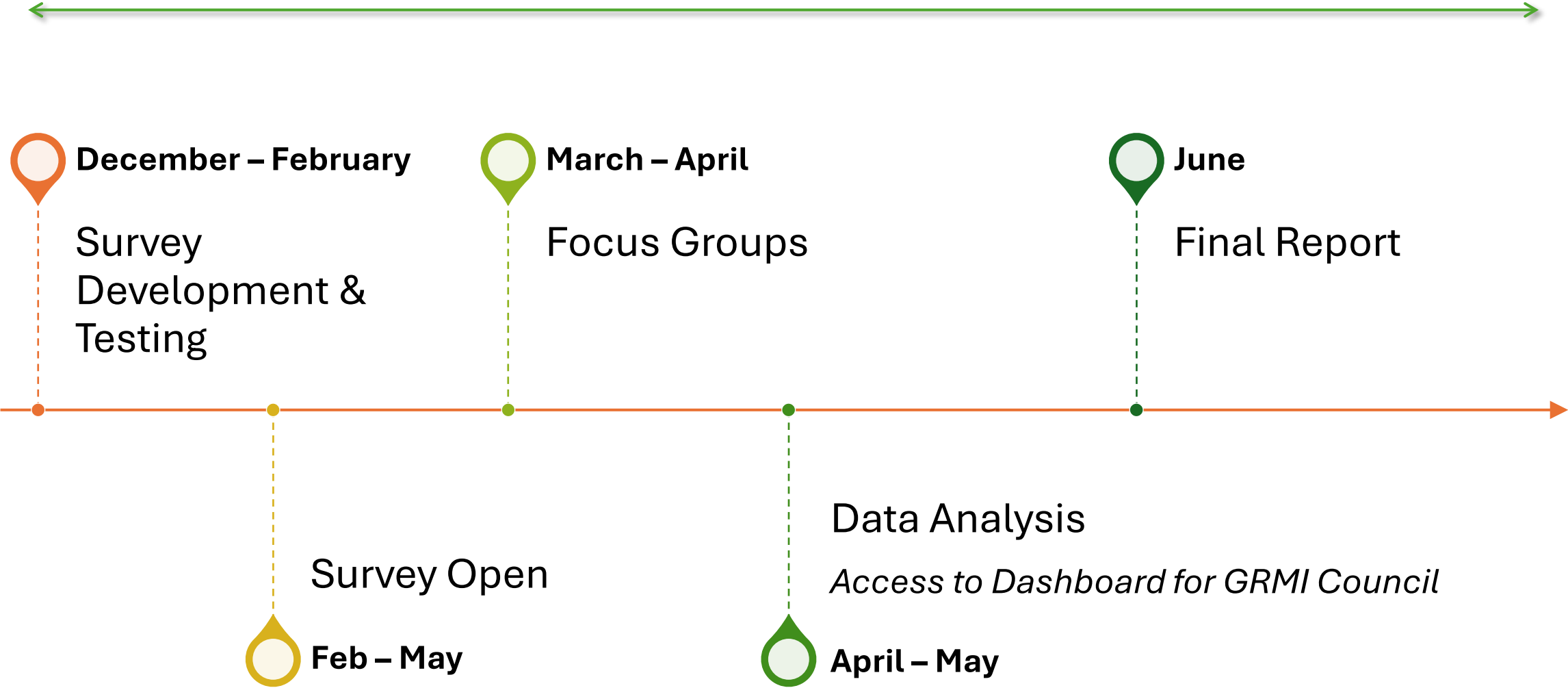


- Certified MBE firm specializing in **Grassroots Community Engagement**
- Qualitative Data Collection & Analysis
- Community and Infrastructure planning



- Certified MBE firm specializing in **Targeted Digital Solutions**
- Quantitative Data Collection & Visualization
- Precision Marketing for both private and public sector clients

