

# GRMI SWOT 2021

## Strength

1. Passion for mission
2. Mobility management network
3. Customer service
4. Knowledge of demographic/travel patterns
5. Regional networking

## Weakness

1. Lack of funding
2. Same day service
3. Cross jurisdictional boundaries
4. Aging vehicles
5. Lack of drivers
6. Service hour gaps
7. Rural/urban access point

## Opportunities

1. County-to-county coordination
2. Resiliency building

## Threats

1. Funding limited, low reimbursement, lack of ability to share funds
2. Local support
3. Driver shortage
4. Transportation provider safety risks

# GRMI SWOT 2022

## Strength

1. Passion for mission
2. Regional networking
3. Customer service
4. Mobility management network
5. Knowledge of demographic/travel patterns
6. Consistent leadership

## Weakness

1. Lack of funding
2. Lack of rider representation
3. Lack of drivers
4. Service hour gaps
5. Cross jurisdictional boundaries
6. Aging vehicles
7. Same day service
8. Rural/urban access point
9. Lack of service providers
10. Lack of ambulatory services

## Opportunities

1. Increase rider advocacy
2. County-to-county coordination
3. Resiliency building
4. Regional driver training
5. Provider trip sharing
6. Employment transportation

## Threats

1. Driver shortage
2. Vehicle vandalism
3. Funding limited, low reimbursement, lack of ability to share funds
4. Local support
5. Transportation provider safety risks
6. Fuel costs
7. Lack of consistent driver training



## Funding Opportunity

- Opportunities to learn about grants other than 5310—state, federal and local funding
- General tips for applying for grants
- Assistance with applying for 5310 funds



## Meeting Topic Suggestions

- Regular updates from transit providers
- Security measures to prevent theft
- Specific topics around— developmental disability, aging, veterans, etc.
- Successful driver recruitment approaches— what has worked, what hasn't
- Meetings addressing legislative issues



## Increase Rider Representation

- Presentations to local advocacy groups and encourage joining meetings
- Offer virtual public forums targeting riders and advocates
- Ensuring clear communication during meetings -avoid jargon, plain language, etc.
- Partner with agencies such as public transits, private providers, nursing home residents, senior centers, job and family service, group homes, etc. to target rider representation



## Other Suggestions

- Offer virtual meetings
- Field trips/tours – visit member facilities, ride different public transportation services etc. (must be accessible)
- New training opportunities such as driver training, advocacy training, trip planning, operations, etc.