# Chapter 5: Goals and Actions

The following strategies establish the framework for a five-year work program from 2019 to 2023. The listed strategies and actions were identified by meeting participants and voted on to establish priority. County staff and SWWRPC collaborated to take the goal recommendations and establish local goals and actions. Common elements between all five counties' survey and forum were used to establish a regional framework.

## Regional Framework

The following is a shared set of goals and actions between Grant, Green, Iowa, Lafayette, and Richland Counties. If a need was expressed in a public forum or on the survey, that was also shared across all five counties, then it was added as a discussion for the regional framework. This way if a need was addressed in a public forum, but a corresponding goal was not also addressed, then strategies could be shared from county to county. Goals specific to Lafayette County are listed as well.

### Goal 1: Enhance the quality and quantity of communication about transportation services.

- Partner with organizations to promote transportation resources.
    - Timeline: Short Term (1 – 2 years).
    - Responsibility: SWWRPC, SWCAP.

- Educate potential users about what to expect from Transportation Services.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: SWCAP.

- Promote services to non-traditional users and the general public.
    - Timeline: Short Term (1-2 years).
    - Responsibility: SWWRPC, SWCAP.

- Implement non-traditional media, including social media, to promote services to the community.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: SWWRPC, SWCAP.

- Implement regional marketing strategy
    - Timeline: Ongoing
    - Responsibility: SWTT.

### Goal 2: Plan, develop, and implement a regional marketing strategy to increase awareness about transportation services.

- Use marketing to improve public education about transportation services.
  - Timeline: Short Term (1 – 2 years), Ongoing.
  - Responsibility: Counties continue marketing effort.

- Increase advertising through a variety of media.
  - Timeline: Short Term (1 – 2 years), Ongoing.
  - Responsibility: Counties continue marketing effort.

- Collaborate with business and trip destinations to provide incentives for providing transportation to their establishment.
  - Timeline: Short Term (1 – 2 years).
  - Responsibility: Counties.

- Create and establish a consistent marketing platform across regional transportation services.
  - Timeline: Short Term (1 – 2 years).
  - Responsibility: SWCAP.

### Goal 3: Continue to increase collaboration between transportation providers to form a regional transportation network.

- Create and promote a network to promote cost effective transportation opportunities across the region.
  - Timeline: Medium Term (2 – 3 years), Ongoing.
  - Responsibility: SWCAP.

- Continue to manage and improve a regional transportation opportunity webpage promoting all transportation providers within the region.
  - Timeline: Ongoing.
  - Responsibility: SWCAP.

- Create a regional driver pool to share volunteer drivers between transportation providers across the region.
  - Timeline: Medium Term (2 – 3 years).
  - Responsibility: SWWRPC, SWCAP.

- Collaborate regionally between transportation providers to provide training opportunities for staff and volunteers.
  - Timeline: Ongoing.
  - Responsibility: SWTT, SWWRPC, SWCAP.

- Align policies to enable efficiencies for ride-sharing and volunteer driver programs.
    - Timeline: Ongoing
    - Responsibility: SWTT.

- Continue to educate providers on best practices and current issues.
    - Timeline: Ongoing.
    - Responsibility: SWTT.

### Goal 4: Collaborate regionally to advocate for continuing transportation funding.

- Continue to educate providers on best practices and current issues.
    - Timeline: Short Term (1 – 2 years).
    - Responsibility: SWCAP.

- Continue to explore funding opportunities from private market opportunities.
    - Timeline: Long Term (3 – 5 years).
    - Responsibility: SWTT, SWWRPC.

- Continue to explore funding opportunities from non-profit institutions.
    - Timeline: Long Term (3-5 years).
    - Responsibility: SWTT.

## Lafayette County Goals and Actions

### Goal 1: Improve the quality of service in Lafayette County by increasing the number of volunteers for transportation programs.

- Partner with community groups and service organizations to promote the benefits of public transportation as well as the opportunities to volunteer (Firemen, churches, villages, parades, American Legion, Chamber of Commerce, Town boards, etc.).
    - Need or Gap addressed: 1, 2, 3, 5, 6.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Lafayette County.
    - Proposed funding source: 85.21.

- Share volunteer drivers between programs and transportation providers.
    - Need or Gap addressed: 5, 6.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Lafayette County, LIFT.
    - Proposed funding source: 85.21.

- Expand the volunteer driver program to all communities in Lafayette County.
    - Need or Gap addressed: 6, 7.

- Timeline: Short Term (1-2 years).
- Responsibility: ADRC-Lafayette County.
- Proposed funding source: 85.21.

## Goal 2: Enhance the quality and quantity of communication about transportation services.

- Partner with organizations to promote transportation resources.
  - Need or Gap addressed: 1, 2, 3, 4, 7.
  - Timeline: Short Term (1-2 years).
  - Responsibility: ADRC-Lafayette County, LIFT.
  - Proposed funding source: 85.21.

- Educate potential users about what to expect from transportation services, LIFT.
  - Need or Gap addressed: 3, 4.
  - Timeline: Short Term (1-2 years).
  - Responsibility: ADRC-Lafayette County.
  - Proposed funding source: 85.21.

- Promote services to non-traditional users.
  - Need or Gap addressed: 1, 2, 3, 7.
  - Timeline: Short Term (1-2 years).
  - Responsibility: ADRC-Lafayette County.
  - Proposed funding source: 85.21.

- Utilize non-traditional media to promote services to the community (Social Media/Internet).
  - Need or Gap addressed: 1, 2, 7.
  - Timeline: Short Term (1-2 years).
  - Responsibility: ADRC-Lafayette County, LIFT.
  - Proposed funding source: 85.21.

- Utilize and promote ride-share boards to provide transportation services, LIFT.
  - Need or Gap addressed: 6, 7.
  - Timeline: Short Term (1-2 years).
  - Responsibility: ADRC-Lafayette County.
  - Proposed funding source: 85.21.

- Make communication accessible without the use of transportation jargon and as appropriate to the intended audience.
  - Need or Gap addressed: 4.
  - Timeline: Short Term (1-2 years).
  - Responsibility: ADRC-Lafayette County, LIFT.
  - Proposed funding source: 85.21.

- Enhance communication between the transportation provider and the user.
    - Need or Gap addressed: 4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Lafayette County, LIFT.
    - Proposed funding source: 85.21.

## Goal 3: Increase the number of riders using public transportation.

- Increase the amount of quality of life trips to include natural areas, outdoor recreation, Cabela's, baseball games, farmers markets, movies, dining, etc.
    - Need or Gap addressed: 6, 7, 8.
    - Medium Term (2-3 years).
    - Responsibility: ADRC-Lafayette County.
    - Proposed funding source: 85.21.

- Promote services through printed materials.
    - Need or Gap addressed: 1, 2, 3, 4, 7.
    - Short Term (1-2 years).
    - Responsibility: ADRC-Lafayette County, LIFT.
    - Proposed funding source: 85.21.

- Use existing special trips to expand and prioritize trips utilizing user feedback.
    - Need or Gap addressed: 6, 7, 8.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Lafayette County.
    - Proposed funding source: 85.21.

- Use the "Buddy" system or travel-assistants, offering free pass if you bring a friend.
    - Need or Gap addressed: 7.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Lafayette County.
    - Proposed funding source: 85.21.