# OUR APPROACH



# ACCESSIBLE & AUTHENTIC



Avoid Jargon &  
Complex Terms

Targeted to  
Specific  
Audience Needs

Remove Barriers  
to Participation

Provide Multiple  
Avenues for  
Participation

Respectful &  
Appreciative

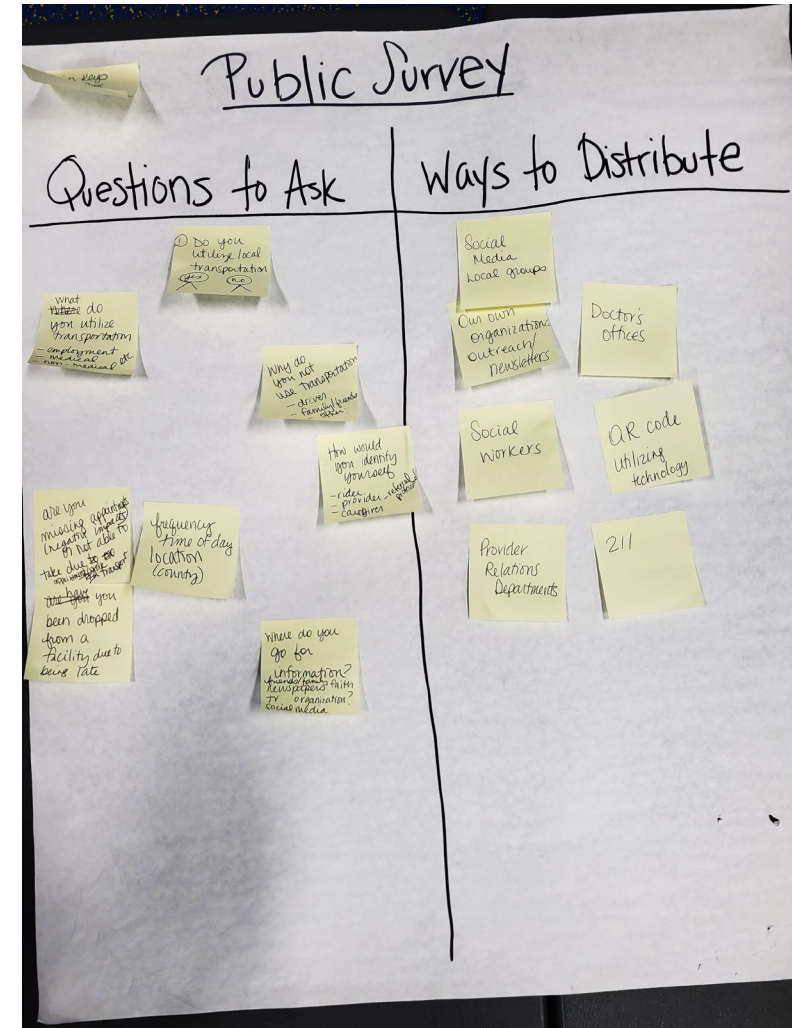
Meet People  
Where They ARE

# SURVEY



# SURVEY DEVELOPMENT

- Focused on filling gaps in our information
- Want to quantify info as much as possible to help inform decision-making
- Tested survey with a small focus group at the Montgomery County Board of Developmental Disabilities



# SURVEY CONTENT



## **We Want to Know:**

- Where are people going and when?
- What are the challenges with current transportation options?
- Why is transportation important?

## **Survey is available in:**

- Spanish
  - French
  - Pashto
  - Dari
  - Myanmar (Burmese)
  - Tigrinya
  - Russian
  - Turkish
  - Arabic
  - Swahili
  - Kinyarwanda
  - Creole
- 



