Rusk County, WI
Coordination Plan Worksheet

Priority of Goal	Goal to support 5-year coordinated plan	Activities	Person(s) Responsible	Timeline/ Deadline	Roadblocks to Implementation
1	Increase transportation funding to create sustainable transportation services.	Advocate to elected officials and transportation agencies on the local, state and federal levels to eliminate negative policy to advocate to increase funding for transit services.	Everyone, members of the public as well as providers	Ongoing	Policy at the Federal level may be challenging to change
		Create a transit coalition to collaborate on how to improve services as well as advocating for the services.	Everyone, members of the public as well as providers	Ongoing	Time and availability of coalition members
		Maintaining the involvement of Head Start in the overall transportation planning throughout the County.	Transit manager	ongoing	funding
		Review and evaluate mechanisms for interconnecting and coordinating developing regional and inter-city transportation services.	mobility manager	ongoing	funding, lack of coordinating systems
		Seek out funding source to help meet the identified need and eliminate gaps and barriers.	Rusk County Transit Commission (RCTC), Transit manager, others	ongoing	Lack of funding sources, budgets, policies to look at rural aging transportation needs
		Explore a "safe ride" program.	Transit manager	2018	lack of tavern league, legal issues of transit carriers
		Explore future RTA funding options should the Legislature make this option available.	Transit manager	Based on future legislation	
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2	Develop and improve access to information and increase awareness of transportation services (marketing/educational outreach).	Implement social marketing program using proven methods including: buddy riders, travel training and assisted rides.	mobility manager, travel trainer,	ongoing	funding, changing technology, ability to access online ride scheduling
		Utilize internet, web site, newspaper and radio to market to current and potential users.	mobility manager, Rusk County, City, others	ongoing	none at this time
		Utilize single fare and other reduced fare and business partnerships to encourage first time and continue utilization of existing transit resources.	mobility manager, Rusk County, City, others	ongoing	time for outreach
		educate existing and future riders on "riding the bus" to take away the uncertainty of transit use.	mobility manager and travel trainer	ongoing	time for outreach

		Partner with area businesses and organizations to provide information on using transit to get to and from events.	chamber, main street initiatives, tourism, individual businesses	2018 and ongoing	cooperation, time and resources to do coordination, liability between sponsor and riders
		A one-stop shop for an "all resource to transportation services" in and out of county destinations.	mobility manager	ongoing	continued funding
		Develop a transportation media, marketing and outreach position to reach the target audience.	Rusk County, RCTC	Ongoing	Funding
		Develop and implement a media campaign explaining that public transportation is for everyone and all should use it.	Chamber, main street initiatives, tourism, individual businesses, RCTC, Rusk County, Providers	Ongoing	Interest and mentality on transportation
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3	Develop/expand/continue transportation services.	Enhance and expand transit services.	Transit Manager	2018 and ongoing	operational and capital funding
		Establish a centralized organization/group between public, private and other organizations to provide transit services.	RCTC	ongoing	none at this time
		Develop a coordinated transit system amongst all providers.	mobility manager	ongoing	willingness of potential partners
		Expand transit use towards recreational and tourism efforts.	Transit and Mobility Managers	ongoing	lack of participation and acceptance of how transit might benefit their event/business
		Explore route development in areas of the county.	Transit Manager / Consultant	2018 and ongoing	funding for staff and equipment
		explore the development of a "voucher" program that will provide users with the ability to use transportation services.	Mobility manager	2018 and ongoing	funding
		Expansion of off hour services. (on-demand service)	RCTC, Rusk County, Providers, Hospitals	2018 and ongoing	Availability of volunteers
		Develop a carpooling system in which citizens commuting to work can assist with the large transportation need	Transit and Mobility Managers	2018 and ongoing	Funding and time. May be ideal to hire a temporary position to create the system.

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4 (tie)	Increase / maintain transportation options for the transportation disadvantaged.	Utilize principles of Mobility Management to better coordinate existing transit services.	RCTC/ CILWW	2018 and ongoing	funding, education
		Increase the number of accessible equipment, one step and lift capacity.	RCTC/ CILWW	2018 and ongoing	funding, availability of retrofit equipment to upgrade to certification levels
		Expand volunteer drivers programs to meet increased needs of 65+ demographics.	RCTC/ CILWW	2018 and ongoing	funding, capacity, availability of volunteers
		Increase availability of transit services to more potential riders by looking at expanded geographic coverage and service hours.	RCTC/ CILWW	2018 and ongoing	funding, staffing, lack of awareness
		Explore other options for future van/bus purchases from out state providers (not just state low bid).	RCTC/ CILWW	2018 and ongoing	availability of funds to procure
		Further develop and expand the volunteer driver program	RCTC/Rusk County	2018 and ongoing	Funding, volunteer interest/availability
		Continually purchase equipment and technology that is dependable and up to date.	Transportation Providers	2018 and ongoing	Availability of transportation funding
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4 (tie)	Maximize the efficiency of transportation services through technology, innovation and coordination.	Maintain and upgrade IT solutions for data management, scheduling and routing.	Transit Manager	ongoing	funding opportunities, maintenance fees associated with software
		Continue collaboration of Commission participants.	RCTC	ongoing	change in elected officials (continuity)
		Continue to educate riders on "efficiency" in trip and vehicle occupancy as technology seeks to minimize travel time and mileage.	Transit Manager, drivers	ongoing	driver turnover, rider expectations