- Centralized number or agency to call to coordinate transportation
- Dialysis appointments into Medford continually present challenges
- Assisted living in Medford is ¼ mile from Dialysis, but citizens still need transportation to the facility
- Housing challenges in Taylor County compound transportation challenges
- Need to developing strong partnerships with the hospital and various industries

Through future funding awards and continued coordination and collaboration by local providers and agencies, it is anticipated they can make improvements in transportation alternatives. This will not occur overnight, but instead over time as partnerships continue to be built and funding scenarios provide greater flexibility.

Transportation Goals and Activities

At the transportation coordination plan meeting, attendees were asked to develop goals and actions for the 5-year period from 2014 to 2018. As part of this process, it was identified that goals are the "what" we want to accomplish and the activities are the "how" can we accomplish the goals. Goals were prioritized by participants at the transportation plan coordination meeting and each activity identifies responsible parties with a timeline for which parties will work to address the activities.

Taylor County, WI
2019-2023 Goals and Activities

Priority of Goal	Goal to support 5-year coordinated plan	Activities	Person(s) Responsible	Timeline / Deadline	Roadblocks to Implementation
1	Develop and improve access to information and increase awareness of transportation services (marketing/educational outreach).	Examine other county and local government education programs for additional methods to reach out to potential clients.	Transportation Coordination Committee (TCC)	ongoing	time
		ADRC representatives will continue to provide information on transportation services at senior centers, county buildings, newspaper, web, etc.	ADRC	2018 and ongoing	
		Develop a county wide brochure that lists all transportation options/providers and eligibility requirements.	ADRC, Commission on Aging	2019	staffing, funding
		Better information for "transportation providers" as to what other providers are servicing.	TCC and providers	ongoing	
		Survey the public/users regarding transportation services and gaps.	Commission on Aging, providers	ongoing	staffing, public participation

		Distribute resource directories to all local units of government and other organizations.	Commission on Aging, providers	ongoing	staffing, funding
Priority of Goal	**Goal to support 5-year coordinated plan**	**Activities**	**Person(s) Responsible**	**Timeline / Deadline**	**Roadblocks to Implementation**
2	Develop/ expand/ continue transportation services.	Develop a program that fills in identified gaps in program services.	TCC and providers	ongoing	staffing
		Examine how to use "match" and all funding sources to stretch existing and future transportation services.	TCC and providers	ongoing	staffing, funding
		Examine transportation service to Abbotsford for connection to Greyhound lines.	providers	2018	funding, geography
		Expand services to address off hour and weekend transportation needs.	Providers	ongoing	Funding, availability
		Through coordinated meetings of all providers, continue to review and discuss the feasibility of developing a mobility manager for Taylor County.	TCC	ongoing	vision
		Prepare and distribute media/print brochures in second language (Spanish).	TCC and providers	2018 and ongoing	funding, staffing
		Advocate and encourage residents who have had past issues in seeking MTM (or others) services.	ADRC, providers, Taylor County Human Services	2018	privacy concerns
Priority of Goal	**Goal to support 5-year coordinated plan**	**Activities**	**Person(s) Responsible**	**Timeline / Deadline**	**Roadblocks to Implementation**
3	Increase transportation funding to create sustainable transportation services.	Develop grant and other funding opportunities to enhance coordinated services.	Providers, Aging, Human Services	ongoing	funding opportunities
		Strengthen documentation of rides provided, ride denials and general questions. This information can be used to better address needs/gaps and to serve as supplemental information for funding opportunities.	Providers, Aging, Human Services	ongoing	Additional paperwork and employee time
		Develop partnerships with industries to coordinate transportation for the commuting population	Industry, Providers, Aging, Human Services	ongoing	Funding, industry interest
		Communicate with the Aspiris Foundation Board to acquire funding to develop further medical transportation services	Hospital, Providers, Aging, Human Services	ongoing	Funding, hospital interest
		Apply to foundation programs, local fundraisers, and other potential funding sources.	providers, aging, human services	ongoing	funding opportunities

Priority of Goal	Goal to support 5-year coordinated plan	Activities	Person(s) Responsible	Timeline / Deadline	Roadblocks to Implementation
4	Maximize the efficiency of transportation services through technology, innovation and coordination.	Prepare grant and other funding opportunities, in a coordinated effort when possible, to enhance coordinated services.	TCC	ongoing	participation, funding
		Explore the possibility of a multi-county one call center/mobility manager. (Clark and Marathon Counties)	Stakeholders	ongoing	funding, geography, coordination, cooperation, vision

Updates and Changes

During the 2018 planning cycle, a large emphasis was placed on marketing, educating the public and policymakers and most importantly, the expansion of funding opportunities. Marketing and outreach was a priority to mobilize the public to support funding increases in transportation through a tax levy, local support, service fees and legislative changes to increase grant funding. The Transportation Coordination Committee and members of the public at the listening sessions indicated funding is the most critical aspect of transportation funding.