# SURVEY DASHBOARD

Survey Traffic

Respondent Demographics

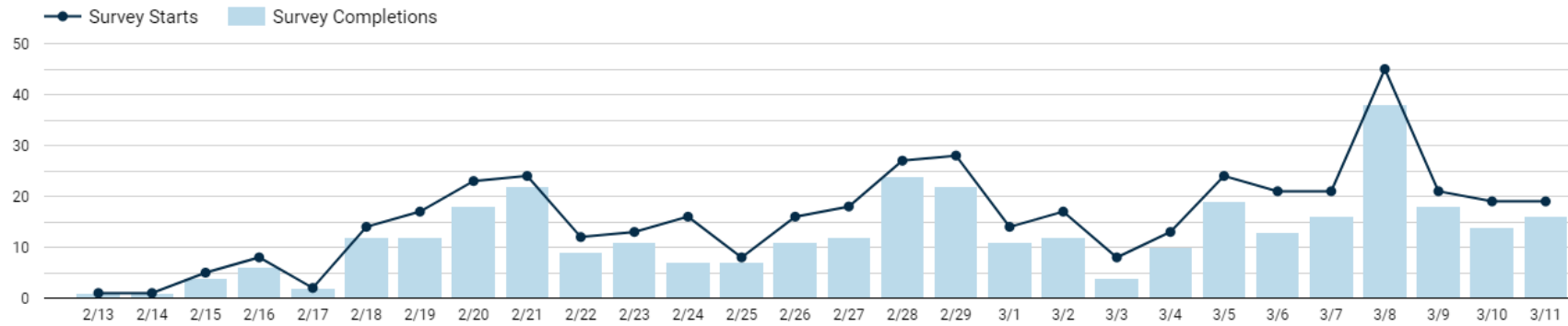
Service Utilization

Service Challenges

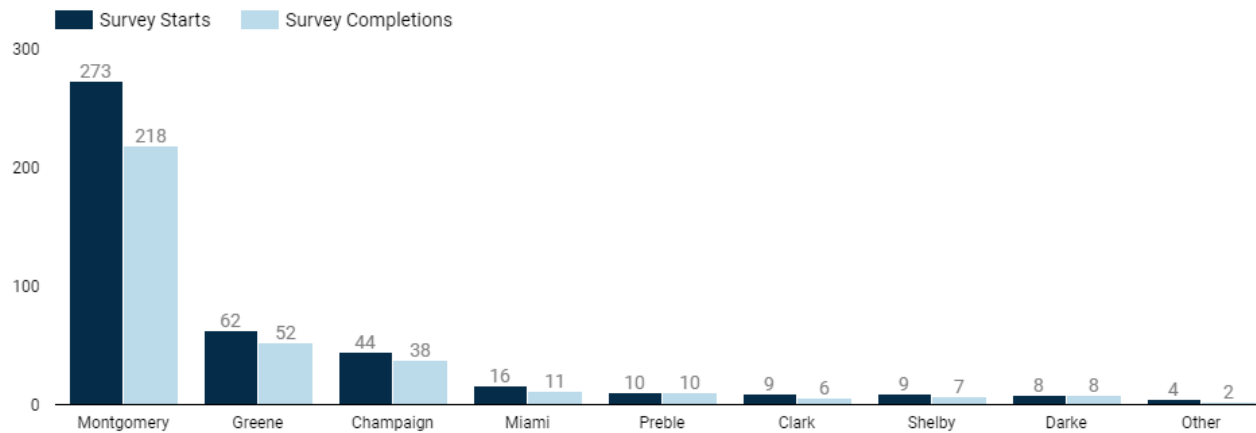
Survey Funnel

Ads Performance

## SURVEY STARTS & COMPLETIONS OVER TIME



## RESPONDENTS BY COUNTY



## "OTHER" COUNTIES

County	Survey Starts	Completions
Warren	2	1
Hamilton	1	1
Hamilton b...	1	0

# SURVEY PROMOTIONS

## Digital Promotions

- Meta (Facebook & Instagram) & Google Ads

## Grassroots Promotions

- Email blasts
- Flyers on transit & in libraries
- Flyers distributed with food at food pantries and Meals on Wheels



