



Licking County *transit*

ANNUAL REPORT 2024

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Licking County transit

BUS STOP

(740) 670-5185

GROWING STRONGER *Every Mile*

Licking County Transit experienced a truly transformative year in 2024. As we reflect on our accomplishments, **the heart of our progress lies in the growth of our ridership, the expansion of our services and the unwavering commitment of our employees.** Together, we've been able to safely connect people to places and possibilities — and we've only just begun.

This year, Licking County Transit has grown by leaps and bounds. **Our ridership has surged by almost 50% since 2023**, and a remarkable 79% since 2022. This growth is a reflection of the increasing demand for reliable public transportation in Licking County. The launch of the **#3 Granville route has been a key factor in this expansion.** Technological improvements have enhanced scheduling and dispatching, increasing our efficiency to accommodate more trips.

Our success this year has been propelled by the incredible support of **over 23 stakeholders and community partnerships.** We all share a vision for a stronger, more connected community. Their investment has been pivotal, and together we have expanded access to essential services, created new mobility options and enhanced the quality of life for our residents. From healthcare and education to jobs and daycare, our services are truly about more than just transportation — they're about opening doors and providing opportunities for every member of this community. This united effort is

a true testament to the power of collaboration and shared commitment to progress.

At the core of this success are our employees — the heart of Licking County Transit. Their dedication, expertise and commitment to service are the driving forces behind our growth. It's because of them that we've been able to innovate, improve and grow. **From implementing new technologies to expanding service hours**, our team has continually adapted to meet the evolving needs of Licking County. I am profoundly grateful for their hard work and passion, and it's their efforts that make Licking County Transit not just a transit service but a lifeline for so many.

As we look to the future, I am filled with excitement and optimism. We are committed to continuing to expand our services, strengthen our partnerships and enhance the overall transit experience for Licking County residents.

Thank you for being part of this incredible journey. We are just getting started and we can't wait to continue our path of growth as we drive our region to the future.

Matthew Allison
Executive Director



Thank You TO OUR STREET ROUTE STAKEHOLDERS!



2025 GOALS

Growth: Driving Our Region to the Future

Licking County Transit is entering 2025 with a bold vision for the future. After a year of unprecedented growth, we are building on that momentum to enhance reliability, expand service and invest in the people who make it all possible.

In the year ahead, we will extend service hours to launch the #4 Earthworks Circulator and #5 route. In addition, we will develop the #6 route and install new bus shelters to improve accessibility and rider experience. Safety remains at the forefront, with new cameras and real-time bus tracking, providing greater security and efficiency. Looking past 2025, we plan to strengthen regional connections, deepen our collaboration with COTA and launch a new Transit Development Plan to ensure we’re meeting the evolving needs of our community.

Our growth is not just about expanding service — it’s about creating a more connected, accessible and future-ready transit system. None of this would be possible without our Operators and staff, who remain at the heart of everything we do. This year we will continue investing in our Operators while delivering the safe, modern and efficient transit service Licking County deserves. We are actively pursuing strategies to secure long-term, sustainable funding for 2025 and beyond. By exploring diverse funding sources and strengthening partnerships, we aim to ensure continued growth and reliable service for our community.

The road ahead is filled with opportunity. As we expand service, enhance safety and strengthen regional connections, we remain focused on what matters most — safely connecting people to places and possibilities. With every route, every ride and every investment, we are driving our region to the future.



BY THE NUMBERS

Our Team

60 EMPLOYEES

Our Service

687 SQUARE MILES OF SERVICE

40 VEHICLES

1,164,786 MILES DRIVEN

110,368 TOTAL TRIPS
(+49% compared to 2023)

37,751 DEVIATED FIXED ROUTES

#1: MAIN ST: 22,091

#2: 21ST ST: 10,905

#3: GRANVILLE: 4,755

(Start date March 4, 2024)

How We Are Supported

	2023	2024
Passenger Fares	\$53,815	\$43,312
Contract Fares	\$763,423	\$781,425
Grants Awarded	\$3.9M	\$4.7M
Stakeholders	\$358,944	\$830,000
TOTAL REVENUE	\$5.1M	\$6.4M

DRIVING GROWTH, EXPANDING ACCESS

CELEBRATING OUR 2024 ACHIEVEMENTS

ORGANIZATION AND EMPLOYEE AWARDS

Community Partner Award:

Licking County
Transit by Licking
County Board of
Developmental
Disabilities

Leonard Ronis Award:

Matthew Allison
by Ohio Public
Transit Association

Public Health Guardian Award:

Matthew Allison
by the Licking
County Health
Department

20 Under 40

Honoree:

Jessica Wiley
by The Advocate



MILESTONE ACHIEVEMENTS

- **Enhanced community access** by launching the #3-Granville route, adding new stops and shelters and collaborating with Etch to implement interactive route maps for improved navigation.
- **Secured vital funding** by implementing internal advertising on vehicles, generating local match funding and receiving support from over 23 stakeholders, ensuring continued improvements and expanded services for our community.
- **Revamped our facility and technology** with new carpeting, fresh interior paint, upgraded Operator lounges and state-of-the-art systems, ensuring our staff is equipped to provide safer, more efficient service.
- **Expanded our reach** through targeted marketing campaigns, including billboards, radio ads, social media engagement and strategic partnerships, ensuring our services are top-of-mind and easily accessible to the community.
- **Boosted team spirit and engagement** by hosting internal gatherings, social events, employee recognition programs and leadership retreats, fostering a motivated team that feels valued and supported.
- **Recognized our employees for their essential role** by updating uniforms, increasing wages and highlighting the value and appreciation for driving our region to the future.
- **We deepened our bond with the community** by offering vital transportation for those in need. We supported causes like Operation Feed and the United Way Campaign and gave back through volunteer efforts like Fall Cleanup Day and the Look Up Center Christmas Toy Drive. These efforts highlight the power of community support and connection.
- **We made a lasting impact on the community** by participating in events like Ohio Loves Transit Week, the Granville and Pataskala parades and the Senior Health and Wellness Expo. In addition, we supported several local initiatives and provided valuable resources to help the people who make our community thrive.
- **Invested in our team's growth** by attending key conferences and workshops, expanding knowledge across various areas — from transit operations to social media — empowering us to bring back fresh ideas and enhance our service to the community.



Licking County
transit

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