

**OTTAWA COUNTY TRANSPORTATION STRATEGIC PLAN  
OTTAWA COUNTY TRANSPORTATION AGENCY**

RLS & Associates Inc. worked with the Ottawa County Transportation Agency (OCTA) to develop a three- to five-year Transit Strategic Plan. Strategic planning activities included a sampling of passengers from each of the agencies that are participating in the coordinated transportation effort; A S.W.O.T. analysis meeting with the OCTA Board of Directors; and face-to-face interviews with OCTA drivers. Feedback from the outreach effort was used to provide OCTA's board with a short range transportation plan, complete with an assessment of existing services, administrative and operating structures, detailed recommendations for service improvements, and an implementation plan.