**12 Unique QR Codes including...**

*Library*

*Transit Riders*

*Medical Orgs*

*Food Pantries*

*MVRPC*

*Older Adults*

# INITIAL INSIGHTS



Pop Rank	County	Total Surveys	Digital Ads	Grassroots	% Grassroots
1	Montgomery	285	249	36	13%
2	Greene	64	56	8	13%
8	Champaign	44	1	43	98%
4	Miami	16	10	6	38%
7	Preble	10	2	8	80%
3	Clark	9	6	3	33%
6	Shelby	9	0	9	100%
5	Darke	8	2	6	75%

# FOCUS GROUPS



# Focus Groups

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GAIN DEEPER INSIGHTS



GATHER DATA FROM  
UNDERREPRESENTED POPULATIONS

# NEXT STEPS



# What Now?

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**Survey is open until May!** Please share and encourage people to complete it!

## How can we help?

- ✓ Sponsor a “Survey Party”
- ✓ Printed surveys or flyers
- ✓ Other suggestions?



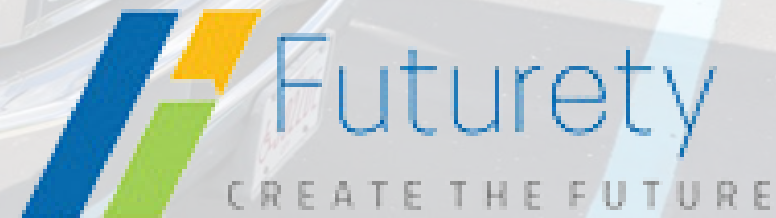
Look out for more information on focus groups - coming soon!

# Questions/Discussion

**Leslie Westerfelt**  
**Asst. Vice President, RAMA Consulting**  
**[lwesterfelt@rama-consulting.net](mailto:lwesterfelt@rama-consulting.net)**

**[Ramaengages.com](http://Ramaengages.com)**

**[Futurety.com](http://Futurety.com)**







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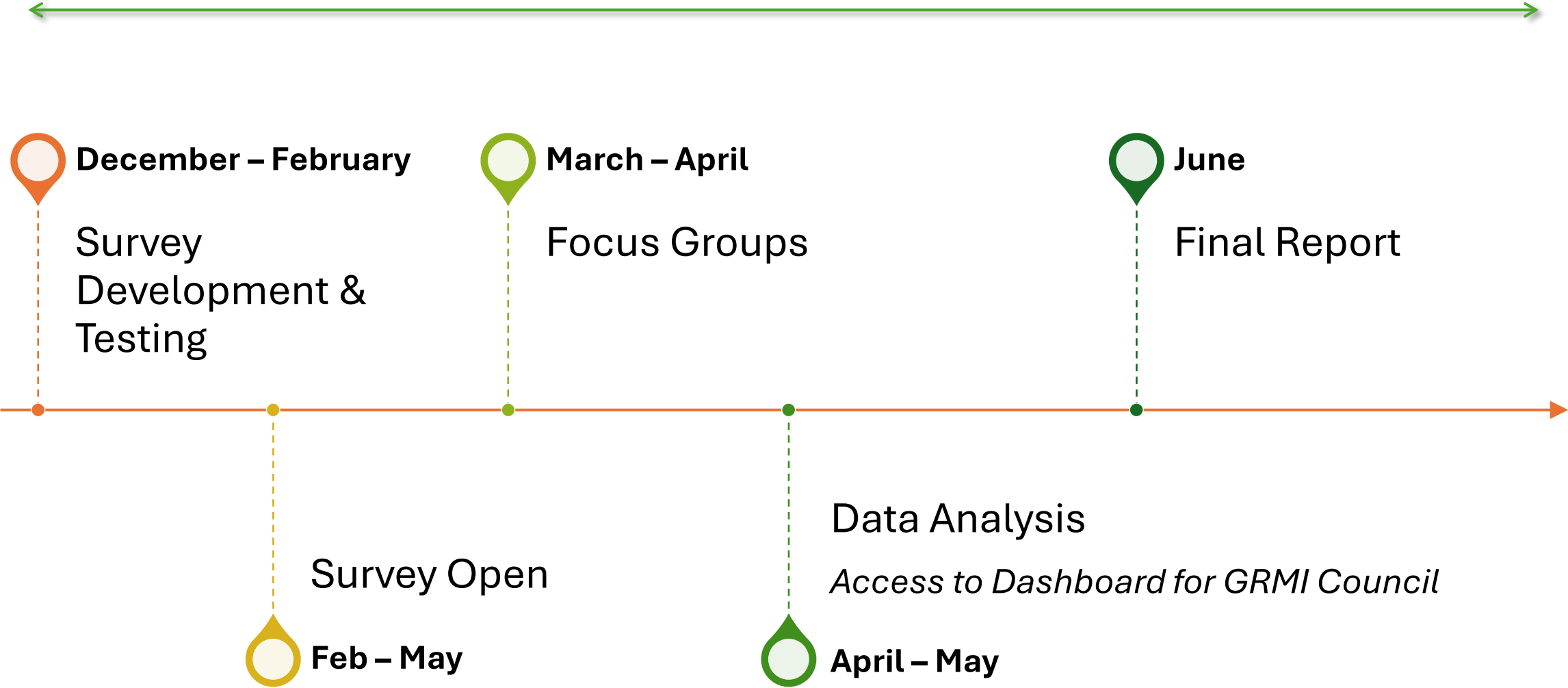


