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 Green 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.

Green County Goals and Actions

Goal 1: Increase transportation mobility options and/or services for Green County residents.

- Work with Lutheran Social Services to provide transportation for special recreation events for the Developmentally Disabled population and their caregivers.
    - Need or Gap addressed: 1, 9, 11.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Monitor fleet needs regularly and secure funding to update as needed.
    - Need or Gap addressed: 4, 5, 6.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Aging Programs Coordinator, ADRC Supervisor.
    - Proposed funding source: 5310.

- Find and pursue additional funding sources and strategies to support increased service options.
    - Need or Gap addressed: 4, 5, 6.

    - Timeline: Short Term (3-5 years).
    - Responsibility: ADRC Supervisor.
    - Proposed funding source: 85.21.

- Work with nursing homes and apartment complexes to provide transportation for both medical and social trips for their residents.
    - Need or Gap addressed: 1,2,8,9,11,13.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Aging Program Coordinator.
    - Proposed funding source: 85.21.

- Partner with community groups and service organizations to promote the benefits and availability of public transportation.
    - Need or Gap addressed: 1,2,8,9,11,13.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Aging Program Coordinator.
    - Proposed funding source: 85.21.
- Provide vouchers for transportation costs to individuals as needed.
    - Need or Gap addressed: 6.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Aging Programs Coordinator, ADRC Supervisor.
    - Proposed funding source: 85.21.

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

- Utilize social media to inform others of transportation services.
    - Need or Gap addressed: 8,9,10,11,12.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Coordinator, ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Improve the Green County ADRC website and use search engine optimization to ensure users can reach it.
    - Need or Gap addressed: 8,9,10,11,12.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Coordinator.
    - Proposed funding source: 85.21.

- Marketing tools for county provided transportation will be reviewed by a group of potential consumers to assure clarity and understanding.
    - Need or Gap addressed: 8,9,10,11,12.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Coordinator, ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Partner with other transportation providers to develop written media to help educate the public about all transportation services.
    - Need or Gap addressed: 8,9,10,11,12.
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: Green County – ADRC.
    - Proposed funding source: 85.21.

- Promote the availability of county transportation services to the general public when seats are available.
    - Need or Gap addressed: 2,4,7,14.
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Promote transportation services at the annual Green County Senior Fair and other large community event venues.
    - Need or Gap addressed: 8,9,10,11,12.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

- Assess the need for non-business hours transportation and determine feasibility to meet need.
    - Need or Gap addressed: 2,4,7,14.
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Promote transportation services at the annual Green County Senior Fair and other large community event venues.
    - Need or Gap addressed: 8,9,10,11,12.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

- Develop a travel training/ travel assistant program.
    - Need or Gap addressed: 9,10,11,12.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

Goal 3: Expand and improve the Driver Escort Program.

- Create and promote to business, service organizations and general community, volunteer recruitment marketing materials aimed to increase the number of volunteers available to the program.
    - Need or Gap addressed: 3,4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

- Partner with community groups and service organizations to promote the opportunities to volunteer (Firemen, churches, villages, parades, American Legion, Chamber of Commerce, Town boards, etc.).
    - Need or Gap addressed:
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC Coordinator, ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Continue to provide all Driver Escorts with orientation and on-going training to support Driver Escort roles.
    - Need or Gap addressed: 4,13.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

- Develop and implement usage of a consumer satisfaction tool to assess effectiveness of the Driver Escort service.
    - Need or Gap addressed: 3,4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Human Services Assistant, ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Offer and utilize Driver Escorts when number of riders does not meet minimum capacity requirements for shuttle trips.
    - Need or Gap addressed: 4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Unit Secretary.
    - Proposed funding source: 85.21.

Goal 4: Continue to increase collaboration between transportation providers on a local and regional level.

- Participate in Southwest Wisconsin Transit Team meetings pursing and implementing regional collaboration opportunities (training, marketing efforts, one-stop-shop, etc.) as appropriate.
    - Need or Gap addressed: 7,13.

    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Pursue the development of a frequently updated guide referencing all the transportation services available to Green County residents that will be used to update and train staff to best serve client's and their transportation needs.
    - Need or Gap addressed:
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Coordinator, ADRC Aging Programs Coordinator.
    - Proposed funding source: 85.21.

- Pursue development of a local county transportation specialist who has an extensive knowledge of local/regional transportation resources, has interviewing/assessment capacity to determine consumers' needs, and can present transportation options tailored to person's individualized needs.
    - Need or Gap addressed: 4,7,8,11,12,13
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Supervisor.
    - Proposed funding source: 85.21.

- Assess the feasibility of creating a centralized phone number for transportation services in Green County and implement as needed.
    - Need or Gap addressed:
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Aging Programs Coordinator, ADRC Supervisor.
    - Proposed funding source:

- Partner with Lafayette County ADRC to assure transportation needs are met in border towns such as Argyle, Browntown, and Blanchardville.
    - Need or Gap addressed: 4,7,13.
    - Timeline: Short Term (1 to2 years).
    - Responsibility: ADRC Supervisor, ADRC-Lafayette County.
    - Proposed funding source: 85.21.

- Continue to partner with the Monroe Cab in coordinating services in the City of Monroe as well as other county-wide efforts.
    - Need or Gap addressed: 2,4.
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Supervisor.
    - Proposed funding source: 85.21.

Goal 5: Plan, develop, and implement a marketing strategy to reduce stigma and increase ridership and awareness about transportation services.

- Develop and implement an annual multi-media marketing plan focused solely on marketing transportation services to other providers and potential consumers.
    - Need or Gap addressed: 3,4,5,6,8,9,10,11,12.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

- Recognize Green County Human Services drivers, both paid and volunteer, in bi-monthly newsletter.
    - Need or Gap addressed: 3,8,9,10,11,12.
    - Timeline: Long Term (3 to 5 years).
    - Responsibility: ADRC Aging Programs Coordinator, ADRC Secretary.
    - Proposed funding source: 85.21.

- Promote utilization and education of the transportation services via special one day trips, local arts venues, and community events/ festivals to enhance positive service images.
    - Need or Gap addressed: 1,4,8.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Programs Coordinator.
    - Proposed funding source: 85.21.

Goal 6: Advocate for continued transportation funding.

- Educate the Green County Transportation Coordination Committee and Aging and Disability Advisory Committee on transportation funding issues providing the tools for membership advocacy efforts.
    - Need or Gap addressed: 4,5,6,9,10,11,12.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC Supervisor.
    - Proposed funding source: 85.21.

- Collect and disseminate transportation consumer stories that exemplify the needs county transportation services to decision makers.
    - Need or Gap addressed: 4,5,6.
    - Timeline: Long Term (3 to 5 years)
    - Responsibility: ADRC Unit Secretary.
    - Proposed funding source: 85.21.

- Encourage public participation in transportation hearings/ forums through use of individualized invites as well as use of public media.
    - Need or Gap addressed: 4,5,6,9,10,13.
    - Timeline: Short Term (1 to 2 years).

- Responsibility: ADRC Unit Secretary.
- Proposed funding source: 85.21.