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 Iowa 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.

Iowa County Goals and Actions

Goal 1: Increase Consumer Awareness of Available Transportation Services.

- Improve and expand the Iowa County ADRC Website to include information listing all transportation services available to Iowa County residents – list all providers and their contact information.
    - Need or Gap addressed: 1, 2.
    - Timeline: Short Term (1 to 2 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Use transportation service vehicles to distribute brochures to target locations and discuss transportation options.
    - Need or Gap addressed: 2.
    - Timeline: Medium Term (2 to 3 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Continue attending events around the County to distribute information about transportation services.
    - Need or Gap addressed: 2.
    - Timeline: Short Term (1 to 2 years). Ongoing.
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

Goal 2: Increase access of transportation in rural Iowa County.

- Investigate additional funding sources to assist with increasing access of transportation to all rural areas in addition to Mineral Point and Dodgeville.
    - Need or Gap addressed: 1, 2, 3, 4, 5.
    - Timeline: Medium Term (2 to 3 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source:

- Coordinate Core Needs - identify core needs and create routes that will allow rural areas to connect to areas that supply core needs on a regular basis.
    - Need or Gap addressed: 1, 3, 5.
    - Timeline: Medium Term (2 to 3 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Advertise that persons are younger than 60 can ride the bus if there is space available.
    - Need or Gap addressed: 2, 3, 5.
    - Timeline: Medium Term (2 to 3 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source:

- Advertise more heavily in local papers, churches, and businesses targeted rural areas that are not receiving as much service.
    - Need or Gap addressed: 2, 5.
    - Timeline: Medium Term (2 to 3 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

Goal 3: Advocate for different forms of transportation.

- Continue to participate in SWTT meeting; pursuing and implementing regional collaboration opportunities.
    - Need or Gap addressed: 1, 3.
    - Timeline: Long Term (3-5 years). Ongoing.
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Continue to increase collaboration between transportation providers on a local and regional level.
    - Need or Gap addressed: 1, 3.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Partner with surrounding counties in coordinating services so needs are met in border towns.
    - Need or Gap addressed: 1, 3, 5.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Continue to collaborate with the County Taxi - work towards expanding existing services in Dodgeville and also in other cities/towns.
    - Need or Gap addressed: 1, 2, 3, 5.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source:

- Advocate for continued funding and continue to seek additional revenue streams.
    - Need or Gap addressed: 4.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source:

- Seek funding to acquire additional and/or replacement transportation service vehicles.
    - Need or Gap addressed: 3, 4, 5.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

Goal 4: Expand and improve the Driver Escort Program.

- Continue to provide orientation and training to support driver escorts.
    - Need or Gap addressed: 1, 3, 5.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Recruit volunteers by partnering with businesses, services organizations, and by promoting to the general public.
    - Need or Gap addressed: 1, 3, 5.
    - Timeline: Short Term (1-2 years).

    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.

- Provide training for Driver Escorts in areas other than safety such as users with special needs that may need specialized attention and/or care.
    - Need or Gap addressed: 1, 3, 5.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Iowa County.
    - Proposed funding source: 85.21.