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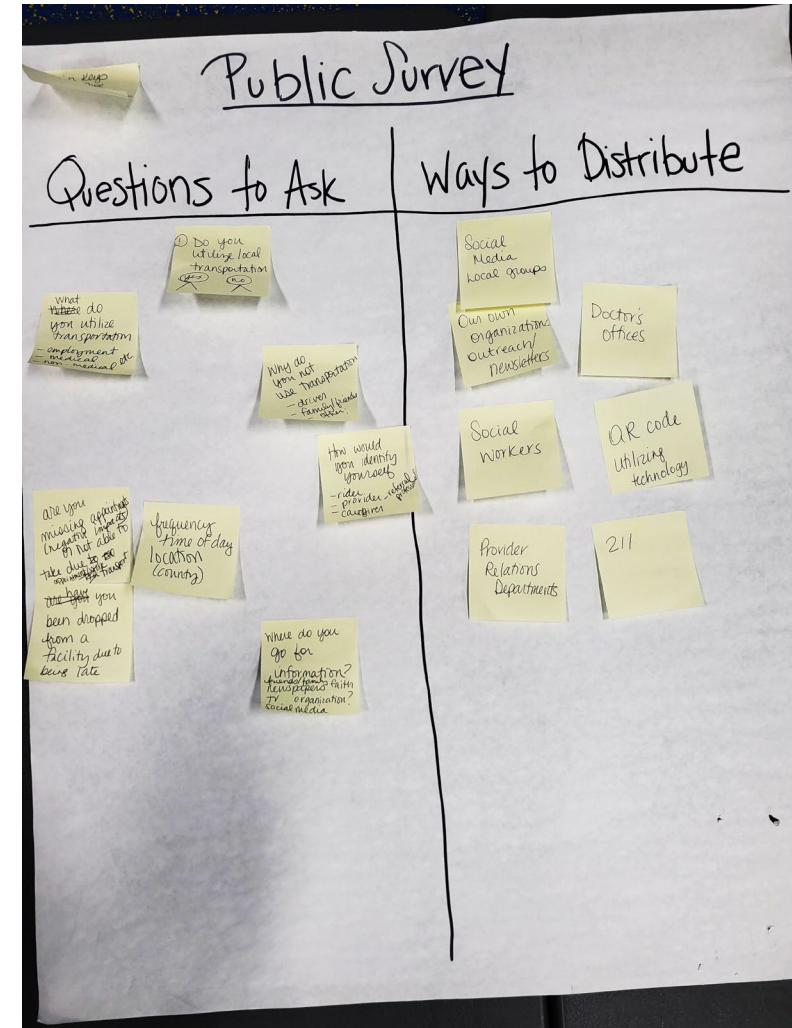
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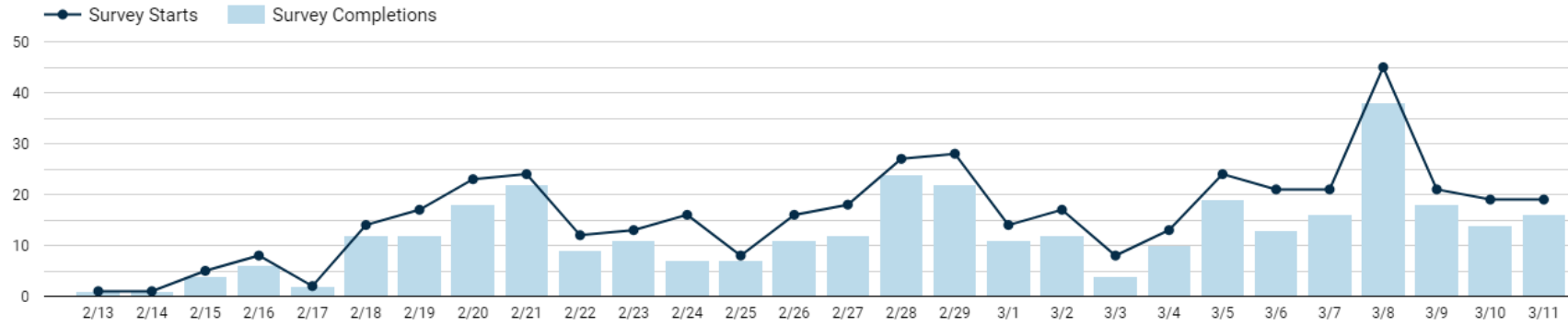
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