PART 3: STRATEGIES, ACTION ITEMS, EFFICIENCIES

Strategy #1: Increase access to transit information by improving the quality of transit literature and targeting consumers and potential consumers.

Action Items:

1. Continually update the Transportation Resource Directory.
2. Increase access to transportation information by providing "gate keepers" (social agencies, clinics, social workers) with current and comprehensive information on transportation resources in Rock County.
3. Increase access to transportation information by ensuring that all transportation providers are aware of transit resources in Rock County and when appropriate, make referrals to alternative providers.
4. Provide travel training for transportation disadvantaged populations.

Strategy #2: Maintain/Enhance existing services.

Action Items:

1. Encourage policy makers to continue to fund, and to increase funding for, existing public transit systems.
2. Continue to investigate opportunities for collaboration between transit systems.
3. Approve federal and state grant applications for transportation services and capital acquisition, e.g. 5310 vehicles, mobility management.
4. Provide opportunities and training for non-traditional workers to increase the labor pool for transit provider employees
5. Host an annual meeting of all transportation providers in Rock County to facilitate discussion regarding updates, gaps in services, and potential opportunities for coordination.
6. Determine if existing transportation providers are able to expand service hours for 2nd and 3rd shift employment.

Strategy #3: Improve access to medical appointments.

Action Items:

1. Determine if existing transportation providers are able to expand service hours for late afternoon medical appointments.
2. Investigate transportation options for out-of-county medical appointments, i.e. Rock County to Dane County/Rockford, Illinois.
3. Host an annual meeting of all healthcare providers in Rock County to facilitate discussion regarding mobility needs of transportation disadvantaged populations.

PART 4: PRIORITIES FOR IMPLEMENTATION

Implementation Plan Rock County 2019-2023			
Action Item	**Responsible Party**	**Implementation Schedule**	**Roadblocks to Implementation**
Increase access to transit information by improving the quality of transit literature and targeting consumers and potential consumers.	Rock County TCC Mobility Manager Transit Providers	Ongoing	Continual changes Time Staff
Maintain/Enhance existing services.	Rock County TCC Mobility Manager Transit Providers Legislators/Policy Makers	Ongoing	Funding
Improve access to medical appointments.	Transit Providers Rock County Transit Policy Makers	Ongoing	Funding Worker Pool