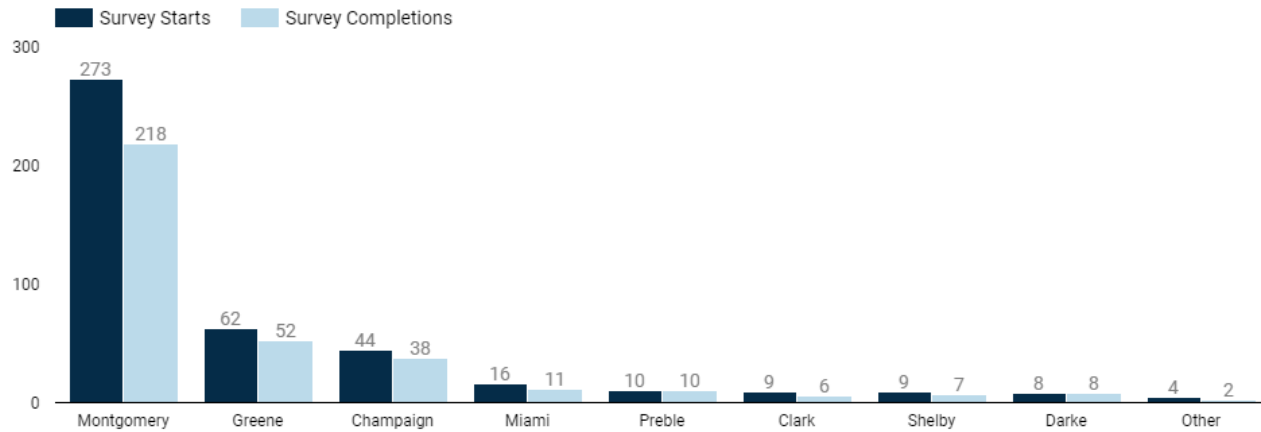
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**RAMMA**  
ENGAGEMENT THAT INSPIRES

 **Futurety**  
CREATE THE FUTURE

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